

MOCBT Electronics eCommerce CMS

Developed by MOC Beacon Technologies

v1.0

EXECUTIVE SUMMARY

SCAN TO EXPLORE



SCAN TO VIEW DEMO

Live product access

PREMIUM PRODUCT SHOWCASE

MOCBT Script Store

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MOCBT Electronics eCommerce CMS

PREMIUM SECTION

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PRODUCT HIGHLIGHTS

MOC Electronics eCommerce CMS — Complete Feature & Product Breakdown
Overview

MOC Electronics eCommerce CMS is a professional self-hosted eCommerce management system built specifically for electronics, gadget, and technology stores. It combines a premium modern storefront with a powerful administrative backend, allowing businesses to manage products, orders, content, branding, and customer interactions from a centralized dashboard.

The system is designed for businesses that prefer a WhatsApp-driven ordering process instead of traditional payment gateways, making it highly suitable for markets where direct customer communication and manual fulfillment are preferred.

This platform provides full ownership and hosting freedom, allowing businesses to deploy the system on standard shared hosting or VPS environments without depending on third-party SaaS platforms.

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IDEAL BUSINESS USE CASES

PREMIUM SECTION

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THIS SYSTEM IS SUITABLE FOR:

- Electronics stores
- Gadget shops
- Computer accessory retailers
- Bluetooth speaker vendors
- Networking equipment sellers
- Laptop and gaming gear stores
- Tech wholesale businesses
- Catalog-based stores
- WhatsApp sales businesses
- Single-brand electronics companies
- Core System Architecture

The CMS is built using a lightweight but scalable architecture focused on speed, maintainability, and hosting flexibility.

- Technology Foundation
- Component Description
- Backend Language PHP 8+
- Database MySQL / MariaDB

Architecture Custom MVC Framework
Frontend Framework Bootstrap 5
Admin Interface Bootstrap + DataTables
UI Libraries SweetAlert2, Swiper, Quill Editor
Database Access PDO Secure Queries
Hosting Compatibility Shared Hosting / VPS
Design Style Premium Modern UI
Frontend Store Features
Premium Modern Storefront

The customer-facing storefront is designed with a modern electronics-store appearance focused on usability and conversion.

Key Design Features

- Fully responsive design
- Mobile-first layout
- Tablet optimization
- Desktop optimization
- Premium electronics-style interface
- Smooth animations and transitions
- Swipe-enabled product sliders
- Interactive product rails
- AJAX-powered sections
- Skeleton loading effects
- Sticky navigation systems
- Bottom mobile navigation
- Optimized spacing and typography
- Dynamic Homepage System

The homepage is highly dynamic and loads product sections asynchronously without requiring full page reloads.

H PREMIUM SECTION

HOMEPAGE SECTIONHERO BANNER SLIDER

Displays promotional products and featured inventory using animated slides.

B PREMIUM SECTION

BENEFITS

- Increases product visibility
- Promotes top-selling inventory
- Enhances first impression
- Best Deals Section

Automatically highlights products with the highest discounts.

B PREMIUM SECTION

BENEFITS

Encourages impulse purchases
Improves conversion rates
Promotes discounted inventory
Trending Categories

Displays important shopping categories and shortcuts.

B PREMIUM SECTION

BENEFITS

Improves navigation
Helps customers discover products faster
Bluetooth Product Showcase

Dedicated product rail for Bluetooth-related devices and accessories.

F PREMIUM SECTION

FLASH SALES SECTION

Displays products marked as flash sale items.

F PREMIUM SECTION

FEATURES

Promotional badges
Discount visibility
High-conversion product display
New Arrivals Section

Highlights newly added inventory.

B PREMIUM SECTION

BENEFITS

Keeps storefront fresh
Encourages returning customers
Trending Products Rail

Auto-scrolling product showcase for trending items.

R PREMIUM SECTION

RECENTLY VIEWED PRODUCTS

Tracks and displays products recently viewed by visitors.

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BENEFITS

Improves product rediscovery
Increases customer retention
Dedicated Brand Promotion Areas

Supports promotional call-to-action sections for featured brands or campaigns.

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PRODUCT CATALOG SYSTEM ADVANCED PRODUCT MANAGEMENT

The system includes a highly flexible product management structure.

Product Features
Unlimited products
Unlimited categories
Unlimited subcategories
SEO-friendly product URLs
Product image galleries
Product pricing management
Discount pricing
Product status management
Stock management
Product flags and labels
Product duplication
Product visibility toggles
Soft delete system
Product Specification System

One of the most powerful features of the platform is its dynamic subcategory specification builder.

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DYNAMIC PRODUCT FIELDS

Admins can create custom specifications for each subcategory.

Supported Field Types
Text fields
Number fields
Textareas
Dropdowns
Checkboxes
Radio buttons
URL fields
Date selectors

File upload fields
Color selectors
Example Use Cases
Laptop Products
RAM
Storage
Processor
GPU
Screen Size
Bluetooth Speakers
Battery Capacity
Bluetooth Version
Output Power
Charging Port Type
Networking Devices
Port Count
Speed Rating
WiFi Standards
Antenna Count
Product Display Features
Product Detail Pages

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EACH PRODUCT PAGE SUPPORTS:

Multiple images
Product gallery
Product specifications
Pricing display
Discount calculations
Product badges
SKU display
SEO metadata
Customer reviews
Quick order actions
Product Badges

Supports multiple automated product indicators.

