

KAIMISAN ONLINE BOUTIQUE SYSTEM

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TABLE OF CONTENTS

	Page
PRELIMINARIES	
Title Page	i
Approval Sheet	ii
Acknowledgment	iii
Dedication	v
Executive Summary	vi
Table of Contents	viii
CHAPTER	
I INTRODUCTION	
Project Context	1
Purpose and Description	3
Objective of the Project	5
Scope and Limitation	5
II REVIEW OF LITERATURE	
III TECHNICAL BACKGROUND	
Software Development Model	14
IV METHODOLOGY	
Project Plan	18
Project Team Assignment	20
Data Gathering Procedure	20
V RESULT AND DISCUSSION	
Current System	22
Functional and Non-Functional Requirements	24
Print Screen	25
Implementation Plan	29
Development and Testing	30
CHAPTER VI: SUMMARY, CONCLUSION AND RECOMMENDATION	
Summary	32
Conclusion	33
Recommendation	33



LIST OF TABLES

1	Project Staff and Functions	20
2	Summary on Assessment of the Features of the Developed Website	30

LIST OF FIGURES

1	Rapid Application Development Model	14
2	Gantt Chart	18
3	Role of the Customer and the Owner	23
4	ER Diagram	24
5	Log-in Form	25
6	Homepage	26
7	Administration Area	27
8	Ordering Area	28
9	Search Engine	29



Chapter I

INTRODUCTION

Project Context

Online business is a booming strategy for businessmen nowadays. An online store is a website that offers products for sale. It is popular to everyone, businessmen or shoppers, for its advantages on both parties. On the entrepreneur's side, online stores, serve them two goals. One is selling. It is the major goal of entrepreneurs in using online stores, the mere purpose of their business. Through online stores they can increase their sales. Opening an online store can be compared in opening another branch of their shops, it's just that, it will cost them lesser amount of capital because they don't have to buy or rent lands or buildings, they don't have to acquire clearances and certificates needed when they open shops literally. They will not hire sales ladies or representatives. Thus, the money they will be saving will add up to their income. The second goal is to advertise the real shop. It will enable the owners to popularize their business and products. It will give them advantage against competitors because the business will be more popular. It will give them opportunity to take advantage of the high demand for online stores from consumers.

Having an online store means so much to a business person. It shows the versatility of a person to follow the fast changing trends of business. Online stores surely deliver advantages to both entrepreneurs



and customer. I'm so glad this system was proposed for my business.

(Janet Sonio Tacla)

For shoppers, online shopping offers many advantages, including:

(1) Incredible convenience. In comparison to a brick and mortar store with fixed hours, online shoppers can choose any time of the day even at night to get on the Web and shop. This is especially useful for mothers with small children, people that are home-bound, people who have fixed work schedules or simply in times of inclement weather.(2) Price comparisons. When you visit a store, most likely you have to settle for whatever price the vendor has placed on a particular item. Not so with online shopping - you have the ability to compare prices from hundreds of different vendors (3) Infinite choice shelf space in a brick and mortar store is limited. This means that the variety of goods is limited. However, this is not so with an online store. Plus, if you don't see what you want in one store online, you can simply move on to the next one – because have the power to do it. (4) Easy access to consumer reviews: (5) No pressure sales: (6) Hassle free: Online shopping uses virtual carts and cashiers. Costumers don't have to lift the items all throughout their shopping time and of course they will not encounter the long line of furious costumers on the cashier area.

Kaimisan Boutique is one of many businesses out there aspiring to expand their business through internet. It is owned and managed by Mrs. Janet Tacla from Nalvo, Sta. Maria, Ilocos Sur. Her boutique is



located at the New Public Market, Sta. Maria, Ilocos Sur. The boutique has the vision to offer the most fabulous and unique line of clothing for both men and women. It offers affordable fine lines of clothing of different brands like dresses, casual wears shirts, skirts, shoes, sandals, wedge, and perfumes for men and women such as Adidas, Calvin Klein, Afficionado and many more. Kaimisan Boutique also offers customers variety of jewelries, bangles and other fashion accessories.

The researchers observed that the owner of the business manages the boutique through manual system particularly in transacting clientele's order. The boutique offered excellent services. However, listing of orders, looking for their prizes and computing them is time consuming and needs ample time for computation. In this regard, the proponents coincided to undertake an Online Boutique System to lessen the manual activities the Kaimisan Boutique is facing.

Purpose and Description

The main focus of this study is to design and develop an Online Boutique System that addresses the needs of the clientele in the procurement of the available items. It also aimed to test the usability of the aforementioned system through Web Analysis and Measurement Inventory. It will be an alternative way of advertising and having business communication and transaction between the owner and the clientele.



