Republic of the Philippines

POLYTECHNIC UNIVERSITY OF THE PHILIPPINES

Project's Outline for the Product Website Presentation in E-commerce

Del Castillo, Celso II

Lagrana, Christian Q.

BSCS 2-4

Executive Summary

"Zynx's Children Shoe Boutique" is a well-known shoe manufacturer and supplier that sells high quality kid's shoes all around the world. Zynx is known as one of the nation's largest children footwear retailers with its own brand of style. It offers a wide variety of colors, styles and high-quality materials used in the manufacturing the product.

This shoe store business plan details how Zynx will offer parents for their young children the youth-oriented products and shoes that are popular in large urban areas but not available locally.

The target generation are the "millennial" parents that just started to have children. Most children begin to walk anywhere between 8 and 18 months of age and it is the best age for our child to have their own very first pair of shoes. We, at Zynx, offers the best quality shoes your child could ever have.

This plan includes this summary, and chapters on the company, products & services, market focus, action plans & forecasts, management team, and financial plan.

Background and Business Concept

➢ Background of the Business

The Zynx's Children Shoe Boutique was founded in Rizal, Philippines in 1969 by Celso Del Castillo II and Christian Lagrana. At first, they were a simple shoemaker who offers products and services like shoe repair, shine and simple restoration and had no permanent store location before deciding that children shoes had the most growth potential.

Celso Del Castillo II has been President & Chief Executive Officer since 2010. Celso quickly established four Strategic Growth Initiatives for the company to maximize our long-term potential: Superior Product, Business Transformation through Technology, Alternate Channels of Distribution and Fleet Optimization. In order to support our key strategic initiatives, Christian established a best-in-class management team and a foundation of operational excellence. Our successful execution of these four Strategic Growth Initiatives have transformed The Children's Place from what was a predominately simple shoe retailer and when Celso and Christian's idea clashed, it bares to be the Global Best in Class Omni Channel Kids Specialty Retailer that we are today.
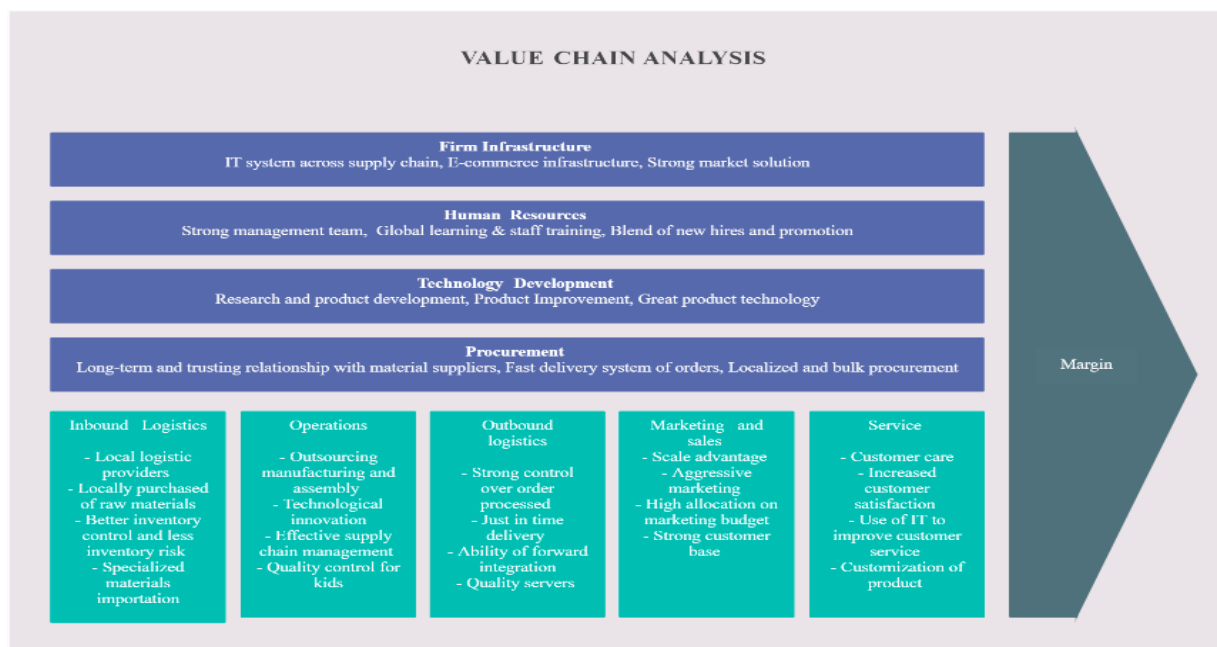
In 2019, The Zynx's Children Shoe Boutique purchased the rights to the e-commerce industry and in early 2020, launched product in select stores and online. This iconic brand features colorful designs in playful, bow-to-toe collections that celebrate childhood and help families look their best for any occasion. Together, these two brands embrace the kids we love and inspire them to live, learn and love their childhood.

➢ Business Concept

Our business' concept mainly lies on the category of Business to Consumer (B2C) e-commerce. Meaning, we sell our products directly to the consumer. The consumer can browse their websites and look at products, pictures, read reviews. Then they place their order and the company ships the goods directly to them.

To explain our business concept in a much more convincing and understandable way, we agreed to use the Porter's Value Chain Analysis. In that way, we will able to explain the business' delivery system, system, inputs and outputs from the business to consumer, and the specific details how the business works.

VALUE CHAIN ANALYSIS

| **Firm Infrastructure** IT system across supply chain, E-commerce infrastructure, Strong market solution |
| **Human Resources** Strong management team, Global learning & staff training, Blend of new hires and promotion |
| **Technology Development** Research and product development, Product Improvement, Great product technology |
| **Procurement** Long-term and trusting relationship with material suppliers, Fast delivery system of orders, Localized and bulk procurement |

Inbound Logistics	Operations	Outbound logistics	Marketing and sales	Service
- Local logistic providers - Locally purchased of raw materials - Better inventory control and less inventory risk - Specialized materials importation	- Outsourcing manufacturing and assembly - Technological innovation - Effective supply chain management - Quality control for kids	- Strong control over order processed - Just in time delivery - Ability of forward integration - Quality servers	- Scale advantage - Aggressive marketing - High allocation on marketing budget - Strong customer base	- Customer care - Increased customer satisfaction - Use of IT to improve customer service - Customization of product

Margin

Primary Activities of the Business

Inbound Logistics

Zynx's Children Shoes Boutique purchases raw materials from our local suppliers to support our economy by giving back to our localized businesses. Also, we purchase imported materials that make our products outstand our competitions.

