Stamford University Bangladesh

Lab Report

Course Title : Software Engineering Sessional

Course Code : CSI 331

Group Name : Minds Game

Project name : Kachabazar.com

Submitted to   Submitted by

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Kacha Bazar.com

A Online Shopping System

Introduction :

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2016, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smartphones.

An online shop evokes the physical analogy of buying products or services at a regular "bricks-and-mortar" retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from another businesses, the process is called business-to-business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices.

Motivation for this project:

Now a day's many people are busy with their own work. They cannot shopping at all time. Our aims is to reach our products for those people so that they can get their every needed items in our system.so we decided to select this project so that we can solve a real life problem with vast resources.

Project Goals :

Increase sales

The marketing goal of increasing sales is the highest priority for many entrepreneurs.

Not surprisingly. Only when sales are made can turnover increase. However, as mentioned above, you should think of the exact number of sales you want to get to.

Only then can you think about how you can achieve this goal.

Winning new contacts/leads

- Before a customer buys something, they're only an interested party or contact. Similar to window shopping, only a small number of visitors will actually turn into paying customers

- Nevertheless, lead generation is one of the most effective methods to win new customers.

- Indeed, instead of advertising the product directly, you can try to pique the potential customer's interest first.

- With free guides, e-books, sweepstakes, or other growth hacks, you can build up a list of people who might later become customers.

Winning new customers

- What good is a list full of new contacts if none of them actually becomes a customer? Make sure that you focus your marketing efforts on your exact target group.

- Attracting new customers is a crucial goal for any business, whether you're selling your products to individuals or other businesses.

- While this seems fairly easy to measure, some companies find it difficult to reliably identify new potential customers.

- For this reason, you should develop a reliable tracking method to make sure that you're using your marketing budget efficiently.

Increase customer satisfaction and retention

- It's cheaper to persuade an existing customer to shop with you again than to win a completely new customer. Therefore, one of your goals should be to increase the satisfaction of those who have already bought something from you.

- Indeed, customers who are satisfied with a shop are more likely to buy from it again. With the help of customer reviews, you can find out how your online shop is performing (and boost sales).

Project Feasibilities:

- Programming Language : HTML,JAVA SCRIPT,C#, ASP.net
- Style : CSS
- IDE : Bracket, Notepad++
- Database : My SQL
- Operating System : Windows

Technical Feasibility

To deploy the application, the only technical aspects needed are mentioned below:
- Operating Environment
- Win 2000/XP Platform
- .Net Framework &
- IIS Database SQL Server 2005.

Economic Feasibility

The project is economically feasible as the only cost involved is having a computer with the minimum requirements mentioned earlier. For the users to access the application, the only cost involved will be in getting access to the Internet.

Operational Feasibility

- The proposed System will improve the total performance.
- Customers hear are the most important part of the system.
- The proposed System will be available to the customers throughout the globe.
- The proposed System will provide a better market for different dealers.

Cost Benefit Analysis:

User sided Cost:

- 24/7 Services
- Home Delivery
- Save time & Transport Costs
- Easily Choose the best one

User sided Benefit :

- Service Charge
- Hardware Costs.
- Internet bill
- Payment Costs
- Vat Charge

Administrator sided Cost :

- Gain Access to Customer Data Easily
- Get Payment by Customer
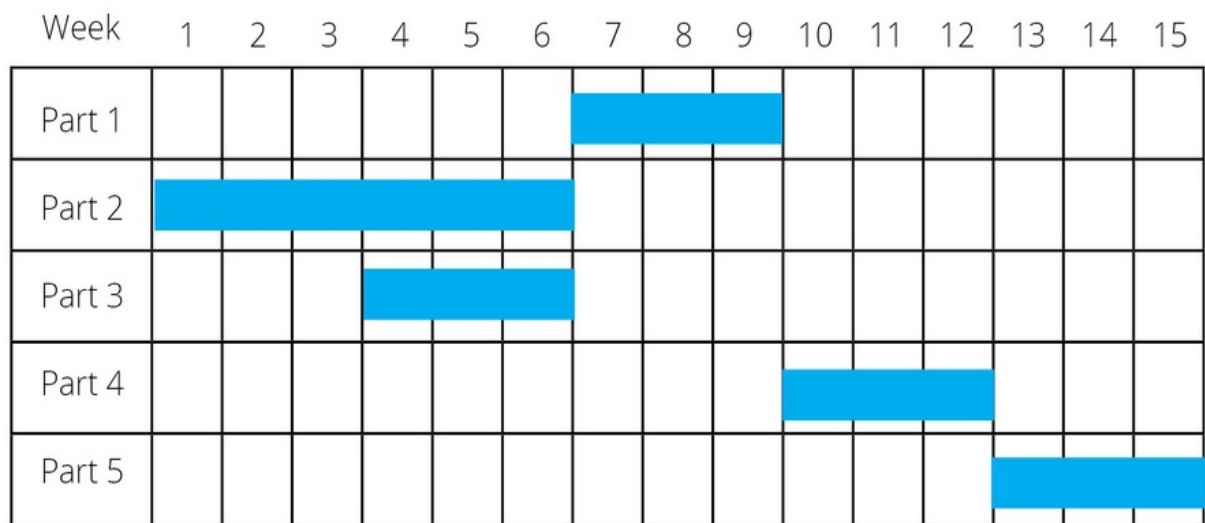- Real Life problem Solving
- New Experience

Administrator sided Benefit :

- Collection data and information
- Hardware
- Software development
- Management Costs
- Internet bill

Planning

Activities	Description	Week	Precedence
Part 1	Communication	3	2,3
Part 2	Planning	6	none
Part 3	Modeling	3	none
Part 4	Construction	3	1
Part 5	Deployment and Testing	3	4

Project scheduling (Gantt Chart)

Gantt Chart

Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Part 1							▓	▓	▓						
Part 2	▓	▓	▓	▓	▓	▓									
Part 3				▓	▓	▓									
Part 4										▓	▓	▓			
Part 5													▓	▓	▓

Risk Analysis :

- Backup Database

- Secured Payment Method

- Backup Hardware

- To use secure passwords

- Keep an eye on pricing

Conclusion :

Technology has made significant progress over the years to provide consumers a better online shopping experience and will continue to do so for years to come. With the rapid growth of products and brands, people have speculated that online shopping will overtake in-store shopping.

Thank you Sir.