**Project Title:**

**Product Marketing and Selling Portal**

(By SEMESTER-IX of V Year M.Sc. (2019-20))

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M.Sc. – Computer Application and Information Technology



1. **Introduction & Objectives Of Project**

## **Introduction**

* Product marketing and selling portal is web based application .Product marketing is a process of promoting and selling a product to a customer. Also product marketing is defined as being the intermediary function between product development and increasing brand awareness. This web application provides the facility to users for select the product according to their choice of category and location. User can buy the product if he/she is registered user. User can check the product Purchase status.

## **Objectives**

the main objective of this project is to build the web application that enable the time management and making easy system that people can easily find their product information which they want. from the any place they can find the product according to their requirement they can serach the category and location and get the data related their requirement. Manage Product marketing selling process.The time of User will be saved.

# 2. Tools/Platform, Minimum Hardware and Software Requirement and Specification

## 2.1 Tools/Platform

* IIS Server (Microsoft)
* Visual Studio 2017 Community
* Visual Studio Code
* Browser (Chrome/Explorer/Firefox)
* C#
* ASP.Net MVC
* Web API
* SQL Server 2017
* HTML5
* CSS3
* Bootstrap
* JavaScript
* jQuery3.4.1
* LinQ
* KendoUI

## 2.2 hardware software requirement

1. **Software Requirements**

* OS: Windows 7 above
* IDE: Visual Studio Community 2017
* SQL Server 2017
* Web-browser: Chrome/Explorer/Mozilla Firefox

1. **Hardware Requirements**

* Processor: 3GHz
* RAM: 4GB
* Hard Disk: 10GB free space

# Future Scope

Product Marketing and Sales Portal

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Product Marketing and Sales Portal

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Product Marketing and Sales Portal

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* In future our main efforts will be for making this application more user friendly by adding more and advance functionalities
* whenever users want any help related our web application they will get more satisfied and quick response
* We will provide better Security to data and other Sensitive content of the user.
* User will be able to purchase the product according to their requirement.
* User will able to send request for add products and add events.
* Visitor will also able to send the request for add event.
* Visitor will able to see the products and they can add into the wish list but they have to login if they want to buy the products.

# Limitations

* User must have an internet connection to use this system.
* User must obtain a valid username and password to buy this products. If a user is not permitted then he/she must not be able to purchase the products