**MINI PROJECT-II**
**(2020-21)**

# The Grocers Market

## MID-TERM REPORT

**Institute of Engineering & Technology**

**Submitted by-**


1. **Ankit (G/181500096)**
2. **Krishna Gupta (A/181500330)**
3. **Mukul Agrawal (A/181500397)**
4. **Nitin Kumar (A/181500433)**


***Supervised By: -***
**Dr. Anand Prakash Gupta**
**Technical Trainer**
**Department of Computer Engineering & Applications**

# ABSTRACT

An online grocery store permits a customer to submit online orders for items and/or services from a store that serves both walk- in customers and online customers. The Online Store System presents an online display of all the items they want to sell. This web based application helps customers to choose their daily needs and add products to their shopping cart. Customers provide their complete detail of address and contact so they can get their chosen products at their home. This web application saves lots of time of customers

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# 1. INTRODUCTION

## 1.1 Overview

Today the era has changed completely and the people are not much interested in going to local stores rather they prefer to shop online. This trend has made a revolutionary change in online shopping industry and today every business organization has their own online store. It has become one of the biggest industries in terms of revenue and customers.

This huge demand has also put pressure on e-Commerce web development companies and latest technologies have being used to provide web stores. Today online stores are the best way to increase the business of any organization in commercial sector.

As per the trend there is no better way to create revenue and to build brand image than opting for e-Commerce web portals. Business houses are opting for online stores because it helps them in many ways as mentioned below.

## 1.2 Motivation

- With online stores there is no need of business organizations to have physical stores at every place.

- E-Commerce platforms gives easy chance to the business organization to increase their reach to customers who are not able to visit their physical store.

- Marketing becomes very easy for the company and they get more loyal and repeated customers.

- E-Commerce platform gives option to the business owners to know about the interest of the customer and using this information it becomes easy for them to convince the buyers by providing offers in their interested items.

## 1.3Proposed System

Proposed system will ease the shopping operations for customers of online stores. It will provide vendor or admin functionality to manage categories and products. Customer will be able to browse and search products under different categories. Selected items/products selected for purchase would be added into your shopping cart. Which can be managed separately by customers. It can be examined at any time by customers fir selected products, their quantity and price.

This system provides a lot of features to manage the products in a very well manner. This system contains a lot of advance modules which makes the back end system very powerful. Online grocery store system provides the searching facilities based on the various factors such that products, customers, payment, categories, stock. It can track all the information products, customers, categories, stock and payment.

## 2. Problem Statement

E-commerce provides an easy way to sell products to a large customer base. However, there is a lot of competition among multiple e-commerce sites. When users land on an e-commerce site, they expect to find what they are looking for quickly and easily. Also, users are not sure about the brands or the actual products they want to purchase. They have a very broad idea about what they want to buy. Many customers nowadays search for their products on Google rather than visiting specific e-commerce sites. They believe that Google will take them to the e-commerce sites that have their product.

The purpose of any e-commerce website is to help customers narrow down their broad ideas and enable them to finalize the products they want to purchase.

# 3. Objective

## 1. Reduce management costs

Businesses aim at reducing the costs incurred for the betterment of their revenue. Automating the ecommerce business can help in reducing the management cost significantly. Moreover, the right use of digital marketing can help in reducing the cost spent on driving customers to such an extent that businesses can bring customers for free of cost.

## 2. Developing business relations

With ecommerce as the primary use, business development can be easily achieved. The direct communication between a company and the customer, the business relationship can be boosted. Eventually, the ecommerce market shall be expanded.\

## 3. Providing a unique customer experience

One of the best ways to stand out from the crowd is by providing a unique customer experience. This includes giving a personalized experience to each customer or visitor of your online store, website, or mobile app. Some other pointers to consider are round the clock customer service, immediate responses to the queries rose, engaging with the customers, and so on.

