PROJECT PROPOSAL

E – COMMERCE WEB SITE

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Introduction:

When it comes to talking about the E-Commerce business, E-Commerce refers to Electronic commerce, and the Electronic Commerce business is **"Buying and Selling goods and services over the Internet"**. It involves online transactions between businesses and consumers, or between businesses themselves. There are few concepts in e-commerce, such as e-commerce types, e-commerce business models, Technological trends , etc.

When it comes to talking about the Types of e-commerce, we can consider the Business to consumer (B2C), Business to Business (B2B), Consumer to Consumer (C2C), Consumer to Business (C2B), etc. For e-commerce business models we can consider the Dropshoping, Subscription-based, Marketplace, etc. We can identify Technological Thrends when developing e-commerce business such as Mobile Commerce (m-commerce), AI, Machine Learning (ML), Augmented Reality (AR), Virtual Reality (VR), etc.

For our website, **we selected a business that sells organic agricultural products**. The website allows customers from around only Sri Lanka to purchase all the essential items needed for agriculture in one place at a very affordable price, in accordance with the green concept. Below you will find more details about this.

Detailed Overview of Organic Agricultural Product Selling Website:

Sri Lanka has been known as a country that relies heavily on agriculture for its livelihood for many centuries. But as of today, the contribution of agriculture to Sri Lanka's gross domestic product has dropped to 15%. In a developing economy, it is normal for the percentage of gross domestic product spent by agriculture to decrease. But agriculture is one of the main factors for the development of a country. Because it is through agriculture that food is produced for man to live. Food is one of the most basic needs of every human being. Therefore, food is an essential factor for living for every human being in the world. Agriculture must be at a very high level to get food. Therefore, our team thought of creating this website to help all those who make a living from agriculture and do agriculture as a hobby to further develop agriculture. All the products sold on this website are related to green agriculture.

There are 02 main factors for us to choose the concept of green agriculture for our website. that is,

- To achieve toxin-free food through agriculture

- To provide higher economic returns to farmers who depend on agriculture for their livelihood.

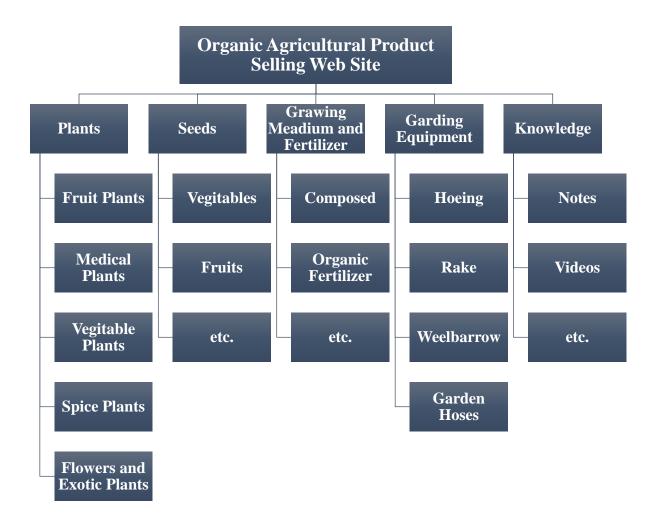❖ **To achieve toxin-free food through agriculture**

Today, many people in Sri Lanka as well as in the world are affected by various types of diseases. Among those diseases, cancer can be taken as the main disease. According to scientists human foods are the main cause of these diseases. It is a well-known fact that there are many types of chemicals harmful to the body in those foods. It is a well-known fact Chemicals are added to those foods by farms. Because most of the farmers use chemicals in their crops. So, the best solution to the problem of poor-quality food is green agriculture. By using green agriculture, organic liquid can be used to prepare farms and get food. Then the amount of chemicals added to the food can be reduced. Then every person can get quality food.

❖ **To provide higher economic returns to farmers who depend on agriculture for their livelihood.**

Not only in Sri Lanka, but many countries around the world are currently demanding organic food. So, through this website, all the fertilizers, other ingredients and knowledge will be available to everyone equally. That way, farmers can export their crops not only to Sri Lanka but to the whole world. By doing so, the farmers can get very high economic returns.

So, with this website of ours, all the people in Sri Lanka can bring home the agricultural materials needed for their crops. Also, they can get the knowledge they need for their organic crops. We do not sell any chemicals through this website. Everything we sell is organic.

