SMALL SCALE LOCAL E-COMMERCE WEBSITE DEVELOPMENT

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ABSTRACT

There is a need to develop a web based platform applicable for collecting and managing data of all local businesses and regardless of size.

Inspired by the need to identify and supporting market of local products, this project work is on coming up with B2C web based system which will ensure easy way of marketing local products and services as well as selling.

The method to getting this work done involves studying and analyzing the design of already existing systems if any, and designing the system with the available resources.

Although the scope of this work doesn't go beyond the designing the system, a number of other systems that will help in demonstrating the end result will be incorporated into the work.

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Chapter 1

Introduction

Over the years, much effort has been have been seen in embracing technology and social media. Websites have been low value without social media which most population is in.

With this error of technology and digital markets, most transactions occur digitally; that is from marketing, ordering, sales and payment.

1.1 Background

For the past six years businesses in Malindi and Kilifi at large has taken strides in embracing technology through social media. Almost 70% of the local businesses have at least two social media platforms for marketing their products but less than 20% have their own website.

There are also so many whatsapp groups majorly for local businesses which bridges the gap between the buyer and seller. This groups are also limited and not that convenient over time in terms of retrieval and filtering data and information.

1.2 Statement of problem

Convenience is key when it comes to business transactions. The buyer would want to get the products they need and their options as soon as possible; make orders with simple payment terms and be delivered to them safely and timely.

Malindi as the bases for my case study representing Kilifi county; most business transact through majorly through whatsapp groups and other social media plartforms eg: facebook, instagram and tiktok mostly.

Retrieving information from this platforms is hectic and sometimes even impossible since there is a lot of information shared; not well stored in organized method and hence filtering is also impossible.

Coming up with a web based market place where all local businesses can be hosted will ensure legitimate source of market information; credible safe data and verifiable information, safe transacting place and well organized data management area.

1.3 Purpose of study

The aim of this project work is to develop a web based system for marketing and selling of products and services within Malindi and Kilifi at large.

This aim will be achieved through the following objectives:

- studying the design of already used platforms
- developing a web based system which easy to use and relate with by the local businesses

1.4 Scope

This work will not go into the complexity of modelling or developing a complete ecommerce website. Instead, this work will focus on developing of a small scale ecommerce website for demonstration. Other necessary components that will be used to demonstrate the working of the website, examples are the chat box, payment and dynamic functional modules.

Chapter Two

Literature Review

2.1 Review of Small Scale Local E-commerce website design

Several efforts has been done and several steps made on embracing technology and digital market, using both web and social media methods. Most of the mode of digital market focused on identifying and contacting between the buyer and the seller. Very few embraced website in getting full details of either entity or well data management for retrieval.

Inspired by thriving ecommerce systems like Jumia Kenya, the embraced modes of digital market in Malindi and Kilifi are limited to the locals compared to the vast production of goods and services.

Coming up with relatable and a one stop digital market place with well managed data and information will ensure productivity and vast business by locals.

2.2 Justification of study

This work is mainly due to the perceived need for Malindi and Kilifi to adopt, in a much larger number, small scale ecommerce website. The need for this project to be adopted includes, but not limited to the following reasons summarized below:

- Safety: since small-scale hydro plants doesn't require any form of fuel to run. In addition to this, it doesn't require much resources or money to construct a micro or Pico hydroelectric plants.
- Large market at low cost.
- Suitability for local production and marketing.

Chapter three

Methodology

In accomplishing this project work, the following methods will be used:

- **Design**: an important and initial part of this work will be the studying of already existing designs of digital markets used so as to be able to develop a high enough ecommerce website for this project work.
- **Development**: developing of the ecommerce website will be done with readily available resources.

