



Republic of the Philippines
CAVITE STATE UNIVERSITY
Don Severino de las Alas Campus
Indang, Cavite

E-COMMERCE SITE FOR BUSINESS AND RESOURCE GENERATION

Rationale/Introduction

The digital landscape has significantly influenced various aspects of commerce, including academic settings. The Cavite State University Marketing Center sells essential items such as uniforms, books, tote bags, umbrellas, honey, vinegar, ACEF coffee, and operates a water refilling station. However, the current transaction process relies on manual receipt issuance, resulting in inefficiencies, long waiting lines, and student inconvenience. As a result, many students turn to external vendors or second-hand items for their needs. This study proposes the development of an e-commerce platform that serves as a centralized marketplace for campus resources. By leveraging technology, the platform aims to streamline transactions, enhance accessibility, and improve the overall efficiency of the marketing center. The proposed system will allow students and staff to conduct secure and convenient transactions while ensuring a user-friendly experience.

The rapid digitalization of commerce worldwide has demonstrated the advantages of online transactions, particularly in educational institutions. Implementing an e-commerce platform within the university setting can modernize transaction methods, reduce operational costs, and enhance service delivery. The system will enable the marketing center to manage inventory efficiently, track sales in real-time, and reduce human errors in manual processes. Moreover, by providing an organized platform for purchasing academic materials, students will no longer have to rely on external sources, ensuring affordability and authenticity of products.

Furthermore, the increasing reliance on technology in commerce necessitates that educational institutions adapt to these trends. The e-commerce platform will not only serve as a marketplace but also function as an avenue for data collection, allowing administrators to assess purchasing behaviors and make informed decisions regarding stock management and product availability. By integrating technology into its business processes, the marketing center can align itself with modern consumer practices, ultimately benefiting the university community.

Significance of the Study

The development of an e-commerce platform for the Cavite State University Marketing Center holds several benefits. For students, it provides a convenient, efficient, and reliable platform to purchase essential academic items without the need to visit physical stores. For the marketing center staff, it reduces workload by automating transactions, minimizing errors in manual receipt issuance, and improving inventory management. For the university, it enhances business and resource generation through an organized and digital transaction system. Lastly, for future researchers, it serves as a reference for studies related to e-commerce integration in academic institutions.

By improving accessibility to academic resources, students will experience fewer disruptions in acquiring necessary materials. The system will help bridge the gap between students and essential supplies, ensuring that their academic needs are met promptly. Additionally, it will serve as a model for other academic institutions looking to digitalize their



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commerce systems, contributing to the broader landscape of e-commerce adoption in education.

The e-commerce platform will also create an avenue for sustainable revenue generation for the university. By streamlining sales and transactions, the marketing center can optimize profits while maintaining affordability for students. The data collected through the platform can also be used to analyze purchasing trends, helping the university refine its offerings and services to better cater to students' needs over time.

Scope and Limitations

The scope of this study includes the development of an e-commerce website with core functionalities such as login and registration, product listing, shopping cart, checkout, and contact information. However, the system will primarily cater to students and staff within the university. The study will not cover payment gateway integration but will focus on facilitating transactions and order management.

Additionally, the study will focus on the security and usability of the platform to ensure user trust and ease of use. Features such as user authentication, order history tracking, and customer support functionalities will be included to improve the overall shopping experience. The platform will also be tested for accessibility, ensuring that it can be easily navigated by all students, including those with disabilities.

Despite these benefits, the platform will be limited to university-affiliated individuals, restricting public access. Furthermore, while it will provide a streamlined purchasing experience, logistical aspects such as delivery services will not be included in the initial phase. Future iterations of the system may consider integrating external payment systems and delivery options for enhanced convenience.

Objectives

The general objective of this study is to develop an e-commerce platform that enhances the accessibility and efficiency of transactions within the university. The platform aims to streamline the purchasing process for students and staff, ensuring a secure and user-friendly experience. Additionally, it seeks to improve inventory management for the marketing center, reducing manual workload and optimizing sales processes. Through the development and assessment of the system, this study will contribute to the advancement of e-commerce adoption in academic institutions.

Specifically, the study aims to:

- Facilitate campus accessibility to encourage student purchases on-site.
- Improve student convenience and efficiency by reducing wait times and simplifying the buying process.
- Create an efficient marketplace through the development of a website.
- Prioritize user satisfaction by ensuring a reliable, secure, and user-friendly website.



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- Test the features and functionalities of the website.
- Enhance quality and user experience based on feedback from buyers and sellers.
- Assess the project based on ISO 25010 standards.
- Prepare an implementation plan for the deployment of the project.

Expected Output

The expected output of this study includes a functional e-commerce website with features such as login and registration, a home page, a product list page, a shopping cart, a checkout page, an about page, and a contact information page.

Beyond these core features, the platform will include a secure database for managing user information and transaction records. The system will also generate sales reports and analytics to aid in inventory management and business decision-making. Additionally, an administrative dashboard will be developed to allow marketing center staff to oversee operations efficiently.

The study also anticipates creating documentation and user guides to facilitate the onboarding process for students and staff. Training sessions may be proposed to ensure that users can navigate and utilize the platform effectively. The final output will be a comprehensive e-commerce solution tailored to the needs of the university community.

References

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