You can get a rough idea about the products and services sold through our website from the diagram below,

By now you may know that the industry we have chosen to create our website is **agriculture.**

Target Audience:

By now you may know that the industry we have chosen to create our website is agriculture. We have a target audience such as,

- Farmers and Growers

- Agribusiness and Commercial Farms

- Livestock Owners

- Gardeners and Hobby Farmers

- Organic and Sustainable Agriculture Advocates

- Government and Institutional Buyers

- Landscapers and Groundskeepers

- Educational Institutions

    - Agricultural schools, College, and Universities

    - Research Institutions and Labs

- Farm Supply Retailers

Unique Selling Propositions:

When we talk about the unique selling propositions of our website, there are many unique selling propositions, among those selling propositions, we take some specific unique selling propositions. Such as,

1. **Wide Product Selection.**

    As you can see from the above diagram, there are different types of products that can be purchased on our website, so customers can buy anything that suits their needs in one place. Then our sales and profits will increase.

2. **Specialization in Organic and Sustainable Products.**

    From the beginning, we explained organic agriculture. Therefore, we only sell organic farming products through our website. Therefore, these products do not harm any party. As well as the environment and the food produced using our products is also healthy. Therefore, this can be described as a very good selling proposition.

3. **Expert Guidance and Resources.**

    As mentioned earlier, our website is running a special program to provide customers with a wide knowledge about organic farming. Also, how to use our products and the doses to be used are very clearly mentioned.

4. **Customized Products and Discounts.**

    Our website facilitates the customer to get the desired quantity of the desired product with Discounts.

5. **Fast and Reliable Delivery.**

    We deliver all customers' orders to their homes very reliably.

6. **Cash On Delivery and Card Payment.**

    All the customers who buy products through us, we are given two payment methods. Such as, cash on delivery and card payment. so we can get more customer attraction.

7. **Offers free Returns and Guarantees.**

    We provide guarantees for all our products and our website has also been designed so that customers can purchase products they are not satisfied with and return them within a certain period.

SWOT Analysis:
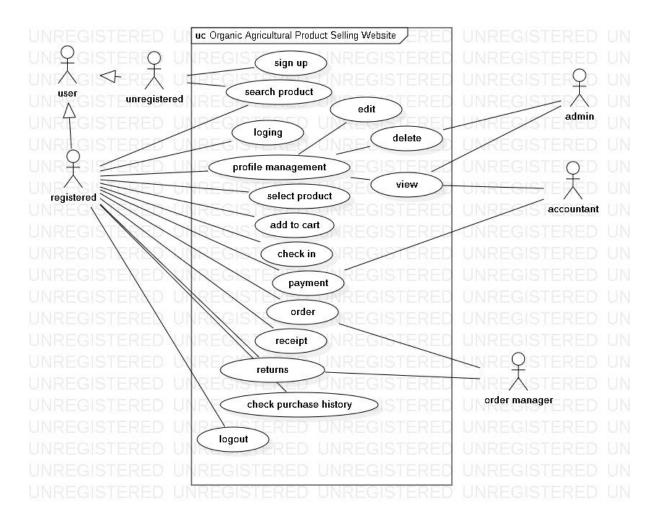
Strengths	Weaknesses
▪ Wide Product Range ▪ Strong Commitment to Sustainability ▪ Educational Content (Providing Knowledge) ▪ User-friendly Design	▪ Logistical challengers ▪ Limited Brand Recognition
Opportunities	**Threads**
▪ Demand for Organic products ▪ Partnership with local farmers ▪ Expanding Product Line	▪ Competition ▪ Changing Regulatory landscape ▪ Economic Downtime (effect to the customers spending habits)

EXTERNAL
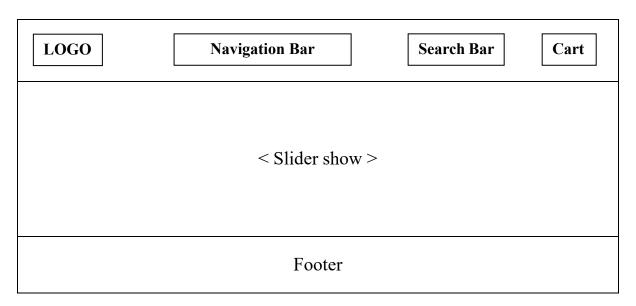
Use Case Diagram:

Designs of Key Page Layouts:

Home Page

LOGO	Navigation Bar	Search Bar	Cart

< Slider show >

Footer

Product Page

LOGO	Navigation Bar	Search Bar	Cart

Product Page

Plants	Seeds	Equipment	etc.

