**Project Proposal: Online Optical Lens Delivery Service**

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In the rapidly evolving e-commerce landscape, an online optical lens delivery service presents a unique opportunity to meet consumer needs for convenience and accessibility. This project will leverage technology to streamline the purchasing process for contact lenses, ensuring that customers can easily access a wide range of products from the comfort of their homes.

The demand for contact lenses is increasing since more people are turning to an alternative option from traditional eyewear. However, buying contact lenses is frequently burdensome due to procedures such as prescription verification or lack of availability locally. Our suggested DBMS will help dissolve these obstacles via a structured platform to manage customer, product, order, and prescription data — improving efficiency in the lens delivery process overall.

**Service Model:**

**Concept**

The company will offer all types of lenses available online such as daily, bi-weekly and specialty lenses. Their platform will help make product selection easier, simply based on your prescription and needs.

Revenue will be generated through direct sales of contact lenses, with options for subscription models that allow for automatic reorders. The pricing strategy will focus on competitiveness while ensuring profitability.

The system performs these functions in our project - customer registration, management product catalog or placement orders, order delivery etc. Every customer profile will include their name, contact information, address and the order numbers for our prescription. The system should hold important information about each product e.g., Product ID, Name, Type, Price and Quantity (in number).

Furthermore this system will monitor orders such as order ID, customer id, date of the order, status and total (concatenated) amount. Every order can have multiple products and the database will store the amount and price of each product when it was purchased.

The system will also handle supplier details (supplier ID, name and contact information) and the products they supply. This guarantees the exact product availability and thus manages suppliers effectively.

In addition, for customer satisfaction and loyalty purposes the database will also contain mechanisms to track purchase history and maintain record of eye-prescriptions in a way that makes it allowable for customers to easily reorder their favourite lenses through an identification code based on prescriptions.