Available Badges
Flash Sale
New Arrival
Trending
Discount Percentage
Out of Stock
Featured
Preorder
Quick View System



Customers can preview product information instantly without opening the full product page.

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BENEFITS

- Faster browsing
- Better customer engagement
- Improved shopping experience
- WhatsApp Ordering System
- WhatsApp-Based Checkout Flow

Instead of requiring payment gateways, the system focuses on direct WhatsApp order fulfillment.

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ORDERING WORKFLOW CUSTOMER ACTIONS

Customer submits:

- Name
- Phone number
- WhatsApp number
- Delivery address
- State
- LGA/Region
- Order notes
- System Actions

The platform then:

- Saves the order in the database
- Records product snapshot data
- Stores customer details
- Generates structured order information
- Redirects customer to WhatsApp automatically
- Benefits of WhatsApp Ordering
- Perfect for African markets
- Easier customer communication
- Manual negotiation support
- Reduced payment gateway complications
- Higher customer trust in some regions
- Simplified fulfillment workflow
- Search & Navigation Features
- Advanced Search System

The system includes live AJAX search functionality.

Features

- Instant search suggestions
- Product keyword matching
- Fast search responses
- Header-integrated search
- Mobile-friendly search experience
- Category & Navigation Management
- Category System

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SUPPORTS:

- Main categories
- Nested subcategories
- Category sorting
- Active/inactive management
- SEO slugs
- Product grouping
- Customer Review System
- Product Reviews

Customers can submit reviews directly on products.

- Review Features
- Review moderation
- Approval/rejection workflow
- Spam control
- Product credibility enhancement
- Content Management System (CMS)
- Built-In Page Management

Admins can create and manage informational pages.

- Supported Pages
- About Us
- Privacy Policy
- Terms & Conditions
- Delivery Information
- Refund Policy
- Custom landing pages
- CMS Features
- Rich text editor
- SEO optimization
- Featured images
- Custom slugs
- Footer placement
- Header placement
- Enable/disable controls
- Admin Panel

Professional Administrative Dashboard

The backend is built for efficient day-to-day store management.

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DASHBOARD FEATURES

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ADMINS CAN MONITOR:

- Orders
- Products
- Reviews
- User activities
- Store statistics
- Recent actions
- Product management shortcuts
- User & Role Management
- Multi-Level Administrative Roles
- Supported Roles
- Role Access Level
- Super Admin Full system control
- Admin Operational management
- Manager Mid-level store management
- Creator Content and product management
- User Security Features
- Password hashing
- Login protection
- Session management
- CSRF protection
- Activity tracking
- Role-based permissions
- Login attempt limitations
- Order Management System
- Full Order Administration

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ADMINS CAN:

- View orders
- Search orders
- Filter orders
- Update statuses
- Delete orders
- Monitor customer details
- Order Status Workflow
- Pending
- Processing
- Completed

Cancelled
Inventory & Stock Control
Product Stock Management

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SUPPORTS:

In stock products
Out of stock products
Preorder products
Inventory Benefits
Prevents invalid orders
Improves customer trust
Better inventory visibility
Branding & Customization
Complete Brand Configuration

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ADMINS CAN MANAGE:

Website logo
Favicon
Brand colors
Social media links
Footer content
Contact information
WhatsApp number
SEO settings
Theme System
Modern Theme Controls

The CMS includes a clean electronics-inspired color system.

Supported Theme Modes
Light mode
Dark mode
Auto device mode
SEO Optimization Features
Search Engine Optimization

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SUPPORTS:

SEO-friendly URLs
Meta titles
Meta descriptions
Structured page organization
Search-friendly product slugs
Maintenance Mode

Built-In Maintenance System

Admins can temporarily disable storefront access during updates.

Features

- Custom maintenance message
- Admin access remains available
- Asset access protection
- Installer protection
- Security Features
 - Built-In Security Architecture
 - Security Measures
 - Prepared SQL statements
 - Password hashing
 - CSRF protection
 - XSS mitigation
 - Session security
 - Login lockouts
 - Role-based access control
 - Activity logging
 - Activity Logging & Monitoring
 - Audit System

Tracks:

- Admin actions
- Login activities
- Product modifications
- Order updates
- User management activities
- IP tracking
- Timestamps
- Performance & User Experience
 - Optimization Features
 - AJAX-powered sections
 - Reduced page reloads
 - Lazy loading
 - Interactive sliders
 - Responsive image handling
 - Smooth animations
 - Efficient database queries
- Hosting & Deployment Advantages
 - Self-Hosted Freedom

Unlike SaaS platforms, this CMS provides:

- Full ownership
- No monthly platform fees
- Shared hosting compatibility
- VPS compatibility

Database ownership
Full customization freedom
Scalability Benefits

The platform is structured for long-term growth.

Suitable For

Small electronics stores
Medium gadget businesses
Large catalog stores

Expanding tech brands

Key Business Advantages

Why Businesses Choose This System

Business Benefits

Professional electronics storefront

Easy product management

WhatsApp sales integration

Flexible specification system

Premium user interface

Full ownership and control

No dependency on third-party platforms

Cost-effective deployment

SEO-friendly structure

Mobile optimized experience

Summary

MOC Electronics eCommerce CMS is a powerful, self-hosted electronics eCommerce solution built for modern gadget and technology retailers who want a premium storefront, flexible catalog management, WhatsApp-based ordering, advanced product specifications, and complete administrative control — all within a scalable and professional PHP-based architecture.

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