

# **ONLINE FASHION MARKETPLACE**

## **MAJOR PROJECT REPORT**

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Under the Guidance

Of

Er. Anish Ansari  
(Project Guide)

In partial fulfilment for the award of the degree

Of

## **DIPLOMA IN COMPUTER ENGINEERING**



## **BIRGUNJ INSTITUTE OF TECHNOLOGY**

(Affiliated to council for Technical Education and Vocational Training)

(2078-2081 Batch)



# BIRGUNJ INSTITUTE OF TECHNOLOGY

BIRGUNJ, PARSA, NEPAL

Department Of Computer Engineering

## RECOMMENDATION

This is to certify that the project work titled “*Fashion-For-You: Your Ultimate Online Fashion Marketplace*”,

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has been carried out under my supervision. I hereby recommend this project for acceptance as part of the partial fulfillment of the requirements for the Three-Year Diploma's Degree, Diploma in Computer Engineering. To the best of my knowledge, the work presented is original and represents a meaningful contribution to the fields of Computer Science and Information Technology, reflecting the students' knowledge, skills, and innovative thinking.

.....

Er. Anish Ansari  
(Project Guide)

# BIRGUNJ INSTITUTE OF TECHNOLOGY

BIRGUNJ, PARSA, NEPAL

Department Of Computer Engineering



## CERTIFICATE OF APPROVAL

This is to certify that the project entitled “*Fashion-For-You: Your Ultimate Online Fashion Marketplace*” prepared in partial fulfillment of the requirements for the Three-Year Diploma’s Degree, Diploma in Computer Engineering, has been evaluated. In our opinion, it is satisfactory in scope and quality as a project for the required degree.

.....  
Er. Anish Ansari  
(Project Guide)

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(HoD of DCOM)

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Er. Niraj Shriwastav  
(Principal)

## ACKNOWLEDGEMENT

I would like to express my gratitude and heartfelt appreciation to all those who have contributed to the successful completion of my major project, "Fashion-For-You: Online Ecommerce Platform", without their support, guidance, and encouragement, this project would not have been possible.

We are thankful to our principal *Er. Niraj Shrivastav* for providing the necessary infrastructure and labs also, we are greatly thankful to the Vice Principal & Head of Department of Computer Faculty *Er. Sarita Jayaswal* for providing valuable guidance at every stage of this project work.

We also thank to our project guide *Er. Anish Ansari* for his support throughout this project. I would also like to thank my friends who had their support during the development phase of the project. Their valuable feedback and hard work were helpful in developing the features and functionality of the project “Fashion-For-You: Your Ultimate Online Fashion Marketplace”

Last but not the least; we would like to express our deep sense and earnest thanks giving to our Teachers and Friends for their support and co-operation in completing this project successfully. We would also like to thank to our BIT Engineering College.

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## **ABSTRACT**

Fashion-For-You is a sleek, user-centric ecommerce platform built to streamline the process of buying and selling clothing and accessories. Catering to fashion-savvy shoppers and independent sellers alike, this platform provides an efficient, all-in-one solution for those looking to explore and offer a wide range of apparel and fashion goods. The platform boasts a simple yet elegant interface, allowing sellers to easily create detailed product listings with essential information like product images, descriptions, pricing, size options, and shipping details. Buyers can effortlessly navigate through the catalog, using advanced filters to narrow down their search by category, price, size, color, and brand.

To enhance user experience, Fashion-For-You incorporates robust account registration and authentication features, ensuring a secure and trusted environment for both shoppers and sellers. This adds a layer of confidence for transactions while encouraging meaningful interactions between users.

Fashion-For-You is designed to bring the latest fashion trends to your fingertips, offering a curated space for buyers to discover new styles and for sellers to expand their reach within the fashion marketplace. Its straightforward, user-focused design makes it a valuable tool for anyone engaged in the fashion industry, whether you're looking for your next outfit or aiming to grow your fashion business.

Powered by PHP Laravel version 5.8\*, the platform takes advantage of Laravel's Model-View-Controller (MVC) architecture, which allows for clean, scalable, and maintainable code. The use of Laravel ensures a smooth and dynamic user experience while offering developers the flexibility to expand and adapt the platform as needed.

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# CHAPTER 1

## 1.1 INTRODUCTION

In this introduction, we will explore the core functionalities, features, and advantages of the Fashion-For-You online fashion marketplace, along with the underlying technology stack and its potential to transform the fashion retail industry. From browsing clothing and accessories to filtering products based on specific preferences, this platform offers an all-in-one solution that addresses the diverse needs of both buyers and sellers in today's digital shopping landscape. Join us as we dive into the world of fashion ecommerce and uncover how technology is revolutionizing the way we shop for clothing and accessories online.

## 1.2. ADVANTAGES OF ONLINE FASHION STORE

- Convenience:

Shoppers can browse and purchase clothing and accessories anytime, anywhere, using the Fashion-For-You website. There's no need to visit physical stores, allowing users to save time and shop from the comfort of their homes.

- 24/7 Availability:

The platform is accessible 24/7, allowing customers to shop for fashion items at any time of day or night. Whether it's a late-night shopping spree or an early-morning search for the latest trends, users can browse the platform whenever they want.

- Easy Accessibility:

Fashion-For-You is accessible across multiple devices, including smartphones, tablets, and computers, making it convenient for a broad audience to browse and shop online.

- Real-Time Tracking:

The platform offers real-time tracking of orders, allowing users to monitor their shipment's progress and estimated delivery time. This provides peace of mind and enhances the overall shopping experience.

### **1.3. DISADVANTAGES OF ONLINE FASHION STORE**

➤ **Dependence on Technology:**

The Fashion-For-You platform is heavily reliant on stable internet connections and fully functioning websites. Any technical issues, such as server outages or website malfunctions, could disrupt the shopping experience and cause inconvenience to users.

➤ **Privacy Concerns:**

Customers may be cautious about sharing personal information, such as shipping addresses and payment details, on the platform. Data breaches or mishandling of sensitive information could erode trust and deter users from using the service.

➤ **Dynamic Pricing During Sale:**

During peak shopping times, such as holiday seasons or flash sales, prices may fluctuate, with discounts sometimes being offered in limited quantities. Shoppers may feel frustrated if they miss out on deals due to high demand or see sudden price changes.

➤ **Limited Availability in Remote Areas:**

While Fashion-For-You caters well to urban and suburban users, customers in more remote or rural locations may experience limited shipping options or longer delivery times, which could impact the overall shopping experience.

### **1.4. PURPOSE**

➤ **Convenience:**

Fashion-For-You offers a hassle-free shopping experience, allowing users to browse and buy fashion items anytime, eliminating the need for physical store visits.

