**Database Application Proposal for Online Grocery Store, HealthyGreens**

**Introduction**

Nowadays, more and more businesses are moving online to expand their customer base and reach a wider audience. E-commerce platforms offer convenience for customers allowing them to shop from anywhere anytime, offering a wide range of products, and quick scheduled deliveries. For companies operation online, the use of reliable technologies is crucial. This proposal outlines the development of a database application built to improve the user experience of an online grocery store. The proposed database application will enhance the functionality and efficiency of the online grocery store, ensuring better service and long-term success.

**Objective**

The main goal of this database application is to create a reliable and user-friendly system that manages all aspects of an online grocery store. This includes customer and order management, product inventory, and payment handling. The primary goal of the application is to optimize business operation, reduce errors, and possibly provide valuable insights through data analytics.

**Target Users**

The database application will serve the following user groups: individuals who shop for groceries online (customers), staff responsible for overseeing operations (managers, customer service support), personal responsible for collection of orders (personal shoppers).

**Value Proposition**

Efficiency, accuracy, insights?

**Application Features and Description**

Including front end, backend? Only database?

**Tools and Resources**

The application will leverage various technologies and tools. React.js will be used for fronted development to design dynamic interactive user interface; ASP.NET will be used for backend development to build scaled and secure backend; the application will use Microsoft SQL Server as a database management system to ensure robust data storage and retrieval. The hosting provider for the application will be Microsoft Azure for its reliability and scalability.

**Challenges**

Challenges of building the application?

**Expected ROI**

General terms, no numbers?