



### 1.2.3 Project Objectives

2. Enhance Market Operations: The NPMMS aims to improve the efficiency and effectiveness of market operations, enabling better management and coordination of various market activities.

3. Support Economic Opportunities: The system will facilitate the creation of new economic opportunities for local farmers and vendors, empowering them to expand their businesses and reach a wider customer base.

4. Foster Customer Satisfaction: By enhancing market services and offerings, the NPMMS seeks to create a positive shopping experience for customers, leading to increased satisfaction and repeat visits.

5. Efficient Fee Collection: The system will ensure accurate and timely collection of all fees, contributing to the municipality's local revenue generation and promoting financial stability for the market.

6. Promote Transparency and Accountability: Through meticulous record-keeping and reporting, the NPMMS will promote transparency and accountability in market transactions.

7. Empower Market Administrators: The system will provide market administrators with user-friendly tools to effectively manage vendors, transactions, and market facilities, enabling them to make well-informed decisions.

Enable Real-time Monitoring: The NPMMS will enable administrators to monitor market activities in real-time, facilitating prompt identification and resolution of issues to ensure smooth market operations.

Improve Vendor Management: The system will efficient vendor-related processes, such as stall applications, updates, and evaluations, simplifying vendor management and reducing administrative burden.

