

Buy in Style

Online Catalog for Arous Elbahar's Second-Hand Store

Software Entrepreneurship Workshop
Kfir Fitousi



Introduction

- **Arous Elbahar** (Bride of the Sea) Association for Women in Jaffa, Israel, is a **non-profit women's organization**, founded by a group of female Arab residents of Jaffa
- With the outbreak of the Covid-19, Arous Elbahar faced severe economic challenges, and was in danger of closing
- The women volunteers at the association designed a one-time **second-hand clothing bazaar** that was open for an entire week to allow families to buy clothing at a subsidized price
- Following the success, Shahira Fakhar, the association's general manager, initiated the opening of a regular second-hand pop-up store, called "**Buy in Style**"
- This project is a **co-operation** between Arous Elbahar and MTA, with the purpose of building a website to promote the store and bring more traffic to it

The Challenges

- Working with a client means:
 - Gathering all their **requests** and researching **solutions**
 - **Communication** along the entire process
 - **Training** them to use and maintain the product
 - Extensive **documentation** to make passing over the finished product easy

The Product

Features

- Online catalog showcasing the store's products
- Ability to add/remove/edit products easily
- Contact form for customers
- Mobile and desktop compatibility
- Hebrew, Arabic and English translation

Technology

- At first, we decided to build a Shopify store, since they provide great tools for small business owners. However, the calculated costs were too high to make it viable
- We opted for a lower cost option - a catalog website that will showcase the store's products and allow customers to make contact
- The catalog is built with **React**, **Next.js** and **TypeScript**
- Using **Contentful CMS** to manage products with a user-friendly interface

Market

- The primary target group of the store is women
- Arous Elbahar have already established community presence by providing services to Arab women in Jaffa
- The organization will market the store using its social media accounts, as well as local marketing channels

Finance

- By using open-source software and services with free plans, the cost of running the website amounts only to the cost of the domain
 - The project is deployed on Vercel with a free plan
 - The content is managed using Contentful CMS with a free plan
 - The code for the website uses only open-source libraries
- This low-cost, low-maintenance project will hopefully help improve Arous Elbahar's economic situation by increasing traffic to the store

The Team

- **Submitter:** Kfir Fitousi
- **Instructor:** Dror Margalit
- Thanks to **Shaira, Rond** and **Mouna** from Arous Elbahar