Core features

1. **E-Commerce Functionality**

- Product catalog browsing
- Advanced search and filtering
- Product details with images and specifications
- Shopping cart management
- Checkout process with multiple payment options
- Order tracking and history

2. **User Management**

- User registration and login
- Phone OTP verification
- Profile management
- Address book
- Password management
- Wishlist/favorites

3. **Affiliate Program**

- Affiliate registration
- Dashboard with earnings analytics
- Commission withdrawal
- Collection management
- Custom affiliate links
- Payment settings

4. **Store Features**

- Personal store creation
- Store profile management
- Product management
- Store reviews and ratings
- Store analytics

5. **Communication**

- Real-time chat via WebSockets
- WhatsApp integration
- Message notifications
- Order-related messaging

6. **Additional Services**

- Bill payments (Pulsa, PLN, PDAM, etc.)
- Vouchers and promotions
- Flash sales
- Campaign templates
- Reviews and ratings

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