



# BUSINESS PROMOTION & MEMBERSHIP PLATFORM

## Mobile Application & Admin Panel Development Proposal

Prepared By: **CodeBergIT**

Technology Stack: **Laravel + React Native**

Project Duration: **2 Months**

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### About CodeBergIT

CodeBergIT is a technology solutions company specializing in custom web and mobile application development. We focus on building scalable, secure, and high-performance digital platforms for startups, enterprises, and growing businesses.

Our expertise includes:

- Custom Web Application Development
- Mobile App Development (Android & iOS)
- Enterprise Software Solutions
- API Development & Integration
- Cloud-Based Platform Development

With a strong focus on quality, performance, and user experience, CodeBergIT aims to deliver reliable technology solutions that help businesses grow digitally.

## 1. Project Overview

The objective of this project is to develop a **comprehensive digital platform that connects customers and local retailers through a membership and promotion ecosystem.**



The platform will enable **retailers to promote their businesses and run advertisements**, while customers who subscribe to the platform will receive **discount benefits from participating retailers**.

Customers will purchase a **digital membership card subscription**, which will provide access to retailer discounts and platform benefits. The membership card will include a **unique QR code** that retailers can scan to verify whether the customer is an active subscriber.

Retailers will be able to promote their businesses by creating advertisements within the platform. These advertisements will be shown to users based on **location proximity and category relevance**.

To encourage platform growth, a **referral reward system** will allow customers and retailers to invite new users and earn reward points.

Retailers will also earn **reward points when they provide benefits to customers**. These points can later be used to **purchase advertisements inside the platform**.

The system will consist of:

- Mobile Application for Customers and Retailers
- Super Admin Web Panel for centralized management
- Role-based admin user system
- Location-based retailer discovery
- Customer membership subscription system
- Retailer advertisement subscription system
- Referral reward system
- QR code verification system

The platform will be designed to be **scalable, secure, and capable of expanding to multiple cities and regions**.

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## 2. Technology Stack

### System Components



The platform will consist of three main components:

1. **Customer Mobile Application**

Allows customers to purchase membership cards, discover nearby retailers, and access discount benefits.

2. **Retailer Mobile Application**

Enables retailers to promote their business, run advertisements, scan customer QR codes, and track reward points.

3. **Super Admin Web Panel**

Provides centralized control for managing retailers, customers, advertisements, subscriptions, and system settings.

The platform will be developed using modern technologies to ensure reliability, performance, and scalability.

## Backend Development

The backend system will be developed using **Laravel**, a powerful PHP framework suitable for enterprise-level applications.

Laravel will handle:

- API development for mobile apps
- Business logic and workflows
- Authentication and role management
- Admin panel features
- Database communication

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## Mobile Application

The mobile application will be developed using **React Native**, allowing a single codebase to support both Android and iOS platforms.

Benefits include:

- Faster development time
  - Lower maintenance cost
  - Consistent experience across devices
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## Database

The platform will use **MySQL database** for structured and reliable data storage.

The database will store:

- Customer accounts
  - Retailer businesses
  - Membership subscriptions
  - Advertisements
  - Payments
  - Referrals
  - Reward points
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## Push Notifications

Push notifications will be implemented using **Firebase Cloud Messaging (FCM)**.

Notifications will be used for:

- New advertisements
  - Subscription expiry reminders
  - Promotional campaigns
  - System updates
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## Location Services

The platform will integrate **Google Maps API** for location-based services such as:

- Detecting user location
  - Finding nearby retailers
  - Location-based advertisements
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## Payment Gateway

The platform will integrate with a secure payment gateway such as:

- Razorpay
- Stripe

This will allow secure handling of:

- Customer membership payments
  - Retailer advertisement payments
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## 3. System User Roles

The system will support four main roles.

Role	Description
Super Admin	Full system control
Super Admin User	Admin staff with limited permissions

Retailer	Business owners promoting services
Customer	App users purchasing membership card

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## 4. Subscription Systems

The platform will include **two separate subscription systems**.

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### 4.1 Customer Membership Subscription

Customers must purchase a subscription to access platform benefits.

Subscription plans may include:

- 6 Month Membership
- 1 Year Membership

Membership features include:

- Digital membership card
- QR code verification
- Access to retailer discounts
- Participation in referral program
- Eligibility for reward points

Each subscription will include:

- Plan name
- Price

- Validity period
- Activation date
- Expiry date

Customers can view their **subscription status inside the mobile app.**

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## 4.2 Retailer Advertisement Subscription

Retailers will pay to display advertisements in the application.

