

# ORGANIC PRODUCT STORE

**Date:** 30/07/2023

**Guide:** Ms. Merin Manoj

## 1. Project Overview?

*The project's primary objective is to develop an online storefront that provides clients with a wide selection of organic and environmentally friendly goods. The website will serve customers that care about the environment and are looking for real, sustainable products.*

*The platform will make it easier for buyers and sellers to communicate, giving consumers access to a wide range of environmentally friendly goods. While the Legal Advisor function oversees the eco-certification verification procedure to ensure product authenticity, sellers will have the chance to display their items.*

*The platform will be run by administrators, who will be in charge of user accounts, product listings, and any potential conflicts. The initiative seeks to foster environmentally beneficial behaviors, stimulate the use of organic products, and support environmental sustainability.*

## 2. To what extent the system is proposed for?

*The "Eco-Friendly Organic Product Store Website" system under consideration intends to establish an online marketplace where users can look for and purchase eco-friendly and organic goods. Sellers are able to display their goods, and legal counsel guarantees the legitimacy of those goods. Platform management*

and problem-solving are done by administrators. The concept promotes sustainable lifestyle choices and links buyers interested in the environment with businesses selling genuinely eco-friendly goods.

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

*Potential Customers, General Visitors, Online Shoppers*

4. List the Modules included in your System?

*Admin, Guest Users, Customers, Sellers and Legal Advisor*

5. Identify the users in your project?

*Guest Users, Customers*

6. Who owns the system?

*Administrator*

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

*e-commerce industry*

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

*Antony Mathew (Organica, Kottayam)*

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

1. How do you buy products for the shop?

*Buying from the sellers.*

2. How do you decide on the pricing of your appliances?

*The pricing model is based on a combination of factors, including the manufacturer's suggested retail price (MSRP), our purchasing costs.*

3. How the payment is collected from the user?

*By cash or credit card facility*

4. Do you use any inventory management software or systems to keep track inventory?

*I manually manage my inventory and keep track of sales using pen and paper.*

5. How do you source and verify the authenticity of the organic products you sell?

*I personally visit farms and suppliers to ensure organic certifications and verify the sourcing practices of the products I sell.*

6. Would you find value in a system that allows you to showcase eco-certification details for your products to build customer trust?

*Yes, showcasing eco-certification details would build trust among customers and increase sales.*

7. What are the main challenges you face in running your organic shop?

*The main challenges I face include reaching a broader customer base, managing inventory efficiently, and verifying the authenticity of organic products.*

8. What marketing strategies do you think would be effective in attracting customers to an online platform for organic products?

*Online advertisements, social media promotions, and partnerships with eco-friendly organizations would be effective marketing strategies.*

9. How important is customer reviews and ratings for your products in building customer confidence?

*Customer reviews and ratings are critical in building customer confidence and driving sales.*

10. How do you handle product deliveries?

*In addition to in-house delivery, also partner with reliable courier services for certain deliveries.*