Operations

The business had recently shifted into e-commerce resulting into minimal adjustments. Although, its main branch had a wide fan of consumers that appreciate the business' product. The business offers a wide variety selection of children shoes that can be purchased both in-store or online.

Outbound Logistics

Right after the customer had placed an order, our system will directly notify our IT's database and records the data to be transferred to our logistics team. In just a few days, your order will be delivered in front of the customer's house.

Marketing and Sales

Our marketing strategies focus on media and print advertising, including social media posts, magazine advertisements, billboards, and also referrals.

Services

Zynx's offers customers a high-quality service. In order to achieve that, we make sure that the whole management team are highly trained and professionals in terms of dealing with their customers and doing their work ethically.

Description of the Business

Zynx's Children Shoe Boutique creates premium quality child's shoes from sandals, casual, trainers to school shoes. Our products come with a great satisfaction to the customers who orders it, so there is no doubt that we create the most superb style and designs of children shoes concepts.

The key employees are the one who manage to manually assemble the shoes from scratch of the materials to a fully made quality shoe. The original designers which currently are CEO's of the company polishes these employees to produce a superb type of products.

The following table are the description of the business information:

COMPANY'S DESCRIPTION	
COMPANY NAME	ZYNX'S CHILDREN SHOE BOUTIQUE
CONTACT NAME	MR. CELSO DEL CASTILLO & MR. CHRISTIAN LAGRANA
CONTACT NUMBER	+639274874561
LOCATION	CLUSTER 7 UNIT 3V CAMBRIDGE VILLAGE CAINTA, RIZAL 1900
EMAIL ADDRESS	delcastillolagrana@gmail.com
DOMAIN NAME	https://zynxstorepilipinas.000webhostapp.com/

Vision and Objective of the Business

Our company's only vision yet known to be the most important, is to be a distinguished kid's footwear brand known worldwide for the quality products, setting new trends and lifestyles. Our company offers continuous values added product to our customers. To accomplish this, we focus on exceptional design, innovation, quality, convenience and interactive communication— bringing the best potential of the company could have.

Marketing Plan

Product Category/Information

The assigned product to our group was "children shoe" so we assumed that it should be available for both gender and has a wide variety of choices for the consumer/customer.

Both of the boys and girl's section consists of four variations: Casual, Trainers, Sandals, and School Shoes. Each has different designs and materials used for comfortability and its durability.

The range of the price varies depending on the type of shoes. Considering all the raw materials used in the products, product designer's fee, worker's fee, etc., after conducting a thorough computation for capital spent, we have ranged the product Php799 – Php1699.

School Shoes were the most affordable one which has a price Php799 for all designs of it. Trainers would be the most expensive for the price of Php1699, it has the most special materials and it has a good design which is perfect for aesthetic purposes for a young kid. Casual and Sandals would be ranging in between Php799 – Php 1699 depending on their design.

For the boy's section:

Casual Shoes

Sandals

School Shoes

Trainers

For the girl's Section:

Casual

Sandals

School Shoes

Trainers

Mode of Payment

Our product website includes COD(Cash on Delivery) and for the bonus we also have include Paypal which accepts Paypal accounts or Debit/Credit Card for online payment with it's own control panel.
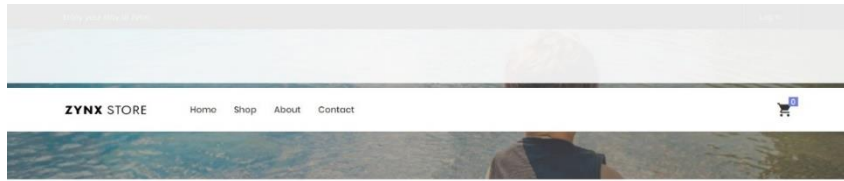

Website Tutorial on How to Purchase a Product

Here's a step-by-step tutorial on how to place an order online through our website:

STEP 1. On the upper right side of the website, click log in.
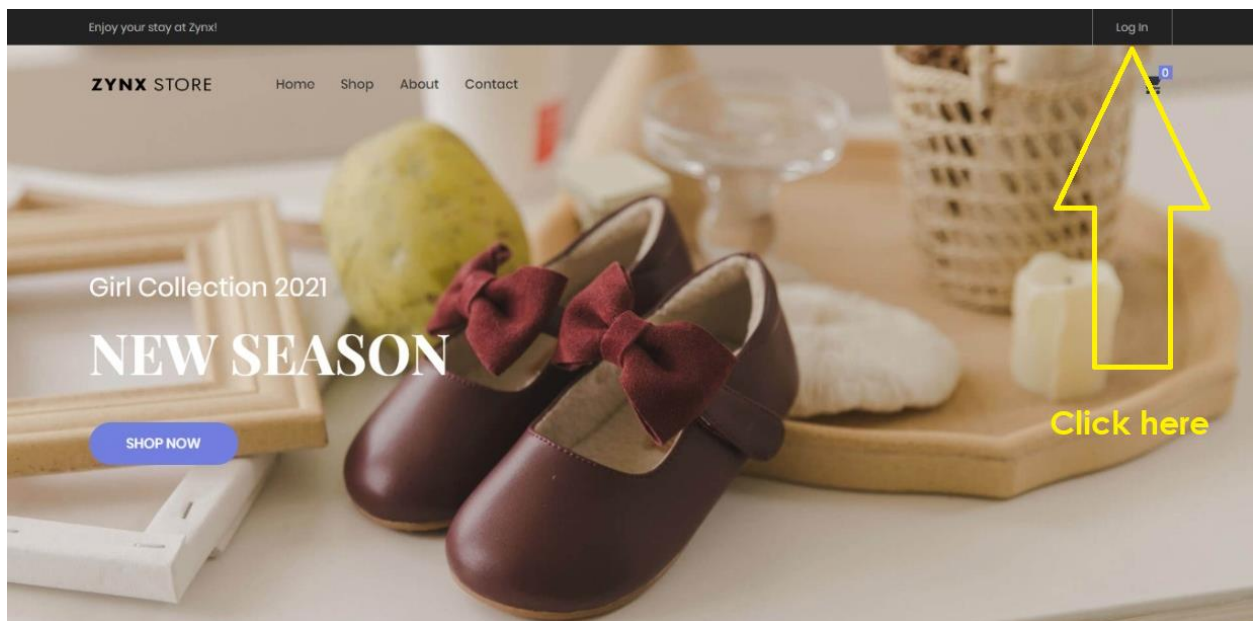
STEP 2. After clicking, you will be redirected to the customer log in screen. Fill out the form in the registration panel with your email address and desired password. Password will be asked to input again to check if there are any typos in the password. Click Submit.

