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| PROJECT REPORT -ECOMMERCE WEBSITE greengrocer  ORGANIC SHOP | DOGA CENGIZ - 1736162  COP4424 – NETAS ADVANCED WEB TECHNOLOGIES |

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# 1-INTRODUCTION AND MOTIVATION

Organic Shop is an ecommerce website which contains vegetables and fruits. Target of the website is to supply fresh, organic and high quality foods to customers. Nowadays there are many mobile applications and websites, they work as an online market that we can order many kind of products. However fruits and vegetables are different than other product because they have less shelf live, they need special care to stay fresh and also they should deliver carefully. Therefore I decided to make Organic Shop website to transport vegetables and fruit from local farmers to customers.

In this project HTML, CSS and Bootstrap are used for design part, JavaScript is used to perform client side scripting. Backend is based on PHP and MySql. Also JSON is used in small part of project.

# 2-LITERATURE REVIEW

According to Lispman [1], in US, the fastest growing category of ecommerce is grocery in 2019. He claims that in US, Amazon has the biggest share in online food category, Target and Walmart are other big companies in this category.

According to Investment report of Migros [2], Migros Sanal Market is the first and biggest ecommerce grocery platform in Turkey and in 2017 they also built another website, tazedirekt.com, which has only fresh foods as vegetables and fruits. As claimed in report their goal is delivering fresh, natural, organic and healthy products.

[1]Lispman, A. (2019). *Grocery Ecommerce 2019*. [online] eMarketer. Available at: <https://www.emarketer.com/content/grocery-ecommerce-2019>.

[2]<https://www.migroskurumsal.com/userfiles/file/Migros-Yatirimci-Sunumu-2017.pdf>