3.1 Small Scale Local E-commerce website design

The figure below show the typical design of the small scale local ecommerce website.
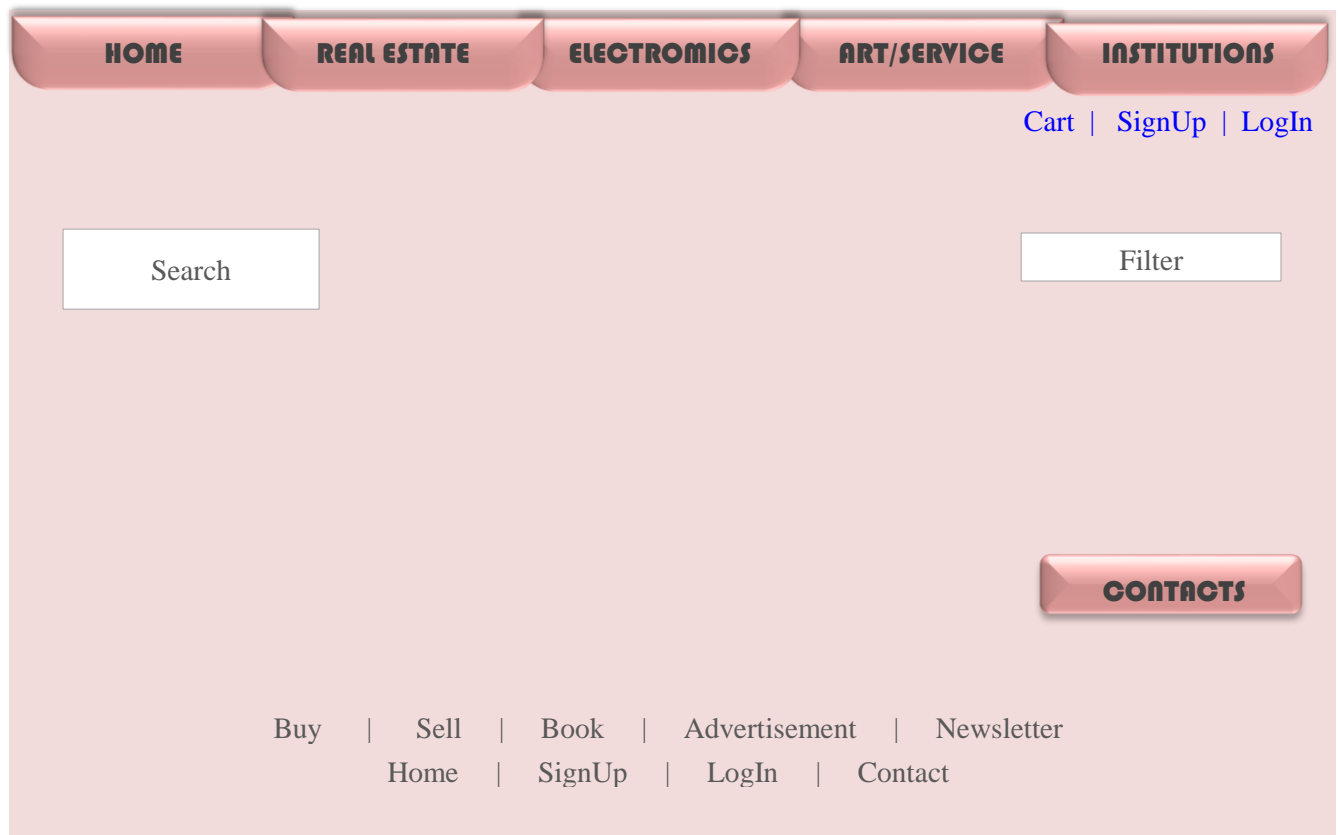
The website will consist of Home page with about info; Real estate page which will cater for all real-estate transactions from land to construction materials and development; Electronics page which will include all electrical and electronics appliances; Art and service page which will include all art related services and products and any other king of services; and institution page where all institutions will be found e.g. schools, hospitals, banks etc.

3.2 Cost analysis

The major cost that will be incurred from this project work will come from research and development of the website. Intense study and analysis should be done to come up with a relatable platform with locals and a easy to use user interface.

Having considered these and other components that will be needed in this work, the estimated cost for this work is as summarized below:

S/N	COMPONENT	ESTIMATED UNIT COST IN KSHS	QTY	TOTAL IN KSHS
1	SERVER	80,000	1	80,000
2	HOST	12,500	1	12,500
2	DOMAIN	4,500	1	4,500
3	MARKETING	3,500	6	21,000
4	LOGISTICS	5,000	6	30,000
5	LABOR	15,000	4	60,000
6				
…	…			
Total				**208,000**

References

1. Jumia Kenya *https://jumiakenya.com*

2. Jiji Kenyas *https://jijikenya.com*

3. Alibaba. *https://alibaba.com*