Log in

Your Email Address

Your Password

LOG IN

Register

thisisatest@yahoo.com

•••••••••••

•••••••••••

SUBMIT

BOY CATEGORIES	GIRL CATEGORIES	GET IN TOUCH	NEWSLETTER
Casual Shoes	Casual Shoes	Any questions? Let us know in store at Cluster 7, Unit 3V, Cambridge Village, Cainta, Rizal or call us on (+63) 92 748 7561	email@example.com
Sandals	Sandals		**SUBSCRIBE**
School Shoes	School Shoes		
Trainers	Trainers		

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STEP 3. After registering, proceed to STEP 1.

Enjoy your stay at Zynx!

Log In

ZYNX STORE   Home   Shop   About   Contact

Girl Collection 2021

NEW SEASON

SHOP NOW

Click here
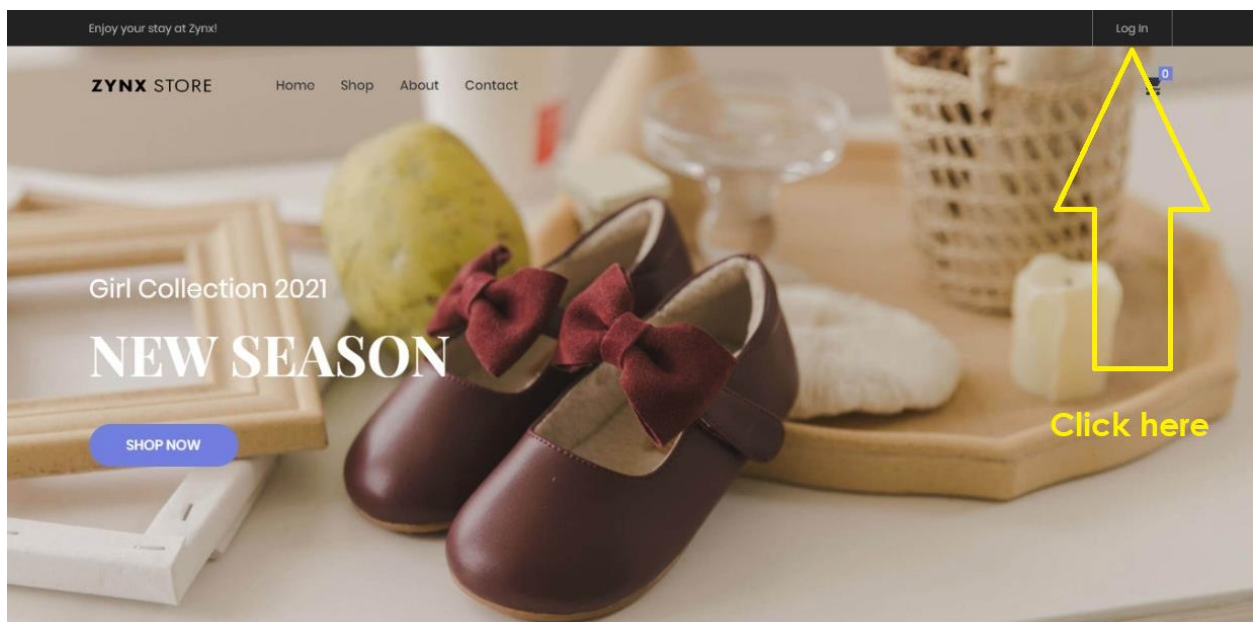
STEP 4. Enter your registered email and password in the Log In panel and click the Log In button.

