HANDICRAFT MARKETING MANAGEMENT

The purpose of our project titled, **"ONLINE HANDICRAFT MARKETING MANAGEMENT"**, is a web application project. Most of the Handcrafter could not get desired price for their product and most case a broker or a third party will get most benefit than the actual producer. Also a large area of marketing handicraft product is depending on foreigners but unfortunately our Govt. Could not provide an online sale of such product to a reach of worldwide. The project entitled 'ONLINE HANDICRAFT MARKETING MANAGMENT' is a website which provides a high quality online service and a best place to meet both for the Producers and Consumers. It helps Ordinary Customers to buy high quality product from the Producers. Bidding is also possible through this site. User can request for a product, so they can purchase crafts on their demand

MODULE DESCRIPTION

The main objective of the 'ONLINE HANDICRAFT MARKETING MANAGEMENT ' is to manage the details of handicrafters users and agencies .The overall control is done by the administrator and only administrator can guarantee the access. The main purpose of this project is to reduce manual work.

The system consists of following modules:

1. **REGISTRATION**

   This module is used to register the details of handicrafters, agency and users. The handicrafter registration and agency registration are managed by the administrator. During the handicrafter registration, agency registration and users registration each of them gets a unique username and password.

2. **BIDDING**

   Bidding is an offer to set price by an individual for a product that something should be done in stock exchange completed.

3. **BIDDING REQUEST**

   Bidding is an offer to set price by an individual for a product that something should be done in stock exchange completed.

4. **EDIT PROFILE**

    The handicrater details, agency details and users details uploaded can edited in this module.

5. **EVENT BOOKING**

    Event booking is done by the administrator with date, time, place, event type. The other users can view the events that admin added.

6. **REPORTS**

    The report section include all the details of the handicrafters,view upcoming events, view product details, view user bargain price etc can be viewed by the agency, users,administrator, handicrafter.

7. **PAYMENTS**

    All the payments are done through online.

8. **FEEDBACK**

    The feedback is given by the users and the administrator can view it.

9. **PRODUCT REGISTRATION**

    The handicrafter can register their product and the agency can confirm it and admin can publish it when he wanted.

10. **CART**

    This module is used by the users to add their selected product to the cart.

The Main Modules are:

1. Admin
2. Handcrafters
3. Agencies
4. Users

Module 1: Admin

Admin is an authorized person and he is in full control of the overall system.

The administrator can:

a) Login

b) Agency Management

c) Manage Profile

d) Add

  - ❖ Category Details
  - ❖ Event Casting Details
  - ❖ Bidding Details

e) View

  - ❖ Feedback
  - ❖ User Bargain Price
  - ❖ Upcoming Events

f) Report

  - ❖ Bidding Request
  - ❖ Handicrafter Details
  - ❖ Product Details

g) Change password

h) Logout

Module 2: Handcrafters

The Handcrafter is the one who is registered in the system for selling his product through this application. He can perform the following functions:

a) Registration

b) Login

c) Product Registration

d) Bidding Request

e) View approval status

f) View Upcoming Events/Training Program

g) View Feedback

h) Manage Profile

i) Change Password

j) Logout

Module 3: Agency

       The Agency is the intermediate between handicrafts and users. He can purchase handicrafts from Handcrafters. These products are buying through this application. He can perform the following functions:

a) Registration
b) Login
c) Manage Profile
d) Product Management
e) View order info
f) View Upcoming Events
g) Change password
h) Logout

Module 4: User

       The user is the consumer of handicrafts they buy, bid and view products that are uploaded to our network. Also user can view all the events that are organized by our firm.

a) Registration
b) Login
c) Manage Profile
d) View Product Details
e) Add to Cart
f) Buy,Bid Products and pay using card
g) View Order Status
h) View Upcoming Events/ training program
i) Send Feedback
j) Change Password
k) Logout

SYSTEM STUDY

<u>INTRODUCTION</u>

A system is a set of inter related elements that collectively work together in order to achieve a common goal. A sub system is that part of a system that carries one part of a system function. System study refers to the process of examining business situations with the aim of improving it through better procedure and method. System designing is the process of planning a new business system or one to replace all component and existing system. But before this planning one must have true idea about existing system.

<u>EXISTING SYSTEM</u>

The current system is a manual one where most of the processes are done without using the computer. It is a traditional main sector of craft. The main problem faced by many handcrafters are the unavailability of a centralized market of their product. It also needs extra cost. If there is many stores they act as a mediator, that is they buys products from handcrafter and sales the product in market but most case handcrafter will not get the desired price. Also if there any foreigners need to buy handcraft they must visit the store. Government supports handcrafters for their welfare and rehabilitation but most of the group will not utilize this type of projects, the right thing is most of them didn't know the favors that Govt. offers. Since, the details are recorded into paper there is huge risk of loss of data.

DRAWBACKS

- Very time and effort consuming
- Needs extra cost.
- Lot of paper work required.
- Maintenance is difficult.
- More than one person cannot access the data on the same time.

- Calculations are manually done so there is a chance for occuring errors.
- The main disadvantages of the existing system is that the handicrafter does not get the actual price that they expected.

- Mainly a third party or a borker gets the actual profit and many handicrafters gets cheated.

- There is many stores they act as a mediator. Also if there any foreigners need to buy handcraft they must visit the store.

- Most of the handicrafters didn't know the favours that government offers to them.

PROPOSED SYSTEM

The proposed system can overcome all the limitations of the existing system. The proposed system is a very flexible online marketing bidding management application for handcrafters. This is a web based application that offers a wide range of operations such as, an online market, the handicraft product upload straight to the online store and ordinary users can view and buy their desired one. so there is no need for an inter mediate to sell their product also handcrafters will never cheated. The most important advantage of this system is that the handicrafter can submit their products from different location served by internet without using a physical file.. The system provide proper security by using the unique username and password and reduce the manual work. It is a paperless work, so there is no loss of data. It is very easy for the users to purchase the products from the store.

ADVANTAGES

- Greater efficiency.
- Security of data is high.
- Less time consuming.
- Less effort.
- Maintenance is easy.
- The user gets all the resources at a single place instead of wandering around for these.

- All event related operations can be easily booked through this system.

- Easily upload the product.

- Global reach of handicraft product.

- Insight management allows knowing the current trend and moves of product.

- No need for additional calculation.

- The provision bidding section will produce better output rare products.

- Modification of data is easy

- Easy for future reference.

- As it calculates exact cost of the product.

Questionnaires

The questionnaire is an important and often effective type of correspondence. For example, it may be the only efficient method of obtaining response from a large number of people particularly if they are widely scattered or in a remote locations. Questionnaire should be brief in order to increase the promptness and portability of correspondence.