**Department of Information Technology**

Higher Diploma in Software Engineering (IT114105)

Module Name : Internet & Multimedia Applications Development

Module Code : ITP4523M

Submission Deadline : Phase 1: 10th teaching week of Semester 2

Phase 2: 7th teaching week of Semester 3

Hand in Methods : *To be announced by the lecturer*

This Group Project : **30% of total module marks** (*also it is part of EA components)*

**The result of EA will not be counted if you do not meet the minimum 70% attendance requirement (if any) governed by the *General Academic Regulations (GARs)* of your programme/course unless approval of the campus principal has been granted.**

1. Objectives

In this project, students are asked to:

* build a web application which provides different functions for *Customer* and *Staff.*
* apply software development skills to develop a website which is user-friendly, interactive, robust and easy to maintain.
* apply the knowledge that you learned in this module to solve the tasks. (i.e. HTML, CSS, JavaScript, PHP, SQL commands and Python)

1. A simple description to show how the web application will be used

There are *two user roles* for the web-based management system:

* 1. *A Customer* can make the orders and retrieve the order records.
  2. *A Staff* can manage products, material items and update the order records.

1. Driving Question

You are the CEO of *Smile & Sunshine Toy Co. Ltd.* Briefly explain how a centralized management system could help the company to promote sales and increase profit.

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| 1. **Faster Operations**: Integrating departments like Sales, Production, and Supply Chain enables quick order processing. Real - time data sharing helps in immediate production planning and faster order fulfillment. This satisfies customers, leading to repeat business and increased sales. 2. **Data - Driven Decisions**: The system collects data on sales, customers, and market trends. Marketing can use this to target specific regions and customers, while sales teams can make more informed pitches. This efficient resource allocation in marketing and sales drives up sales. 3. **Cost Savings**: It optimizes resource use in production. The system monitors raw materials, labor, and machinery, allowing for cost - effective transfers and better production scheduling. Lower production costs mean higher profit margins. 4. **Inventory Control**: Centralized management offers real - time inventory visibility. Automated reorder points prevent stock - outs and overstocking. This saves money and ensures products are always available for sale. 5. **Better Customer Service**: A centralized CRM helps Customer Service access all customer information easily. Quick issue resolution improves customer satisfaction, leading to more sales and the ability to charge higher prices. |