Final-Exams

E-commerce

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December 14th 2020

Business Plan

Customer Value Proposition

For us at MeatHaven, our goal is to establish ourselves as Ghana's leading meat distributor by processing and packaging our products in-house, sourcing our meat from local sellers to boost the food sector. We do not plan on being yet another business that acts as a middleman for customers and breeders. We aim to soon establish ourselves as Ghana's leading poultry, livestock and seafood processing plant.

Revenue Model

We make profit solely from the website. Customers buying and ordering our products and us making deliveries and.

Marketspace of Operations

Our main marketspace is our website, all necessary transactions will take place on the website. We also have outlets for our customers who would prefer to pick up their orders to having them delivered.

We will also use our social media accounts to boost customer interaction.

Competitors

Our main competitors are cheaperlines.com, francopatfood.com and jfamco.com.

Cheaperlines.com – A cold store operator with their headquarters in Tarkwa. They purchase their products in bulk quantities from both local suppliers and foreign suppliers all over the world.

Fracopatfoods.com – The company's main mode of business is importing meat from outside Ghana.

Jfamco – Jfamco seeks to be a well-known abattoir with modern, state of the art facilities to ensure that they become the leading meat processors in Africa.

Comparative Advantage

MeatHaven is a Ghanaian business that seeks to process and package meat and not act as an intermediary between the public and meat sellers. A feature that puts us above our competitors is our use of social media to build a brand for ourselves. The above listed businesses have no online presence besides their website, making it easy for MeatHaven to establish itself.

Market Strategy

For our marketing strategy, we will be using the four Ps of retail marketing.

Product – The products we are going to be selling are meat products processed in Ghana. Eg. Steak, sausage etc.

Price – We instead on making our prices very affordable for the average Ghanaian consumer.

Place – We will have outlets for people who would prefer to pick up their products, rather than have them divorced.

Promotion – We plan on using our social media to establish a customer base. We also plan on creating promos for holidays to attract customers.

Organizational Structure
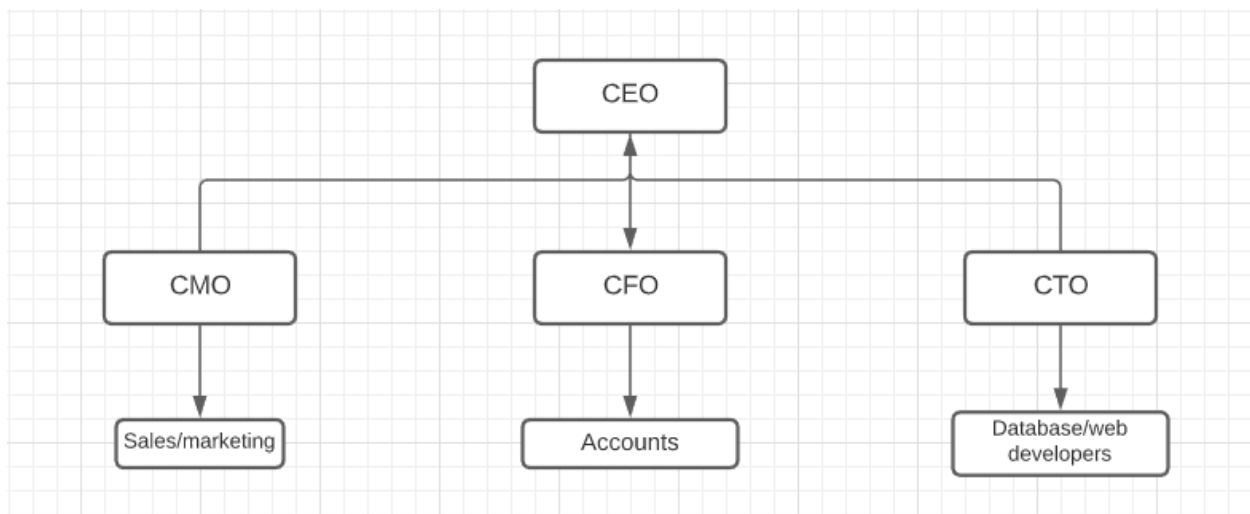
Management Team

The CEO – The owner of the business, responsible for making sure all departments are doing their work effectively. Department heads report back to the CEO.

The CMO – In charge of all things sales and marketing and the various teams dedicated to those areas.

The CFO – In charge of all company finances i.e., expenditure, income, budgets etc. He handles the company's cashflow along with the accounts team under him.

The CTO – In charge of the technical aspect of the business. He and his team manage the web-application and all databases.

Systems Development Life Cycle

Business Objective	Functionality	Requirements
Display items for sale	Customers can see the products for sale	Customers can see and interact with products
User information database	Database that stores user data	Name, contact details, city
Product information database	Database which stores product information.	Picture of product, price, and description.
User registration	Customers can sign up and login.	Username, email, password, contact details, city of residence
Commercial Transaction system	For users to make online payments	Secure Payment option.
Cart management	To allow users to make payment and manage the items in their cart	Pay for multiple items

Non-Functional Requirements

Performance – The application should be able to perform all its processes adequately even when there are multiple clients.

