Republic of the Philippines

**Eulogio "Amang" Rodriguez Institute of Science & Technology**

Cavite Campus

Subject Code: SOFTENG

Subject Description: Software Engineering 1

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Course: BSCS-3

**3MVM FLOWER SHOP WEBSITE**

**Reasons for Choice of Project:**

We have decided to create a website for a flower store, because of its aesthetically vibrant, visually appealing nature, and its potential in different innovative designs. Given the increasing reliance of flower shops on their online presence for customer engagement and sales, this website project offers e-commerce capabilities and a user-friendly design where the user can browse and buy different kinds of flowers online, which is beneficial to the store owner. Additionally, exploring seasonal themes and floral-specific marketing strategies will provide valuable insights into the unique requirements of the flower industry.