**Website dedicated to the sale of natural products, souvenirs, nuts**

**Problem**

In today's world, globalization has allowed us to be connected, receiving and sending information continuously. This flow of information has been modernized, along with digitalization, which had great growth during the COVID 19 pandemic. Many of the activities that were carried out in person were moved to the Internet. Actions such as ordering food, making payments and collections, or selling underwent a radical change, to such an extent that not being able to join the e-commerce business gives it a clear disadvantage compared to companies and businesses that can use this method to market their products, reaching more people both inside and outside the national territory. It is therefore necessary for merchants and small business owners to make this leap into the modern world. With this in mind, they seek to develop a website that allows local businesses to facilitate sales, optimize their profits, as well as provide them with the necessary tools to be competitive in the market.

**Overview**

Natulove is a store dedicated to the sale of nuts, chocolates, eternal flowers and details for special dates. These are sold in a store located in the northern sector of the capital. With the philosophy that small memories can create great moments, they market their products through advertising on social networks. However, having a small staff limits their daily sales, it also tends to run out of stock of products because many customers do not have a direct way to communicate with the people in charge of the store, not to mention that they have to go to the store to order a souvenir for a special occasion, and ask many times if it has already been made or has any delay. Likewise, many people leave reservations or place large orders that must be prepared in advance.

Understanding the context in which the store is run, it will apply digitalization, transporting it to a website, which is intuitive with end users, it will seek to respect the business rules that are followed in the establishment, offering facilities for both the client and the customer. As for the owner of the store that seeks to enter the competitive market, by digitalizing the store, you can reach more people, and better organize the purchases of the same, optimizing profits and keeping statistics of the most sold products, as well as those of less interest in order to facilitate decision making.

Our mission is to improve the quality of the service offered by the establishment by being able to observe, through the website, the orders that are made, with their quantities, facilitating the influx of people, also improving communication between customers and sellers by having more direct contact.

**Background**

Organizing and managing a store requires proper planning, order and structuring. Poor structuring of the product catalog could cause disinterest in buyers. Also, it must be taken into account that the user may feel stressed and annoyed when making the payment. Therefore, it is essential to correctly manage each of the purchase phases from the catalog view to the moment of monitoring the orders.

Choosing a system that allows users to buy products more easily and at the same time better sales management by the owner offers a series of benefits:

1. Time optimization: Many of the tasks are optimized, with the processing of payments and shipping of orders. Work overload is avoided, since it allows for better organization and the user to have clear tasks to perform.
2. 24/7 availability: The store works virtually and is open 24 hours a day, this means that it will be available to future buyers at any time and any part of the provinces of Ecuador without time restrictions.
3. Buyer analysis: knowing the market better is possible because information can be obtained about the behavior, preferences and purchasing habits of customers, which allows the seller to develop sales strategies.
4. Adaptability and flexibility: A well-designed planning system allows for quick adjustments and changes. When there are changes in needs, prices and product descriptions can be modified quickly and efficiently.

**Analyst Comparison**

We are planning to create a website for Natulove, which will sell natural products such as nuts, eternal flowers and souvenirs. The main goal of this platform is to simplify and automate business activities, improving daily tasks and simplifying the administration of processes in the context of e-commerce. Our strategy is focused on offering Natulove a digital solution that will help it manage its product catalog and sales more efficiently, thereby increasing its profitability. The website will facilitate improved communication with customers, since they currently have problems making inquiries and orders due to limited staff. To solve this problem, functions such as order tracking and product availability will be implemented, which will provide customers with information on the status of their requests quickly and efficiently. Additionally, the system will allow the entry and storage of customer information, such as names and contact details, which will allow Natulove to personalize customer service. The platform can also be used for inventory management, allowing the store to monitor which products are selling the most and which are in lower demand. This information will help Natulove make informed choices about which products to promote and when to replenish its inventory. In conclusion, the main objective of the suggested website is to facilitate online sales management, enhance customer service and improve inventory management. In addition, it aims to offer tools that simplify strategic decision-making, ensuring more efficient and competitive management in the digital sector.