## 4. Increasing the number of loyal customers

Customers are the core of all business strategies. Therefore, ensuring the great customer experience is of prime importance for the growth of the business. We need to meet our customers where they spend their time. More than 60% of consumers look for purchasing goods and services online. If we meet our customers where they are already active, the chances of them, interacting with our business increases two folds. We can increase the number of loyal customers by giving the best experience to our already existing customers as well as bring in newer customers.

## 5. Increasing sales

The objective of increasing sales will always remain continuous and constant for an ecommerce business. In order to thrive in the e-commerce industry, you need to boost your sales, constantly. For instance, the products that are sold the most, ideally the best seller can be used for remarketing and grab more attention. Any marketing strategy you used earlier including the email targeting. Based on the above-mentioned objectives and the marketing tactics that actually worked for us, we need to design our marketing plan.

# 4. Software Requirement Analysis

## 4.1 Hardware Requirements

| | | |
|---|---|---|
| Processor | : | Intel Dual Core Processor |
| Speed | : | 1.5 GHZ |
| RAM | : | 2 GB |
| Hard Disk | : | 20 GB of free space |

## 4.2 Software Requirements

| | |
|---|---|
| Operating System | : Window XP and higher |
| Front End | : HTML, CSS, Java Script |
| Back End | : SQL Server, PHP |

## 4.3 Tools and Technology Tools

- **HTML:** Hypertext Markup Language is the standard markup language for creating web pages and web application. HTML element are the building blocks of HTML pages. With HTML constructs, image and other objects, such as interactive form.
- **CSS:** CSS is cascading style sheet which is used to give designer look to HTML using the external file.
- **Java Script:** JavaScript is a dynamic computer programming language. It is lightweight and most commonly used as a part of web pages, whose implementations allow to make dynamic pages.
- **PHP:** Hypertext Preprocessor is a server-side scripting language designed for web development but also used as a general-purpose programming language.
- **SQL:** is a structured query language used for querying database.

# 5. Implementation Details

## 5.1 Summary of Modules

a) Admin Login

b) User Login/Sign Up

c) Contact Us

d) About Us

**Admin**

The admin is responsible for maintaining Database of store. Admin will control the store i.e, can add and remove items can see the performance of the store and can check which item is require to add or not.

**User Login**

Login module refers to authenticating the user and granting the access to their account. They can login with their registered username and password and do their work.

**Contact Us**

User can contact to the store with the help of this module.

**About Us**

User can read details of Flowers world in about us module.

