GreenLeaf Online Marketplace

Project Brief

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▦ Company Information

Company Name
GreenLeaf Organic Foods Ltd

Industry
E-commerce / Retail

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▭ Project Overview

Project Type
E-commerce

Project Name
GreenLeaf Online Marketplace

Problem Statement

Our reliance on third-party platforms for selling organic produce restricts profit margins and hinders customer engagement. To enhance profitability and strengthen direct relationships with consumers, we need a dedicated e-commerce platform that highlights our farm-to-table narrative and supports subscription-based orders for weekly organic boxes.
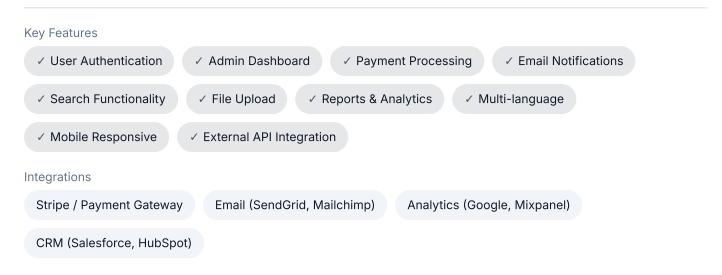
Target Audience

Health-conscious consumers aged 28-55 in London and South East England, predominantly professionals or families with higher disposable incomes. They prioritize organic, locally-sourced produce, exhibit eco-friendly behaviors, and prefer convenient home delivery services. Pain points include limited access to quality products and time constraints, while their goals focus on maintaining a healthy lifestyle and supporting sustainable practices.

Success Criteria

1. Launch within 4 months with full e-commerce functionality.
2. Achieve 500+ subscribers within first 6 months.
3. Process 200+ orders per week by month 3.
4. Maintain 95%+ customer satisfaction rating.
5. Reduce customer acquisition cost by 40% compared to third-party platforms.

⚙ Features & Requirements

Key Features

✓ User Authentication ✓ Admin Dashboard ✓ Payment Processing ✓ Email Notifications

✓ Search Functionality ✓ File Upload ✓ Reports & Analytics ✓ Multi-language

✓ Mobile Responsive ✓ External API Integration

Integrations

Stripe / Payment Gateway Email (SendGrid, Mailchimp) Analytics (Google, Mixpanel)

CRM (Salesforce, HubSpot)

⚙ Technical Context

Existing Systems

We currently use Square POS for in-person sales, Mailchimp for email marketing, and a basic WordPress website for company information. We have a Google Workspace setup for business operations.

Technical Constraints

Must comply with UK GDPR regulations. Payment processing must be PCI DSS compliant. Site should load within 3 seconds on mobile devices. Must support high traffic during seasonal peaks (Christmas, Easter).

Hosting Preference

Cloud (AWS, GCP, Azure)

Security Requirements

SSL/TLS encryption, secure payment processing, GDPR-compliant data handling, regular security audits, two-factor authentication for admin accounts, encrypted customer data storage

📅 Timeline & Budget

Timeline
3-6 Months

Budget Range
£15,000 - £30,000

Ongoing Maintenance
Yes, required

Additional Notes

We are preparing for a significant marketing campaign scheduled for Spring 2025, and we aim to have the platform operational and stable by March. We are open to a phased implementation strategy, starting with the launch of essential e-commerce features, followed by the introduction of subscription functionality in Phase 2. Our team includes a part-time marketing coordinator who will oversee content management, so it is crucial that we have a user-friendly Content Management System (CMS). Additionally, we have had positive experiences with Next.js sites and would prefer to utilize a modern tech stack for this project.