STEP 5. You will be redirected to the cart screen, to choose products, click the Shop panel in the navigation bar.
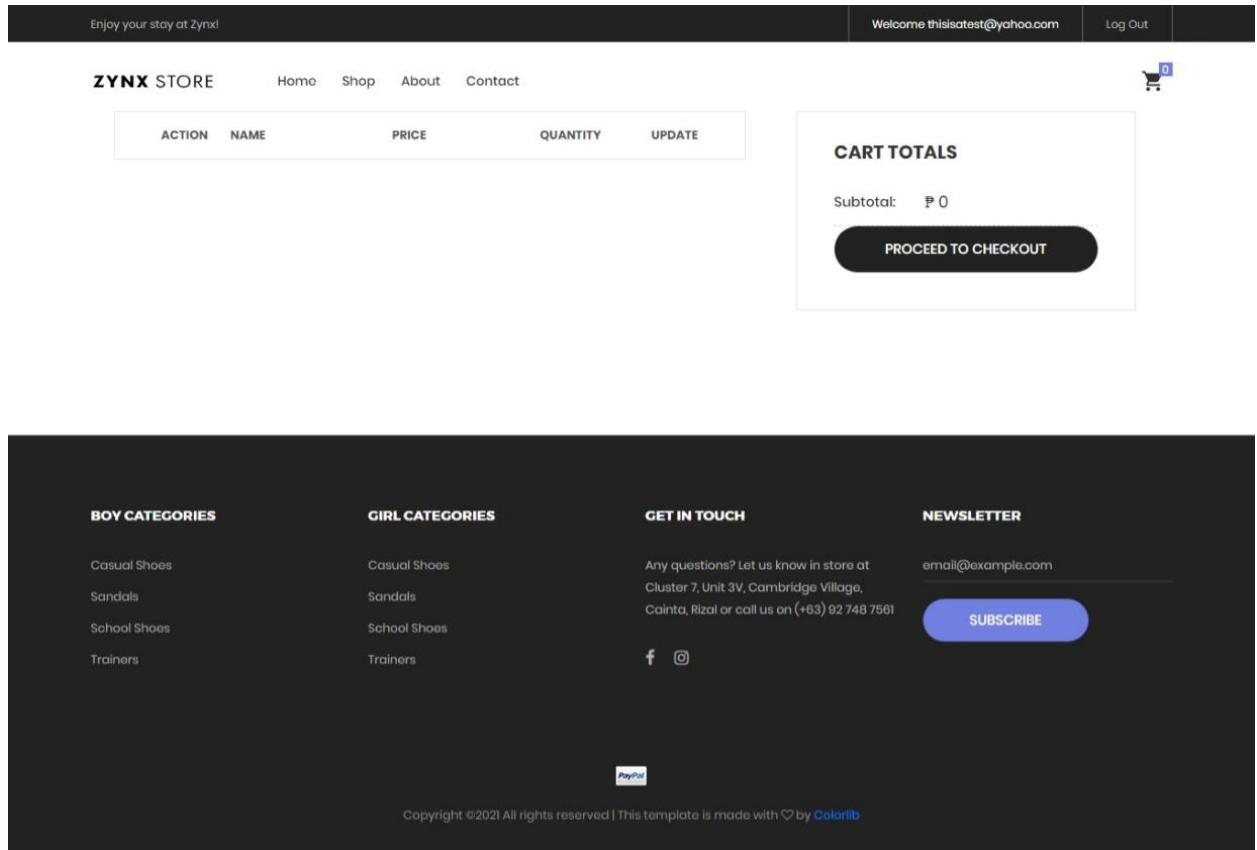
STEP 6. In Shop, you will see all of our products. You can sort the products by clicking the different categories below the navigation bar. To choose a product, hover your cursor to a product and click the 'QUICK VIEW' button that will appear.
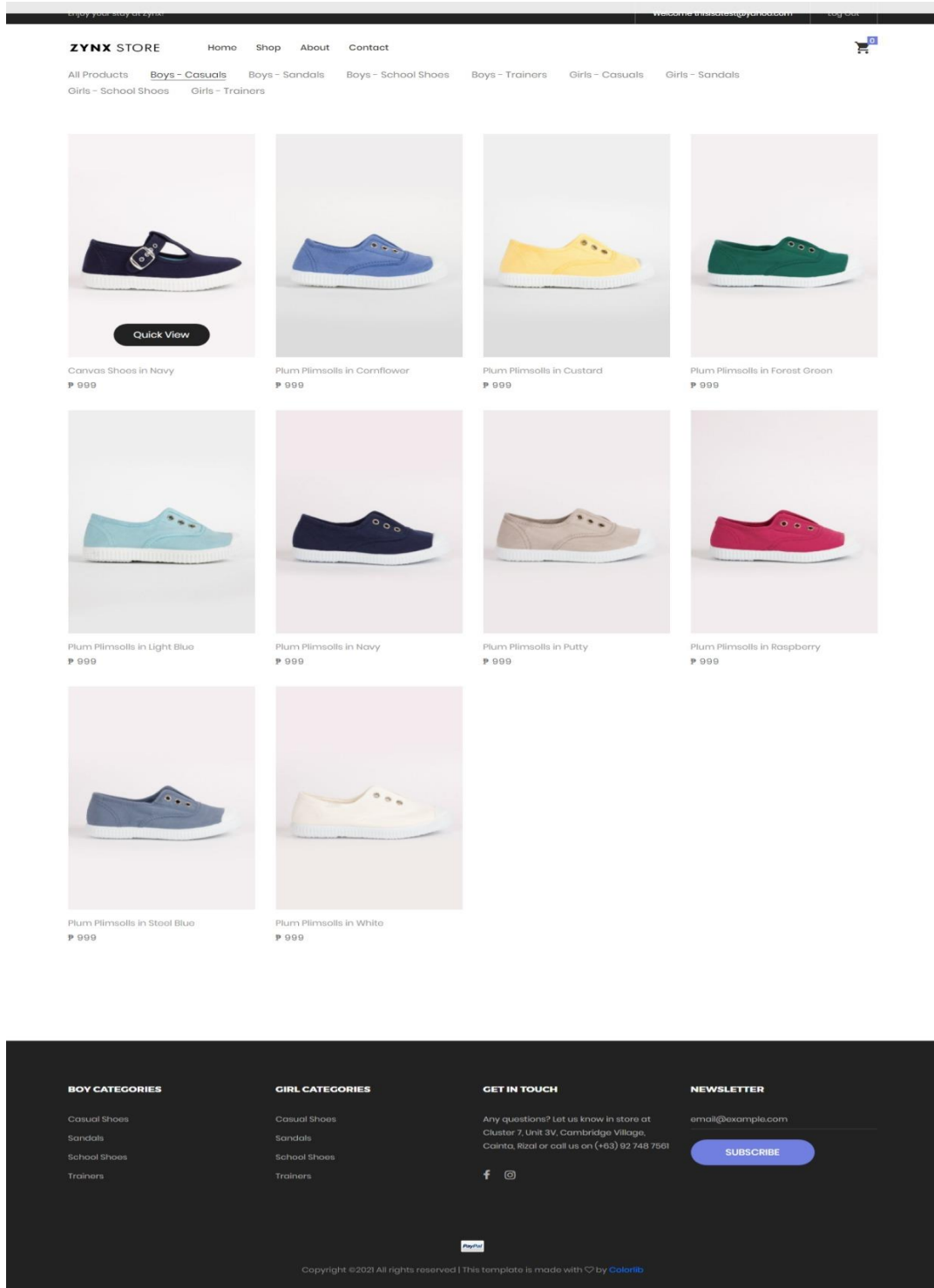
STEP 7. After clicking the quick view button, you will be redirected to the product's