**CHAPTER ONE**

**1.0 INTRODUCTION**

Web design is the process of creating website. It encompasses several different aspects, including web page layout, content production and the graphic designed. While the term web designs and the web developments are often used interchangeably, web designed is technically a subset of the broader category of development. Web site is created using hypertext make up language (HTML). Web designers build web page using HTML tags that define the content and meter data of each page. The layout and the appearance of the element within a web page are typically defined using cascading style sheet (CSS). Therefore, must web site include a combination of HTML and CSS that define how each will appear in a browser in view of the above, shopping activities for various human needs is become a complex phenomenon which need a modern Intervention in order ease it and minimize the losses that may be uncounted in the process for both consumer and business owners.

* 1. **BACKGROUND OF THE STUDY**

Online business management systems are software applications or platforms designed to help businesses manage various aspects of their operations online. These systems typically include tools for managing tasks such as customer relationship management (CRM), inventory management, accounting and finance, project management, marketing, sales, and human resources.

Online business management systems can streamline operations, improve efficiency, and help businesses make informed decisions by providing real-time data and analytics.

Over the years as supermarkets appeared some of those traditional shops closed down and small corner shops selling many of the same things started to appear, often staying open much later than the new supermarkets.

As the supermarkets stays open for long hours even many of small corner shops disappeared. as the supermarkets (hyper markets) have grown larger, and more have appeared other areas of shopping which have been affected include Closing, Hardware, Car spares and many other areas.

A good and well design website will help in providing a good understanding ground and capacity to control your financial cost. It also providing flexible to suit individual need of customers. Be achieved through the set of HTML in designing the website that suit need of a particular E-commerce. the website helps increasing profit managing by keeping better track of product to avoid any losses, as well as help in taking note for the best-selling product so that they can kept in stock.

The project explored the basic business operation of Wudil furniture that is carried out traditional and analyzed its problem and difficulty, design and develop a simple user-friendly website that overcome most of the difficulty facing traditional system of operation by the use of HTML.

**1.2 STATEMENT OF THE PROBLEM**

The problems which customers are facing is searching for item in the shop management to purchase, lack of accurate information about the available items in shop are among the major problem of traditional ways of shopping in Nigeria

1. It is time consuming
2. Difficulties of locating items in stores/shops
3. Need number of personnel to work in the shop management
4. Procedure involve are tedious and error prone
5. Power consumption cost

**1.3 AIM**

The aim of this project is transforming traditional method of business into modern one through online business management system.

**OBJECTIVES**

1. To Develop an efficient E-commerce platform
2. To optimize inventory and supply chain management
3. To enhance customer engagement and satisfaction
4. To Analyze market trends and consumer behavior
5. To Ensure scalability and sustainability
   1. **RESEARCH QUESTIONS**
6. What are the current trends in the online furniture market?
7. What are the preferences and buying behaviors of customers in the online furniture sector?
8. What are the most effective e-commerce platforms and technologies for managing an online furniture business?
9. What strategies can improve customer satisfaction and retention in an online furniture business?

**1.5 SIGNIFICANCE**

The significance of the project can be seen in three filed: the customer will make his exploration; make choice and purchase at ease the business owner will maximize business growth and expansion as there could be no limit to who could visit your shop to make purchase invariable that could solve a lot of fraudulent acts that are usually common in business of this kind.

The important of the project are:

1. To make business easier and faster.
2. To save time.
3. It helps the management in reducing cost such as labor e.t.c

**1.5 SCOPE AND LIMITATION OF THE STUDY**

The scope and limitation of this projects is to explore the difficulties faced by consumers in conventional shopping method and design a user-friendly website by the used of HTML.

The projects focus on developing a website that will aid online furniture business management system at Wudil furniture.The project will be carried out using HTML.

**CHAPTER TWO**

**LITERATURE REVIEW**

**2.0 INTRODUCTION**

This chapter consists of review of literature related with influence of online furniture business management system on consumers and also deals with business perspective. Then it reviews the current issues in online furniture business management system and factors affecting adoption of online furniture business management system. Further it provides a critique review of miscellaneous studies related with online furniture business management system. This is followed by highlighting the research gaps and contribution of the present study. And it will highlight the history of case study.