Footer

Category Page
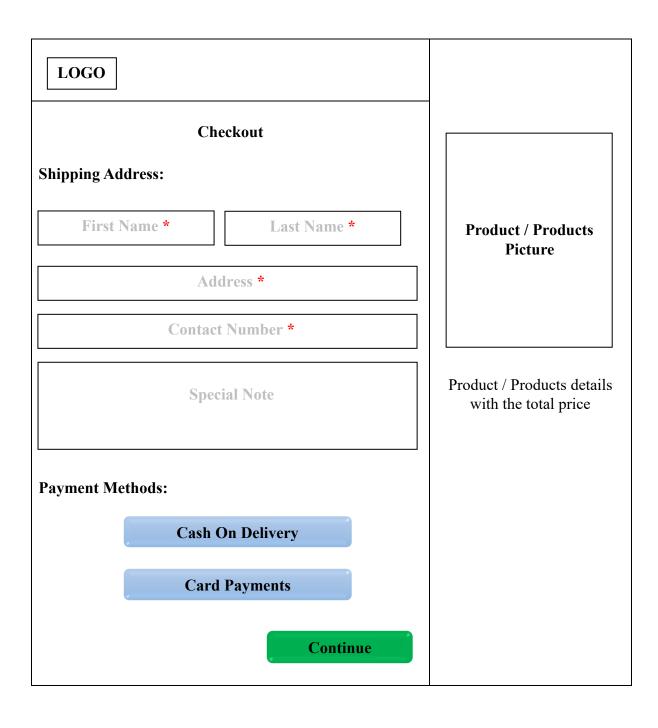
LOGO		Navigation Bar		Search Bar	Cart

Products > Plants

Fruits	Vegetables	Medical	etc.

Footer

LOGO		Navigation Bar		Search Bar	Cart

Plants > Fruits

Mango	Orange	Papaya	etc.

Footer

The Cart

LOGO	

Cart

Product Picture	Description about the product	Remove Item

Total

Price

➕ Checkout Page

LOGO	

Checkout

Shipping Address:

First Name * | Last Name *

Address *

Contact Number *

Special Note

Product / Products Picture

Product / Products details with the total price

Payment Methods:

Cash On Delivery

Card Payments

Continue

Essential Features and Functionality of The E-Commerce Website:

❖ **User-Friendly Design**

Easy-to-use UI and intuitive navigation provide a satisfying user experience. Mobile responsiveness to accommodate users across several platforms.

❖ **Product Catalog**

Display products with clear, detailed descriptions, well-organized categories, and excellent photos. Users may browse and locate desired items with ease thanks to intuitive navigation and search options.

❖ **Shopping Cart**

Give clients access to an easy-to-use cart where they may examine the things they've chosen, change the quantities, and check out. Enhancing the purchasing experience are visual indicators and real-time updates.

❖ **Secure Checkout Process**

Provide a safe and simple checkout procedure that walks customers through selecting a payment option, providing shipping information, and checking orders before completing the transaction.

❖ **Order Management**

Email order confirmations including the order information and the anticipated delivery dates. Give customers the option to track their orders in real time to increase confidence and transparency.

❖ **User Account Management**

Make it simple for users to update their addresses, payment information, and personal information on their profiles. User control is improved by tracking, order history, and remembered preferences.

❖ **Search and Filtering Options**

Using simple filters and sophisticated search capabilities will improve user experience. Customers may easily locate particular products by using categories, trademarks, or other pertinent parameters.

❖ **Product Reviews and Rating**

Permit consumers to rate and review products. This user-generated content promotes trust and aids in the decision-making process for other consumers.

❖ **Inventory Management**

Utilize a real-time inventory management system to monitor the availability of your products. Overselling is prevented via automated warnings for low or out-of-stock items.

❖ **Promotions and Discounts**

Conduct marketing activities and provide discounts in order to draw in and keep clients. To increase sales, put in place a mechanism that applies discounts during the checkout process.

