

G11CSE

AN ONLINE POULTRY ORDERING SYSTEM

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1 Problem background

Poultry refers to domesticated birds. They include chicken, turkey, ducks and many different birds. In the past, poultry farming was not a known occupation but apparently it is one of the rising highly earning source of income in Uganda. Poultry is used for different purposes for example it can be used for study purposes at schools, food and also egg production. However in spite of its importance, most of the poultry farms in the country are not known due to a poor marketing outlet. This leads to low income earning and over expenditure on the side of the farmers and also lack of information on the communities as they have no knowledge of the poultry farms that can be of use. Since most of the poultry farms are in remote areas, they mainly use middlemen, many small farmers are hurt by corruption before they even start. Middlemen posing as poultry experts often negotiate market deals on behalf of the farmer. Small scale farmers need income to maintain a profitable poultry farm.

1.1 Statement of the problem

Poultry farming is a major agricultural enterprise and one of the income earning activity performed locally. In poultry, marketing has not been highly considered yet it is a major need for any business. Most small-scale farms use middlemen who contact different people who may be of the need of the chicken. However, these contact random customers, do the negotiations on behalf of the producers, and most times increase the prices since this is more of their payment for their work.

This involves corruption since they buy the chicken at lower prices from the producers yet they hike the prices for the retail traders. They are also unreliable as they might not be around for a certain time and this may lead to no supply during that time which affects the supply chain. This leads to lack of credibility.

To solve the problem we need a web-based system where we can advertise our available products for sale and here we can directly interact with the consumers.

1.2 Objectives

1.2.1 General Objectives

The main objective is to improve marketing of poultry products digitally.

To increase sales for the farmers as they directly interact with their customers.

To improve the sales that are earned by the poultry farmer.

Improve the credibility between the farmer and his customers.

1.2.2 Specific Objective

For this problem, we seek to achieve the following specific objectives;

To design a web based system to advertise the available products for sale.

To enable accessibility of the current information at the poultry farm to for the customers .