

**PROJECT NAME: E-COMMENCE WEBDEVELOPMENT USED TO ADVERTISE AND SALE BOTH RESTAURANT AND INDUSTRIAL FOODS**

**PROJECT SOURCE:** POWER LEARN PROJECT

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# 01: BACKGROUND STORY OF THE PROJECT

E-commence is now the most popular and revolutionary idea experienced in the World, people shifting from analogy method of selling their good and way to managing their business to the most advanced one. The people started to copy from this new technology as the new mode of selling goods, using online advertisement and pressing of the orders from the customer. Many treaders use social network like Facebook, Tweeter, WhatsApp, Telegram, Instagram and other social network to find the market or customers for their goods. The website is the popular and most fast way that help to connect the traders and consumers as it may reach many people at once. For the case of foods cooked in Restaurants located in the big cities like Arusha Tanzania, it is possible for the consumers to press order through website and the traders will bring the order up to the customer home place.

# 02: PROBLEM STATEMENT

Restaurant foods refers to the edible product prepared by hotelier people either breakfaster, launch or dinner like rice, ugali, fish, meet, coffee, and other food. Industries produced foods include all edible products produced from the industries, example breads, short cakes, biscuits, also we can include the drinks produced from industries like juice.

The first thing you have to think, when you talk about business is where to get customers who can buy your product, best way to communicate with them, best ways to advertise your products, and how can you manage the orders from your customers for them to enjoy the service. In previous time people facing the big problem of fetch for customers and also customers facing the problem not identify the new good and place to find them. Due to this technology come to solve this problem as we see many traders started to shifting from low stage to the advanced new ways of sale and advertise good, example traders are mostly using social medium to fetch for customers like Facebook, Tweeter, WhatsApp, Telegram, Instagram and other social network. This is the first step adopted by traders to overcome their problem, but the most perfect and simple solution to cure this problem is by using E-commence websites because website technology is able to reach many people at once.

This project intends to solve completely, the problem which are faced by restaurant’s holder and industries’ holders, but the project is specific only to all produce edible products.

# 03: SOLUTION

By-running this project, it enables to building the e- commence website which help to advertise the all-edible product made in both industries and restaurant. Through this project the traders will be able to sale the foods product by pressing orders direct to the customers. The website will bring the complete solution to the problem experienced by food traders in previous time.

# 04: MARKET TARGET

The project of e-commence website is targeted to be used by all food seller and food distributors. Through using this website, they will be able to advertise their product and pressing the orders to the customers.

# 05: BUSINESS LOGIC

The project is able to generate the revenue of two kind.

1. Traders’ revenue; the traders will be able to advertise their goods with less and affordable cost. The traders will be able to communicate with customers quickly and less cost.
2. The owner of project revenue; the owner of the project will benefit or generate revenue through sale the project for the first time and continue update and managing the website.

# 06: GENERAL VIEW OF THE PROJECT

The e-commence project focus much to simplify the way of communication between the traders and customers, include advertisement of good in low advertisement cost and reach many people or customers. The customers will be able to research on both quantity and quality of good before pressing orders of that good. Through using this website, the customer will be able to pay bill of good first and wait for his/her orders to be delivered.