Course Name: Database Management System

Submitted to

Nowshin Sharmin

Lecturer

Department of Computer Science & Engineering

Metropolitan University, Sylhet

Submitted by

Pritom Paul

ID: 222-115-033

Batch: 57 Section: A

Pushpita Ray

ID: 222-115-032

Batch: 57 Section: A

Fatema Tuj Johura Neha

ID: 222-115-023

Batch: 57 Section: A

Department of Computer Science & Engineering

Metropolitan University, Sylhet

Introducing "Bongobazar": A next-level shopping experience.

Imagine stepping into a world of innovation and imagination, where shopping transcends the ordinary. Welcome to "Bongobazar", a revolutionary grocery shopping destination that blends cutting-edge technology, personalized experiences, and community engagement like never before.

1. Smart Entry with AR/Avatar Filter:
When the customer approaches the "Bongobazar" store, our smart entrance will greet customers with a touch of magic. With the customer's permission, simply snap a quick selfie and our stunning augmented reality/avatar filter interface comes to life. Choose from a variety of fun filters that reflect your mood, style or even celebrate the latest festive event.

2. Seamless shopping experience:
As soon as the gate opens, the customer will be drawn into a world of vibrant aisles and carefully curated products. Browse, explore, and shop at your own pace, enhancing the customer experience with a touch of technology-inspired artistry.

3. Sharing the joy on social media :
After selecting the goodies, the customer will proceed to our streamlined checkout counter. Here, we will capture the customer's WhatsApp number and email to share the magic with the customer. Receive Customer's personalized AR/avatar filter photos instantly via WhatsApp and email. Plus, why keep tension in yourself? Share Customer's unique snapshots on social media, spread the joy, and showcase Customer's Bongobazar experience to friends and family.

4. Connect with Bongobazar Ecosystem:

Customers will discover a special link to the Bongobazar website and app, in WhatsApp and email messages. Explore exclusive offers, exciting promotions, and stay up-to-date with the latest in-store happenings. The Bangobazar ecosystem will become an extension of the customer's shopping journey, always within the customer's reach.

5. Augmented Reality Bag Customization:

Before leaving, there is an opportunity to take the customer experience to the next level Customer will choose an augmented reality/avatar filter photo printed on the product's carry bag. Every time the Customer reuses this unique bag, the Customer not only makes a statement but also continues to demonstrate the innovative spirit of Bangobazar.

6. Community-Centric Approach:

At Bangobazar, we are more than just a store - we are a community. Customers will join us at periodic AR/Avatar-themed events where we celebrate local talent, seasonal festivals and even give back to causes close to our hearts. Every visit to Bangobazar is an opportunity to connect, inspire and celebrate together.

7. Privacy and Customer Empowerment:

Customer privacy is our priority. We are committed to ensuring that the customer's data is secure and only used with customer's consent. We have a transparent and easy-to-understand opt-in process that allows you to control the level of engagement that best suits the customer.

8. The Future of Today's Shopping:

"Bangobazar" is not just a store; It's a glimpse of the future of shopping. An experience that

combines technology, creativity, and a sense of togetherness. Customers will discover a new way to shop, share and celebrate at Bangobazar – where every visit is a celebration of the customer.

9. Inventory Management:

A system will be implemented to track product availability in real-time. MySQL will be used to store information about current stock levels, including quantity and location within the store. Laravel will be used to create an intuitive dashboard for store managers to monitor inventory levels, receive low-stock alerts, and manage replenishment orders.

10. Recommendation Engine:

Machine learning algorithms will be used to analyze customer purchase history and preferences stored in the MySQL database. Laravel will be used to develop a recommendation engine that will offer customers personalized product recommendations based on their past shopping behavior. It will interest the customers.

11. Feedback and Reviews:

Customers will be allowed to provide feedback and reviews for the products they have purchased. MySQL will be used to store review data, including ratings, comments, and timestamps. Laravel will be used to create a user-friendly interface for customers to submit reviews and display aggregated ratings and reviews on product pages. Additionally, this feedback will be used to continuously improve the quality of products and services offered at Bangobazar.

12. Multi-Language Support:

The target audience includes customers from different linguistic backgrounds, so multi-language support will be implemented in the application. Laravel's localization features will be used to handle translations of different languages and to store language-specific content in the MySQL database. This can help make the shopping experience more inclusive and accessible to a wider audience.

13. Promotional Campaign Management:

A system will be developed to manage promotional campaigns and discounts in Bangobazar. Use MySQL to store information about ongoing promotions, including start and end dates, discount codes, and eligible products. Laravel will be used to create a promotional campaign management tool that allows store administrators to create, schedule, and track marketing campaign performance.

14. Integration with Third Party Services:

Integration with third party services like payment gateways, shipping providers, and analytics platforms will be done to enhance the functionality of the application. Laravel's service integration capabilities will be used to seamlessly connect to external APIs and services by storing relevant data in a MySQL database as needed.

Here is my whole project scenario.