➤ **Efficiency:**

The platform enhances user experience with features like smart filters and quick searches, helping customers find products faster and more easily.

➤ **Safety:**

Fashion-For-You ensures secure transactions and data privacy through encrypted payments and robust protection measures, safeguarding user information.

## 1.5. SCOPE

➤ Order Management:

Users can track their order history, schedule deliveries, cancel orders if needed, and receive real-time updates. The system manages order requests, confirms purchases, and keeps users informed about delivery status.

➤ Seller Management:

The platform supports vendor registration, verification, and onboarding. It provides vendors with tools to manage product listings, track sales, and receive customer feedback, along with support services and earnings tracking.

➤ Price Calculation:

Automated price calculations consider factors like product cost, discounts, taxes, and shipping fees. Users can see transparent pricing before finalizing their purchases.

➤ Localization and Customization:

The platform can be customized for different regions, currencies, and languages, including local pricing structures and adherence to regional regulations.

➤ Safety and Security Features:

Fashion-For-You integrates security measures such as secure payment gateways, customer data protection, and fraud prevention, ensuring a safe shopping environment.

➤ Integration with Third-party Services:

Integration with third-party services like shipping providers, payment processors, and loyalty programs enhances the platform's functionality and user experience.

The scope of Fashion-For-You includes developing a comprehensive platform that allows users to easily browse and purchase fashion items, track orders, manage payments securely, and leave feedback. It features user-friendly interfaces, a powerful backend, and admin tools for vendor management and service monitoring, aiming to transform the fashion retail industry.

## **1.6. OBJECTIVES**

- Enhance user convenience through a streamlined and user-friendly interface.
- Ensure product availability with real-time stock updates.
- Optimize shopping experience with efficient search and filter options.
- Enable secure payment processing for a seamless checkout experience.
- Provide transparent pricing with clear product cost breakdowns.
- Track order status to enhance customer satisfaction and security.
- Facilitate feedback for continuous improvement of the platform.
- Ensure scalability and reliability for smooth platform performance.
- Improve operational efficiency through automation and smart tools.

## **1.7. GOAL**

- **Seamless Experience:** Offer users an effortless shopping journey, enhancing convenience and accessibility to fashion products.
- **Fair Compensation:** Ensure vendors receive equitable compensation and flexible opportunities, supporting them in the ecommerce landscape.
- **Accessibility:** Enhance access to fashion items for diverse groups, including those in remote areas or with specific needs.
- **Operational Efficiency:** Optimize inventory management and order fulfillment to reduce delivery times for customers and maximize vendor performance.
- **Safety Priority:** Prioritize security measures for all transactions, including secure payment processing and data protection.
- **Transparency:** Maintain clarity in pricing, product quality, and service performance to foster trust among customers and vendors.

## CHAPTER 2

### 2.1. SYSTEM ANALYSIS

Here are some key aspects of system analysis:

- **Requirements Gathering:** Identify and document the functional and non-functional requirements of the Online Fashion Store.
- **Use Case Analysis:** Define the various use cases and user scenarios the application should support. Identify primary actors (users, administrators, landlords).
- **Data Modeling:** Design the database schema to support the storage and retrieval of relevant data.
- **Non-functional Requirements:** Draft security measures, including user verification, data encryption, and secure payment processing.
- **Security Analysis:** Evaluate potential security threats and establish measures to mitigate risks. Conduct a security assessment, including penetration testing.

### 2.2. SYSTEM REQUIREMENTS:

#### a) Hardware Requirement

- Processor: Intel(R) Core or higher Installed
- Memory: 4.00GB or higher
- Speed: 1.40GHz or faster
- Operating System: 32/64-Bit operating system, x86/x64-based processor 2.4

#### b) Software Requirement: -

- Operating System: Windows 10/11
- Data Base: MySQL
- Web Server: Apache Server (XAMPP 7.4.3 or later)
- Web Browser: Mozilla, Google Chrome, Microsoft Edge, OPERA
- Technologies: HTML, CSS, JavaScript, Bootstrap 5, Laravel
- IDE & Tools: VS Code or Notepad++

## 2.3. IMPLEMENTING TOOLS:

### a) XAMPP:

XAMPP is a free and open-source cross-platform web server solution stack package developed by Apache Friends. The name "XAMPP" is an acronym that stands for:

X - Cross-platform (it works on various operating systems)

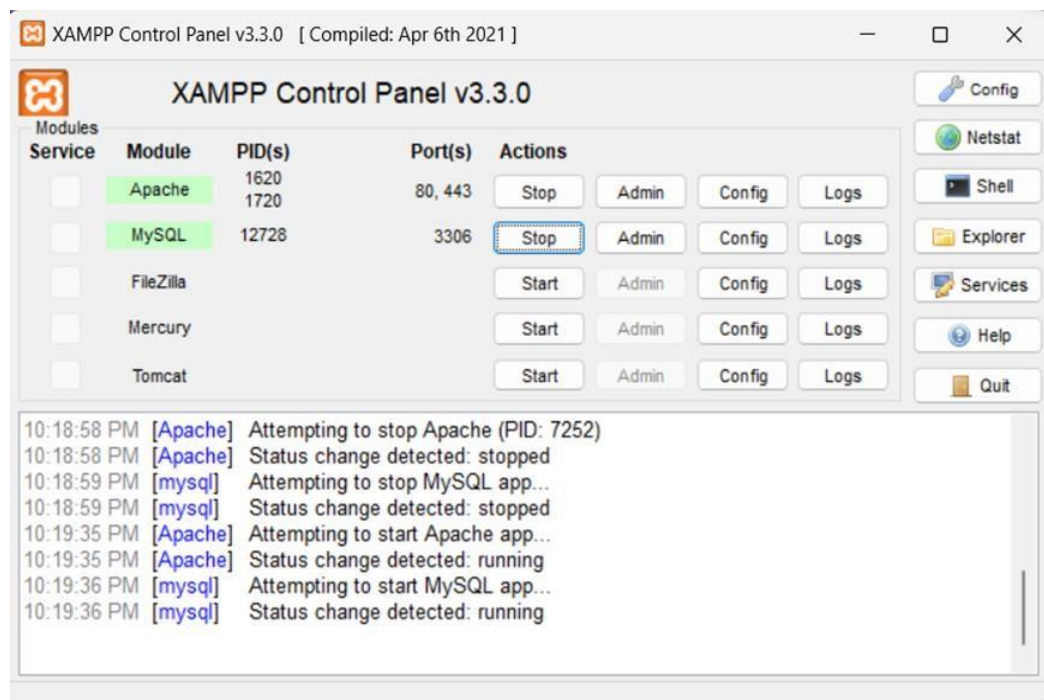
A - Apache (the web server)

M - MySQL (the database management system)

P - PHP (a server-side scripting language)

P - Perl (a programming language)

XAMPP is designed to make it easy to set up a local web development environment, allowing developers to test their websites or web applications on their own computer before deploying them to a live server. It includes all the necessary components to run a web server, such as Apache for handling HTTP requests, MySQL for database management, and PHP/Perl for server-side scripting.



