



Achieving Objectives Together

* Agenda

1. Цели проекта
2. Архитектура проекта Beauty Prof обсуждение, с учетом целей компании.
3. Презентация ключевого функционала:
 - a. Работа с b2b клиентами.
 - b. Индивидуальное ценообразование
 - c. Акции и скидки
 - d. Drop-shipping
 - e. Content
 - f. Локализация, Страны, Переводы, генерация контента, видео
4. Интеграции
 - a. 1C
 - b. InPost
 - c. Panel24 (Poland).
5. Вопросы и обсуждение.

* Цели проекта Beauty prof

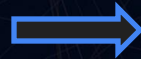
Украина

- новую бизнес-модель «Drop shipping»
- Целевой клиент: небольшие компании (ЧП), мастера салонов красоты.
- Инструмент – Mobile App



Заложить в архитектуру App:

- возможность подключения b2c клиентов
- вывод приложения на рынок Poland, EU



Польша:

- Будут открываться off-line магазины. Маркет-плейс как инструмент продвижения
- Создать маркет плейс для выхода на местный e-рынок
- Вывести на рынок мобильное приложение.

* About us

Founded in 2008 in Kharkiv, Ukraine.

Specialization:

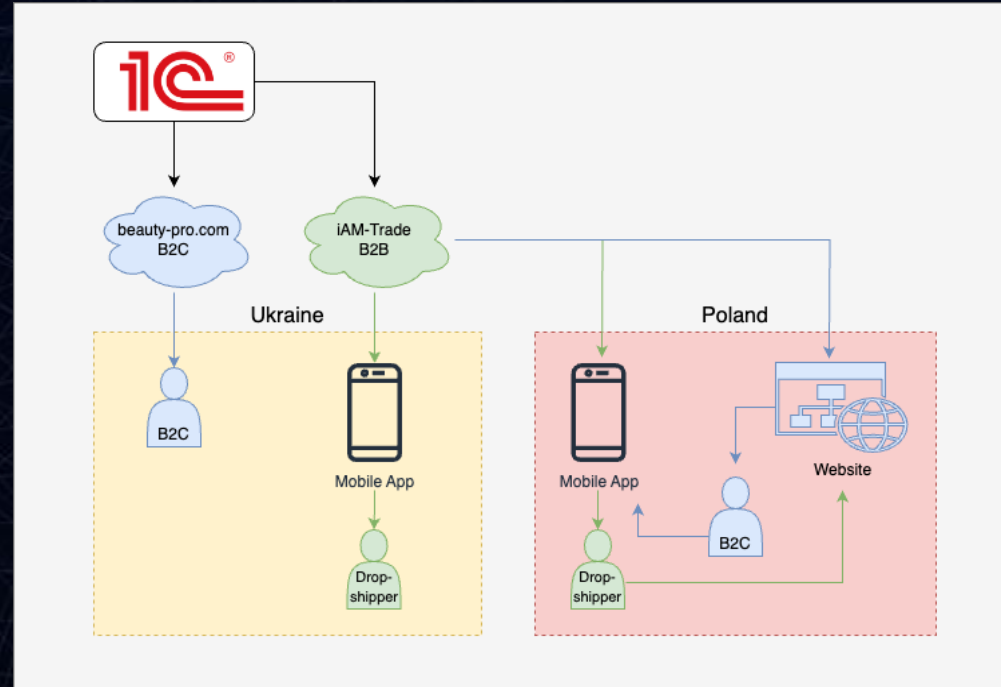
- Custom e-commerce solutions with a primary focus on B2B.

Key Industries:

- Automotive spare parts
- Tools, DIY, Builders merchant
- Tourism

* Project Architecture

- Ukraine
 - B2C Website (temporary)
 - Mobile App iAM-Trade
- Poland and other countries
 - B2C Website iAM-Trade
 - Mobile App iAM-Trade



* E-commerce

Platform designed to create powerful, flexible, and multi-functional e-commerce solutions for B2B and B2C.

