CAKE DELIVERY SYSTEM

**Date**: 1-02-2020

**Guide**: Ms. Anit James

1. Project Overview?

*Cake Delivery System* is a web application which is meant for users who are looking for online cake purchase. This system includes two users they are administrator and customer. Registered customers can login to the site and place their orders and select different types of cakes and do bookings. Administrator add new cakes and do order management, data management and user management.

1. To what extend the system is proposed for?

The proposed system is defined to meets all the disadvantages of the existing system. It is necessary to have a system that is more user friendly and user attractive for business growth; on such consideration the system is proposed. In our proposed system there is admin who can view all the products and users. It allows customers to make their orders and do their transactions by using online payment method. Users of this proposed system are admin and customer. The aim of proposed system is to develop a system of improved facilities. The system provides proper security and reduces the manual work. Online shopping advancements have been so drastic that it has evolved to be a part of our life. Today customer doesn’t drive down to some shop for buying a product but preferably check over the internet for price, offers, reviews and order online.

1. Specify the Viewers/Public which is to be involved in the System?

* Customer
* Admin

1. List the Modules included in your System?

* Admin
* Customer
* Booking
* Payment
* Add to cart

1. Identify the users in your project?

* Customer
* Admin

1. Who owns the system?

Admin owns and control the system

1. System is related to which firm/industry/organization?

Firm organization

1. Details of person that you have contacted for data collection?

Cake Bakes.

Lally Thomas

Ranni, Kerala 689673

1. Questionnaire to collect details about the project? (min 10 questions, include descriptive answers, attach additional docs (e.g. Bill receipts, certificate models), if any?)
2. What are the services available?

Customer can order cake according to category provided by the admin.

1. How often do you order cake?

1. Every day
2. Every week
3. Every 2 - 3 weeks
4. Every month
5. Every 2 - 3 months
6. Less than every 2 - 3 months

#### If you require a cake or cupcakes, where would you get it from?

Online Purchase

1. Order from a bespoke cake maker/decorator
2. Make yourself at home
3. Online Purchase

#### What advertising method would you suggest as most effective for a small business?

1. Social media
2. Direct marketing e.g. posters, flyers and business cards posted through your door
3. Newspapers, magazines
4. Billboard advertising in local bus shelters and supermarkets



#### If you are hosting a celebratory event, how likely are you to purchase a cake or cupcakes for it?

1. Very likely – it is the most important aspect of the celebration
2. Likely – it is important, but I would prioritise other aspects more
3. Not likely – it would not bother me if there was or wasn’t a cake at my event
4. I would not want a cake at all

#### 6.When buying a cake or cupcakes what is the most important aspect?

Appearance/Design

1. Flavour
2. Being able to personalise entirely
3. Customer loyalty to a particular business
4. Price
5. Organic, sourced ingredients

#### 7. How often do you purchase celebration cakes or cupcakes in a year?

1. More than 5 times
2. 3-4 times
3. 1-2 times
4. Never

8. What was the cake flavour/type you purchased from us?

1. Vanilla
2. Cherry bakewell
3. Chocolate
4. Chocolate (vegan)
5. Banana
6. Blueberry
7. Jamaican Rum
8. Red Velvet
9. Lemon
10. Carrot

9. Have you used our online shop to purchase your cake-decorating supplies?

1. Yes
2. No
3. Didn't know you had an online shop

10. How likely are you to purchase any of our products/order a cake with us again:

1. Extremely likely
2. Very likely
3. Somewhat likely
4. Not so likely
5. N/A