PROGRAMMING INDIVIDUAL PROJECT

HNDIT 4052

FASHORA: WHERE STYLE MEET AURA
(Website)

KEG/IT/2022/F/0005

Department of Information
Technology Advanced Technology
Institute Kegalle

2022

INTRODUCTION

I'm excited to present this project proposal to introduce a modern technological business website concept. The modern world is advancing rapidly with technology, and businesses must adapt to keep up with these changes. With the evolution of the business world, people prefer conducting transactions online rather than through traditional methods.

Through this project, we will discuss how to establish an advanced e-commerce platform for the **Fashora Fashion Shop** and open it to the modern technological world.

BACKGROUND AND MOTIVATION

BACKGROUND

1. **Shifts in Customer Behavior**– Due to transportation expenses and delays in purchasing, customers tend to shop at nearby stores or opt for online shopping.

2. **Market Competition**– In a highly competitive market, having an online platform is essential to attract a broader customer base.

3. **Impact of Epidemics** – During sudden outbreaks like COVID-19, customers prefer shopping from home rather than visiting physical stores.

4. **Evolving Customer Expectations** – Shopping habits change based on circumstances, and customers look for platforms that offer convenience, flexibility, and a wide range of choices.

MOTIVATION

A fashion website offers customers a seamless, quick, and hassle-free way to shop for groceries online. Its advantages include:

- Extending Fashora presence beyond its physical store

- Gaining new customers while maintaining loyal ones

- Ensuring 24/7 accessibility to enhance sales and satisfaction

- Managing inventory in real time to prevent stock shortages

- Gathering customer insights for targeted promotions and marketing

- Securing a strong edge in the competitive online marketplace

GOAL, OBJECTIVES AND SCOPE

GOAL

- Expand the customer network

- Achieve a market edge

- Enhance revenue growth

- Reach customers worldwide

OBJECTIVES

- Online promotions and digital marketing

- Integration of ordering and payment systems

- Creating an intuitive and user-friendly website

- Driving growth in online sales

SCOPE

The website will include the following key sections:

For Customers:

- User-Friendly Interface – Modern, easy-to-navigate design
- Product Catalog – Filtered search with category, brand, and price options
- Shopping Cart & Wishlist – Save items for later purchases
- Order Status & History – Real-time updates of orders
- Product Recommendation System– Suggest related products for users
- Loyalty Programs & Discounts – Exclusive offers and coupons for buyers

For Admins:

- Product & Inventory Management – Real-time stock updates and product additions
- Order & Payment Management – Monitoring transactions and order statuses
- Website Customization – customize web site images and Keywords
- Dashboard & Analytics – Insights on monthly sales, traffic, and customer behavior
- User Management – View user details and manage user types

PROPOSED SOLUTION

We propose to develop a **full-stack e-commerce website** for Fashora Fasion Shop. This platform will provide an interactive and user-friendly interface to manage sales, inventory, and customer engagement efficiently. The key features include:

- **Efficient Income Management & Analyzing**

- **Visualized Finance Data Presentation**

- **Admin panel for product and order management**

RESOURCE REQUIREMENTS

- **Web Hosting & Domain Name (Optional)** – To ensure website availability and security

- **Web Development Tools** – Front-end and back-end technologies

- **Database Management System** – Secure storage and retrieval of customer and product data

- **High-Quality Product Images** – Enhancing customer engagement

- **Content Management** – Clear and attractive descriptions for products

TECHNOLOGY STACK

Frontend Technologies:

- HTML5, CSS3, JavaScript – ECMASCRIPT 2023

- Bootstrap V5.3.3

Backend Technologies:

- PHP V8.2.12

- Laravel Framework (V11)

Database:

- MySQL

PROJECT PLAN

Time Management	Weeks								
	01	02	03	04	05	06	07	08	09
Searching project title and gathering information	▓								
Preparing project proposal	▓								
Planning and design		▓							
Development			▓	▓	▓	▓			
Website content and data entry							▓		
Testing and bug fixing							▓		
Final preparation								▓	
Report writing								▓	
Prepare presentation									▓

REFERENCES

- **https://laravel.com/docs/12.x**
- **https://getbootstrap.com/docs/5.3/getting-started/introduction/**

THANKYOU!