**b) HTML:**

HTML, or HyperText Markup Language, is the standard markup language used to create and design documents on the World Wide Web. It is a key component of web development and provides a structured way to format content on the web. HTML documents are interpreted by web browsers to display text, images, links, forms, and other elements.

**c) CSS:**

CSS, or Cascading Style Sheets, is a style sheet language used to describe the presentation and layout of HTML documents. It defines how elements should be displayed on the screen, in print, or in other media. CSS enables web developers to control the appearance of web pages, ensuring consistency and flexibility in the design across different devices and screen sizes.

**d) JavaScript:**

JavaScript is a high-level, versatile programming language primarily known for its use in web development. It allows developers to add interactivity, manipulate the DOM (Document Object Model), handle events, and create dynamic content on websites. JavaScript is an essential component of modern web development and is supported by all major web browsers.

**e) Laravel:**

Laravel is a free, open-source PHP web framework designed for the development of robust and maintainable web applications. It follows the Model-View-Controller (MVC) architectural pattern and provides elegant syntax and tools for tasks such as routing, caching, database interactions, and more. Laravel aims to make the development process enjoyable and efficient by emphasizing clean, expressive code.

**f) MySQL:**

MySQL is an open-source relational database management system (RDBMS) that is widely used for building and managing databases. It is a key component of the LAMP (Linux, Apache, MySQL, PHP/Python/Perl) and MERN stacks and is often used in conjunction with web applications. MySQL is known for its performance, reliability, ease of use, and strong community support.



## CHAPTER 3

### 3.1. CONTENT REVIEW

**Fashion-For-You** is an online platform designed to simplify the shopping experience for fashion items and accessories. This system assists users—ranging from casual shoppers to fashion enthusiasts—in browsing available products, comparing prices, and facilitating easy communication with vendors. Vendors benefit from a user-friendly tool to showcase their products, manage inventory, and handle customer inquiries efficiently.

Developed using React.js, HTML, CSS, and Node.js, with MySQL as the database management system, Fashion-For-You prioritizes simplicity and effectiveness. Resources like Stack Overflow and YouTube played a crucial role in developing various design components and event handling methods for the project. This platform aims to stabilize the fashion retail market by promoting positive and engaging interactions between customers and vendors.

### 3.2 LITERATURE REVIEW

The **Fashion-For-You** platform represents a significant advancement in optimizing retail logistics in urban and suburban settings. Utilizing advanced web technologies, it provides real-time updates on product availability and order status. Research emphasizes its role in enhancing shopping efficiency, promoting flexibility, and contributing to sustainability by reducing excess inventory through better demand forecasting.

The integration of user-friendly interfaces and compatibility with existing ecommerce infrastructure is crucial for broad adoption. The literature also discusses the evolving landscape of online retail technologies, highlighting innovative features like personalized recommendations and predictive analytics. Ongoing studies aim to refine ecommerce systems to meet the diverse needs of various consumer demographics.

### **3.3. RELATED WORKS**

#### **a) Amazon**

Amazon is a globally recognized ecommerce platform that has transformed online shopping. It allows users to browse a vast selection of products, compare prices, and receive recommendations based on their preferences. Amazon's user interface features real-time order tracking, transparent pricing, and secure payment methods.

#### **b) Ebay**

EBay is another major player in the online retail industry, offering a convenient platform for buying and selling a wide range of items. Similar to Amazon, eBay allows users to list products, track their orders, and make secure payments. eBay distinguishes itself with its auction-style listings and community engagement features. The platform promotes sustainability through reselling and has a robust buyer protection program, ensuring a safe shopping experience for customers.

#### **c) Zalando**

Zalando is a prominent online fashion retailer in Europe, offering a diverse range of clothing, footwear, and accessories. Its platform allows users to easily browse, track orders, and make payments digitally. Zalando's focus on personalized shopping experiences and integration of user-generated content enhances accessibility and customer engagement. The company's ongoing efforts to incorporate technology and improve service quality have established it as a leading fashion ecommerce solution in the region.

