**CHAPTER I**

1. **INTRODUCTION**
   1. **BACKGROUND OF THE STUDY**

Many businesses are now selling their goods, products and services through many internet and mobile online selling technologies we have today. According to the owner, more than 45 customers are currently visiting, purchasing and ordering in their shop. Aside from the owner itself, the shop has 2 workers. The workers are responsible for entertaining the customer’s needs. If the owner is out for the other business matter, the two workers are responsible for the orders of the customers via phone call, text messages and Facebook messages. The respondent is a wholesaler/retailer of clothing items or accessories, beauty products, bags, shoes and gadgets. The best-seller items are shirts for men and women and the smartphones.

In ordering in the shop, the customer must choose an item. After the customer chooses an item, the worker will gather the items and compute the bill. While entertaining the customer and computing the bill, the worker also entertains the incoming text messages, phone calls and messages on the Facebook page. First, the worker finds it hard to look for the items that have been sold or ordered because some of the customers’ details, reserved items details, and other information are merged with the order information. When there is a customer who forgot to give the contact information while ordering, the worker finds it hard to locate the customer to ask for his contact information to be written in the record book, the worker scanned the record book in order to look for the customer’s orders.

In cancellation of orders, the worker manually scan the record book and marks the order an (x) or simply crossing out the information. The worker finds it hard to locate the orders since the orders information is merged with the other information in the record book. In an instance, in case of re-ordering, CJ Ashley Fashion Hub record is greatly changed affecting its on-hold orders information. Misinterpretation of orders information and misidentification of records are problems that are commonly encountered in the process due to the merging of records written in the record book.

In searching through the Facebook; the customer scrolls down the page until the customer chooses an item. The items are not categorized by category or design and style. Some of the posts have incomplete information. Only the item’s available size, price and picture are shown. This can be difficult for some customer and the respondent’s may loss customers due to tiring exploration.

In ordering through their Facebook page, the customer scrolls through the posts and choose an item. After choosing an item, the customer grabs the picture of the item and send together with the other details. There are instances that the customer does not send the complete information or sends the wrong picture especially the ones who order for the first time. This leads to a delay in the processing of the orders as the worker needs to wait for the customer’s reply.

In ordering through call and text, the ordering process takes a long time as the customer describes the items to be ordered. This can be confusing for the worker and can lead to a problem such as wrong items are delivered or incorrect size.

 When the messages was being received the customer’s messages, the workers check the availability of the items. The worker needs to go to the stock room and search thoroughly each shelf and count the number of items on stock. Seeing their process in checking the availability of their items, making the customer waits for a while, it will lead to inconvenient for the customers and it’s time consuming.

After checking the availability of an item on stock, the worker replies to the customer and computes the total amount of items that the customer wanted to buy or order then finalize the details of the customer's order. The attendant holds the item for 2 days and places the items in the reservation area. There are instances that the customer did not pay, after 5 days of waiting for the payment, the order will be cancelled. Because of this, some buyers that wants to buy the said items and pay immediately will be turned away.

In managing the orders, the worker only views the messages in the Messenger. Looking for some specific information of the order is time consuming; the worker needs to check each message to find the right information. There is a situation that the worker accidentally deleted the conversation, they don’t have a backup thus they need to contact the customer and can’t process the order immediately. Queuing of the orders is unorganized, as they only based the orders in the queue of the received messages. There are instances that the worker shifts and see the message as unread then some of the orders may be placed again. This can also lead to the double entry of the orders as they cannot mark the orders as finished.

In managing the items, the worker searches an item that needs to be updated by going through all the post because the worker cannot locate it easily. The worker will post again to update the remaining items available in the shop. Because of this, it adds workload to the worker and there would be a duplication of the item. Incorrect or outdated information in the post can mislead the customer to order some items. The customer would be confused about the item and which have the correct price, availability of the items and available sizes.

In managing the inventory, the record book is the basis of the worker in checking the products left and the products that has been sold. When a worker does not accurately record the inventories of all products being brought in or shipped out. The mistake could result in a company ordering too many products or items is being set to ship out more product or items than what it has in stock. Since the workers do the inventory every end of the month. The owner finds it hard to monitor the stocks.

In their billing process, the worker will compute the total amount and delivers the billing statement verbally to the walk-in customer. In phone calls, text messages and Facebook messages the worker will compute the bill with the additional payment for a shipping fee for the distant customer. After that, the worker will give the billing statement to the customer. Because of the manual process in computing the bill, it leads to mistakes in the computation of bills if there are last minute additional changes in the ordering information.

The proponent proposed an Online Sales with Ordering Management System for CJ-Ashley Fashion Hub to improve their ordering system and to give solution to their current problems such as complicated searching an item, checking the availability of the products that is time-consuming, uncategorized items, overwhelming options, an automated inventory for checking the progress of the company and irrelevant details or not offering detailed product information that address the shopper’s questions about a product, wrong computations, double entry of items, no back-up of orders and no proper queuing of orders.

