TARAJI STORE

PFE
BOOK

ABOUT US

Taraji Store is the official retail brand of Espérance Sportive de Tunis (EST). It serves as the authorized channel for the commercialization of the club's official merchandise, ensuring the distribution of authentic and certified products to supporters and the general public.

To maintain strong proximity with its customers, Taraji Store operates a nationwide physical network composed of 6 official boutiques and 22 sales points distributed across Tunisia. This extensive network guarantees wide accessibility to EST merchandise in major cities as well as in several regions throughout the country.

In parallel with its physical presence, Taraji Store has developed digital sales channels in order to adapt to evolving consumer behaviors. The brand offers a dedicated e-commerce website and a mobile application, allowing customers to browse the catalog, place orders, and track purchases remotely. These digital platforms contribute to a seamless and consistent user experience while strengthening the brand's national reach.

Through an omnichannel strategy that combines physical retail outlets with digital solutions, Taraji Store aims to optimize distribution processes, enhance customer engagement, and support the commercial development of Espérance Sportive de Tunis

PROJECT 1

Centralized platform for employee management and HR operations

Description

A comprehensive Human Resources Information System designed to digitize and optimize internal HR processes. The platform centralizes employee data, automates HR workflows such as leave management and attendance tracking, and ensures secure role-based access. Built to improve operational efficiency and scalability within modern organizations.

Objectives

- Digitize and centralize employee and HR data

- Automate core HR processes (leave, attendance, roles)

- Improve efficiency, transparency, and data security

Interns Number

4 - 6 Months

2

Development of a Modern Web Platform with Chatbot and Automated
User Engagement Tools

Description

Th igation, personalized
experiences, and automated processes supported by emerging technologies.
The platform is designed as an innovative foundation capable of integrating
future intelligent services such as conversational agents or predictive modules.

Objectives

- Develop an intuitive and responsive interface optimized for engagement

- Implement automated workflows to streamline digital operations

- Introduce intelligent components for enhanced user interaction

- Ensure robust security and high system reliability

- Build an extensible infrastructure ready for advanced IA-powered modules

Interns Number

4 - 6 Months

PROJECT 3

3

Development of a Cross-Platform Mobile Application with Smart User Experience

Description

This project aims to design and develop a mobile application that leverages modern UX principles and integrates intelligent mechanisms to offer an enhanced experience on portable devices. The solution emphasizes accessibility, personalization, and real-time communication while remaining open to future extensions such as smart notifications, AI-based services, or embedded conversational assistants. The architecture is engineered to be adaptive, robust, and aligned with evolving digital needs.

Objectives

- Craft a fluid and visually engaging mobile interface

- Enable secure data synchronization with backend services

- Provide personalized features supported by intelligent logic

- Integrate a real-time notification layer

- Prepare a scalable structure capable of hosting future IA or chatbot modules

Interns Number 👤

4 - 6 Months ⏱

Unified Digital Interaction Platform with AI-Assisted Conversational Intelligence

Description

This project involves building a centralized environment that unifies digital interactions from diverse communication channels and enhances them through intelligent assistance. The platform integrates automated processing, smart classification, and AI-driven suggestion mechanisms capable of supporting operators in managing conversations efficiently. A conversational intelligence layer enriches the experience by analyzing context and proposing optimized responses, reflecting the growing role of automation and IA in modern communication systems.

Objectives

- Centralize multi-source communications within a unified intelligent workspace

- Develop a structured dashboard for efficient interaction management

- Integrate AI-powered suggestion engines and chatbot-like assistance

- Automate classification, prioritization, and organizational tasks

- Ensure system scalability for future communication channels and IA modules

Interns Number 👤

4 - 6 Months ⏱

Application

If you would like to apply or express your interest in collaborating, please send your updated CV and any relevant portfolio or links to the email below.
Make sure to clearly mention your identity and the project you are applying for.

📧 internships@taraji-store.com

Subject: Full Name – Project

We review all submissions with attention and will get back to selected candidates