Project Proposal

Advanced Programming Lab
CSE 332

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Project Proposal: Farm Marketing Management System

1. Introduction:

The Farm Marketing Management System is a application-based application aimed at facilitating efficient management of farm operations, including farmer registration and login, product management, and customer interaction. This system serves as a comprehensive platform for farmers to register, sell their products, and engage with customers, enhancing their productivity and profitability.

2. Objectives:

● Develop a user-friendly platform with farmer registration and login functionality to enable farmers to access the system securely.

● Implement a custom registration process tailored to capture specific farmer details and preferences for personalized user experiences.

● Create a product search and buy page for customers to browse and purchase farm products directly from registered farmers.

● Enable farmers to list and sell their products through a dedicated product sell page, providing them with a digital marketplace to reach a wider audience.

3. Features:

● Farmer Registration and Login: Implement secure registration and login functionality for farmers to access the system and manage their accounts.

● Custom Registration Page: Develop a custom registration page with fields for capturing farmer-specific information such as farm size, crop types, and location.

● Product Search and Buy Page: Create a user-friendly interface for customers to search, browse, and purchase farm products from registered farmers.

● Product Sell Page: Enable farmers to list their products for sale, including details such as product name, description, quantity, and price.

4. Technologies:

● Netbeans 20.2.25

● Xammp

● Java language

5. Conclusion:

The Farm Marketing Management System aims to modernize farm operations by providing farmers with digital tools for registration, product management, and customer interaction. By leveraging technology, this system empowers farmers to expand their market reach, streamline their operations, and enhance their overall productivity and profitability.