FEASIBILITY STUDY

Technical Feasibility:

1. Technology Stack:

- Frontend: HTML, CSS, Bootstrap, and JavaScript provide an interactive and responsive user interface.
- Backend: PHP serves as the server-side scripting language.
- Database: MySQL ensures efficient storage and retrieval of data such as user profiles, orders, and product details.
- Environment: The application is hosted using XAMPP, a reliable and user-friendly web server.

2. Development Tools:

- IDE: Visual Studio Code enhances code management and debugging.
- Stable technologies are chosen, minimizing risks of obsolescence.

3. Team Skills:

- The development team is proficient in the selected tools and technologies.
- Extensive community support ensures that solutions are available for potential technical challenges.

4. System Scalability:

- Designed to handle a growing number of users, products, and transactions over time.

Operational Feasibility:

This aspect evaluates how effectively the proposed system can solve business problems and meet user needs.

1. System Functionality:
- Provides essential features such as product browsing, secure transactions, and order management.
- Additional features like gift customization and skin sensitivity questionnaires enhance user satisfaction.

2. **Adaptability:**
   - o The intuitive interface ensures that users, sellers, and administrators can easily navigate the system.
   - o Training requirements are minimal due to the platform's user-friendly design.

3. **Stakeholder Acceptance:**
   - o Customers and sellers benefit from streamlined processes, encouraging adoption.
   - o Administrators can efficiently manage operations using built-in tools like sales reports and product management.

Economic Feasibility:

This evaluates whether the project is financially viable in the long run.

1. **Cost Estimation:**
   - o Development Costs: Includes labor costs for developers, hosting fees, and tool licenses (if needed).
   - o Operational Costs: Recurring expenses such as hosting, domain renewal, and maintenance.
   - o Security Costs: Investment in secure payment gateways and regular compliance audits.

2. **Revenue Generation:**
   - o The platform generates income through product sales, seller commissions, and premium features (e.g., personalized gift options).
   - o Expected long-term returns outweigh the initial investment.

3. **Return on Investment (ROI):**
   - o Increased customer engagement and expanded seller network contribute to sustained revenue growth.

Conclusion:
The project is feasible based on its alignment with technical, operational, and economic requirements. It is recommended to proceed with the system development, given its potential to enhance the online shopping experience for perfumes.