With this proposed system, the website will be user-friendly and the customers can search easily and the products have sufficient information that can cater the questions of the customer and is arranged by category, eliminating double entry of the items, the user can easily update an item, and searching and checking the availability of an item becomes easier. The system can also automatically compute the total bill and generate reports for the inventory such as the list of registered customers, list of collection (daily, weekly, monthly), list of orders(daily), list of cancelled orders, list of overdue/past due to orders, list of customers pending payments, list of available stocks, list of stocks left, list of reorder-point, list of stock-in and list of stock out. The list of orders is queued based on the time of order placement. The system will also back-up the orders and necessary details for the files and system-specific useful/essential data. In which the state, files and data of a computer system are duplicated to be used as a backup or data substitute when the primary system data is corrupted, deleted or lost.

* 1. **STATEMENT OF OBJECTIVES**
     1. **GENERAL OBJECTIVES**

The proponent aims to develop an Online Sales with Ordering Management System for CJ-Ashley Fashion Hub.

* + 1. **SPECIFIC OBJECTIVES**

This study is specifically aims to:

1. to develop a user-friendly web based interface.
2. to create a module to perform the following:
3. For Administrator:
   1. **User management module.**
      1. **Authenticate user,**
      2. **Add user, and**
      3. **Update user profile.**
   2. Order Management
      1. Queuing orders,
      2. View billing and payments information,
      3. Accept orders,
      4. Cancel orders,
      5. Confirm payment has been received,
      6. View the schedule for pick up,
      7. Confirm pick-up date, and
      8. Block user.
   3. Notification Module
      1. New order received,
      2. The deadline,shipment or pick-up, schedule of the order, and
      3. Orders with no payment after 2 days of placing an order.
   4. Item management module.
      1. **Add item, and**
      2. **Update item information.**
   5. Inventory module
      1. **View available stocks,**
      2. **View number of stocks left,**
      3. **Re-order Point,**
      4. **Stock-in, and**
      5. **Stock-out.**
   6. Generate the following reports:
      1. List of registered customers,
      2. List of collection(daily, weekly, monthly),
      3. List of orders (daily),
      4. List of cancelled orders,
      5. List of overdue/past due to orders,
      6. List of customer pending payments,
      7. List of available stocks,
      8. List of number of stocks left,
      9. List of re-order point,
      10. List of stock-in,
      11. List of stock-out,
      12. Acknowledgement/delivery receipt for the customer, and
      13. Customers review or feedback.
4. Walk- in Customer:
   1. Log-in Module
   2. Ordering Module
      1. Select items,
      2. Payments, and
      3. Reciept.
5. For Online Customer:
   1. **Registration module**
      1. **Register a new account.**
   2. Customer management module.
      1. Edit customer profile, shipping address,
      2. **Post feedbacks** and reviews, and
      3. Customers’ orders (finished and pending).
   3. Dashboard module
      1. **View all the available items,**
      2. **Select an item,**
      3. Add quantity,
      4. Select the size of the item, and
      5. Select the color of the item.
   4. Add to cart module.
      1. View all the selected items,
      2. Add order,
      3. Remove orders on cart, and
      4. Update order.
   5. Check-out module:
      1. Choose the mode of payment,
      2. Choose a delivery method(shipping or pick-up),
      3. Add shipping address,
      4. Setting a schedule for pick-up, and
      5. Place order.
   6. Billing module
      1. View sub-total bill, and
      2. Calculate the total bill.
   7. Order management module.
      1. Enter order ID,
      2. Send payment receipt,
      3. Print acknowledgement receipt, and
      4. Cancel order.
   8. Notification message for the following:
      1. Order confirmed,
      2. Deadline of payment,
      3. Payment received, and
      4. Schedule of order.
   9. Backup and Restore Module.
   10. **THE SIGNIFICANCE OF THE STUDY**

The following are the beneficiary of the said system.

*For the Company,* the system will be used by the company in solution to their problem. Hence, it will be helpful in upgrading their current ordering and billing system. It will also help to improve their operation and customers services. A global access, 24 hours a day, 7 days a week. Improved the client service through greater flexibility. Reduce the cost and the savings raises. Faster delivery of products. Increased professionalism, less paper waste and opportunities to manage your business from anywhere in the world.

*For the worker***,** the system will lessen the workloads of the staff as it will provide easier access to the orders, information about the items and customers. It also makes the daily operations such as accepting orders and checking the availability of the stock easier.

*For the customer,* it will easier for them to know the product’s information and ordering will less time to consume. Convenience is the biggest perk. There are no lines to wait in or cashiers to track down to help you with your purchases, and you can do your shopping in minutes. It give an opportunity to shop 24/7, and also reward a ‘no pollution’ shopping experience. There is no better place to buy informational products like e-books, which are available to you instantly, as soon as the payment goes through. Downloadable items purchased online eliminate the need for any kind of physical material at all, as well, which helps the environment!