Security - User information needs to be safe from any kind of attack or breach on the website.

Availability – The application should always be operational and accessible.

System Design and Architecture

The MeatHaven e-commerce application was built using the three-tier architecture and the model view controller (MVC) framework.

Three-tier Architecture

This consists of the presentation tier, the application tier and the data tier. All three tiers are independent of each other were developed separately.

Presentation tier – This tier is the system's user interface; the part of the system the client engages with. This tier was built using HTML and CSS.

Application tier – This tier handles all business processes of the system like register, login, add to cart, etc. This tier was developed with PHP.

Data tier – This tier refers to the database and its processes. The database used was MariaDB and phpMyAdmin was the database management system.

Model-View-Controller (MVC)

Model – The model handles the business logic of the application. It is responsible for database processes and actions. It was built using PHP.

View – View is the graphical user interface (GUI). It is responsible for displaying the data the client sees. It takes data from the controller and displays it to the user.

Controller – This handles the application's functionalities. It is responsible for taking information from the view and sending it to the model to store in the database. It also retrieves data from the model when requests are made from the view.

Key Models of the System

Client Interface

- Register, Login, Logout
- Browse through products
- Cart Management
- Payment

Admin Interface

- Login, logout
- Product management

Hard Coding Implementation

The application was developed with HTML, CSS and JavaScript for the frontend. PHP was used for the backend, MariaDB for the database and phpMyAdmin as the database management system (DBMS).

For the backend, we have the database credentials file that has the database details. For classes, there is the database class that connects the user to the database using the database credentials. The customer class contains the customer methods like log in and register. The product class contains the product methods, i.e., adding, updating, deleting and displaying products. The cart class which contains the methods for adding, updating and deleting cart items. It also contains orders and payment methods.

The backend has controllers which run the methods in the class, product controller, customer controller and cart controller.
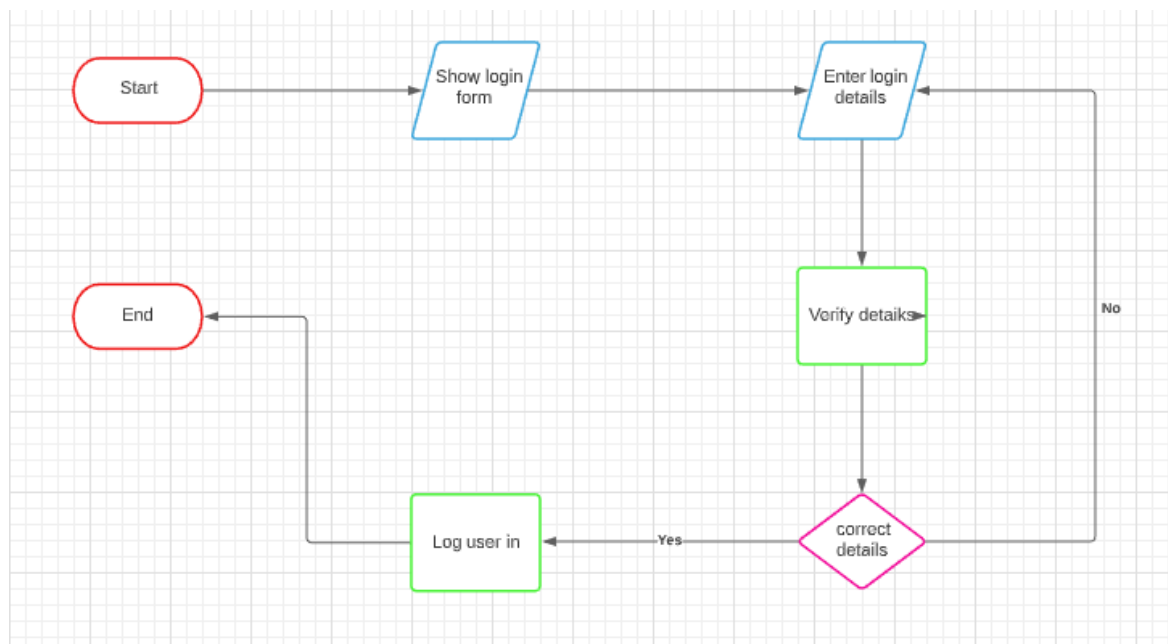
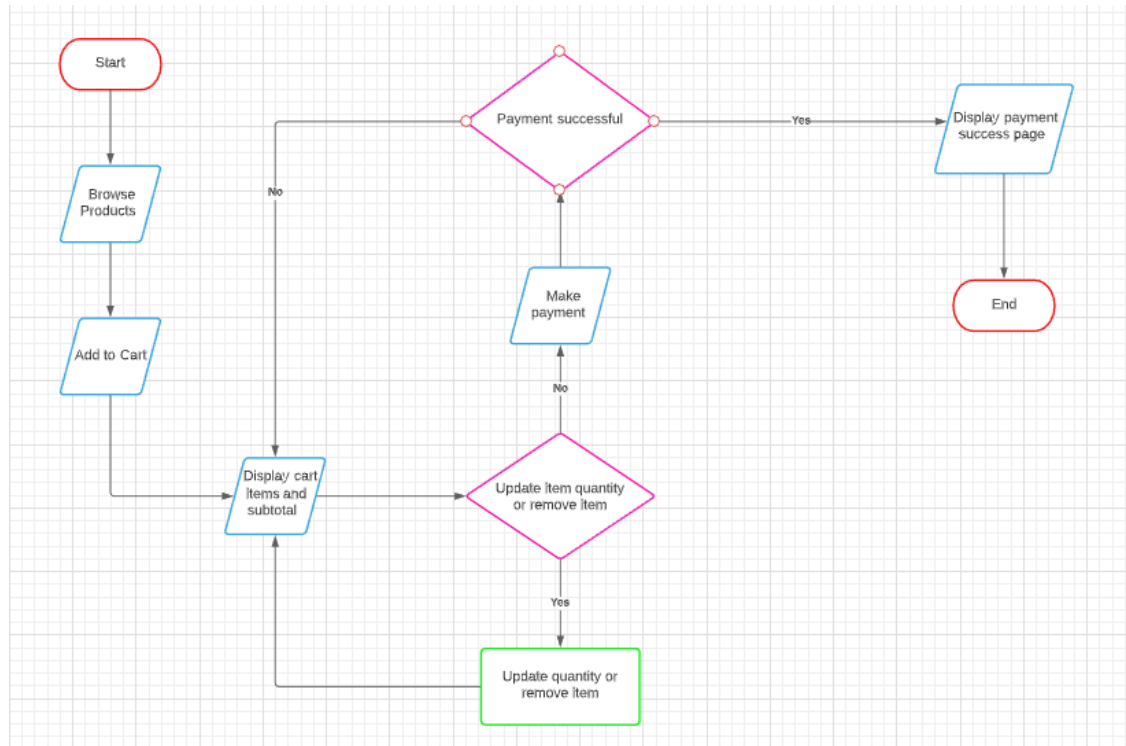For payment, I used PayPal.

