Proposal: PalengkeSite: The Design and Implementation of an E-Commerce Site for Batangas' Wet Markets

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Background of the Study

With the ongoing COVID situation, health is everyone's main priority. To avoid human contact, today's consumers, particularly millennials and Generation Z, prefer to buy goods online. Even as the COVID virus' spread slows, customers can continue to benefit from the minimal contact that online ordering provides, such as accommodating busy schedules and allowing customers to safely purchase or send any product to family, friends, and colleagues. As a result, more people will use online ordering systems.

Due to the pandemic, consumers' purchasing behavior has changed. Since online market or grocery platforms are becoming more relevant, the researchers proposed "PalengkeSite: The Design and Implementation of an E-Commerce Site for Batangas' Wet Markets." In cooperation with LGU Mabini, this project will benefit first the following wet markets in Mabini, Batangas: Anilao, Talaga, and Poblacion. The researchers conducted an interview through online with Mr. Franklin Labay, the market administrator of the municipality of Mabini. He stated that he is having difficulty fixing the necessary reports in these three markets because the data is unstructured and messy. These reports include the stall information, whether it's on lease or not, products, and pricing. He also mentioned that having a database system for stalls, vendors, and reports will be much helpful. This system will assist the administrator in resolving unstructured data issues because one of the system's functions is to make the recording of required data more convenient and easy to understand. The market records, including stalls, sellers, and buyers information, will be stored in the database.

The researchers conducted a focus group interview through the online platform, Google Meet, with six (6) potential buyers or consumers who are all currently employed. They chose these group of people because they are likely to be the primary consumers of online shopping, especially given their hectic schedules. According to the interviewees, they buy online for the convenience, variety of options, easy delivery, time efficiency, and discounts or lower prices.

Purpose and Description

As the pandemic began, many businesses considered e-commerce and consumers prefer online buying. As a result, the researchers would like to develop a web application that will benefit both buyers and sellers. In addition, some companies and organizations create reports manually which usually leads to data redundancy. The chosen client, LGU Mabini, is one of those organizations that still manages data reports on an excel spreadsheet. The study, PalengkeSite: The Design and Implementation of an E-Commerce Site for Batangas' Wet Markets, is proposed to help both buyers and market sellers in buying and selling products, respectively, and to assist businesses or organizations in efficiently managing and fixing data reports.

The purpose of this study is to provide a platform that will assist market administrators in handling their data reports such as stalls, sellers, and buyers information. The admin will require the market sellers to create accounts in order to monitor their transactions. In addition, this study wants to help sellers in reaching as many customers as possible at the right time to increase sales and profitability, as well as buyers in purchasing market products more conveniently. Buyers will also be able to receive real-time updates about prices and products. Furthermore, the website's functions include selling goods, monitoring transactions over the Internet, and buying with an option of paying through the available payment gateways.

Objectives of the Study

1. To analyze the database and web programming concepts, as well as their roles as web development tools.

2. To design a web application with the following features:

    2.1. Sign up and log in for users' accounts

    2.2. Allow buyers to browse and buy market products according to their choice

    2.3. Allow sellers to sell products and monitor transactions

3. To develop a user-friendly, secure, and dependable E-commerce site that will allow the admin to automate the monitoring of prices, products, and stall information.

Here are some of the main features of the proposed system

Admin:

- Transaction Monitoring
- Stall Monitoring (whether for lease or not)
- Reviewing seller application for creating an account
- Product and Price Monitoring
- Monitoring seller's appointment for lease contract

Seller:

- Transaction Monitoring
- Order History
- Processing orders
- Updating products and prices

Buyer

- Can purchase an order
- Can make a payment through the available payment gateways or Cash on Delivery (COD)
- Order History
- Can add products to cart
- Can search for the products, sellers, or stores