### 3.4. SYSTEM DESIGN

#### a) Admin Panel:

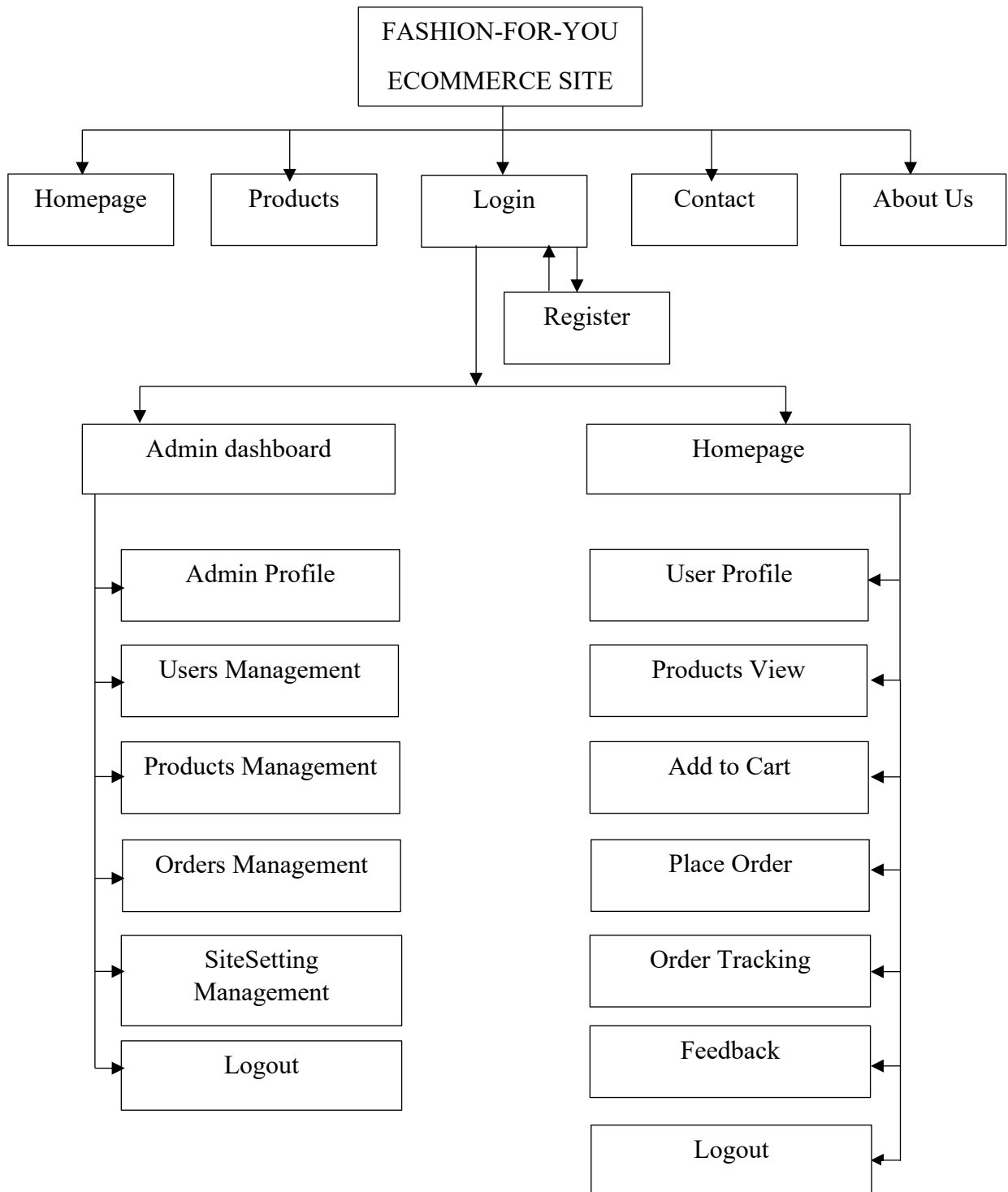
- **Dashboard:** A comprehensive overview of system activities and performance metrics.
- **Vendor Management:** Handle registration, verification, and ongoing support for vendors.
- **Product Management:** Oversee product listings, inventory control, and updates.
- **Pricing Management:** Control and adjust pricing strategies and promotions.
- **System Configuration:** Options for platform customization and feature adjustments.
- **Safety and Compliance:** Ensure adherence to regulations and enforce policies.
- **Integration and Expansion:** Facilitate third-party service integrations and enhance platform scalability.
- **Security Measures:** Implement data protection strategies and fraud prevention protocols.

#### b) User or Client Panel:

- **Registration and Authentication:** Secure and straightforward account setup process.
- **Shopping Interface:** An intuitive process for browsing and purchasing fashion items.
- **Order Tracking:** Real-time monitoring of order status and delivery updates.
- **Payment Options:** Support for multiple payment methods for customer convenience.
- **Price Transparency:** Clear and transparent pricing information for all products.
- **Order History and Preferences:** Access to past purchases and personalized preferences.
- **Customer Support:** Multiple channels for assistance and inquiries.
- **Accessibility Features:** Considerations for diverse user needs, ensuring an inclusive shopping experience.

### 3.5. MODULE DIAGRAM

Module Is a Diagrammatic Representation of a Functionality Within a Project. It May Have One or Many Modules in A Software. In Other Words, Module Is an Approach That Subdivides a System into Smaller Parts Called Module That Independently Created and Then Used in Different Systems.



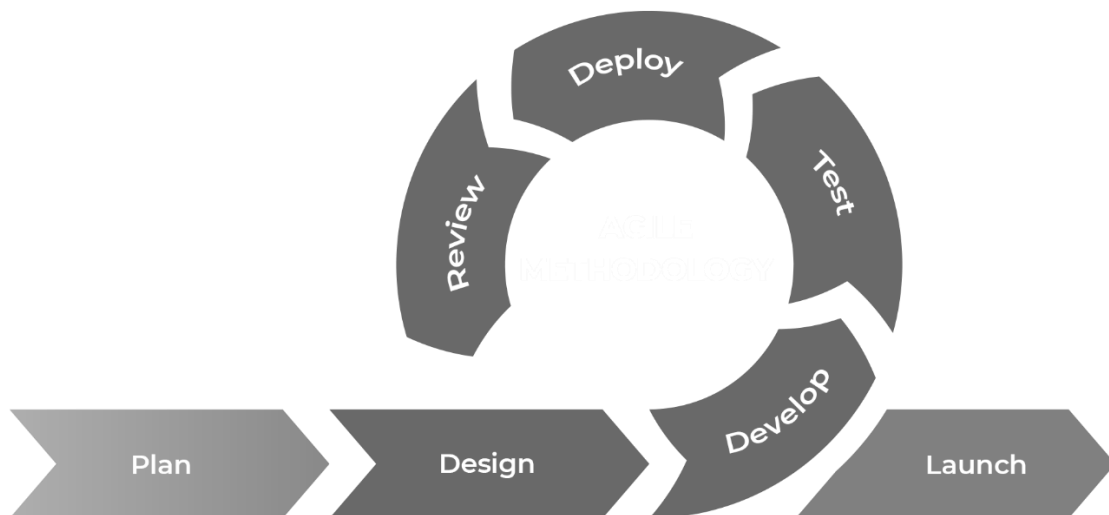
1 Fig: Module diagram

## CHAPTER 4

### 4.1. SYSTEM DEVELOPMENT MODEL

For any project to be completed, it has to go through stages called Development Life Cycles. System Development Life Cycle (SDLC) is the process of understanding how an Information System (IS) can support business needs, designing the system, building it and delivering it to users. The SDLC composes of four phases: Planning, Analysis, Design and Implementation. In order for this project to be developed, the methodology that will be used is the System Structured Analysis and Design Methodology. Agile has gained a great deal of popularity. The model breaks down big projects into smaller, more manageable chunks, which can lead to a software product that represents a culmination of multiple, smaller projects. The model produces ongoing releases where each iteration includes small, incremental changes and improvements from the previous release.

**Uses:** Agile is particularly well-suited for large and complex projects; those that can be easily divided into smaller parts. It's also useful for mid-size custom software development projects where business requirements cannot be easily translated into detailed requirements.

