EAST WEST UNIVERSITY

Project Proposal on

Wholesale E-Commerce Website for Miskat International

Course Code: CSE347
Course Title: Information System Design and Analysis
Section: 03

Submitted By

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Project Title: Wholesale E-Commerce Website for Miskat International

1. Objective of the Project

The primary goal of this project is to design and develop a web-based wholesale e-commerce system for Miskat International, a Bangladeshi FMCG distribution company.

The system's objectives are to:

- Facilitate online wholesale orders for retailers and bulk purchasers.
- Make bulk goods at wholesale pricing easily accessible.
- Boost productivity in distribution and order management.
- Go beyond location-based and manual activities to broaden the client's business reach.

2. Rationale of the Project

Currently, Miskat International, an FMCG distribution company that operates in Bangladesh, gathers orders manually through phone calls and in-person visits. This creates a number of difficulties, including a limited clientele, lengthy order processing times, and a lack of a centralized pricing system.

There is also no digital platform to promote seasonal or event-based offers, and customers cannot easily view wholesale prices.

The proposed system is necessary to:

- Reduce manual workload
- Increase operational efficiency
- Improve customer experience
- Support business growth through digital transformation

This project addresses real-world business problems and provides a practical information system solution.

3. Stakeholders

The key stakeholders involved in this project are:

- **Miskat International (Client):**

  Owner and management who will use the system to manage products, orders, pricing and customers.

- **Retailers and Bulk Buyers:**

  Wholesale customers who will register, browse products, and place bulk orders.

- **System Administrator:**

  Responsible for maintaining the system, managing inventory, orders, offers, and customer data.

- **Project Developer (Student):**

  Responsible for system analysis, design, development, and testing.

4. Requirement Collection from Stakeholders

System requirements for the proposed wholesale e-commerce system will be collected using the following methods:

- **Interviews:**

  The client will be spoken to directly for a look into their work habits, current issues, and wishes regarding the planned system. These discussions will help show key features like order management, trade prices, inventory handling, and customer management.

- **Observation:**

  The current manual order collection and distribution process will be observed in order to analyze actual operational operations. Using this method will assist in identifying delays, inefficiencies, and issues that can be fixed with system automation.

- **Requirement Analysis:**

  The information gathered from discussions and observation will be used to conduct a thorough requirement analysis. This process will identify both non-functional (such being simple, quick, and safe) and functional (like adding users, big orders, and admin control) requirements.

- **Feedback Sessions:**

  To review proposed system features, designs, and work flows, regular input meetings will be arranged with the client. This ensures that the necessary products are approved, modified if necessary, and meet stakeholder expectations prior to their actual use.

Together, these actions verify that the system is accurate, user-friendly, and aligns with actual business requirements.

5. Feasibility Analysis

- **Technical Feasibility:**

  Standard and popular web technologies including HTML, CSS, JavaScript, Node.js, Express.js, and MySQL will be utilized to construct the suggested system. These technologies are dependable, well-supported, and appropriate for creating scalable web-based information systems. Consequently, the proposal has technical feasibility.

- **Economic Feasibility**

  Because the project mostly uses open-source technologies and doesn't require costly hardware or software licenses, it is economically feasible. The proposed approach will be economical for the client due to the low development and deployment expenses.

- **Operational Feasibility**

  Both administrators and wholesale clients will find the system easy to use. Efficiency will increase and manual labor will be decreased using the online ordering process. The customer and users will be able to use the system efficiently with minimal instructions.

- **Scheduling Feasibility**

  If an organized development plan is followed, the project can be finished within the allotted academic semester. The features and scope can be handled in the time frame allocated.

6. Tools and Technology:

The proposed system will be developed using the following tools and technologies:

- **Frontend:** HTML, CSS, Javascript
- **Backend:** Express.js, Node.js
- **Database:** MySQL
- **Version Control:** Git & GitHub
- **Development Tools:** Visual Studio Code, Web Browser

Miskat International's proposed wholesale e-commerce website is a useful and practical information system that tackles current business issues. The solution can promote company development, improve order administration, and increase client accessibility.

The End