**5.1.1DFD LEVEL0**

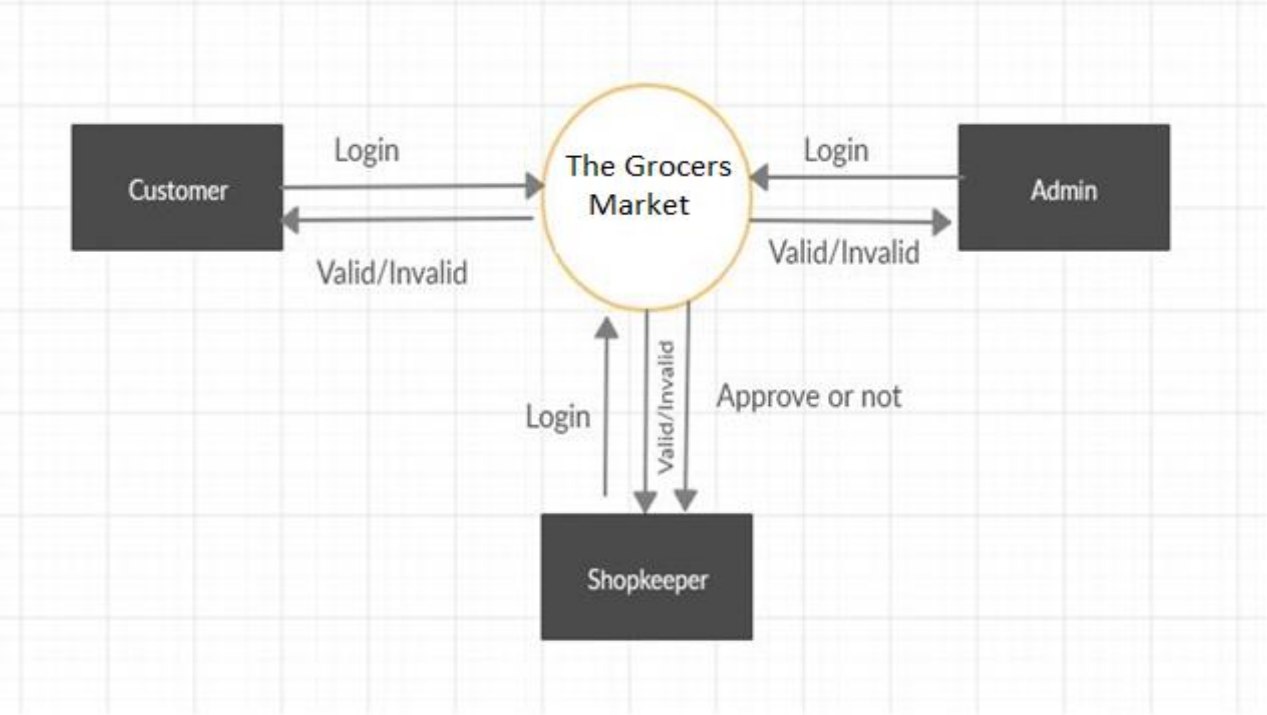
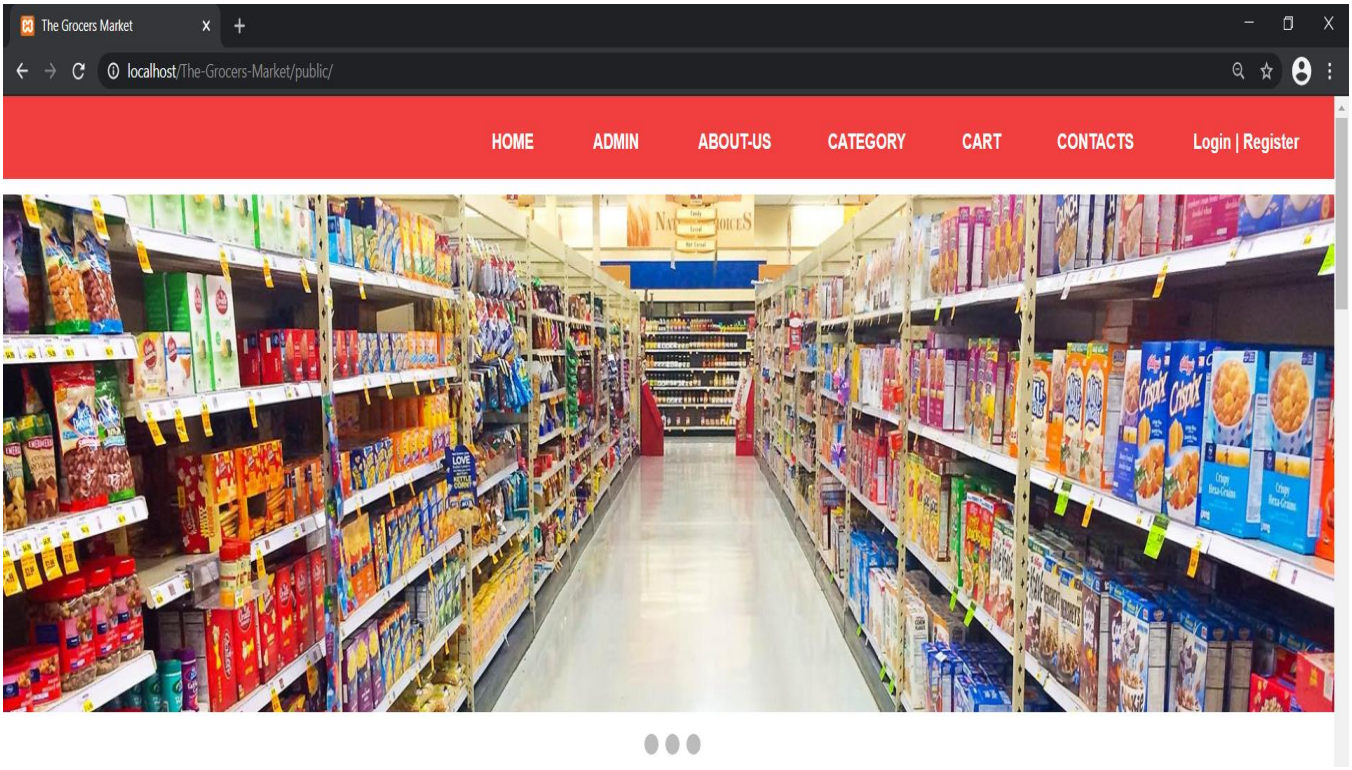


