



PROJECT PROPOSAL

HIGHER NATIONAL DIPLOMA INFORMATION TECHNOLOGY

Spare Parts Online Store



SPARE PARTS ONLINE

ICT PROJECT GROUP 6 :

D.S Munasinghe - TAN/IT/2021/F/0026

P.T Dilshan - TAN/IT/2021/F/0028

A.K.C Sandaru - TAN/IT/2021/F/0029

A.M.R.S Alahakon - TAN/IT/2021/F/0030

This is to certify that this thesis is based on the work of

Mr. G.R.C Kumara

Under my Supervision. The thesis has been prepared according to the format stipulated and is of acceptable standard.

Certified by:

Supervisor Name: Mr. G.R.C Kumara

Signature

Date

Contents

.....	1
1. Title	4
2. Aims & Objectives	4
2.1 Aims.....	4
2.2 Objectives.....	5
3. Background	5
4. Scope.....	6
5. Methodology.....	7
6. Project Team	8
7. Outcomes.....	9
8. Project Time schedule.....	11
References	12

1. Title

- Spare Parts Online Store

2. Aims & Objectives

2.1 Aims

- The primary goal of e-commerce web site is to reach maximum customers at the right time to increase sales and profitability of the business.

- Our goal is to Creating online web store to make it easy to buy high quality spare parts.

2.2 Objectives

Our main objective is to provide customers with a convenient and efficient platform to buy spare parts. We aim to:

- Provide a comprehensive range of spare parts, both original and aftermarket, to our customers.
- Create a user-friendly interface that simplifies the shopping process for our customers.
- Ensure a secure and reliable payment system that guarantees the safety of our customer's financial information.
- Provide prompt and personalized customer support to ensure customer satisfaction.
- Increase our customer base and revenue through marketing and promotional strategies.

3. Background

- The automobile industry is one of the most significant industries in the world, with millions of vehicles on the roads every day. These vehicles need regular maintenance and repair, which often requires the purchase of spare parts. However, customers often face challenges in finding the right spare parts for their vehicles. Traditional brick-and-mortar stores often have limited inventory, which can be frustrating for customers.

- To address this challenge, online stores providing spare parts have emerged as a solution. These stores offer customers a wider range of spare parts, including both original and aftermarket parts, to choose from. Customers can quickly and efficiently find the right spare parts for their vehicles without leaving their homes.
- Online stores for spare parts have become increasingly popular due to their convenience and comprehensive offerings. They provide customers with a user-friendly platform to browse and purchase spare parts, often at competitive prices. The stores also ensure secure payment methods, timely delivery, and personalized support, further enhancing the customer experience.
- In response to the growing demand for spare parts online, many online stores have been launched, catering to different vehicle types and brands. These stores continue to evolve, using innovative technologies to enhance the shopping experience further. With the advancements in e-commerce, online stores selling spare parts are set to play a crucial role in the automobile industry's future..

4. Scope

- The scope of an online store to sell spare parts is wide, and it can cater to a broad range of customers' needs. The online store can offer spare parts for cars, including motorcycles. The store can also offer spare parts for some vehicle brands.

- The online store can also offer various payment and shipping options to ensure a hassle-free shopping experience. Customers can choose to pay through secure payment methods such as PayPal, Visa, or Master card.

5. Methodology

- Research and Analysis: Conducting market research to identify the target market, the competition, the most significant spare parts needed by customers, and pricing strategies.
- Building a Website: Developing a user-friendly website that allows customers to browse and purchase spare parts easily, including search filters, photos, prices, and product descriptions.

The website should also provide secure payment options, an easy-to-navigate interface, and clear terms of use.

- **Customer Service Support:** Providing personalized customer support through various channels like social media or email to provide a seamless and hassle-free shopping experience.
- **Website Marketing:** Implementing digital marketing strategies to attract customers, SEO, social media engagement, promotional campaigns.
- **Data Analysis:** Regularly analyzing customer data and feedback to improve the online store's performance, including analyzing online activities, popular search terms, etc.

6. Project Team

- **Project Manager:** The project manager will be responsible for leading the project team, overseeing the development of the online store, managing timelines and budgets, and ensuring the project's successful delivery.

- **Web Developer:** The web developer will be responsible for building the website, including the layout, design, and functionality. The web developer should also ensure the website is responsive, user-friendly, and secure.
- **Digital Marketer:** The digital marketer will be responsible for developing and implementing digital marketing strategies to attract customers to the online store. Advertising , SEO, social media engagement, and promotional campaigns.
- **Customer Support Representative:** The customer support representative will be responsible for managing customer inquiries and complaints, providing personalized service, and ensuring customer satisfaction.

We will work collaboratively to ensure that the website meets our objectives and goals. We will communicate regularly through email, phone, and video conferencing to discuss updates, progress, and feedback. We will meet weekly to discuss the project's status, progress, and any issues that arise

7. Outcomes

- **Increased Sales:** An online store will offer customers a more convenient and hassle-free shopping experience, resulting in increased sales. The store can provide customers with more variety of spare parts at competitive prices.
- **Customer Satisfaction:** The personalized customer support and hassle-free shopping experience provided by the online store can increase customer satisfaction and loyalty.
- **Cost-Effective:** Operating an online store can be more cost-effective than a physical store, reducing overhead costs like rent and wages.
- **Competitive Advantage:** An online store can create a competitive advantage by offering personalized service, a comprehensive range of spare parts, faster delivery, and competitive prices.

8. Project Time schedule

Here is an estimated project schedule for launching an online store to sell spare parts in 13 weeks:

- Phase 1: Planning and Research (2-3 weeks)

1. Market Research and Analysis (1 Week)
2. Define Project Goals and Objectives (1 Week)
3. Select Team Members and Assign Roles (1 Week)

- Phase 2: Website Development (9 weeks)

1. Design and Develop Website (6-8 Weeks)
2. Implement Payment Processing System (1 Week)
3. Implement Logistics and Shipping Processes (1 Week)
4. Conduct Final Testing and Quality Assurance (1 Week)

- Phase 3: Launch (2 weeks)

1. Develop and Implement Marketing Plan (1 Week)
2. Launch Online Store (1 Week)

This project schedule entails an intensive and focused execution of the project, with strict adherence to the timeline. It is possible to launch an online store for selling spare parts within 13 weeks given adequate planning, resources, and an efficient workflow. However, certain factors such as the complexity of the project, the size of the team, and unforeseen circumstances may impact the project timeline. Therefore, flexibility, adaptation, and quick responses to any issues that arise may be necessary to ensure success within the stated timeline.

References

- [1] "Quick Sprout," [Online]. Available: <https://www.quicksprout.com/how-to-create-a-website/>.
- [2] "w3School," [Online]. Available: <https://www.w3schools.com/>.