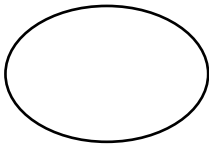





**2 Fig: Agile Model**

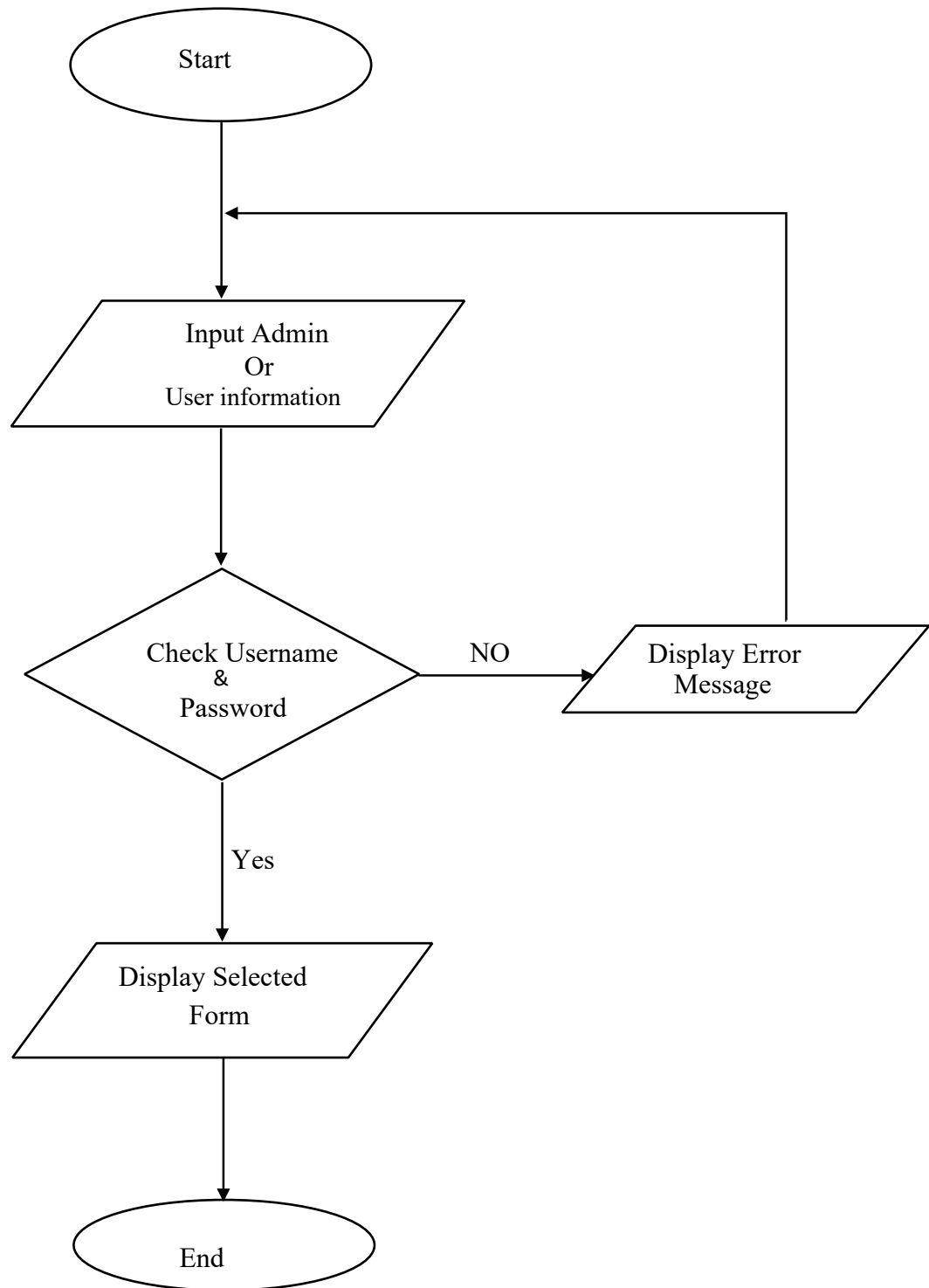
## 4.2. FLOW CHART

A flowchart is a graphical representation of a process. It's a diagram that illustrates the workflow required to complete a task or a set of tasks with the help of symbols, lines and shapes. Flowcharts are used to study, improve and communicate processes in various fields.

- **Symbols used in flowchart**

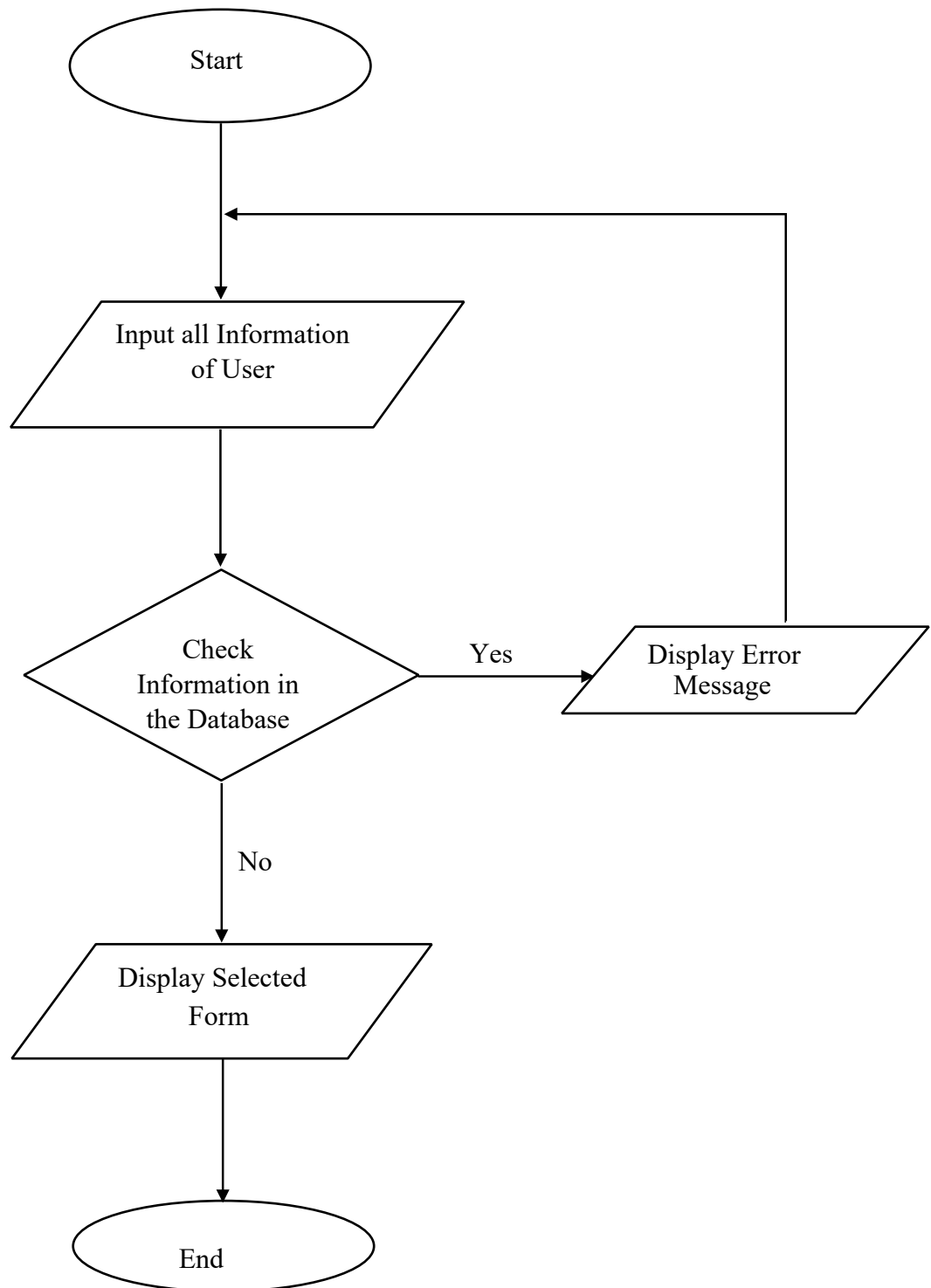
Symbols	Names	Description
	Oval	Represents the start and end of the process.
	Rectangle	It is used to represent the process.
	Parallelogram	It is used to represent the input and output of the flowchart.
	Arrow	It shows relationship between the representative shapes.