- Expansion to new territories and markets
- Boosted online sales
- Easy business scaling: up to 1M products
- Automation of sales
- Marketing tools & features
- Easy integrations: 200+ connections
- Flexible & customizable UX & UI
- Improved customer communications
- Optimized business processes
- Minimized personnel involvement

Functionality overview

Products & Catalogues

- Catalogues and groups
- Product cards
- Variants and sizes
- Advanced search
- Filters and sorting
- Photo & video galleries

Orders

- Wish lists and availability notifications
- Flexible cart and checkout
- Order generation and reservation
- Order tracking and detailed history
- Emails and push notifications
- Complaint and return processes

Stock & Delivery

- Stock and branches management
- Delivery scheduling
- Price and delivery time estimation
- Stock inventory

Pricing & Discounts

- Flexible price formation
- Multicurrency
- Cross-selling & up-selling
- Discounts & cashbacks
- Promotional campaigns
- Gifts & promo codes
- Price lists

Finance & Reporting

- Online payments and loans
- Balance and payment schedules
- Automated invoice generation
- Sales and finance reports

Integrations

- ERP, CRM, WMS, TMS etc.
- Online marketplaces
- Partner's /supplier's platforms
- Delivery / online payment services
- Signup and notification services
- Other 3-rd party apps and solutions

Users & Access

- Multi-buyer company accounts
- User registration options
- Notifications
- Multiple carts
- Access roles and limits

Configuration & CMS

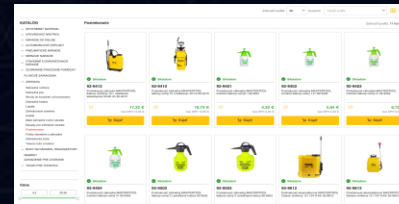
- Admin panel
- System configurator
- Website UI/UX builder
- AI-Assistant

SEO & Marketing

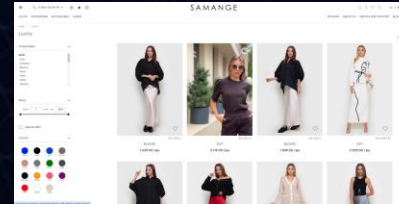
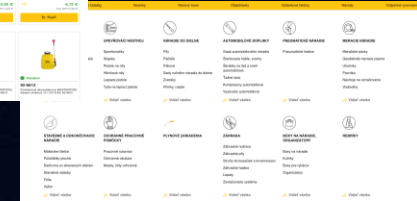
- Blog and promo pages
- Optimized content and metadata
- Structured markup

Product catalogue

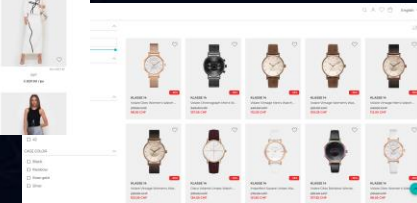
- Product categories and groups
- Advanced search (auto-complete, different combinations in requests, replacement and analogue searches)
- Filters (categories, brands, properties, price range, options, sizes)
- Sorting (price, popularity, novelties, discounts)
- Product cards (basic info and media, prices and discounts, features and icons, options, sizes etc.)



Tools and Automotive



Fashion

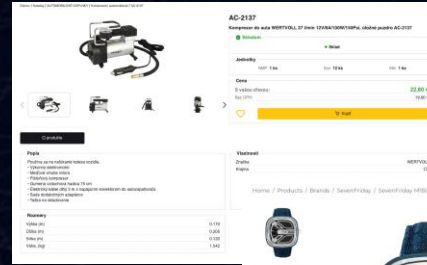


Luxury and watches

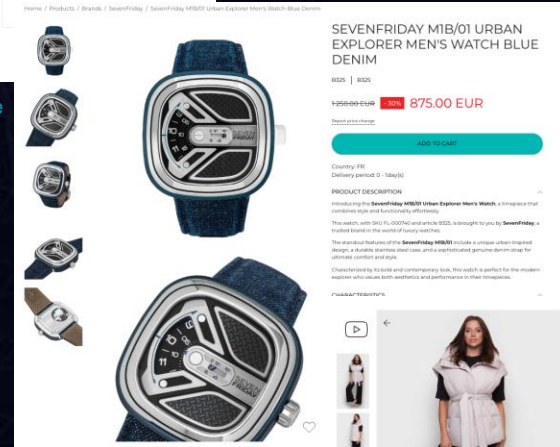


Product card

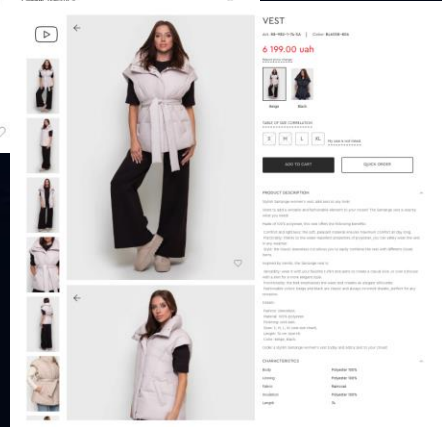
- Product title, SKU, brand
- Detailed product description (generated by AI based on product image or title)
- Product features and characteristics
- Price and discount
- Photo and video gallery
- Variants and sizes
- Relative and recently seen products
- Product complements and gifts
- Attached files and instructions
- Buyer testimonials and rates



