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Camino

A selling platform for energy drinks

Proposal

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Submitted to:

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Rationale

People regardless of age and weight need energy, without energy people wouldn't function well. Majority of people consume high consume GMO (Genetically Modified Organism) Coffee which has a lot of health disadvantage and moreover most of the youth drink energy drinks which not only has GMO Caffeine but also high concentrated dose of sugar. With that said, I have created a product that will give you energy but without the unhealthy dose of poison all within a click of a button via the internet. I present to you **Camino**.

General and Specific Objectives

Camino is not just a product it is also a platform for which people can purchase a healthy, sugar free, energy drink. With this we wish to provide a cheap substation that will not also give you healthy energy but also keep you hydrated. At Camino, our goal is to offer people the most effective and healthy energy choice to help them perform at the highest potential especially during their most crucial moments. Camino is not only Keto Friendly for low-carb and ketogenic diets, Zero Calories for healthier consumption, Nootropics to sharpen focus and increase reaction time, Zero Sugar for a healthier intake and to avoid crashing, Organic Caffeine to maximize energy and endurance, No Fillers for a better nutritional value, Six of the body's most crucial vitamins and minerals, but also, Electrolytes for optimal hydration. Specifically, we also wish to create a platform where users can enjoy our product with the convenience of the internet. But also, allowing them to shop hassle free with a simple, sleek, minimalistic, and user friendly interface to provide convenience for our users.

Features

Homepage - The page where it greets the user with a variety range of products to choose from and information regarding our product. Where additional features such as:

- **Shop**- an option where users can click to begin their choice of purchase.
- **Why Camino?**- an option to provide information about Camino.
- **Search**- an option where users can directly search their product of choice.
- **Cart** - an option where users can click on to see the products they're interested in purchasing.
- **Featured Flavors**- displays popular flavors based on number of purchase for users to click and browse.
- **Reviews**- an option where users can read and write reviews regarding the product.
- **Stalk us** – an option where users can click on to provide information on our social media (Facebook, Twitter, Instagram, Snapchat, Youtube, Tiktok)

Shop page – The page where it shows the products available (or sold out) for users to choose from. All products displayed in the page, each flavor will have their respective information and will have these features (except for sold out):

- **Add to cart** – an option to add to the user's cart.
- **Quantity** – a drop down option where users can choose how many quantities they wish to purchase.