### 4.2.1 LOGIN FORM



**3 Fig: Login form**

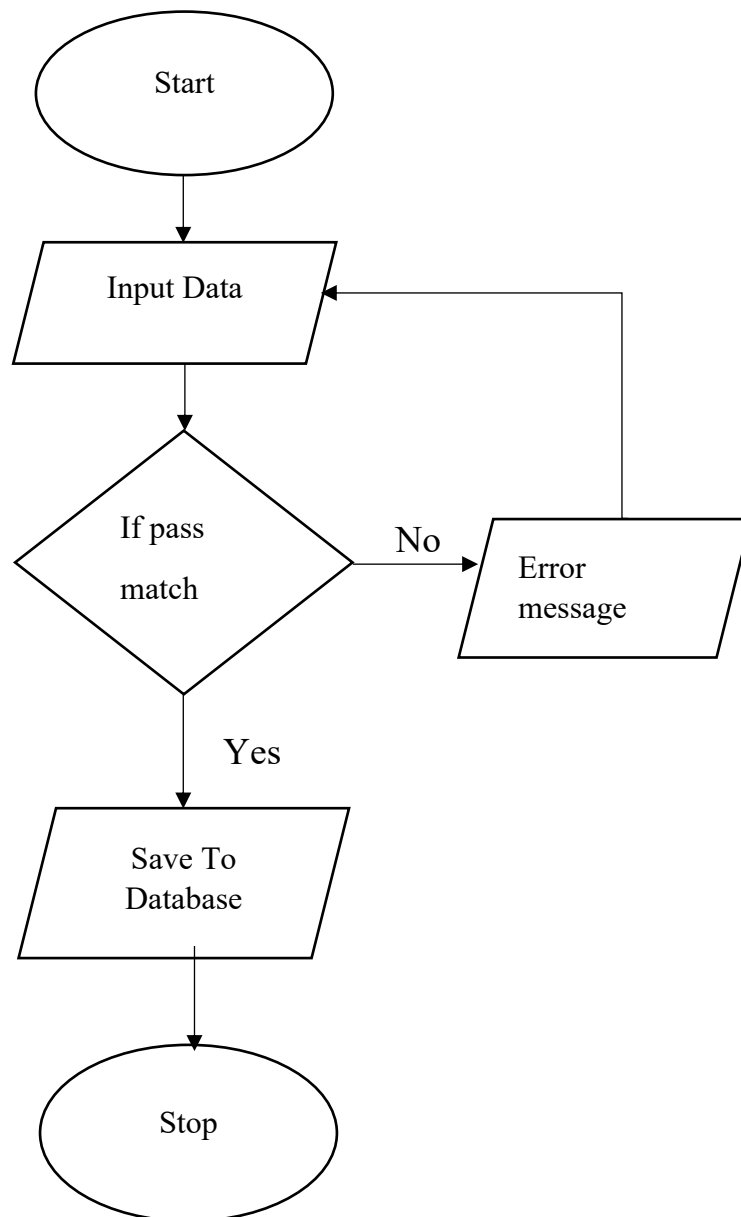
#### 4.2.2 REGISTER FORM



**4 Fig: Register Form**

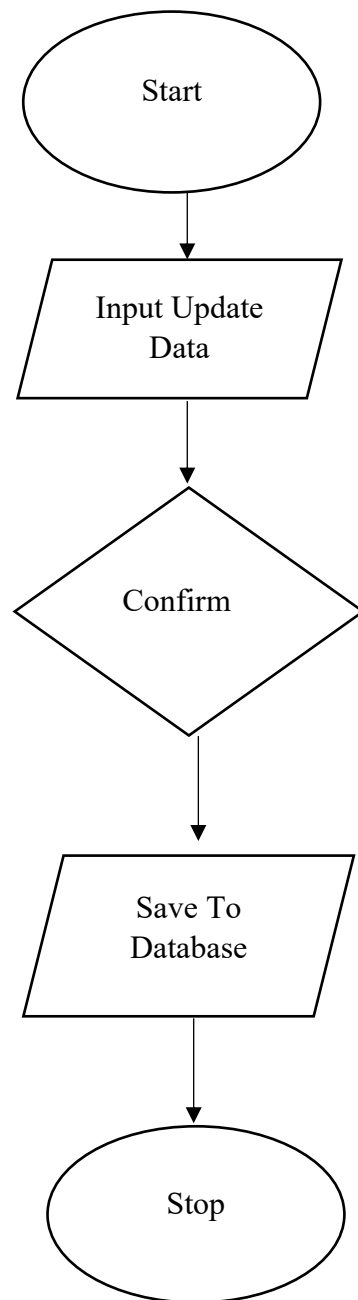


### 4.2.3 INSERT DATA



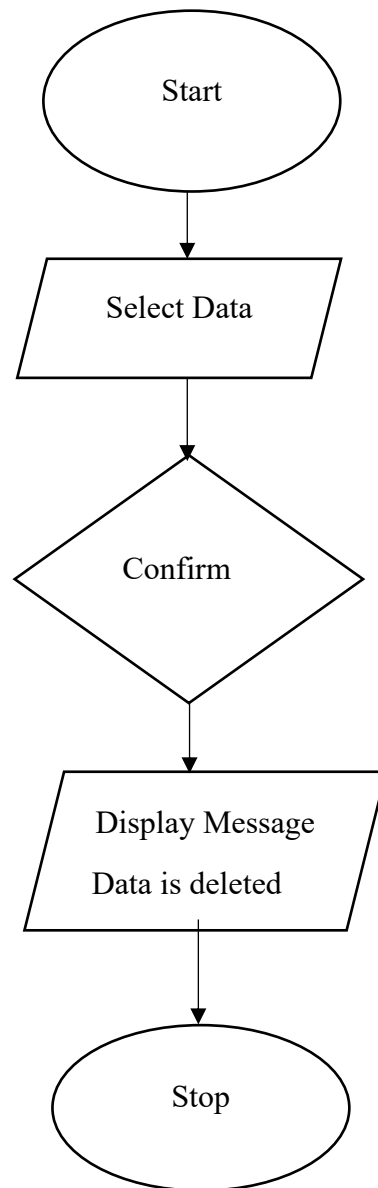
**5 Fig: Insert Data**

#### 4.2.4 UPDATE DATA



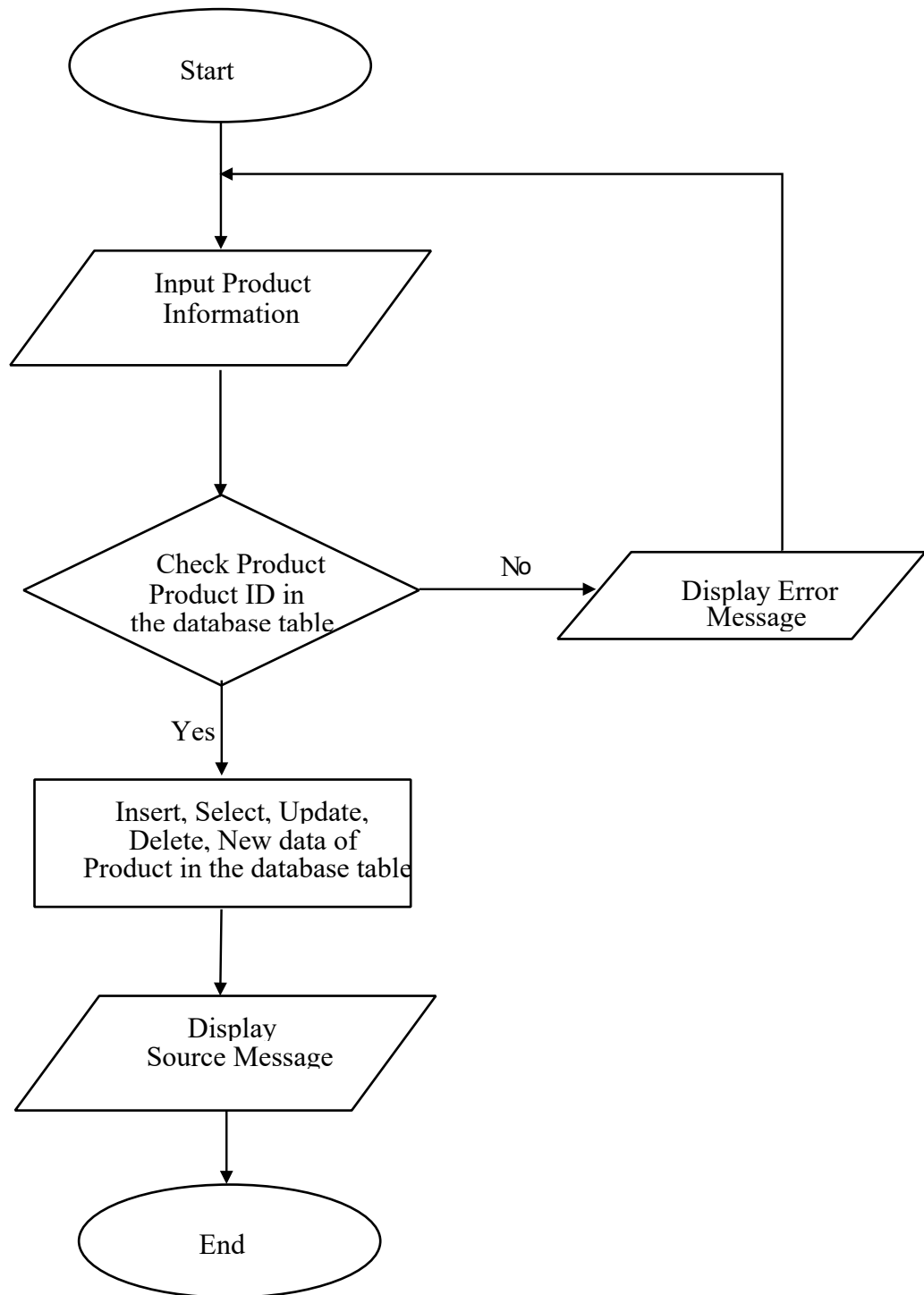
**6 Fig: Update Data**

#### 4.2.5 DELETE DATA



**7 Fig: Delete