Advertisements will be based on **duration packages.**

Examples:

- 7 Day Advertisement
- 15 Day Advertisement
- 30 Day Advertisement

Each advertisement will include:

- Advertisement image
- Start date
- Expiry date
- Target city
- Target category

Advertisements will require **admin approval before becoming visible in the app.**

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## 5. Super Admin Panel Features

The Super Admin Panel will provide complete system management capabilities.

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## 5.1 Dashboard

The dashboard will display real-time platform statistics including:

- Total retailers
- Total customers
- Active subscriptions
- Expired subscriptions
- Running advertisements
- QR scans
- Revenue reports

This provides administrators with a quick overview of system performance.

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## 5.2 Role and Permission Management

Super Admin can create **multiple admin users** with role-based access.

Features include:

- Create admin users
- Assign module permissions
- Edit user permissions
- Activate or deactivate admin accounts
- Password reset functionality

Example permissions may include:

- Vendor management
  - Customer management
  - Ads approval
  - Reports access
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## 5.3 Master Data Management

### City Management

Admin can add cities where the platform operates.

Features:

- Add city
  - Edit city
  - Activate or deactivate city
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### Area Management

Areas will be mapped under cities.

Features:

- Add area
  - Map area to city
  - Edit area details
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### Category Management

Admin can manage retailer business categories.

Features:

- Create category
  - Edit category
  - Set display order in mobile app
  - Activate or deactivate categories
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## 5.4 Global Settings

Admin can configure platform rules through system settings.

Settings include:

- Referral reward points
- Registration discount amount
- Customer signup enable or disable
- Ads pricing settings
- Points conversion settings

Example:

Referrer receives **50 reward points**

New user receives **₹100 registration discount**

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## 5.5 Retailer Management

Admin can manage all retailer accounts.

Features include:

- Approve retailer registrations
  - Reject registrations with reason
  - Edit retailer profiles
  - Activate or deactivate retailer accounts
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## Retailer Detail Page

Each retailer will have a complete detail page showing:

- Business details
- Business category
- Address and location
- Contact details

Analytics include:

- Total ads created
- Active ads
- Expired ads
- Reward points balance
- QR scan count

Admin can also view **which admin user added the retailer**.

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## 5.6 Customer Management

Admin can manage all customer accounts.

Features include:

- View customer list
  - Check subscription status
  - Activate or deactivate customer accounts
  - View referral activity
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### Customer Detail Page

The customer detail page will display:

- Customer profile information
- Membership card details
- Subscription validity

- Total referrals generated
- Reward points earned
- Payment history

Admin can also see **which users registered through that customer's referral link.**

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## 5.7 Advertisement Management

Retailers can create ads but admin must approve them.

Admin actions include:

- Approve advertisement
- Reject advertisement
- Edit advertisement
- Monitor ad performance

Advertisements will automatically expire when their duration ends.

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## 6. Ads Ranking Algorithm

Advertisements displayed in the application will follow a **smart ranking system.**

Ads will be prioritized based on:

### **Distance from User**

Businesses located closer to the customer will appear higher.

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### **Advertisement Validity**

Only active advertisements will appear.

Expired ads will be automatically removed.

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### **Category Relevance**

Ads matching the user's selected category will receive priority.

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### **Advertisement Score**

Each ad will receive a ranking score based on:

- Distance
- Ad duration
- Category match

Higher scoring ads appear first.

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## **7. QR Code Membership Validation Flow**

The platform will include a **QR-based validation system**.

### **Step 1**

Customer shows membership card inside the mobile app.

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### **Step 2**

Retailer scans the QR code using the retailer app.

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### Step 3

System verifies:

- Customer account
  - Membership validity
  - Subscription status
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### Step 4

Retailer confirms **benefit provided to customer**.

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### Step 5

The transaction is recorded and sent to the admin panel.

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### Step 6

Admin verifies the record and assigns **reward points to the retailer**.

Retailers can use these points for **advertisement payments**.

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## 8. Retailer Mobile App Features

Retailers will use the mobile application to manage their business presence.

Features include:

### Retailer Registration and Login



Retailers can create accounts using their business information.

Accounts require **admin approval before activation**.

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## Retailer Profile Management

Retailers can manage their business profile including:

- Business name
  - Address and location
  - Contact information
  - Business images
  - Working hours
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## Advertisement Creation

Retailers can create advertisements by selecting:

- Advertisement image
- Duration plan
- City or location
- Business category

Advertisements require **admin approval**.

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## QR Code Scanner

Retailers can scan customer membership cards to verify eligibility.

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## Reward Points Dashboard

Retailers can view:

- Earned points
  - Points used for ads
  - Points history
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## **Payment History**

Retailers can view:

- Advertisement payments
  - Points used for ads
  - Transaction details
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## **Retailer Referral System**

Retailers can refer other businesses to join the platform and earn rewards.

