

Fashion Ecommerce App / Clothing Shopping Platform

Business Overview

A complete Fashion Ecommerce Platform where customers can:

- Buy Clothing Products
- Shop Fashion Collections
- Browse Brands
- Order Online
- Track Deliveries
- Save Wishlist
- Access Offers & Discounts

This platform supports:

- Men's Fashion
- Women's Fashion
- Kids Wear
- Footwear
- Accessories
- Luxury Brands
- Streetwear
- Ethnic Wear
- Sportswear

The system supports:

- Single Vendor
- Multi-Vendor Marketplace
- Brand Stores
- Fashion Boutiques
- Designers

Customer / User Modules

Authentication

- Splash Screen
 - Intro / Onboarding Screens
 - Login
 - Register
 - OTP Verification
 - Forgot Password
 - Social Login (Google / Apple)
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Home Dashboard

- Home Dashboard
 - Featured Collections
 - Trending Fashion
 - New Arrivals
 - Best Sellers
 - Flash Sales
 - Seasonal Offers
 - Banner Sliders
 - Recommended Products
 - Brand Highlights
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Fashion Categories

Men's Fashion

- T-Shirts
- Shirts
- Jeans
- Trousers
- Jackets
- Hoodies
- Ethnic Wear
- Footwear

Women's Fashion

- Dresses
- Tops
- Jeans
- Sarees
- Kurtis
- Handbags
- Footwear
- Accessories

Kids Wear

- Boys Clothing
- Girls Clothing
- Baby Wear

Accessories

- Watches
 - Sunglasses
 - Caps
 - Wallets
 - Jewelry
 - Belts
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Product Marketplace Module

- Product Listing
- Product Details Page
- Product Variants
 - Size
 - Color
 - Material
- Product Gallery
- Zoom Product Images
- Product Videos
- Product Reviews & Ratings
- Similar Products

- Add to Cart
 - Wishlist
 - Share Product
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Fashion Features

- Outfit Recommendations
 - Mix & Match Suggestions
 - Trending Styles
 - Lookbook Collections
 - Fashion Blogs
 - Style Guides
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Search & Filters

- Smart Search
 - Filter by Size
 - Filter by Color
 - Filter by Brand
 - Filter by Price
 - Filter by Material
 - Filter by Ratings
 - Sort By
 - Latest
 - Popular
 - Price Low-High
 - Trending
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Cart & Checkout Module

- Shopping Cart
- Apply Coupons
- Delivery Address
- Shipping Methods

- Order Summary
 - Online Payment
 - COD Option
 - Wallet Payment
 - Checkout Confirmation
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Order Management

- My Orders
 - Order Tracking
 - Delivery Tracking
 - Return & Exchange Request
 - Refund Tracking
 - Reorder Products
 - Invoice Download
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Wishlist & Loyalty Module

- Wishlist
 - Saved Collections
 - Loyalty Points
 - Referral Rewards
 - Membership Benefits
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Customer Profile

- My Profile
- Saved Addresses
- Saved Cards
- Wishlist
- Notifications
- Wallet
- Order History
- Settings

- Logout
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Communication Module

- In-App Chat
 - WhatsApp Integration
 - Customer Support
 - Push Notifications
 - Email/SMS Alerts
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Support & Information Pages

- About Us
 - Contact Us
 - FAQ
 - Terms & Conditions
 - Privacy Policy
 - Refund Policy
 - Shipping Policy
 - Support Center
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Vendor / Brand / Seller Modules

Vendor Authentication

- Vendor Login
 - Vendor Registration
 - OTP Verification
 - Brand Verification
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Vendor Dashboard

- Dashboard Overview
 - Total Orders
 - Revenue Counter
 - Product Analytics
 - Inventory Alerts
 - Subscription Status
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Product Management

- Add Products
 - Edit Products
 - Delete Products
 - Upload Product Images/Videos
 - Add Variants
 - Inventory Management
 - Pricing Management
 - Discount Management
 - Product Categories
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Order Management

- Manage Orders
 - Shipping Management
 - Order Status Updates
 - Return/Exchange Handling
 - Invoice Generation
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Promotions & Marketing

- Create Offers
- Flash Sales

- Promo Codes
 - Featured Products
 - Sponsored Listings
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Reports & Analytics

- Sales Reports
 - Product Performance Reports
 - Revenue Reports
 - Customer Reports
 - Return Reports
 - Download Reports PDF/Excel
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Subscription & Monetization

- Vendor Subscription Plans
 - Featured Brand Listings
 - Advertisement Packages
 - Commission Management
 - Wallet & Earnings
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Delivery Partner Modules

Delivery Authentication

- Delivery Login
 - Delivery Registration
 - OTP Verification
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Delivery Dashboard

- Assigned Deliveries
 - Pickup & Delivery Tracking
 - Route Navigation
 - OTP Delivery Verification
 - Earnings Summary
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Admin Panel

Admin Authentication

- Admin Login
 - Forgot Password
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Admin Dashboard

- Total Customers
 - Total Vendors
 - Total Orders
 - Revenue Analytics
 - Inventory Insights
 - Subscription Revenue
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Vendor & Brand Management

- Approve Vendors
 - Manage Brands
 - Block/Unblock Sellers
 - Verify Businesses
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Marketplace Management

- Manage Products
 - Manage Categories
 - Manage Offers
 - Featured Listings
 - Banner Advertisements
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Order & Delivery Management

- Monitor Orders
 - Refund Management
 - Return & Exchange Tracking
 - Delivery Monitoring
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User Management

- Manage Customers
 - Manage Delivery Partners
 - Manage Support Tickets
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CMS & Platform Settings

- Banner Management
 - Push Notifications
 - Email/SMS Templates
 - Tax Settings
 - Commission Settings
 - Shipping Charges
 - Platform Settings
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Extra Advanced Features

AI & Smart Features

- AI Outfit Recommendations
 - Virtual Try-On
 - AI Size Recommendation
 - Smart Fashion Suggestions
 - AI Chat Support
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Optional Advanced Features

- Multi-Currency Support
 - Multi-Language Support
 - Live Shopping
 - Influencer Marketplace
 - Subscription Fashion Box
 - AR Fashion Preview
 - Loyalty Program
 - Referral Program
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Monetization Model

- Product Sales Margin
 - Vendor Subscription Plans
 - Featured Listings
 - Advertisements
 - Commission Per Sale
 - Membership Plans
 - Sponsored Promotions
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Main Business Flow

Customer Flow

Browse Fashion → Select Product → Add to Cart → Make Payment → Delivery

Vendor Flow

Add Products → Receive Orders → Ship Products → Earn Revenue

Delivery Flow

Pickup Order → Deliver Product → Confirm Delivery

Admin Flow

Manage Marketplace → Monitor Orders → Handle Revenue → Control Platform Operations