Data**

#### 4.2.6 PRODUCT DATA DETAILS

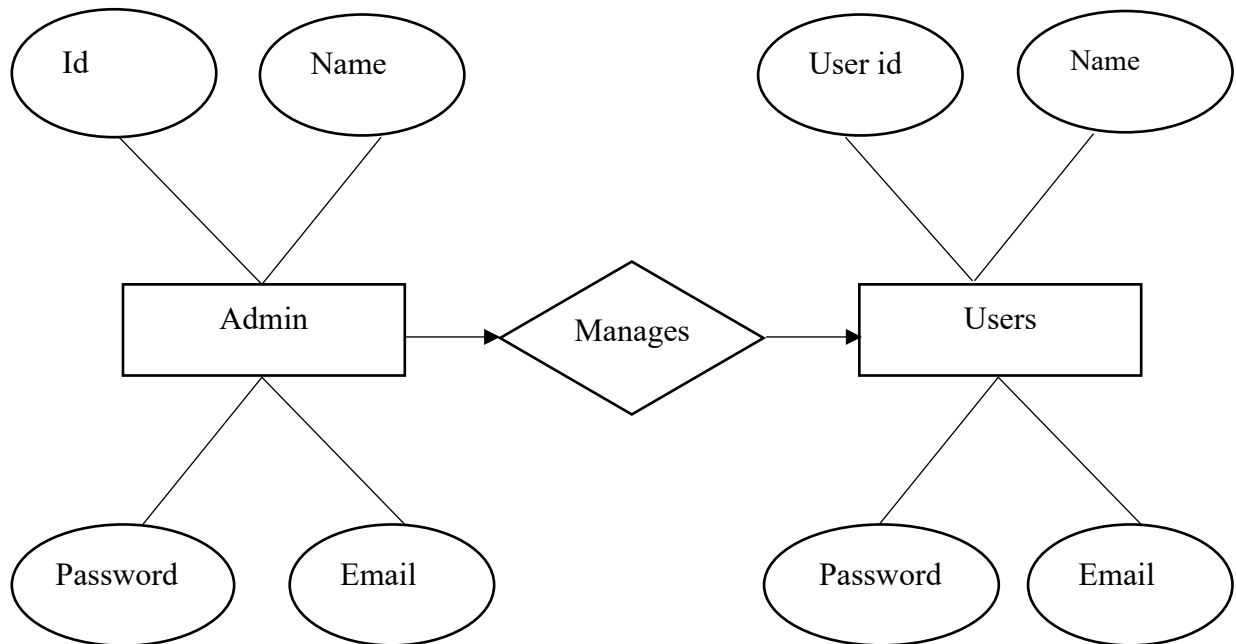


**8 Fig: Product Data Details**

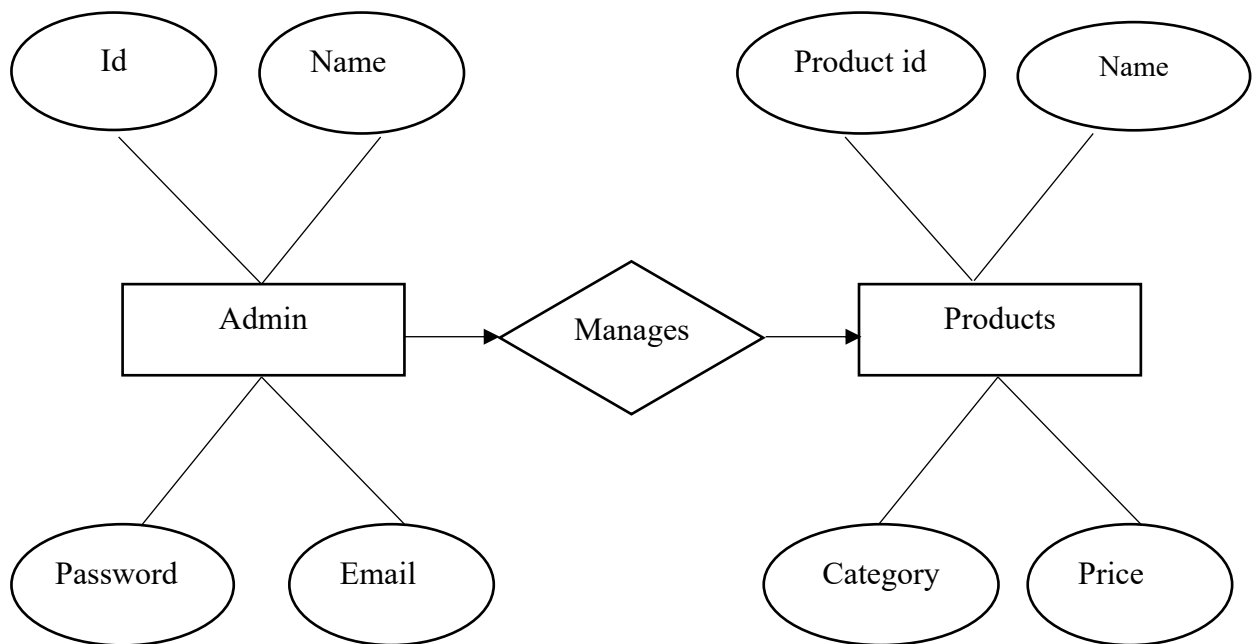
### 4.3. ER DIAGRAM

An Entity Relationship Diagram (ER Diagram) pictorially explains the relationship between entities to be stored in a database. Fundamentally, the ER Diagram is a structural design of the database. It acts as a framework created with