**Chapter 1**

**Introduction**

Technology has always been an essential part of our lives and few can’t imagine our lives without it. It plays an important role in the society. The advents of technology have changed the way, we live, work, and spend leisure time. As the latest knowledge of development in computer technology, grows people’s standard increase. They seek and crave for better and more efficient ways to accomplish tedious task. Technology shapes the future and it can help to make it compatible with nature. One of the major changes in trends that technology contributes to the people is the use of internet. Internet is the most efficient in disseminating of information around the world. The usage of the internet also makes an impact in the business industry. The developed system is made to help the customers make transactions within a short period of time. Before the business transactions were done through manual and paper-based transactions. But these days, many people use the internet to process their transactions through online. Other companies, create an online website to transact easily with their client or customers. Online store is trending nationwide. Anyone can generally browse through merchandise and services that can optionally be purchased directly or indirectly online. Anyone can easily get the desired product in just 2-3 working days depending on the location.

E-commerce has entered every section of business and influenced the retail sector in a big way. The proliferation of internet in remote corners of developed as well as developing countries have proved to be conducive for a safety growth of online market and commerce. And sections of the society have been privileged to get access to a broader choice of commodities and service.

The main purpose of the system is to develop an online business site for TalipapaUp which will make the ordering and reservation process to be more convenient and secured exclusively for the customers. It also aimed to help the market in advertising their groceries through social media to reach out their customers easily. The users can benefit from the system by having an ease of access in making their orders. Aside from that, they can easily find products through the filter of the system which categorizes the products according to its types and necessity of the customers. Earlier when the traditional marketing system used to exist, the customers needed to go to the physical stores taking out time from their daily chores. Due to electronic marketing, the customer now can skip the trip to the supermarket and purchase the desired goods through a web-enabled computer, laptop or mobile device.

This will do a big change for the market manual system into an online business site for TalipapaUp, because it will help to lessen the time and effort regarding the possible transaction in their physical store. Confirming orders will be easier than the other process, it will help the administrator to lessen the time, in confirming an order or reservation. Customers can easily place request to the administrator to allow them to see the special prices in each product. The proponents provided an account for the administrator, so the administrator has control in the system. They also provided an account for the customers so they can easily notice all posted goods in the website. They can easily have transactions with the TalipapaUp administrator.

**Objectives of the Study**

The main objective of the study is to develop an Online TalipapaUp, an online E- Commerce Web Based System for that will provide efficient and quality services among its clients in supporting people with establishments in the market to make it easier and accessible and motivate profitable transactions.

Specifically, the study aims to:

1. Identify the right customers at the right time so that more orders is placed and in turns, high revenue is generated;
2. Analyze capabilities of their channel partners, the extra value-added channel partners, investment and costs;
3. Design a system to make available number of products to their customers so that customers can make a choice, and to deliver fresh goods within the same day in Batangas area;
4. Develop an online market web based system that is user- friendly for everyone;
5. Test and evaluate the system using ISO ( International Organization for Standardization) 9126.

**Scope, Limitation and Delimitation of the Study**

The developed system is to help the customers buy fresh goods and sellers sell their goods from the market, especially with stalls. TalipapaUp, is a web based system that is accessed over a network connection using HTTP rather that existing within device’s memory. It provides access to a software system using a computer and internet. All transactions would be handled electronically online, it facilitates all the various shopping related activities, including the purchases and sales of goods. These would be commercial transactions, ordering, delivery and collecting payment through COD. The customer makes a purchase via enabled website. Online TalipapaUp is categorized as Business to Consumer, from which a company is selling products directly to the customers. It focuses on the user friendliness for sellers and costumers.

The system is made for those loyal customers who often go to the market and love buying fresh goods. It would be more easier and convenient to use, since they will not go to the physical store. Costumers can also placed their order or reservation early. The system has its limitation also, since it is a web-based system and not an application which cannot be downloaded.

The delimitation of the study is that it does not cover other payment methods such as paying through credit cards, delivery would be in Batangas Area only.

**Significance of the Study**

The proposed study aims to help the customers and online sellers of goods in the market for our Online TalipapaUp. For the customers, they will feel comfortable while using the technology and established camaraderie and trust. Their perception towards this, is that it will be easier and more useful to them. They will find enjoyment towards online market that will leads to adoption of internet as shopping medium. For the situational factors, the relationship between the online sellers and consumers are also considered, the time and effort that you can save in just one click, the geographical distance, and traffic congestion. Consumers prefer fresh food which has not been preserved and has not spoiled yet. For vegetables and fruits, this means that they have been recently harvested and treated properly post harvest; for meat, it has recently been slaughtered and butchered; for fish, it has been recently caught or harvested and kept cold which can be found on the online market. It has plenty of benefits to the customers and the sellers.

Furthermore, social media has contributed a lot, it can be heard anywhere, including blogs, complaint, and review of website. Therefore, this has to pay attention because social media, is changing the way customers do business. The power of loudness is influencing the entire buying process.

To the researchers, this system helped them enhance and apply learning with a greater understanding of its relevance to their careers in the future. It helps in assessment of particular situations in order to conform to the practices required in the field with the course Bachelor of Industrial Technology major in Computer Technology, especially programming and database application.

Lastly, this study would also be beneficial to the future researchers since they can use it as a reference for their study.

**Definition of Terms**

These are some of the words and terms that were used in this project. Their definitions are given to further understand their meaning.

**COD (Cash On Delivery)** the system used in paying goods when they are delivered. The entire process of order placement and execution is carried except for the payment collection. In COD process, only cash payment is made to the supplier by the buyer after consignment is delivered. On product delivery, the payment is always collected in cash, from which “cash on delivery” phrase originated.

**Electronic Commerce** **(E- Commerce)** describes the process of buying, selling, transferring or exchanging products, services, and/or information via computer networks, including the internet.

 An online portal is created by the seller through which the customer can place an order and get the item delivered at their dwelling.

**HTTP (Hyper Text Transfer Protocol)** the communications protocol used to connect to Web servers on the Internet or on a local network (intranet). Its primary function is to establish a connection with the server and send HTML pages back to the user's browser. It is also used to download files from the server either to the browser or to any other requesting application that uses HTTP.

**Talipapa(Market)** small wet market; temporary market (especially for fish).

**Web-Based System,** is an information system that uses Internet web technologies to deliver information and services, to users or other information systems/applications. It is a software system whose main purpose is to publish and maintain data by using hypertext-based principles.