**2.1 MAJOR CHARACTERISTICS OF ONLINE CUSTOMERS**

The typical Internet user of the twentieth century is young, professional, and affluent with higher levels of income and higher education (Palumbo and Herbig, 2017). They value time more than money which automatically makes the working population and dual-income or single-parent households with time constraints better candidates to be targeted by non-store retailers (Burke, 2019). Actually, both demographics and personality variables such as opinion leadership or risk evasiveness are very important factors that are considered in studies trying to determine the antecedents of Internet purchases (Kwak et al., 2020). Confirmatory work shows that income and purchasing power have consistently been found to affect consumers’ propensity to shift from brick-and-mortar to virtual shops (Co-mor, 2018). Internet usage history and intensity also affect online furniture business management system potential. Consumers with longer histories of Internet usage, educated and equipped with better skills and perceptions of the Web environment have significantly higher intensities of online furniture business management system experiences and are better candidates to be captured in the well-known concept of flow in the cyber world (Sisk, 2000; Hoffman and Novak, 2021; Liao and Cheung, 2016). Those consumers using the Internet for a longer time from various locations and for a higher variety of ser-vices are considered to be more active users (Emmanouilides and Hammond, 2020).

As Bellman et al. (2013) mention, demographics are not so important in determining online purchasing potential. Whether the consumer has a wired lifestyle and the time constraints the person has are much more influential. Risk taking propensity is also a powerful factor. E-shoppers have higher risk-taking tendencies.

Consumers with high levels of privacy and security concerns have lower purchasing rates in online markets but they balance this characteristic with their quest for making use of the information advantage of the environment (Kwak et al., 2002; Miyazaki and Fernandez, 2020). These educated individuals, as more confident decision makers, are much more demanding and have greater control over the purchasing process from initiation to completion (Rao et al., 2018).

**2.2 ONLINE FURNITURE MANAGEMENT SYSTEM BEHAVIOR**

Identifying pre-purchase intentions of consumers is the key to understand why they ultimately do or do not shop from the Web market. One stream of research under online consumer behavior consists of studies that handle the variables influencing these intentions. A compilation of some of the determinants researchers have examined are: transaction security, vendor quality, price considerations, information and service quality, system quality, privacy and security risks, trust, shopping enjoyment, valence of online business experience, and perceived product quality. (Liao and Cheung, 2020; Saeed et al., 2020; Miyazaki and Fernandez, 2022; Chen and Dubinsky, 2022).

The lists of factors having a positive or negative impact on consumers’ propensity to shop do not seem to be very different from the considerations encountered in offline environments. However, the sensitivities individuals display for each variable might be very different in online marketplaces. Factors like price sensitivity, importance attributed to brands or the choice sets considered in online and offline environments can be significantly different from each other (Andrews and Currim, 2016). Uncertainties about products and shopping processes, trustworthiness of the online seller, or the convenience and economic utility they wish to derive from electronic shopping determines the costs versus the benefits of this environment for consumers (Teo et al., 2018). Further studies aiming to complete the full set of factors influencing consumers repurchase intentions are still much awaited.

**2.3 CONSUMER SATISFACTION AND LOYALTY IN THE ONLINE FURNITURE BUSINESS MANAGEMENT SYSTEM**

Investing in consumer satisfaction from the online experience and creating brand or site loyalty are critically important for companies that want to have a long run presence on the Web. There are two approaches taken to induce loyalty into consumers in an online context. One approach is to focus on concrete factors. For example, creating a convenient and well-designed online store and offering secure transactions are the keystones of satisfying e-consumers (Szymanski and Hise, 2016). However, all satisfied consumers do not become loyal. Personalization attempts and increasing the social value of online experiences are very important to make consumers build strong brand relationships in the cyber world. Although Nunes and Kambil (2018) argue the opposite, some studies find that personalized Web sites and customer communities are highly influential on the consumer brand relationship especially for experienced Internet consumers (Thorbjornsen, 2021). Besides, businesses that can create trust and increase the perceived value of online furniture business management system can turn their satisfied consumers into loyal ones in the e-marketing environment, too (Anderson and Srinivasan, 2020). The online environment accommodates so many opportunities for creating loyalty even offline offerings can be effectively facilitated with supporting after sale servicesprovided through the Web (van Riel et al., 2019).