details. Choose how many quantities you like in it and click add to cart. If the product is already in the cart, it will not count.
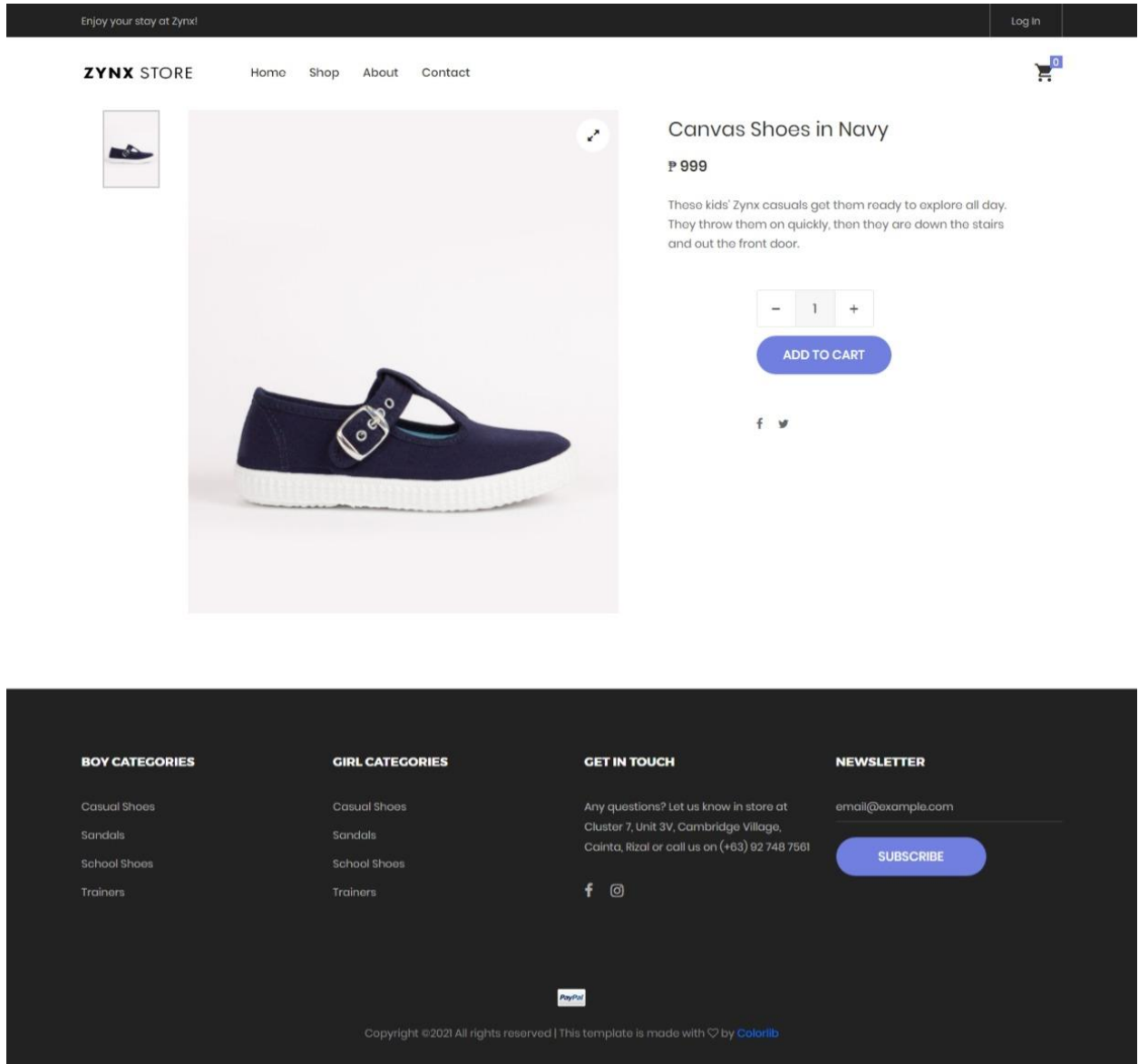
STEP 8. After clicking, you will be redirected to the shop screen again. If you have finalized your products, click the cart button on the upper right.
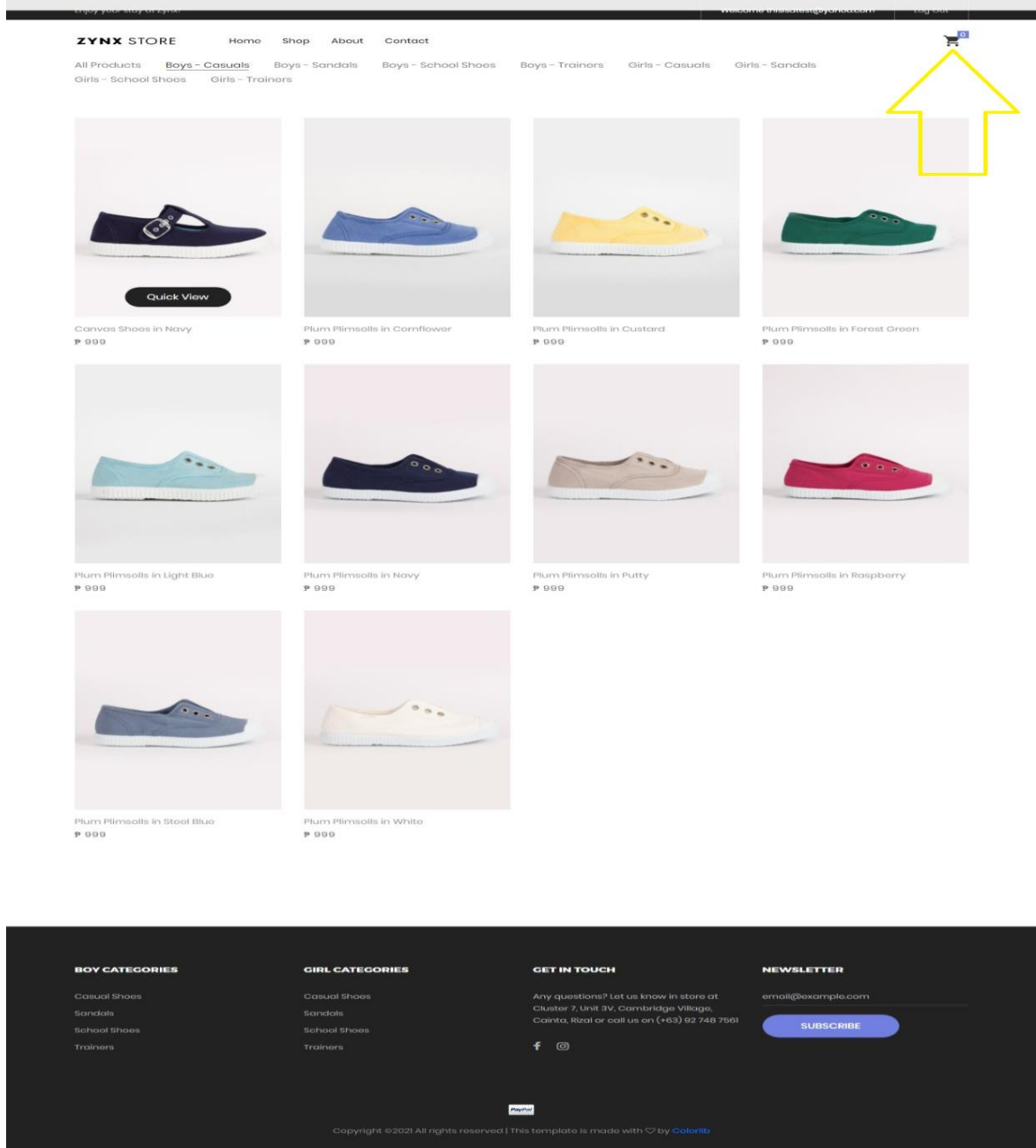
STEP 9. In cart, you can finalize again your products by updating the quantity of the product and you can delete it as well. The subtotal will be updated whenever