❖ **Customer Support**

Offer a variety of customer service channels, such as live chat, email, and a hotline, to help people with questions or problems. Quick answers to frequently asked questions can be found in a well-organized FAQ section.

❖ **Returns and Refunds**

Refund and return policies should be made clear and prominently displayed on the website. Provide a simple way for customers to start refund requests or returns, so that they have a satisfying experience after making a purchase.

Store	Image Galleries	Blog	News	Calendar
Digital Delivery	Easy Design	Custom Pages	Analysis	Promote
Social Sharing	Integrations	Secure Hosting	Fast, Easy Set Up	SEO Optimal

Why We Choose Organic Agricultural Product Selling E-commerce Business:

According to our market research, organic agriculture is a popular concept not only in Sri Lanka but all over the world. The reason for that is because organic products are good for health and thereby achieve sustainable development. Organic farming can provide people with a very healthy diet. This can also provide solutions to various diseases affecting people. And nature is not harmed by organic farming. For example, we can prevent the mixing of toxic chemicals to the soil and the mixing of chemicals to the spring water through organic farming. We chose this business to provide a solution to all these questions.

We choose the e-commerce platform to carry out this business with the aim of attracting many customers to us at the same time. When starting and maintaining this business in a specific area, our business is limited to that area only. To attract a large number of customers to our business in a very short period, we must use the e-commerce platform. Therefore, our customers can search for the products that they need from their homes or farms through our website and they can bring products to their homes. Then our customers can save their time, money, and effort. By further improving our website in the future, we can distribute our products to the whole world.

Our e-commerce business belongs to B2C (Business to Customer) category. Our website provides all the necessary knowledge and resources for anyone to start organic farming. Any person will also get the facility to buy all the things they need from one stop. Providing all the things that customers need in one place was another reason for us to create this website. So all these facilities can be obtained very easily and reliably only through the e-commerce marketing platform itself. Therefore, we used the e-commerce platform for our business.

When all these facilities are provided in one place, customer satisfaction and trust will grow further. Then we will have a good customer base. Also, we can increase our profit by making our brand known all over the world. And all the people around the world are starting to tend towards organic farming. The **vision** of our business is to lead the whole world to organic farming. And our **mission** is to direct all the farmers in Sri Lanka to organic farming.

Technologies, Frameworks, Programming Languages and Any Other Tools:

- There are handful of technologies and third party tools we decided use in the development of our ecommerce website.

- We decided to choose Wordpress as a Content management System. Wordpress is a versatile and widely used CMS and it has a very user friendly interface and easier to use without any expert knowledge on it.

- WordPress plugins will be used in this project. Plugins specialized for Search Engine Optimization, Security, Caching, Backup, Page builder, Backup plugins are chosen to use here for respective purpose in the system.

- WordPress themes chosen to use in the project to enhance the usability of the system. We chose to use only the themes available for free of charge.

- PHP is chose as a programming language. PHP is used as a server side scripting language to build WordPress . PHP is essential for developing custom themes, plugins, and functionalities within the WordPress ecosystem.

- HTML used to define the structure of the web site so html is used to build overall structure and the for stylling the bootstrap front end frame work is chosen to use because it is free and there is a large community support base. JavaScript is used to accommodate user interactions.

- MySQL is a relational database management system decided to use for database storage since it is a free to use and easier to programming with MySQL.

- Payment gateways for paypal will be used to accommodate e transactions.
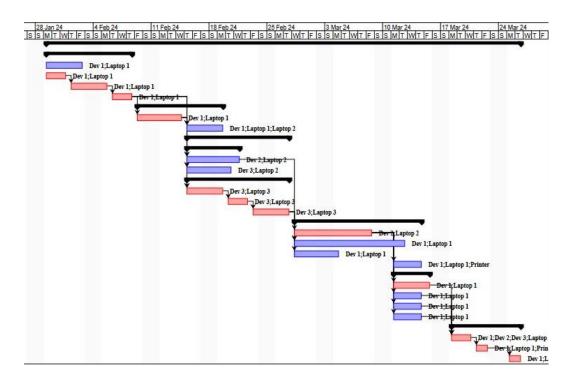
Project Budget:

Reason	Cost
To purchase 3rd party software tools like plugins and API	$50
Developer fees	$100
Research expenses	$35
Web hosting and cloud computing	$100
Marketing expenses	$50
For Search Engine Optimization	$25
Maintenance	$100
Total Cost	**$460**

