**CHAPTER I**

**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 staffs. The staffs are responsible for entertaining the customer’s needs. If the owner is out for the other business matter, the two staff 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 staff will gather the items and compute the bill. While entertaining the customer and computing the bill, the staff also entertains the incoming text messages, phone calls and messages on the Facebook page. First, the staff 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 staff finds it hard to locate the customer to ask for his contact information to be written in the record book, the staff scanned the record book in order to look for the customer’s orders.

In cancellation of orders, the staff manually scan the record book and marks the order an (x) or simply crossing out the information. The staff 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 an item through the Facebook; the customer scrolls down the page of the shop until the customer chooses an item to order. Some of the items are not updated and not categorized by design or style. The size, prize and a picture of an item are being shown in the post. It will be hard for the customer and to the respondents may loss customers due to a hassle exploration.

In ordering an item through Facebook; the customer look for the item that being posted. When the customer found the items to order the customer then copy or save the picture together with the details and send to the page of the shop. There’s an instance that the customer forgot the complete details or the picture that being send is incorrect. This leads to delay the confirmation of orders and processing of delivery as the staffs needs to wait for the customers’ response or reply.

In ordering through phone call or text message, the inquiry and ordering takes a long time since both customer and staff is describing the item. This can be confusing to the customer and the staff since they don’t face each other. Through these process, this will lead to a problem such as wrong item is delivered or incorrect color or size.

When the messages was being received, the staffs check the availability of the items. The staffs needs to go to the stock room and search the items to be order in the shelf or boxes. When the staff found the item, they manually count the number of items on stock. If not, staff replies to the customer that the items is being sold. With these process, the checking of availability of items makes the customers awaits that will lead to inconvenience and time consuming.

After checking the items availability, the staff replies to the customer to confirm the items and compute the total amount of items that the customers wanted to order then finalize the details of the customer’s order. The staff holds the items for 5 days and place the items into the reservation area. There’s an instance that the customer did not pay the ordered items. After 5 days of waiting for payment, the order will be cancelled. In 5 days of holding the items there’s an instance that the other customer wants to buy the on-hold items and pay immediately.

In managing the orders of the customer, the owner or the staff of the shop views the messages in the Messenger. The owner or the staff needs to view each messages to find the right information of customers order. There are instances that the owner or staff accidentally delete the conversation. Since the ordering process is in the Facebook messages, all the messages deleted cannot be retrieved anymore. The shop doesn’t have back up in order to contact the prospective customer. The orders are based on the queue of the received messages. Since the queuing of orders is unorganized, there’s an instance that staff or staff view the messages as unread then some of the orders may be place again. Through this process double entry or orders may encounter since they cannot mark the orders as finished.

In managing the items, the staff searches the item that’s needs to be updated. The staff finds it hard to locate the posted item. The staff or owner will post again to update the remaining items available in the shop. Through these, it adds workload to both owner and staff. The duplication of the posted item, incorrect of outdated information in the post can mislead the customer to order some items. The costumer will be confused about the item in which have the correct size, availability or price

In managing the Inventory, since they don’t have an acknowledgement receipt, the record book is only the basis of the owner or the staff in checking the items left and being sold. When a staff or owner does not record the inventory of all items brought or shipped out. Not recording of all items could result in a many items is being set to ship out more items than it was in stock. Since staff do the inventory every end of the month. The owner finds it hard to monitor the stocks.

In their billing process, the staff will compute the total amount and delivers the total amount verbally to the walk-in customer and phone call customer. In text messages and Facebook messages the staff will compute the bill. Since the customer can choose a mode of payment between shipping or pick up. In shipping the items the staff will add an additional payment for shipping fee. After that, a staff will give the billing statement of to the customer. If there are last minute additional changes in the ordering information. The manual processing of computing the bill leads to mistakes that will results in complaining of the customers for the total bill of their orders.

The proponent proposed an Online Sales with Ordering Management System for CJ-Ashley Fashion Hub to improve their ordering system, cater all customers and to give solution to their current problems such as tiring of searching an items, uncategorized items, overcoming of options, a time consuming of checking the items availability, wrong computations of bill, double entry of items, no back up for orders and no proper queuing of orders.