Flowcharts

Register Flowchart
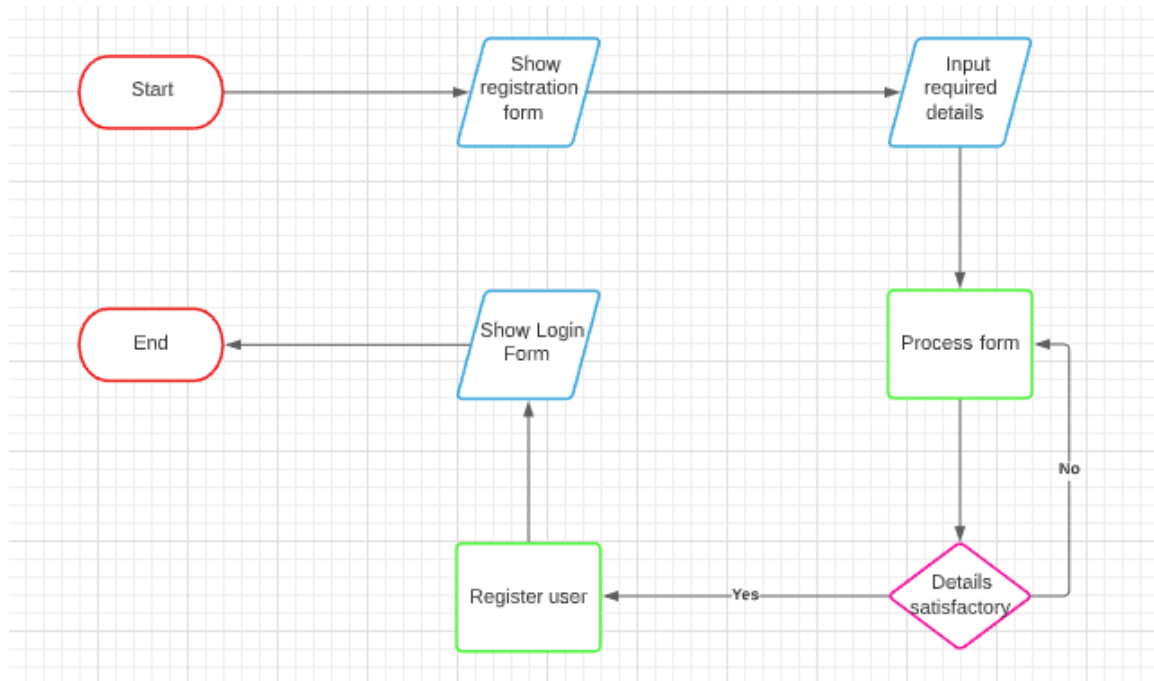
Login flowchart

Payment Flowchart

Administrator credentials

Email: mickyodum@gmail.com

Password: kweku

IP: 104.45.141.224

Video link:

https://drive.google.com/file/d/16aAIkYMOUKvt6PSDPdh6b2J8ugHsBdBl/view?usp=sharing