

Group 61

Project: Online Sales and Marketing System

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Introduction

In the rapidly evolving digital marketplace, establishing a robust online presence is crucial for businesses to reach a wider audience and enhance their sales performance. Our group, **Group 61**, embarked on developing an **Online Sales and Marketing System** aimed at creating a comprehensive platform that facilitates seamless interactions between buyers and sellers. This system encompasses features such as user authentication, product display, order tracking, secure payment processing, seller management, user registration, and customer support, ensuring a user-friendly and efficient e-commerce experience.

Project Goals and Objectives

Goals:

- **Develop a User-Friendly E-commerce Platform:** Create an intuitive interface for users to browse, select, and purchase products effortlessly.
- **Ensure Secure Transactions:** Integrate reliable payment gateways to safeguard user data and transaction information.
- **Facilitate Seller Management:** Provide sellers with comprehensive tools to manage their products, orders, and profiles efficiently.
- **Enhance Customer Support:** Implement features that allow users to track orders, provide feedback, and seek assistance as needed.

Objectives:

- **Design and Develop Key Functional Pages:** Implement essential components such as product display, order tracking, payment processing, admin and seller dashboards.
- **Implement Robust Database Management:** Utilize MySQL to manage user data, product listings, orders, and feedback effectively.
- **Ensure Responsive and Aesthetic Design:** Use HTML, CSS, and JavaScript to create visually appealing and responsive web pages.
- **Integrate Secure Payment Solutions:** Incorporate payment gateways like PayHere to facilitate safe and smooth financial transactions.
- **Implement User Authentication and Authorization:** Develop secure login-logout functionalities with distinct user roles to protect sensitive areas of the application.