

## Situation Analysis

With this Covid-19 situation, market or palengke is one of the most affected businesses when it comes to financial loss. People tend to go online to buy some foods to prevent the spread of the virus.

## Mission

To help both buyers and sellers to buy and sell products, respectively through a safe and effective system

## Inputs/Resources

- ✓ PalengkeSite (e commerce site)
- ✓ Users (buyers and sellers)
- ✓ Technology (desktop and cellphone)
- ✓ Market Products

## Activities

### For buyers

- ✓ Create an account
- ✓ Search and View Market Products
- ✓ Add products to Cart
- ✓ Delete products from Cart
- ✓ Buy products
- ✓ Proceed to Checkout

### For Sellers

- ✓ Create an account
- ✓ Add and update product details such as category, prices, and quantity/stock
- ✓ Delete products
- ✓ Process order and arrange shipment details

## Outputs

- ✓ Products are sold
- ✓ Time saving
- ✓ Faster buying procedure
- ✓ Easy arrangement of products
- ✓ Low operating costs
- ✓ Price/product comparison

## Outcome

- ✓ Improved customer interaction
- ✓ Flexible target market segmentation
- ✓ Global expansion
- ✓ Cost effective
- ✓ Wide business growth
- ✓ Increased income

## Impact

Sustainable livelihood and easier way of living