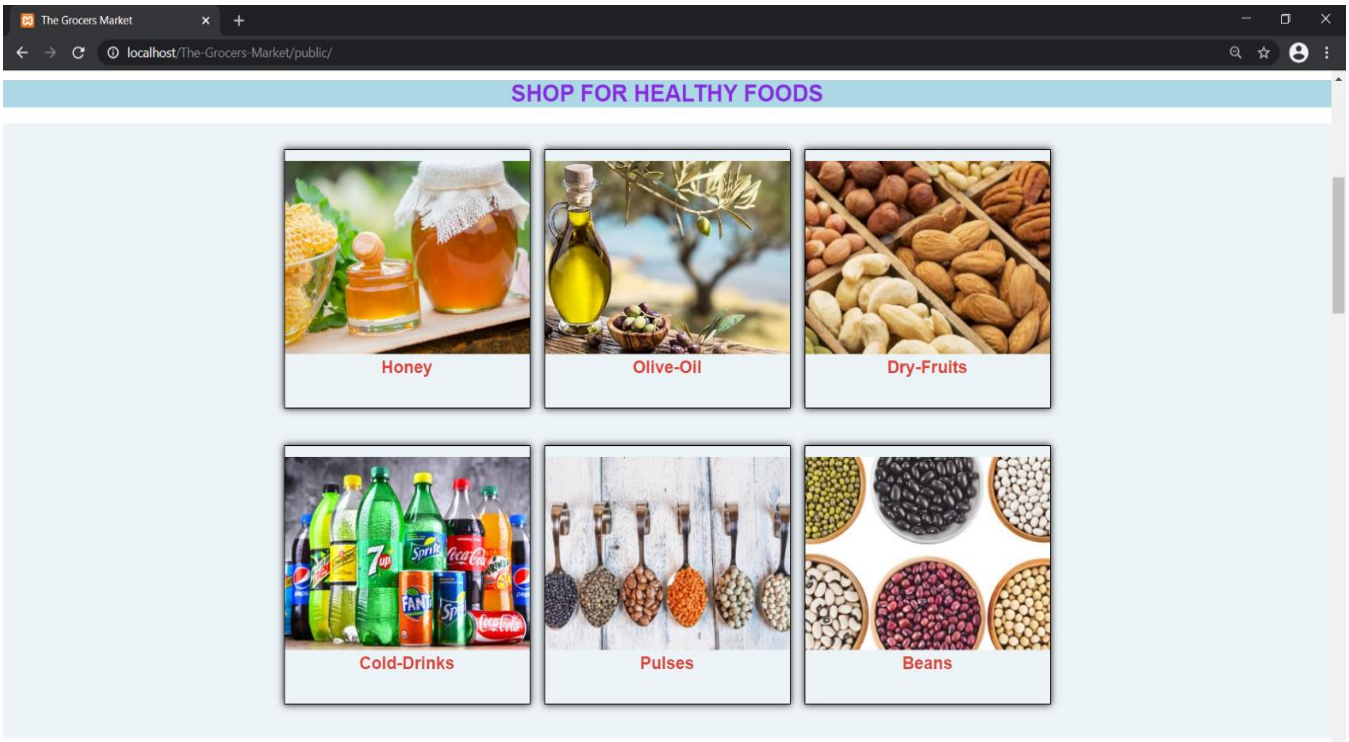

**Fig 5.1.1: 0 Level DFD**

## Table (users)

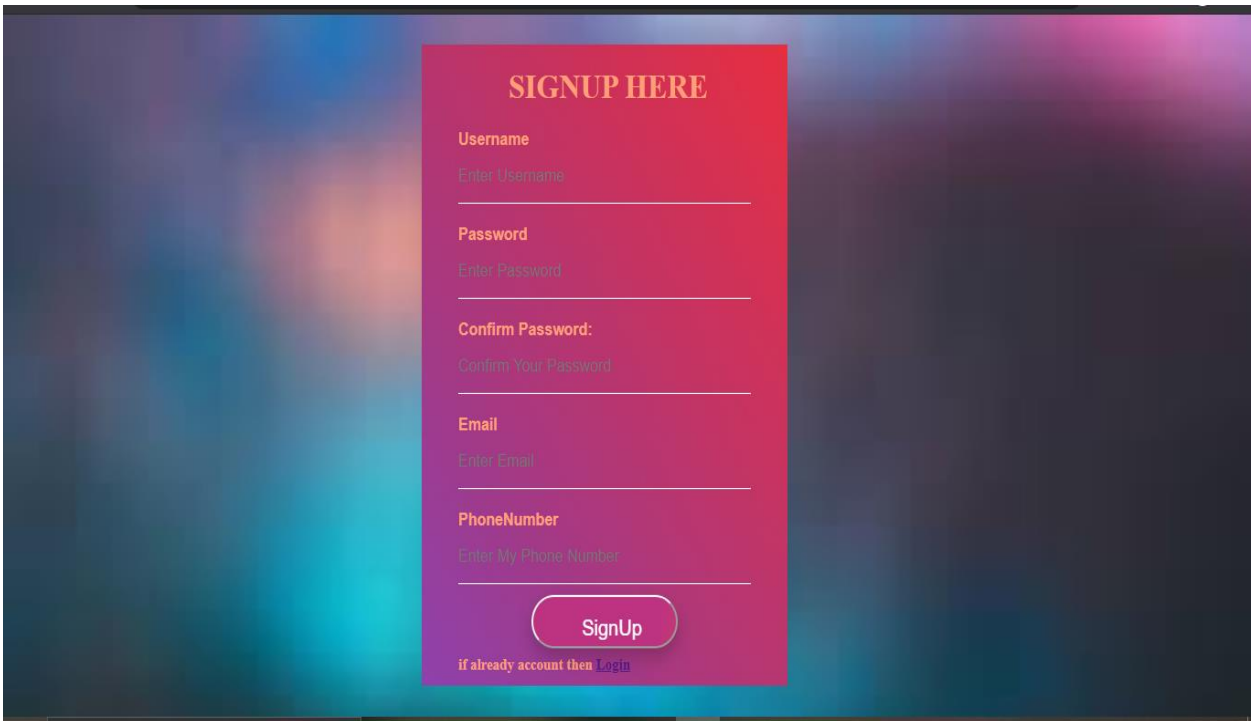
| # | Name | Type | Collation | Attributes | Null |
|---|---|---|---|---|---|
| 1 | user_id | int(11) | | | No |
| 2 | name | varchar(255) | | | No |
| 3 | username | varchar(255) | | | No |
| 4 | email | varchar(255) | | | No |
| 5 | password | varchar(255) | | | No |
| 6 | phoneno | bigint(50) | | | No |