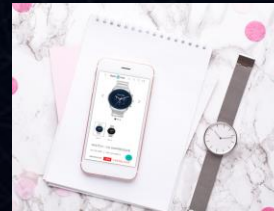
Tools and Automotive



Luxury and watches



Fashion



Pricing

- Flexible price formation (buyer / supplier, price type, product categories / brands, individual discounts)
- Multicurrency
- Cross-selling & up-selling
- Discounts & cashbacks (from quantity / sum, brand and category, bonuses and cashbacks, per user / company)
- Promotional campaigns (marketing features, product lists, discount conditions)
- Gifts & promo codes
- Price lists

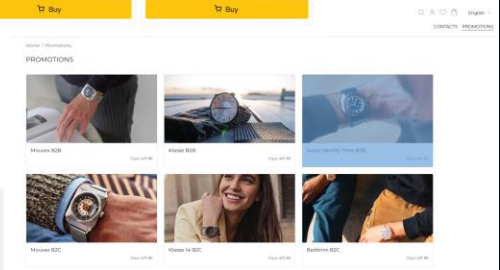
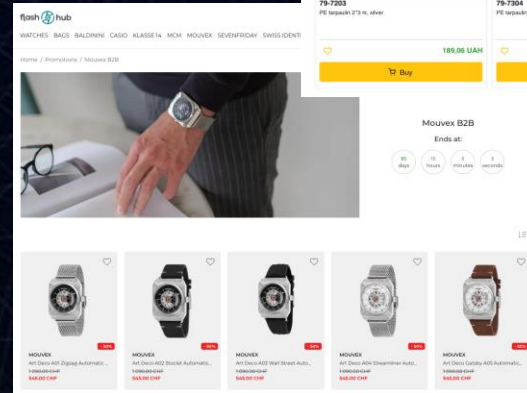
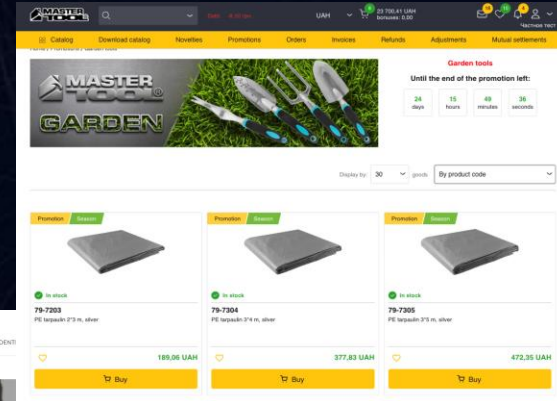


Finance & Invoicing

- Online payments and loans
- Balance and payment schedules
- Automated invoice generation
- Sales and finance reports

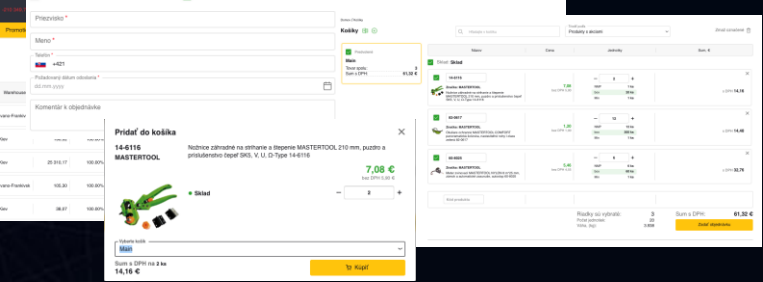
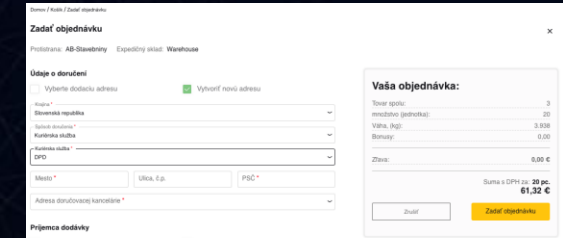
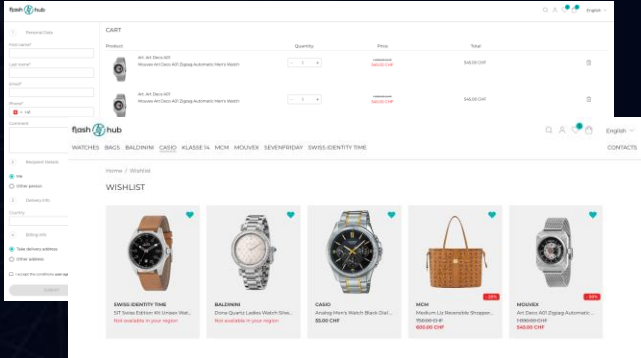
Promotions & Discounts