you deleted/updated a product. To finalize your purchase, click proceed to checkout.
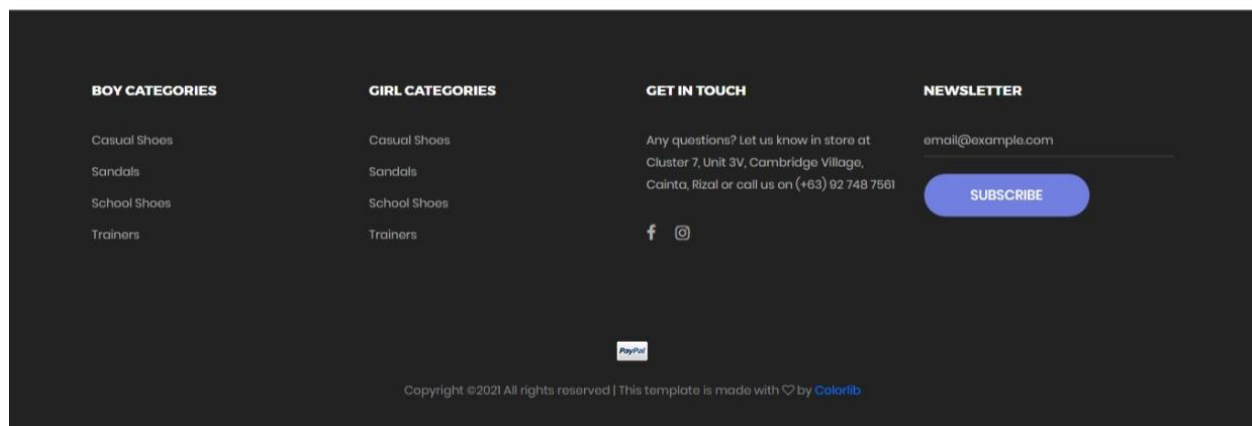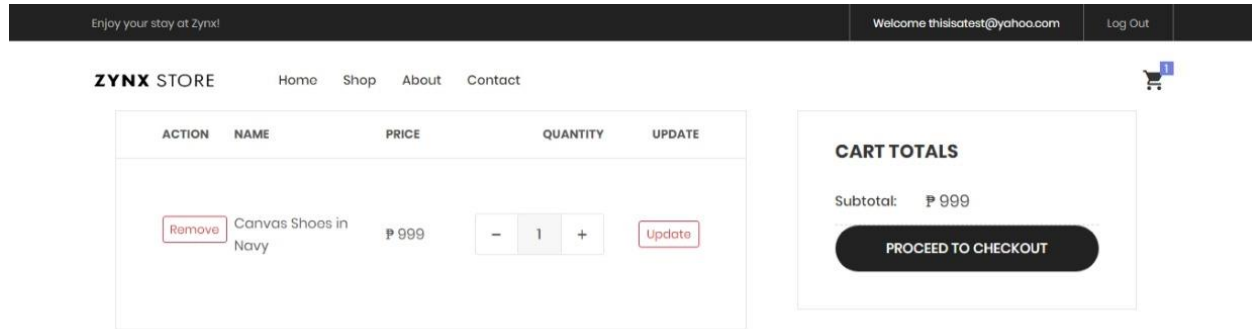
Step 10. Input your address, phone number, payment method (COD or Paypal). If you choose COD, a screen will appear saying the order is placed and you will be redirected into home. If you choose paypal, you will be redirected to paypal payment screen. Choose whether to pay via paypal or debit/credit card. After payment, you will be redirected into home.