## Fig.5.1: Home

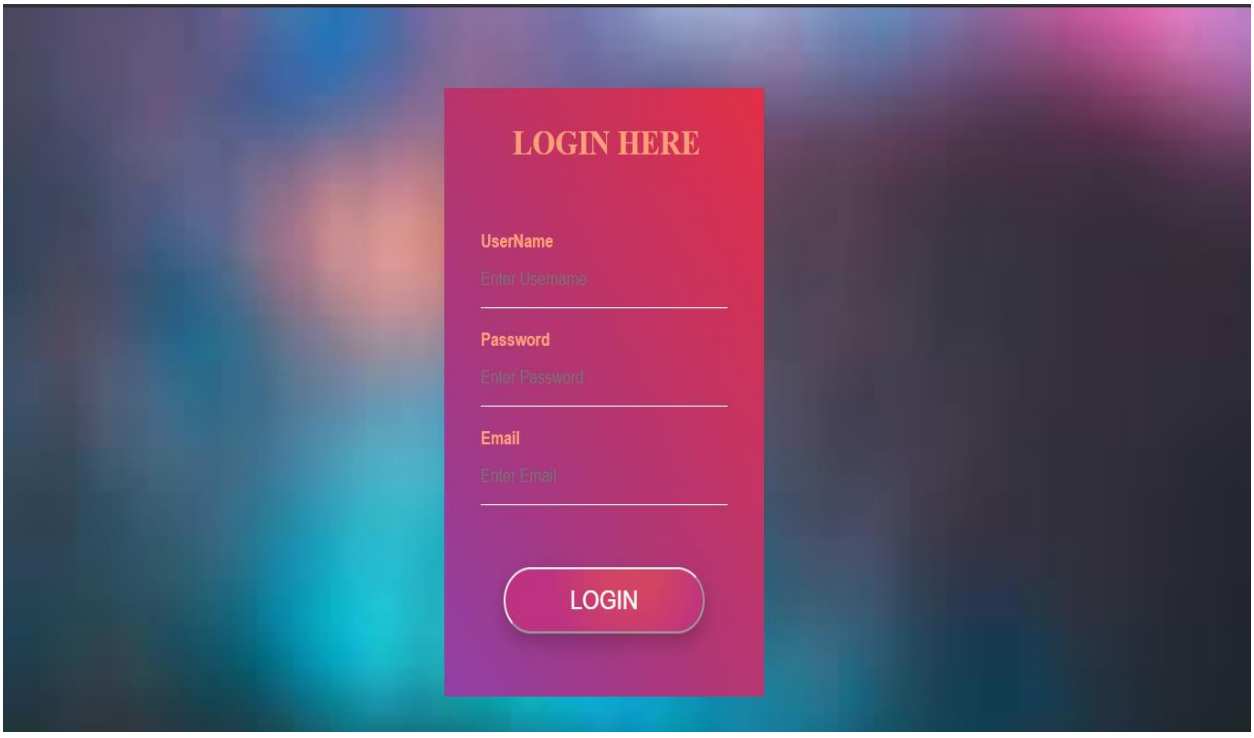

The Grocers Market
localhost/The-Grocers-Market/public/
HOME
ADMIN
ABOUT-US
CATEGORY
CART
CONTACTS
Login | Register


The Grocers Market
localhost/The-Grocers-Market/public/
SHOP FOR HEALTHY FOODS
Honey
Olive-Oil
Dry-Fruits
Cold-Drinks
Pulses
Beans

## Fig.5.2: Signup Admin




## Fig.5.3: Login Admin



# 6. BIBLIOGRAPHY & REFERENCES

To develop this web application of The Grocers Market, we used PHP, HTML, CSS and Bootstrap for Front End and SQL Server for Back End (Database).

References:

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