**2.4 FACTORS INFLUENCING THE CONSUMERS’ ONLINE INFORMATIONSEARCH**

The Web allows for the amassing, analysis, and control of large quantities of specialized data, which enables comparison shopping and speeds the process of finding items. The Web also facilitates trials and can provide instant gratification; customers can test products online, which may stimulate purchase. Ease of use of technology, effectiveness of online search, and user satisfaction are antecedents of the perceived benefits of information search (Kulviwat*et al.*, 2019)

* 1. **EASE OF USE**

Ease of use in the context of online search includes Web design, format, template, and user- friendly program. One key feature is interactivity, which allows consumers to personalize their information search, thereby increasing the perceived benefits of a search.

**2.6 EFFECTIVENESS OF SEARCH**

Effectiveness of search can be defined as the consumer’s ability to acquire and utilize relevant information from the external environment (Punj&Staelin, 2010). Interactive decision aids on the Internet (e.g. a wide variety of software tools including search engines), help consumers locate useful information (Bradlow&Schmittlein, 2019; Haubl & Trifts, 2018), such as screening alternatives and organizing pieces of messages to form a viable consideration set (Alba et al, 2017).

* 1. **USER SATISFACTION**

User satisfaction can be defined as an individual’s positive and/or negative reactions to the use of information or computer technology (Bailey and Pearson, 2015). Information search requires less effort online than offline. Alba *et al.* (2017) contends that a significant benefit of online search and shopping is the vast number of alternatives accessible to consumers without physical strain in a brick and- mortar retail environment. For example, it takes far less time and effort to visit a virtual store than a local retail outlet. This great flexibility, in the electronic shopping environment, increases consumers’ satisfaction (Ariely, 2010). (Kulviwat*al.* 2014)

**2.8 PERCEIVED COST OF INFORMATION SEARCH**

Perceived costs consist of monetary, temporal (time), mental, psychological, and behavioral (physical) effort required in a search process. Studies (Punj & Staelin, 2019; Srinivasan, 2013) found that search costs negatively affected search activity as predicted by theory (Stigler, 2017). After all, online search is not effortless. In fact, it can be stressful as some may experience information overload. (Kulviwat et al. 2018) Bhatnagar et al. (2018) suggest that shopping online is perceived to be quite risky. Perceived risk includes fear of technology use and information overload, feeling of uncertainty and confusion, feeling of insecurity when engaging in online transactions (e.g. credit card fraud). Because technology for secure transactions (e.g. online payment) is not yet mature, security and privacy are major issues that should be addressed satisfactorily in this medium. Hence, perceived risk will induce a perception of increased cost in searching online that discourages motivation to search information online (Klein and Quelch, 2021). (Ibid)

**2.9 ABILITY TO SEARCH**

In addition to perceived benefit and cost, ability to search is a major determinant of information search online. Capability to search is related to ***knowledge education*** and ***experience*** (Schmidt &Spreng, 2020).

**2.10 BUYING STRATEGIES**

Buying strategies can be conceptualized as either simplifying or optimizing in information gathering. Kiel and Layton (2021) found that consumers satisfied with their previous purchases searched less information for the next purchase. Also, people seem to visit fewer stores online despite the fact that they are “just a mouse click away” from other stores. This is consistent with the idea that consumers are limiting their search to just a few of the most popular sites. Johnson *et al.* (2019) found that the top 1 percent of Web sites captures 50 percent of all visits to the Web.

**2.11 A BRIEF HIGHHLIGHT ON THE CASE STUDY (BAFFI FURNITURE)**

Wudil furniture is a well-known furniture brand in Kano, Nigeria, with a long history of providing high-quality, stylish and durable furniture to its customers. The company was founded in the 1980s by a group of skilled carpenters and furniture makers who had a passion for creating beautiful and functional pieces of furniture.