Sales Plan

In order for the business to achieve its success, we thoroughly checked every single detail that has to be considered before coming to the idea of transitioning our physical store boutique into an e-commerce product website that has a private label with it.

First step that we implement to promote our product website is to make use of the "marketing mix" which is the 5 P's. We have conducted the analysis thoroughly and made use of our technology today. By promoting, we have made a flyer that we can stamp at our physical stores and distribute it into the public.

Also, we have considered including an email marketing strategy that we call "newsletter" where we can boost our subscribers organically.

By maximizing our sale's plan, we decided to promote our product website through the use of the social medias—Facebook, Instagram, Twitter, Etc.,

Sales and Costs Plan

In our search for the most feasible yet cost-effective web hosting, we tried to look for free web hosting server but they have limited bandwidth and servers for accessing the domain site. In that scenario, we have concluded that we must settle for the free web hosting offered by the 000webhost which is in partnership with Hostinger domain web-hosting. They are the most practical yet functional free web-hosting to host a website.

Free Web Hosting	Single Shared Hosting	Premium Shared Hosting	Business Shared Hosting
	PHP 335.00 Save 85%	PHP 475.00 Save 79%	PHP 635.00 Save 78%
PHP 0⁰⁰ /mo	**PHP 49**⁰ /mo	**PHP 99**⁰ /mo	**PHP 139**⁰ /mo
✓ **1** Website	✓ **1** Website	✓ **Unlimited** Number of Websites	✓ **Unlimited** Number of Websites
✓ **300 MB** Disk Space	✓ **30 GB** Disk Space	✓ **100 GB** Disk Space	✓ **200 GB** Disk Space
✓ **Limited** Bandwidth (3 GB)	✓ **Limited** Bandwidth (100 GB)	✓ **Unlimited** Bandwidth	✓ **Unlimited** Bandwidth
✗ **No** Email Account	✓ **1** Email Account	✓ **Unlimited** Email Accounts	✓ **Unlimited** Email Accounts
✗ **24/7/365** Support	✓ **24/7/365** Support	✓ **24/7/365** Support	✓ **24/7/365** Support
	✗ **Free** Domain	✓ **Free** Domain	✓ **Free** Domain
		✓ **Weekly** Backups	✓ **Daily** Backups

We have settled for the free web hosting plan so that we may show our customer and admin panel for our presentation. Aside from that, we have tried several web hosting services that offers free web hosting but most of them are too slow or won't even load. Eventually, 000webhost became our last resort to settle our domain.

Cash Flow Plan

Since the business was published in e-commerce, there are various adjustments regarding the cash flow of the budget allocation for the said product website. It encompasses both advantages and disadvantages for the whole business. The physical store rent maybe cut out, staff's wage can be decreased which is beneficial for the business but opposite for the workers and a lot more of aspect that should be considered before implementing an e-commerce business. Either way, the budget allocation was set to 2 million pesos and there are four main types of allocation sharing equally among the budget.

Products

One advantage of e-commerce is that there is a change regarding in handling the budget for the whole business. The allotted amount that supposed to be in the business rent or any other conveniences was all deposited in products comprising the 51% of the budget allocation.

Staff's Wage

The pay for the worker's wage was nearly cut into half in transitioning into an e-commerce business. For now, the staff's wage is 23% of the budget allocation.

Logistics

This branch of the budget allocation is the most important to invest in. Being an e-commerce business, logistics became the most crucial part of it. In our business, it was allotted of 16% of the budget allocation.

Web Maintenance and Hosting

Without the rents and other fees of being a physical store business, web maintenance and hosting became the "in return" of it. It was allotted of 10% in the budget's allocation.
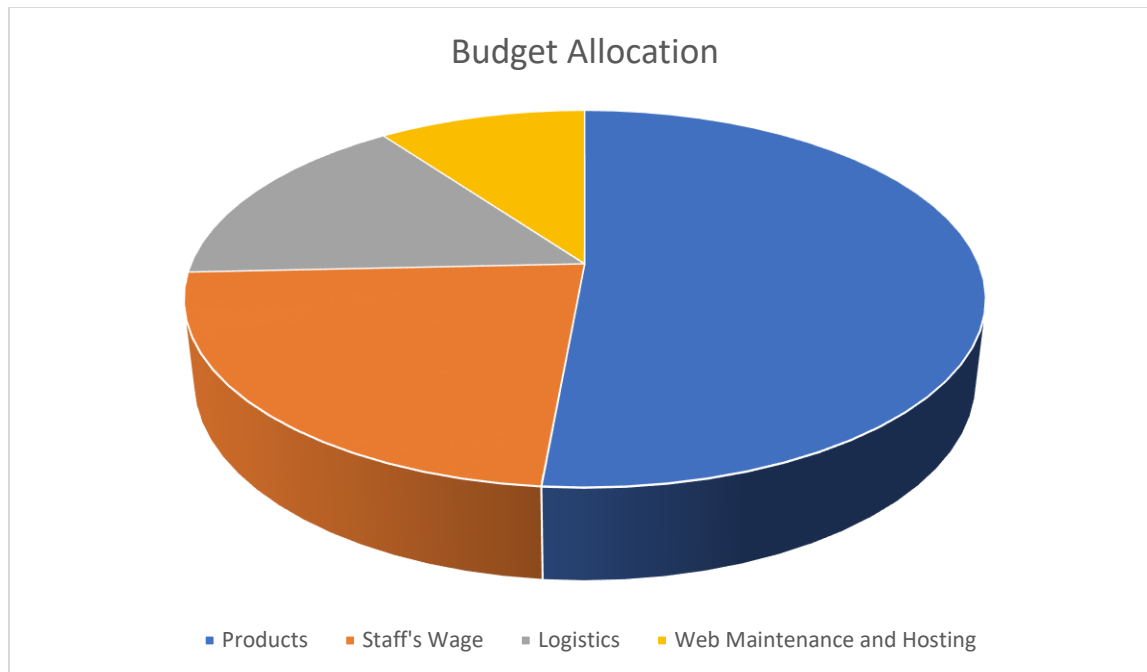
Figure 1. Budget Allocation for the Whole Business

Conclusion

The world wide web proved to us that our business can reach places that we never have reached before. By creating our very own business website, we increased our brand awareness and reached many new audiences from any part of the globe. In addition, investors may also be attracted because of our exposure outside the physical store. The website we created will surely increase our company profits since the automation brought by the website will entertain customers at large batches instead of one employee-one client method. Moreover, we will be able to retain current customers by showing whenever we have new products to them and by giving the newsletters for time-limited sale and discounts.

By learning how to execute a good marketing plan, we have combined everything that we have learned from scratch in our E-Commerce subject. Starting from basic fundamentals, e-commerce principles, concepts, marketing   and sales strategies, how your products will be paid, the delivery system, the security measures, communication framework and legal aspect and many much more

that guided us in making this project possible. All of us can achieve a good marketing plan if we study how to manage a well-planned business or e-commerce business. We have learned that building a product website from scratch and making it into a possible well-polished e-commerce company may not come easy but it is possible if we put all our means into it. Having a background on starting an e-commerce business will grant us a lot of possibilities and opportunities in our near future as soon as we put our feet in the real world. Especially that our globalization today involves a lot more in technology and internet. Business transitioning into an e-commerce company. Consumer switching into online shopping. A world where everything is in a blink of a touch and opens a new pathway that leads to a new face of our future.