specialized symbols for the purpose of defining the relationship between the database entities. ER diagram is created based on three principal components: entities, attributes, and relationships.

#### 4.3.1. Admin Management

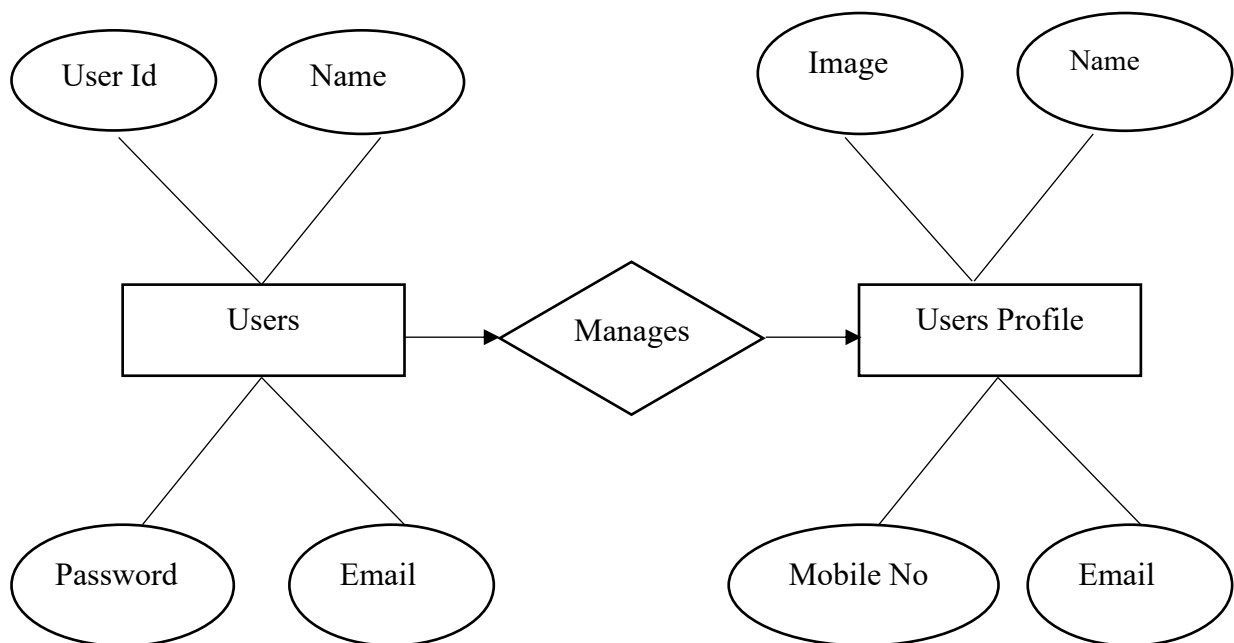


**9 Fig: Admin Manages User/Visitors**



**10 Fig: Admin Manages Products**

#### 4.3.2. User's Management



**11 Fig: Users Manages Profile**