*For the owner,*the system will produce a reports that can monitor in a quick time manner. Through this, the owner can immediately update its stock in order to reproduce the stock left.

*For the researcher,*it will serve as a reference for conducting a research study.

*For the future researcher,* it will serve as a reference for conducting a research study in the future.

* 1. **SCOPE AND LIMITATIONS**

The proponent aims to develop an Online Sales With Ordering Management System for CJ-Ashley Fashion Hub that will surely satisfy the customer service, reliable, user-friendly, accurate and secured. The proposed system includes features such as a user-friendly interface with a monochromatic colour scheme and minimalistic design that showcases the product in a pleasing way. An interface that customers can easily navigate and the items are organized by category. The items have detailed description such as available size and color, materials used, and other necessary information.

The following modules and features are provided to help the administrator:

User Management Module, The administrator has the authority to add a new user by filling up the form. The form needs some information on the staff such as full name, user name and password. This module allows Administrator to update user accounts and change the information such as first name, middle name, last name, user name and password. Also, the module allows can also authenticate if the user is registered or not to secure the information that can be found in the administrator module.

In the orders management module, the administrator can monitor the transactions. The administrator can see the queues of the orders. Upon clicking the customer’s order, the administrator can view the details including: the order id, order details, pickup schedule as well as the billing and payments information of the customer. The administrator has the ability to accept orders, cancel orders, and confirm if the payment has been received. The administrator can also confirm the pick-up date and view the schedule of the pick-ups for the day in an organized table. The system can also block the user to prevent the defrauding the company in the future.

Notification module is one of the added features. It can notify the administrator if there is a new order from a customer, or if the deadline, shipment, or pick-up schedule of the order is near. And can inform if the customer did not pay yet after the two days of placing the order.

In Item management module, this module allows the administrator to add a new item and edit the existing item’s details. It includes the name of the item, item’s category, price, brand, size, color and item’s photos to display.

The system has a mini inventory module. In this module, it lets the administrator view the available stocks of the items on hand, a number of stocks left. It also allows the administrator to change the status of an item or its availability. And also, it can add or edit the number of stocks of an item.

Generating of reports such as a list of registered customers, list of customer orders daily, list of cancelled and overdue orders, list of customer’s pending payments, acknowledgement receipt for pick-up orders and delivery receipt, and the customer’s review and feedback.

For the Attendant module, the attendant can only place an order if the customer is walk-in.

Under the Dashboard module, is the items and the items available wherein the attendant finds it easily the available items.

For the Ordering module, the attendant will select the item and the number of items.

Under the Billing modules, a billing statement will appear after the selection of items and number of items. The system automatically computes the bill.

For the Payment Module, the customer will pay cash to the attendanr. The attendant inputs the amount and saves the data. After saving, the status of all items may be updated.

For the Customer module, the customer can register a new account. The customers can only place an order if the customer is registered.

Customers can edit customer profile, shipping address, can give feedbacks and reviews about the respondent’s service, and view their orders history such as pending and finished ones in the Customer Management Module.

Under the Order management module, the customer can select the desired item and indicate the quantity as well as choose the color &size. After clicking the Add to cart button, the item will be added to the cart.

In the Add to cart module, the customer can view all the list of selected item and its price, and has the option to remove orders on the cart and update order.

After finalizing the orders, the customer will be redirected to the Check-out module. In the checkout module, customers can choose the payment method, choose a delivery method (shipping or pick-up), if the customer chooses the sipping option then the customer is required to add a shipping address and if it’s the latter then the customer must set a schedule for pickup.

In the billing module, the sub-total bill can also be seen and the system will compute the bill. If the order has reached the minimum number of items to avail the wholesale then the system will automatically deduct the amount to the sub-total. The shipping fee would be only added if the customer chooses the shipping delivery. The customer can place the order after submitting the required details in the check-out page or cancel the order.

Order management module, this module has allows the customer to send Payment Receipt as evidence for paying the order. The customer can also print the acknowledgement receipt for pick-up orders and in this module, the order can be cancelled within a limited time.

Customers can receive notification message if the payment has been received and for the following: confirmed orders, the deadline of payment, and for the pickup of order if it is ready to pick up.

The proponents will secure the data, information, and transaction of customers using a DBMS.

This system is delimited to the use of other company. The Online Sales with Ordering Management System are only intended for the use of CJ-Ashley Fashion Hub online shop only. The administrator and the assigned worker are the people that have access to manage the cashiering for the shop. The administrator is the only person that has access to manage all the transaction during the online ordering process. The administrator cannot change the personal information of the customer as well as the password. The owner can only view the generated reports and inventory. The worker cannot add items and accessing the reports and inventory generated. The customer cannot view other’s account information. The system does not generate the amount of shipping fee in the total bill. The system is not able to apply coupon codes in real-time. Moreover, the system will not confirm the orders unless the payments are received. The system does not accept cheque, credit cards, debit cards or any online banking remittance.