

B2B E-COMMERCE SYSTEM

Digital Commerce, Sales CRM & Business Operations Platform

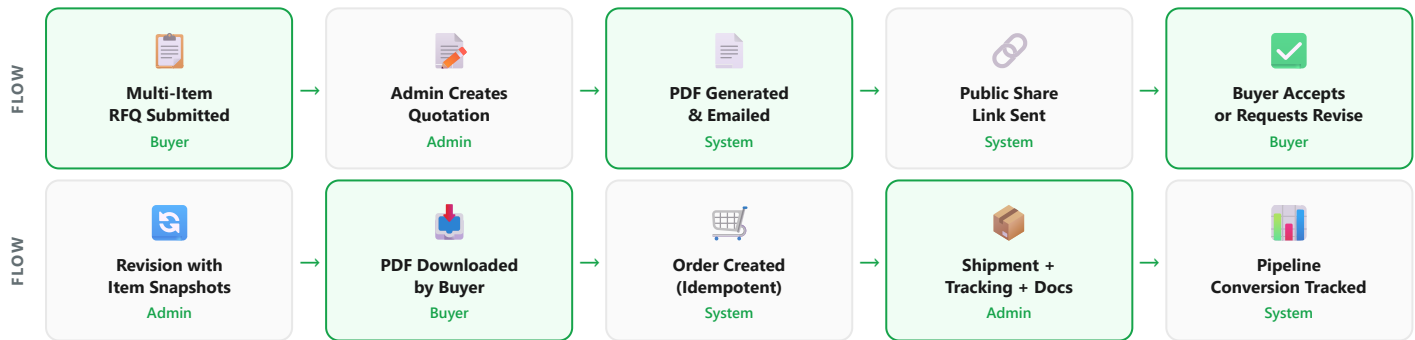
KitchenBridge B2B is a comprehensive, bilingual (EN/AR) digital commerce and business operations platform developed for **Excel Kitchen LLC**. It unifies a hybrid B2B+B2C storefront, an advanced RFQ-to-quotation engine with digital PDF generation and revision workflow, a unique photo request system, multi-channel marketing automation (Email & WhatsApp), CRM with full sales pipeline, complete order fulfilment with warehouse management, Google Merchant feed, advanced SEO suite, and a white-label appearance system — all managed from a PWA-ready admin panel with real-time commercial dashboard.

155 PRODUCTS	64 CATEGORIES	104 BRANDS	35 MERCHANT-READY	95 TESTS PASSED
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◆ HYBRID B2B + B2C COMMERCE MODEL

🛒 Direct Purchase Priced products with Add to Cart, checkout, COD & bank transfer payment methods.	📄 RFQ Products Price-hidden & quote-only items. Submit RFQ → receive quotation → accept → order.	📷 Photo Request Customer uploads a photo of equipment → requests product info or a price quotation.
🔗 Smart CTA Logic Per-product "Add to Cart" vs "Request a Quote" button based on price and type rules.	🌐 Public Storefront EN/AR responsive design, hero slider, categories, brands, search with suggestions, filters, wishlist.	👤 Customer Portal Registration, login, profile, addresses, order history, RFQ list, quotation viewing, order tracking.

◆ RFQ → DIGITAL QUOTATION → ORDER PIPELINE



◆ ORDER MANAGEMENT, FULFILMENT & COMMERCIAL DOCUMENTS

📦 Order Lifecycle Status history with user tracking, internal notes, cancellation reasons, full activity timeline.	💰 Payments & Financials Deposits, partial payments, balances, refunds, VAT, payment history linked to each order.	🚚 Shipment & Fulfilment Tracking numbers, shipment status, partial deliveries, backorders, delivery scheduling.
🔄 Returns & Adjustments Return requests, reason tracking, approval workflows, stock restoration, credit-note ready.	📄 PDF Document Generation Branded quotation PDFs, proforma & tax invoices, delivery notes, packing lists with signatures.	📊 Inventory & Stock Real-time stock control, order-based reservation, auto deduction, cancellation release, bulk updates.
🏠 Warehouse Operations Warehouse-level visibility, stock transfers, receiving, dispatch, movement history.	🔔 Procurement Purchase requirements, supplier coordination, incoming-stock tracking, replenishment workflows.	⚡ Automation & Alerts Low stock, pending orders, unpaid balances, delayed shipments — automatic notifications.
📑 Audit & Reporting User-level action history, order & fulfilment reports, outstanding payments, performance monitoring.	🔒 Idempotent Operations Duplicate order prevention, single conversion from quotation, transaction-based critical operations.	📄 Document Numbering Sequential numbering, company branding, terms & conditions, authorized signatures on all PDFs.

