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University of Science

Faculty of Information and Technology

Project Proposal:

Sneaker Sales Website

Prepare by: Group 05

1753003 - Nguyễn Phạm Quang Định

1753048 - Phạm Khánh Duy

1753057 - Phù Vĩnh Hùng

1653098 - Võ Minh Tú

Prepare for:

TA - Ho Tuan Thanh

Introduction

We plan to make a website for sale purposes, namely sneaker sales. In a multitude of business items, we decided to choose sneakers because it is quite hot, suitable for young people and within our range of knowledge.

The reason that it should be performed:

Firstly, as we know, website development is one of the hottest types of software engineering development at present. The internet is more and more developing and moreover, there is a growing demand for people to use the web for different purposes such as social networking, entertainment, shopping, etc. For the above reasons, group 5 has chosen web application.

Secondly, about the sneaker sales topic that group 5 has chosen to make its website, we believe that today, online selling is no longer a strange thing for any of us. Having a sales website for a sales company is an essential requirement. It has many positive effects as follows:

- Attract more customers: According to the newest statistics, Vietnam now has about 41 million internet users, accounting for about 45% of the country's population, most of them are young people who have high shopping needs. Moreover, the current trend of online development is growing and many users are using it for shopping. About one-third of the population uses the internet to search and search for information on services and products.
- Promote sales anytime and anywhere: When a website is available, searching and buying will be very convenient (Vietnamese people are no strangers to door-to-door delivery)
- Reducing business costs and conducting effective marketing campaigns: we have already done the photo marketing before TV, newspaper, leaflets, etc. and the web is much more effective in terms of marketing and sometimes even less expensive.

Target users and environments

- Target users: Target users: Our majority of customers are young people between the ages of 15 and 25 who love sneakers and have access to the internet but the budget is limited.
- Environments: a website.

Our website will include the following contents:

- HOME PAGE: Introduction of many kinds of shoes
- ABOUT: View of vision and history of the company
- SHOP: Show products and be able to order or add to cart to buy a product customer want to buy.
- CONTACT US: Users can input their email and send a request to the system. Show the contact information about the company. (Each page is added into a contact part that can be obvious.)
- SHOPPING CART(YOUR ORDER): For checking products that users added.

There are a few key features that we'll build into your site, which we feel are important:

- Friendly UI: Color in design will be harmonious, friendly. The layout will be a clear, scientific, and professional arrangement in each article. Brand's logo will be detected and unique that can show customers distinctiveness and trustworthiness.
- Search tools: We use algorithms that are optimized and used mostly nowadays. Help and support users to search in a wide range of searching (such as contact, shop,) It will be automatically linked to their requests to follow results.
- Tracking order system.

Our team is proficient in development using every major HTML, JavaScript, CSS to develop a website. Based on the client's need, we use these to be able to perform a web in the best way.