Online Kaimisan Boutique is an online store that will offer different clothing line for both men and women through the internet. It will have the basic functions of an online selling such as catalog browsing, catalog management, product browsing, order management and search engine optimization. This system aimed to benefit the following:

Boutique Owner. The Kaimisan Online Boutique will cater the needs of the owner in accepting and releasing orders to the clientele or customer. Through the developed Online Boutique System, it will lead the owner to put up another branch of such kind of establishment for the assurance that the above mentioned business can easily manage.

Costumers/Shoppers. Transaction in terms of boutique business items is accessible through the Online System. Faster response of the owner to the clientele's needs will happen through this system and it will become accessible to all regardless of the location of the costumer and as long as there is communication signal. Money, time, energy will be saved out of this developed system.

Proponents. The researchers can impart their vast knowledge in this Online System to the business owners. This will be a great help for them, as a beginner, in applying the learned skills in the field of surfing, programming encoding and other computer related competencies.



Future Researchers. A parallel study should be conducted by future researchers to come up with other variables in making online related system more useful.

Objectives of the Project

General Objective

This study was initiated to design and develop an Online Boutique system that sells different clothing lines online.

Specific Objectives

1. to identify the existing system of Kaimisan Boutique.
2. to design and develop an Online System for Kaimisan.
3. to test the usability of the developed online Kaimisan Boutique.

Scope and Limitation

This study was directed to design and develop an Online Kaimisan Boutique. The system allows the users to browse for sale items including their description, availability, sizes, colors and price. Log-in form of the owner's boutique such user name and password that have different buttons for the different item types for easier shopping were included in the system. A search feature was placed for faster and more specific search. The system offered cash on delivery service. Billing and payment system were not integrated in the developed online system. These will be done upon the delivery of such order items.

**Chapter II****REVIEW OF LITERATURE**

Visiting a mall is advantageous because of the numerous stores housed in one complex. Groceries, clothes, shoes, reading material, food courts, cinemas and entertainment arcades are available in one place. It is possible to spend an entire day out at the mall, shopping, eating, taking in a movie or playing games. Malls make great meeting places for friends to catch up over coffee at a café or a meal at the food court. Families get to do their weekly shopping, pick up odds and ends and keep the kids entertained at the mall. One of the major disadvantages of shopping malls is their inconveniences. These include excessive crowding, especially on weekends and holidays. Sometimes it seems that everyone has the same idea—to congregate at the mall. Crowded aisles and stores make shopping very difficult; people often end up forgetting items they needed to buy. Senior citizens with mobility problems may have difficulty in traversing the mall, because of the largeness of the place. Parking can also be a problem when the mall is very crowded.

Boutique is a small shopping outlet, especially one that specializes in elite and fashionable items such as clothing and jewelry. The word is French for "shop", via Latin from Greek "storehouse". The term entered into everyday English use in the late 1960s when, for a brief period, London was the centre of the fashion trade. Carnaby Street and the



Kings Road were the focus of much media attention as home to the most fashionable boutiques of the era. Boutique is a beautiful version of a shop, and also a relaxed version of shop. (Miriam Webster Dictionary, 2010).

Online shopping is the act of purchasing products or services over the Internet. Online shopping has grown in popularity over the years, mainly because people find it convenient and easy to bargain shop from the comfort of their home or office. One of the most enticing factors about online shopping, particularly during holiday season, is it alleviates the need to wait in long lines or search from store to store for a particular item.

Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. Mobile commerce (or m-commerce) describes purchasing from an online retailer's mobile optimized online site or app. (wikipedia.com)

Nielsen has published new statistics on the overall online shopping trends – Over 875 million consumers in the world have shopped online especially in India. The number of internet shoppers increased for 40% in two years. (Sante J. Achile, 2009).



With internet penetration increasing exponentially in the Philippines, and the growing number of consumers who are turning to the internet to conduct product research and ensure they are getting the best price or deal, this trend provides an apt environment to convert online researchers to make online purchases. (Stuart Jamieson, 2006). The Internet, quite similar to shopping, is a relative normal activity in most people's daily life. However, the rise of the Internet has increased the ability for consumers to shop in more locations, shop for longer periods of time and purchase more items with ease. (Addictionhelpcenter, 2010).

According to Monsuwe, Delleart and Ruyter (2004), there are five external factors to understand consumer's intention to purchase in the internet such as the consumer's personality, situational factors, product characteristics, previous online shopping experiences and the trust in online shopping. Consumers' trait includes their demographic factors such as age, income, gender and educational level will lead them to have the intention to shop online. For age factor, consumers that are aged under 25 have more potential to shop in online because of their interest in using new technologies to search for product information and compare and evaluate alternatives (Wood, 2002).