- Promotional campaigns (marketing features, product lists, period, discounts)
- Discount from quantity of products
- Discount from sum, of order
- Gifts, product sets
- Personal discounts
- Bonuses and cashbacks, per user / company)



Orders

- Wish lists and availability notifications
- Flexible and complex cart and checkout
- Order generation and reservation
- Orders list and statuses
- Order tracking and detailed history
- Emails and push notifications
- Complaint and return processes



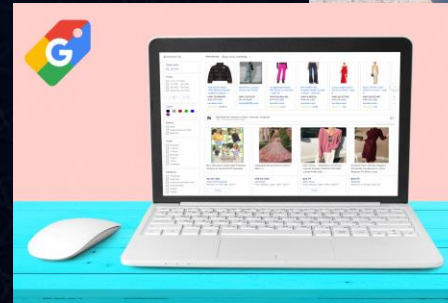
Stock & Delivery

- Stock and branches management
- Delivery scheduling
- Price and delivery time estimation
- Stock inventory



Integrations

- ERP, CRM, WMS, TMS etc.
- Partner's / supplier's platforms
- Marketplaces (Google Merchant, Facebook Amazon, etc.)
- Delivery services (FedEx, DHL, DPD, InPost etc.)
- Online payments (Stripe, PayPal, Fondy, Panel24)
- Signup-in services (Google, Apple, Facebook)
- Notification services
- Marketing services
- Other 3-rd party apps and solutions



AI-Assistant

- Auto translator
- Product description
- Relative products
- Additional categories
- Product properties
- Blog posts content



How does ChatGPT integration help?

Upload the product name and photo and get:

HAT10 Panama



region-specific titles cater to distinct markets, e.g. unique naming for France as compared to Canada.

SEO Optimized descriptions

detailed products properties

Title

EU (FR): Chapeau Seau Doublé en Polaire Éléance Alpine
US/Can (EN): Urban Chic Panama

Description

Stay stylish and cozy with our "Alpine Elegance Fleece-Lined Hat," the perfect accessory for those seeking warmth and fashion. Crafted from high-quality suede-finish material and lined with luxuriously soft fleece, this bucket hat provides exceptional comfort and exudes a chic, modern aesthetic.

Ideal for the crisp days of autumn or the chilly breezes of spring, its versatile design complements any outfit, whether you're enjoying a mountain retreat or a city excursion. With its plush collar adding an extra layer of snugness around your ears and neck, this bucket hat is the epitome of winter fashion must-haves. Its neutral color palette ensures seamless integration with your wardrobe, making it a staple accessory for the fashion-forward individual.

Properties:

Material: High-quality suede-finish exterior.
Lining: Soft fleece interior for maximum warmth and comfort.
Style: Contemporary bucket hat design.
Collar: Extended fleece collar for added warmth around the ears and neck.
Color: Neutral, versatile shade for easy pairing with various outfits.
Season: Perfect for both autumn and spring use.
Size: One size fits most with a comfortable fit.
Care: Easy to care for with gentle wash settings.
Occasion: Suitable for casual outings, mountain retreats, or city adventures.

Save money
and time

* Roadmap

1. Коммерческое предложение
2. SRS (Software requirements specification)
3. UI/UX design
4. BackEnd part
+ Интеграция с 1С (п.3)
5. Mobile App
6. Launch Pilot App
7. Full-scale product
полнофункциональное APP
8. Web-marketplace
9. Support and Scale-Up

Questions

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