Over the years, Baffi furniture has grown and expanded its product offerings to include a wide range of furniture items such as beds, sofas, dining tables, wardrobes, and more. The company has built a strong reputation for its attention to detail, craftsmanship, and use of high-quality materials.

Wudil furniture has also become known for its innovative designs and ability to create custom pieces to meet the specific needs of its customers. The company has a team of talented designers and craftsmen who work closely with customers to bring their vision to life.

Today, Baffi furniture is a trusted name in the furniture industry in Kano and continues to be a go-to destination for those looking for beautiful, durable, and stylish furniture pieces. The company's commitment to quality, craftsmanship, and customer satisfaction has helped it maintain its reputation as a leader in the furniture market in Kano.

**CHAPTER THREE**

**SYSTEM ANALYSIS AND DESIGN**

**3.1 INTRODUCTION**

In this chapter, we will talk about the current system of Baffi furniture and its problems, then the process of solving the problem of the current system by creating a new system.

**3.2 SYSTEM ANALYSIS**

**3.2.1 FEASBILITY STUDY**

* **ECONOMIC FEASIBILITY**

The management of the Baffi furniture agreed to apply the new system because the system does not require much money.

There will be sufficient benefit that would be expected from the new system and they can afford the cost that would spent to create the new system.

* **TECHNICAL FEASIBILITY**

The management of the Baffi furniture have all the necessary items/equipment that need to apply the new system such as computers, scanner, printer e t c.

The new system can be upgrade if develop.

**3.2.2 ANALYSISOF THE CURRENT SYSTEM**

When a customer is about to buy an item, he/she will use a vehicle to travel to the shop, this will take mush od his/her time before reaching there, wasting of energy, gas money. Also, the management shop are uncounted problems like difficulties of locating items in shop, need number of personal to work in the shop, losing document e t c.

The current business of Baffi furniture is a manual one. These make the system and very difficult to control.

**cost of operation of the existing system**

* Too much of staff
* Intangible cost

**3.2.3METHOD OF INVESTIGATION**

During this project research work, data was gathered through the following ways:

* Oral interview

This was done between the analysist and staffs of the Baffi furniture

* Study of the manual system

We studied the manual of the current system.

**3.2.4 PROBLEM OF EXISTING SYSTEM**

Due to the manual means of been used by the Baffi furniture, keeping both user information and management record, a lot of problems are uncounted which include:

* Lose a vital document as the filling system in manual
* Take a lot of time retrieve a particular receipt or record
* Damage of document due to fire or rain incidence

Start

customer

Ask item(s)

Price of

Item(s)

leave

Customer

Customer pay

Documents

end

Store data

manager

**flow chart of the current system**

STORE KEEPER

CUSTOMER

STAFF ORDERING

STORE

CASHIERS

Document

MANAGER

INVENTORY

SUPPLIER

**Data flow diagram of the current system**

**3.2.2.4 PROPOSED NEW SYSTEM**

* A database application will be used in order to store customer’s information
* Packages will help in order to the management document
* Easy to view any document and retrieved it anytime

**FLOW CHAT FOR THE PROPOSE SYSTEM**

Start

End

Price

Cashier

Payment after deli vary

Leave

Order

Select item(s)

Visit the website

Customer

NO YES

Manager

**flow chart of the new system**

CUSTOMER DATA BASE

PROCESS ORDER

CUSTOMER

CASHIER

DOCUMENT

MANAGER

SHIP ORDER

STORE KEEPER

IT DEPATMENT

**Data flow diagram of the new system**

**3.3 SYSTEM DESIGN**

**Database interface:** using this, the administrator can access information for all user who have placed order of the items in access database table which is automatically updated when the place-order button is clicked figure 3.5 display the database with the user’s tab that contains the information for all users that authorized their information using the user authentication form. After clicking the refresh button on the user’ tab once a user successfully sends an order.