Fawuzia Ben-Smith

Final Exam Report

**Task 1.1 Business Plan**

Customer Value Proposition: Frankello is a natural breakfast solution that is aim at serving our customers with healthy, affordable and hustle free breakfast cereals.

Revenue Model: Frankello uses advertising and transactional revenue model as their income strategy. The Frankello ecommerce platform has different kinds of breakfast cereals where customers can make a one-time payment for the product.

Marketspace of Operation: Frankello is mainly for people who enjoy cereals like tom brown for breakfast and wants to purchase healthy cereals for breakfast. Frankello is an online store

Main Competitors: After a thorough research, we found out that the following companies are our competitors and most of the operate on social media such as Facebook, Instagram etc. Some of our competitors are.

1. JH JesHen Entreprise
2. Jenal Lotus Foods
3. Obaasima – Yedent Ghana

Comparative Advantages: Frankello is a brand that care about our customers and what they eat for breakfast. Frankello provides quality, healthy, and affordable cereals for our 2customers. The food processing industry has become quite competitive over the past years; therefore, we plan to make the preparation of our cereals easy for our customers by clearly writing the instructions on how to prepare the meal. We also provide significant value in our products and service.

Market Strategy: Advertising on social media platforms

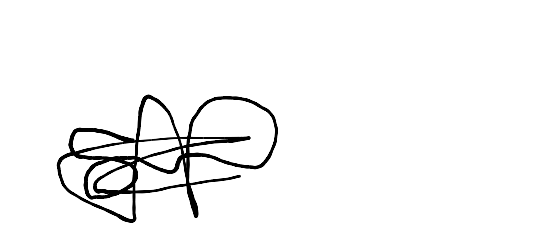
Organizational Structure: The organizational structure is made up of the Chief Executive Officer (CEO), Operational Manager, Financial Controller, and the Social Media Marketing Manager.

Management Team: The CEO is Ellen Ocran, Frank Addo is the Operational Manager, Ellen Ocran is the Financial Controller and Christiana Ocran is the Social Media Marketing Manager.

**Task 1.2 System Development Life Cycle (Design & Architecture)**

A three-tier architecture model which displays the presentation layer, business layer and the data layer. The business layer facilitates user reactions, the business layer ensures proper exchange of data and controls application functionality, and the data layer manages the database.

**A Signed Contract**



**Signed by Christiana Ocran**

**Task 1.3 Hard Coding Implementation**

The front-end of the application was a free template from template hub. The programming languages used in programming of the application is PHP, BOOTSTRAP5 , SQL, CSS, and HTML. The were no importation of libraries**.** The flowchart is displayed below.

**Diagram

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**Screenshots of code.**

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**URL or server IP address**

**Link to video demo**

<https://aucampus-my.sharepoint.com/:f:/g/personal/fawuzia_smith_ashesi_edu_gh/EpbJuHqgA_RMm_oWWd7vr10BPp-3OsnhUfUaH0FiBzKcJA?e=Dc2UDq>

**Source Code (GITHUB Link):**

<https://github.com/FawuziaBen-Smith/Ecommerce-Frankello.git>