B2B E-COMMERCE SYSTEM

CRM · Marketing · SEO · Operations · Technical Depth

◆ CRM, SALES PIPELINE & MARKETING AUTOMATION

<p>Lead Management</p> <p>Create, edit, filter leads. Track source, status, company info. Convert to customer.</p>	<p>Customer Management</p> <p>Company & individual customers, addresses, tax info, order/RFQ/quotation history.</p>
<p>Sales Pipeline</p> <p>Lead → RFQ → Quotation → Approval/Revision → Customer → Order. Full audit trail.</p>	<p>Contact & Photo Requests</p> <p>Contact form messages, photo requests with file upload, admin reply, lead conversion.</p>
<p>Email Campaigns</p> <p>Create, schedule, send, pause, test, duplicate. Template presets, open/click tracking.</p>	<p>WhatsApp Marketing</p> <p>Campaign builder, template management, subscriber list, import/export, status toggle.</p>
<p>Smart Segmentation</p> <p>Dynamic customer segments with preview, recalculate, and targeted campaign sending.</p>	<p>Marketing Automations</p> <p>Trigger-based workflows: welcome emails, abandoned cart, post-purchase. Toggle & trigger.</p>
<p>Newsletter System</p> <p>Subscriber management, bulk import/export, unsubscribe handling, email tracking pixels.</p>	<p>Push Notifications</p> <p>Browser push API: subscribe, unsubscribe, test push. PWA-integrated notification system.</p>

◆ SEO, CONTENT & GOOGLE MERCHANT

<p>SEO Dashboard</p> <p>Product, page, category, brand & blog SEO status. Missing meta, alt text, health checks.</p>	<p>Technical SEO</p> <p>Sitemap XML, robots.txt, 301 redirects with toggle, schema.org, canonical URLs, hreflang.</p>
<p>Keyword & Competitor</p> <p>Keyword tracking, bulk import, competitor URL monitoring, search analytics integration.</p>	<p>Google Merchant Feed</p> <p>/feed/google endpoint, GTIN/MPN, availability checks, quote-only exclusion, audit reports.</p>
<p>Content Management</p> <p>Dynamic pages, blog with RSS, projects portfolio, FAQ with schema, testimonials, media library.</p>	<p>Homepage & Navigation</p> <p>Section manager, hero slider (desktop+mobile), banners, menu builder with drag-reorder.</p>
<p>Image SEO Tools</p> <p>Bulk alt tag generation, WebP conversion, image compression, missing image detection & sync.</p>	<p>Product Reviews</p> <p>Customer reviews with star ratings, admin approve/reject moderation, public reply feature.</p>

◆ TECHNICAL ARCHITECTURE & SYSTEM FEATURES

<ul style="list-style-type: none"> ▶ Backend: PHP 8.2+, Laravel 12, Eloquent ORM, Service classes, Form Requests, Queue, Artisan, DomPDF ▶ Database: MySQL/Production, SQLite/Local, relational modeling, JSON columns, soft deletes, migrations ▶ Catalog Import/Export: Excel export (products/categories/brands), preview with row-level errors, backup, rollback ▶ Multi-Language: EN/AR storefront & admin, RTL, locale routing, translation manager, bulk tools, Arabic audit ▶ Security: CSRF, form validation, role middleware, public share tokens, idempotent conversions, transaction safety 	<ul style="list-style-type: none"> ▶ Frontend: Blade, Tailwind CSS, Alpine.js, Vite, fully responsive + RTL CSS, reusable components ▶ PWA Admin Panel: Standalone /admin/ scope, service worker, install prompt, push notifications, offline ▶ WooCommerce Sync: CSV import, category/brand/page mapping, product image migration, preview validation ▶ White-Label System: Company settings, custom CSS, brand colors, logo/favicon, adaptable to other businesses ▶ Testing: 95 tests / 306 assertions — sales pipeline, RFQ→quote, quote→order, idempotency, low-margin approval
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◆ TECHNOLOGY STACK

Laravel 12 PHP 8.2+ MySQL REST API PWA Blade Tailwind CSS Alpine.js Vite DomPDF Eloquent ORM Queue
Artisan WhatsApp API Google Merchant Schema.org WebP EN/AR RTL XLSX Import WooCommerce API Push API
CSRF/2FA 95 Tests