Gantt Chart of Organic Agricultural Product Selling Website:

	ⓘ	Name	Duration	Start	Finish	Predecessors	Resource Names
1		**Organic Agricultural Pr...**	42 days	1/29/24 8:00 AM	3/26/24 5:00 PM		
2		**Requirement Gathe...**	9 days	1/29/24 8:00 AM	2/8/24 5:00 PM		
3		Define the scope	5 days	1/29/24 8:00 AM	2/2/24 5:00 PM		Dev 1;Laptop 1
4		prepare questionnaire	3 days	1/29/24 8:00 AM	1/31/24 5:00 PM		Dev 1;Laptop 1
5		Requirment Analisis	3 days	2/1/24 8:00 AM	2/5/24 5:00 PM	4	Dev 1;Laptop 1
6		Prepare SRS	3 days	2/6/24 8:00 AM	2/8/24 5:00 PM	5	Dev 1;Laptop 1
7		**Planning**	7 days	2/9/24 8:00 AM	2/19/24 5:00 PM		
8		Create Project Plan	4 days	2/9/24 8:00 AM	2/14/24 5:00 PM	6	Dev 1;Laptop 1
9		Define the technology ...	3 days	2/15/24 8:00 AM	2/19/24 5:00 PM	6;8	Dev 1;Laptop 1;Laptop 2
10		**Designing**	9 days	2/15/24 8:00 AM	2/27/24 5:00 PM		
11		**UI Design**	5 days	2/15/24 8:00 AM	2/21/24 5:00 PM		
12		Prepare Mockups	5 days	2/15/24 8:00 AM	2/21/24 5:00 PM	6;8	Dev 2;Laptop 2
13		Prepare Navigation ...	4 days	2/15/24 8:00 AM	2/20/24 5:00 PM	6;8	Dev 3;Laptop 2
14		**Database Design**	9 days	2/15/24 8:00 AM	2/27/24 5:00 PM		
15		ERD	3 days	2/15/24 8:00 AM	2/19/24 5:00 PM	6;8	Dev 3;Laptop 3
16		Prepare Relational S...	3 days	2/20/24 8:00 AM	2/22/24 5:00 PM	15	Dev 3;Laptop 3
17		Normalization	3 days	2/23/24 8:00 AM	2/27/24 5:00 PM	16	Dev 3;Laptop 3
18		**Development**	12 days	2/28/24 8:00 AM	3/14/24 5:00 PM		
19		Write code	8 days	2/28/24 8:00 AM	3/8/24 5:00 PM	17	Dev 2;Laptop 2
20		Develop Backend and ...	10 days	2/28/24 8:00 AM	3/12/24 5:00 PM	12;17	Dev 1;Laptop 1
21		Integrate API's	4 days	2/28/24 8:00 AM	3/4/24 5:00 PM	17	Dev 1;Laptop 1
22		Documentation	4 days	3/11/24 8:00 AM	3/14/24 5:00 PM	19	Dev 1;Laptop 1;Printer
23		**Testing**	5 days	3/11/24 8:00 AM	3/15/24 5:00 PM		
24		Unit Testing	5 days	3/11/24 8:00 AM	3/15/24 5:00 PM	19	Dev 1;Laptop 1
25		Integration Testing	4 days	3/11/24 8:00 AM	3/14/24 5:00 PM	19	Dev 1;Laptop 1
26		System Testing	4 days	3/11/24 8:00 AM	3/14/24 5:00 PM	19	Dev 1;Laptop 1
27		Security Testing	4 days	3/11/24 8:00 AM	3/14/24 5:00 PM	19	Dev 1;Laptop 1
28		**QA**	7 days	3/18/24 8:00 AM	3/26/24 5:00 PM		
29		Conducting Testing	3 days	3/18/24 8:00 AM	3/20/24 5:00 PM	24;25;26;27	Dev 1;Dev 2;Dev 3;Laptop 1
30		Prepare Text Report	2 days	3/21/24 8:00 AM	3/22/24 5:00 PM	29	Dev 1;Laptop 1;Printer
31		Deploy the Website	2 days	3/25/24 8:00 AM	3/26/24 5:00 PM	30	Dev 1;Laptop 1

+ According to This Gantt chart, The Finishing date of the Project is **26th of March 2024.**

Thank You!