Appendices

Pseudocode

```
ADD_PRODUCT()
START
        CONNECT to Database
        POST fields in Products Table
        INSERT INTO fields the VALUES from forms
        QUERY SQL
        SHOW products with the newly added product
END

ADD_CATEGORIES()
START
        CONNECT to Database
        POST category name in Category Table
        INSERT INTO category VALUES from forms
        QUERY SQL
        SHOW categories with the newly added category
END

DELETE_PRODUCT()
```

START
      CONNECT to Database
      GET id of Product that is to delete
      IF QUERY SQL is successful
            SHOW products without the deleted product
      ELSE
            SHOW MESSAGE "Product Not Deleted"
END

UPDATE_PRODUCT()
START
      CONNECT to Database
      POST fields in Products Table
      UPDATE Products WHERE fields = new value
      IF QUERY SQL is successful
            SHOW products with updated product
      ELSE
            RETURN to admin home
END

SHOW_ORDERS()
START
      CONNECT to Database
      GET id from Orders Table
      SELECT all order details from id
      QUERY SQL
      Show Orders
END

CART()
START
      Start SESSION
      IF customer is logged in
            IF product is already in cart
                  SHOW MESSAGE "Product is already in cart"
            ELSE
                  ADD count to cart
                  FETCH product details and ADD to cart
                  SHOW MESSAGE "Product Added"
            ELSE

Proceed to login window

END

CART_REMOVE()
START
    Start SESSION
    IF remove button is clicked
        FETCH product details by id
        Unset product by id to remove
        SHOW MESSAGE "Item Removed"
END

CART_UPDATE()
START
    Start SESSION
    POST quantity value of product
    If update button is clicked
        FETCH product details by id
        Add quantity from forms in frontend
        SHOW MESSAGE "Item Updated"
END

Curriculum Vitae

Celso Del Castillo II

I am a highly organized and detail-oriented person that seeks a challenging environment where I can serve your organization.

caileantot@gmail.com

0977 236 7633

Lopez, Quezon

SKILLS

- Proficient in Microsoft Office applications
- Has great knowledge in computers
- Fast and accurate typing skills
- Good communication skills
- Great team player
- Good time management
- Can lead in various situations
- Critical thinking and analytical thinking

LANGUAGES

Tagalog
Native or Bilingual Proficiency

English
Full Professional Proficiency

INTERESTS

- Playing a musical instrument
- Volunteering
- Programming
- Basic Photo Editing

EDUCATION

Bachelor of Science in Computer Science
Polytechnic University of the Philippines
06/2019 - 03/2020

Senior High School - Science, Technology, and Mathematics (STEM)
Polytechnic University of the Philippines
06/2017 - 03/2019

Junior High School - Science Oriented Class (SOC)
Lopez National Comprehensive High School
06/2013 - 03/2017

ORGANIZATIONS

CFC - Youth For Christ (11/2013 - Present)
High School Based Program Head

Supreme Student Government (06/2016 - 03/2017)
Peace Officer

CERTIFICATES

Certificate of Participation - Pillars of Object-Oriented Programming (11/2020)
UPLB - Alliance of Computer Science Students

Certificate of Participation - Introduction to JavaFX (11/2020)
UPLB - Alliance of Computer Science Students

ACHIEVEMENTS

President's Lister (06/2019 - 03/2020)
Polytechnic University of the Philippines - College of Computer and Information Sciences

Graduated with High Honors (06/2017 - 03/2019)
Polytechnic University of the Philippines - Senior High School

Leadership Awardee (03/2017)
Former Peace Officer at Lopez National Comprehensive High School

Graduated with High Honors (03/2017)
Lopez National Comprehensive High School

Christian Lagrana
Computer Scientist

Creative and people-oriented Computer Scientist with extensive project management experience. Advanced knowledge of the creation of graphic design software and programming languages relevant to the web.

✉ clagrana12@gmail.com

☐ +639218921548

◉ Cainta, Rizal, Philippines

SKILLS

- Computer skills
- Leadership experience
- Communication skills
- Organizational know-how
- People skills

LANGUAGES

English
Full Professional Proficiency

Tagalog
Native or Bilingual Proficiency

Ilocano
Native or Bilingual Proficiency

INTERESTS

- Programming
- PC Rig Builder
- Breakout Rooms
- Watching series

EDUCATION

Bachelor of Science in Computer Science
Polytechnic University of the Philippines
06/2019 - 03/2020

Senior High School - Science, Technology, and Mathematics (STEM)
Polytechnic University of the Philippines
06/2017 - 03/2019

Junior High School
Saint Anthony Abbot Academy
06/2013 - 03/2017

ORGANIZATIONS

PUP - SPEAK (06/2019 - 10/2020)
Member

PUP - Sentro Konsehal ng Mag-aaral (06/2019 - 10/2020)
Member

Youth Ministry (11/2016)
Member

CERTIFICATES

Certificate of Participation - "Youth Encounter" (11/2017)
Saint Anthony Abbot Academy

Certificate of Participation - "LEAP: Crash Course 2019" (08/2019)
Polytechnic University of the Philippines - College of Computer and Information Sciences

Certificate of Participation - "Empowering the Youths to Lead!" (01/2020)
Polytechnic University of the Philippines - College of Computer and Information Sciences

ACHIEVEMENTS

Dean's Lister (06/2019 - 11/2019)
Polytechnic University of the Philippines - College of Computer and Information Sciences

President's Lister (11/2019 - 03/2020)
Polytechnic University of the Philippines - College of Computer and Information Sciences

Graduated With Honors (06/2017 - 03/2019)
Polytechnic University of the Philippines - Senior High School

Graduated With Honors (06/2013 - 03/2017)
Saint Anthony Abbot Academy - Junior High School

References

Domingo, I. V. R., Moñeza, T. G., E-COMMERCE – Instructional Materials for Students., from Polytechnic University of the Philippines

Technologies, M. G. (n.d.). Coza Store - eCommerce Website Template. Www.Mgtechnologies.Co.In. Retrieved June 20, 2021, from https://www.mgtechnologies.co.in/product/coza-store-ecommerce-website-template AdminLTE

v2 - Free Bootstrap Admin Theme. (2020, May 3). UseBootstrap. https://usebootstrap.com/theme/adminlte-v2

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