With this proposed system, the website will be user-friendly and the customers can search easily and finds the products have sufficient information that can cater the questions of the customer 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 automatically cancel all orders without payment after 2 days of placing the order. The system back-ups 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**
2. **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. Add shipping fee,
      5. Cancel orders,
      6. Confirm payment has been received,
      7. View the schedule for pick up,
      8. Confirm pick-up date, and
      9. Block user.
   3. Notification Module
      1. New order received,
      2. 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 number of stocks left,
      8. List of re-order point,
      9. List of stock-in,
      10. List of stock-out, and
      11. Customers review or feedback.
   7. Backup and Restore Module.
4. Walk- in Customer:
   1. Log-in Module
   2. Ordering Module
      1. Select items,
      2. Payments, and
      3. Receipt.
5. For Online Customer:
   1. Registration module
      1. Register a new account.
   2. Customer management module.
      1. Update 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, and
      4. Select the size and 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. Update 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. Send payment receipt,
      2. Print acknowledgement receipt, and
      3. Cancel order.
   8. Notification message for the following:
      1. Order confirmed,
      2. Deadline of payment,
      3. Payment received, and
      4. Schedule of order.
6. **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 staff***,** 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 OF THE STUDY**

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 that showcases the product in a pleasing way. An interface that customers can easily search 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, 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 and the queue of the customer orders, In clicking the customer’s order the administrator can view order details such as order ID, order details, mode of payment, delivery mode, updating the pickup schedule and the billing information and payment information. Through these, all of the orders or other transactions can be view and response immediatley. The administrator has the ability to accept, cancel, add shipping fee for shipping delivery mode and confirms the payment received, add some remarks for the customer to be aware on their orders. The administrator can also confirm or re-schedule the pickup date for the delivery mode and block the customer or user to prevent defrauding the shop in the future.

In the notification module, the administrator can be notify as soon as possible. If there are new order from the customer or a deadline for shipment and pickup, payment has been received, orders being cancelled or the orders is being re-scheduled. System automatically inform the administrator if the customer did not pay yet after two days of placing the order.

In Item management module, the system allows the administrator to add an items for a new stocks and update the existing items information. With these, the admin can add the future trending items and can update the incorrect details of the uploaded items in the system.

The system has a mini inventory module. In this module, the system allows the administrator to view the available stocks. Through this, the administrator can monitor the specific item. The administrator can also view the number of stocks left. In this part of inventory, the administrator will be aware on the stocks left. The proponents added a special feature of inventory module. These are the Re-Order Point that monitors the stocks set by the administrator that will be trigger according to the set value of the administrator after uploading the item, Stock-In that allows the administrator to increase the number of items to be sell and lastly the Stock-Out that allows to decreased the items added. These are the special feature that can help the administrator to monitor the shops progress.

Generating of reports such as a list of registered customers, list of collection (daily, weekly, monthly), list of customer orders daily, list of cancelled and overdue orders, list of customer’s pending payments, list of number of stocks left, list of re-order point, list of stock-in and list of stock out, acknowledgement receipt for pick-up orders and delivery receipt, and the customer’s review and feedback are the reports that can be the basis of the administrator on how to give solutions to the problems that may encounter in the future.

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

For the walk-in customer, the staff has a log-in module and ordering module that can select an items, receive payment and issue a receipt. With these, the administrator will have an access to monitor the sales in the shop.

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

For the Ordering module, the staff 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 staff. The staff 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.

In Customers management module, the customer can edit customer profile, shipping address, give feedbacks and reviews about the respondent’s service, and view their orders history such as pending and finished ones transaction.

In the Dashboard module, the customer with or without an account can view all the available items, select the desired item and indicate the quantity as well as choose the color and size. This will also view the subtotal of the item. After clicking the Add to cart button, if you are not registered customer you must register your identity in order to add into your cart the item then 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.

In Check-out module, after finalizing the items in cart, you can proceed to check out the ordered items. The customer can choose a mode of payment between remittance or walk-in, delivery method between pick-up and shipping, can add shipping address, set a schedule for pick up and once all done you can place your order and wait for the administrator to confirm the orders.

Order management module, this module allows the customer to send Payment Receipt of the remittance center 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, cancel the order, re-scheduling of pick-up date, and for the following: confirmed orders, the deadline of payment, and for the pickup of order if it is ready to pick up.

This system is delimited for accepting of cheque, credit cards, debit cards or any online banking remittance. 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. In giving discounts, the system doesn’t give a discount. The Online Sales with Ordering Management System are only intended for the use of CJ-Ashley Fashion Hub online shop only. The administrator is the only authorized person to manipulate the admins dashboard while the assigned staffs are the people that have access to manage the cashiering for the walk-in customers who visited in the shop. The administrator is the only person that has an access to manage all the transaction during the online ordering process, managing the staffs account, manage the items, manage the inventory and view the generated reports. The administrator cannot change the personal information of the customer as well as the password. The staff 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.