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## **Business Gallery Management**

Retailers will be able to upload multiple images showcasing their business such as:

- Store images
- Product images
- Service photos

This helps customers better understand the business offerings.

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## **Advertisement Status Tracking**

Retailers will be able to track the status of their advertisements.

Statuses may include:

- Pending Approval
- Approved
- Rejected
- Expired

Retailers will also be able to view the **expiry date of each advertisement**.

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## 9. Customer Mobile App Features

Customers will use the mobile app to discover retailers and access membership benefits.

Features include:

- Membership card with QR code
- Nearby retailer discovery
- Category-based retailer listing
- Advanced search functionality
- Referral link sharing
- Reward points tracking
- Bank account details for rewards
- Subscription payment history

### Retailer Detail Page

Customers will be able to open a retailer's detailed profile page which will display:

- Business name and description
  - Contact information
  - Business images
  - Address and map location
  - Available offers
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## Membership Card QR Display

Customers will have access to their digital membership card within the app which includes:

- Customer name
- Membership ID
- QR code for verification
- Subscription validity date

This card will be shown to retailers to receive benefits.

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## 10. Project Timeline

The estimated timeline for the development of the complete platform is **8 Weeks (2 Months)**. The project will be executed in structured phases to ensure quality, transparency, and timely delivery.

### Phase 1 – Requirement Finalization & Documentation (Week 1)

During this phase, all project requirements will be reviewed and finalized.

A complete documentation of the system modules, workflows, and feature specifications will be prepared and approved.

Activities include:

- Final discussion of project modules
- Documentation freeze
- Feature scope confirmation
- Technical planning

Once approved, development will proceed based on this finalized document.

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## Phase 2 – UI/UX Design (Week 2)

In this phase, the complete user interface and user experience design will be created using **Figma**.

Designs will be prepared for:

- Customer Mobile Application
- Retailer Mobile Application
- Super Admin Panel

The design phase will include:

- Wireframe creation
  - UI design for all major screens
  - Client feedback and revisions
  - Final design approval
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## Phase 3 – Backend Development & Admin Panel (Week 3 – Week 5)

The backend system will be developed using **Laravel**, including all APIs required for the mobile applications and the admin panel.

Development includes:

- Database architecture implementation
  - API development for mobile apps
  - Admin panel development
  - Role and permission system
  - Subscription management modules
  - Advertisement management system
  - QR code validation system
  - Referral and reward system
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## **Phase 4 – Mobile App Development (Week 4 – Week 6)**

The mobile application will be developed using **React Native** for both Android and iOS platforms.

Development includes:

Customer App Modules

- Customer registration and login
- Membership card system
- Retailer discovery
- Referral system
- Subscription management

Retailer App Modules

- Retailer registration and profile management
  - Advertisement creation
  - QR code scanning
  - Reward points system
  - Payment history
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## **Phase 5 – Testing & Quality Assurance (Week 7)**

After development is completed, the platform will undergo complete testing to ensure smooth functionality.

Testing will include:

- Functional testing
  - Performance testing
  - Security testing
  - Bug fixing and optimization
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## Phase 6 – Deployment & Launch (Week 8)

The final phase includes deployment of the system to the production environment.

Activities include:

- Server deployment
  - Mobile application build generation
  - Google Play Store submission
  - Final system checks
  - Project handover
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## Total Estimated Timeline

**8 Weeks (2 Months)**

The timeline may vary slightly depending on:

- Client feedback time
  - Additional feature requests
  - Third-party integration approvals
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## 11. Client Side Requirements

Client must provide:

- Domain name
- Hosting server
- Firebase account
- Google Maps API key

- Payment gateway account
  - Brand assets and logos
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## 12. Development Process

The development process will follow a structured workflow.

### Step 1 – Requirement Freeze

All requirements finalized before development.

### Step 2 – UI/UX Design

Designs created in Figma.

### Step 3 – Development

Backend, admin panel, and mobile apps developed.

### Step 4 – Testing

Functional, security, and performance testing.

### Step 5 – Deployment

Server setup and mobile app store submission.

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## 13. Important Notes

1. Any features not mentioned in this document will be treated as additional scope.
2. Timeline may vary depending on client feedback and revisions.



3. Third-party services such as hosting, payment gateways, and APIs are client responsibility.

## **Conclusion**

We appreciate the opportunity to present this proposal for the development of the Business Promotion & Membership Platform.

CodeBergIT is committed to delivering a high-quality, scalable, and user-friendly platform that will help connect retailers with customers while creating a sustainable promotional ecosystem.

We look forward to collaborating on this project and helping bring your vision to life.