In 2013, internet retailing enjoyed healthy current value growth of 13%, ending the year with sales of 11 billion. This was the result of



increasing internet usage among Filipino households, as well as overall greater ease in performing online payments. This was linked to the growing number of Filipinos employed by business process outsourcing companies online, who typically receive payments through online means, such as PayPal or Xoom. This has paved the way for more options other than credit cards to make purchases online. In 2013, Zalora and Lazada have quickly risen to become the top players in Philippine internet retailing. Their leadership position stems from their effective positioning in their specific product categories, such as Zalora in apparel, and Lazada in consumer electronics. Internet retailing is expected to continue performing robustly throughout the forecast period. Constant value sales are expected to grow by a CAGR of 11% as online transactions will become increasingly more common and familiar to Filipinos. (Euromonitor, 2013).

The fastest growing online shopping site in the country, Lazada is the Philippines' number one online shopping site. Lazada offers a wide array of products and provides convenient online shopping experience with its nationwide shipping, warranties, 30-day returns policy, and easy payment options. Consumers can shop anytime and anywhere for books, electronics, phones and accessories, computers, home and living, hardware, home appliances, toys, kids and babies, travel and luggage, beauty, jewellery and watches, fashion, and sports.



Lazada is also present in Indonesia, Thailand, Vietnam, and Malaysia. Lazada is owned by Rocket Internet (<http://www.rocket-internet.de>), the largest, fastest and most successful international online venture builder. To shop at Lazada customers can select products, then after that they register and pick a payment option then lastly customers can now have the products delivered quickly and safely.

Lazada allows several payment methods – PayPal, credit card (instalments available), and cash on delivery. After a successful transaction, a costumer will get an order status and tracking number that let him/her keep track of his/her order until it is delivered. Customers can contact Lazada between 8am to 9pm (Monday to Friday) or between 9am to 6pm (Saturday, Sunday, and Holiday) at contact page or (02) 795 8900 to check the status of orders, ask any question about Lazada or give feedback on their shopping experience.

According to Devon Willis, an e How Contributor, Mall culture has become big business, as shopping malls have evolved into mulch-storied structures housing a large number of stores that sell diverse products and services. Shopping malls house a collection of retail stores and restaurants, adjoined by pedestrian areas or an exclusive pedestrian street. In 1928, the Arcade in Providence, Rhode Island was the first to introduce the shopping mall concept to the United States. However, the concept was not new, if you consider the indoor, multi-vendor shopping of Isfahan, Iran's Grand Bazaar in the 10th century.



Finding a product online is much easier than looking for it in the local store. Searching any product can be easily done by using the search engine feature of an online shopping website. Sometimes, it becomes very annoying if the product cannot be found even after looking in the couple of shops. But in online, there's no such problem like this. Failing in finding a product, the browser can switch to a new shopping website without wasting time. Sometime a product can be much cheaper in another country than here. In this case it would be wise to shop online to save some money. Saving time going to store and avoiding standing in front of the crowd will be derived out of Online Boutique System. Shopping from the local store become more time consuming and expensive without the presence of own car. Freedom of choice is very high in online than shopping from a nearby store. In online the costumer can choose the product by looking from a vast range of products. The clientele can enjoy the freedom of price flexibility. If the price is too expensive, the browser can switch the other online to store to look for a cheaper price. This procedure can be followed in normal shopping, but it would take more time and energy to do so.

Now a day's shopping online is very reliable. The percentage of satisfaction is very high. This is why you would see most of the seller has 99%+ positive feedback. Dependable websites like eBay provides buyer protection to motivate people to buy from their site. This highly trusted websites will give your money back if any seller do not deliver the item or



deliver an item which does not match with the description. Shopping online is very useful in buying rare products. The price of the part was very affordable too. The costumer can buy any kind of product from online web store anonymously to maintain your desired privacy.

The progress of online business is actually helping millions of people. Now people can buy and sell from their home. People who cannot afford to buy or rent a shop, can easily open an online store and sell items from their home. This is playing a very important role in reducing the unemployment rate. The main disadvantage of online shopping is the customer cannot receive the product immediately. The Customer has to wait until the product arrives. Sometime it is better to have an item instantly than keep waiting for it for many days. The customer doesn't know about the actual quality of the product. Sometimes the description of the product might be different than the actual product. As a result you might end up with inferior quality product.

Shipping charge and shipping delays are one of the main disadvantages of shopping online. Items are generally cheaper in online web store. But sometime the addition of shipping charge makes the price similar or more expensive than the nearby local store. Sometime the customer may face Delivery risk. Delivery risk occurs when the seller fails to deliver the original product or delivers a damaged product due to shipping problems. Since its very easy to search & purchase different



items very easily and quickly from online, many people ends up being an online shopaholic. That means they buy too many things they actually don't need. Sad to say, Online Shopaholic people thinks they are saving money because the cost is very low when you shop from online, but sometime it's actually a waste because the clientele don't need them.

As online shopping is becoming very common the number of online scam and fraud is also increasing. This is why a buyer should always buy from trusted websites only because trusted websites would take care of any fraud to maintain their reputation. Returning an item is difficult in case of online shopping. Although seller accepts sells return, the customers usually want the item within a short period of time and the customer also has to pay for the shipping charges.

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