

# Full Stack Web Development



Submitted By:  
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# Company Profile

- Acme Ceramics - Morbi was established in the year 2004
- Emerged with development in design and technology
- Design most beautiful and elegant digital printed wall tiles
- Latest Product developed with new immersive design know as Hexa tiles.
- 35% growth rate from 2004 to 2014 and still it continues to grow
- It is India's fastest growing ceramic, vitrified tile company and considered among the world's best ceramic tile manufacturing companies
- India's Largest Hub of Ceramic Industry
- Enormous chains of the company in India
- Exports products to other large sources such as Dubai, Sudan, Saudi Arabia etc.
- Ceramic association group aimed to achieve \$ 3 billion dollar turnover till 2020 which includes more than 500 industries.

# Introduction to Project

- Ceramic Website Development
- Work done under Mr. Dipak M Patel, Head of Marketing Department
- Head Office, Acme Ceramics - Morbi

# Technologies Used

- Front End Development
  - HTML
  - CSS
  - JavaScript
  - Bootstrap
- Backend
  - MySQL
  - PHP
  - XAMPP
- Required System
  - Ubuntu 16.04 LTS
  - Dell Inspiron 5888 15"

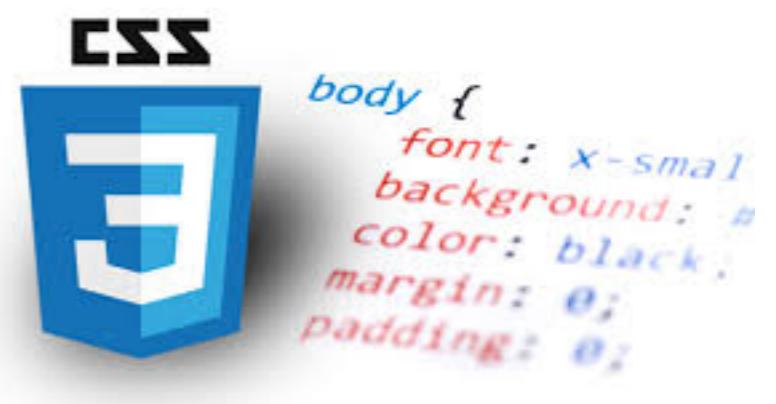
# HTML

- Hypertext MarkUp Language
- Describes the structure of Web pages using markup
- Building blocks of HTML pages
- Represented as tags



# CSS

- Building blocks of HTML pages
- Describes how HTML elements are to be displayed on screen
- Control the layout of multiple web pages all at once
- Stylesheets stored in CSS File



# JavaScript

- Programs the behavior of web pages
- Lightweight, interpreted programming language
- Open and cross-platform
- Used for interactive website



JavaScript

# BootStrap

- Free front-end framework
- Faster and easier web development
- HTML and CSS based design templates
- Ability to easily create responsive designs



# MySQL

- Most popular Open Source Relational SQL Database Management System
- Powerfull and works well even with large data sets
- Works with PHP, PERL, C, C++, JAVA, etc.
- Uses a standard form SQL



# PHP

- PHP: Hypertext Preprocessor and open source
- Add, delete, modify data in your database with encryption
- Create, open, read, write, delete, and close files on the server
- Generate dynamic page content



# XAMPP

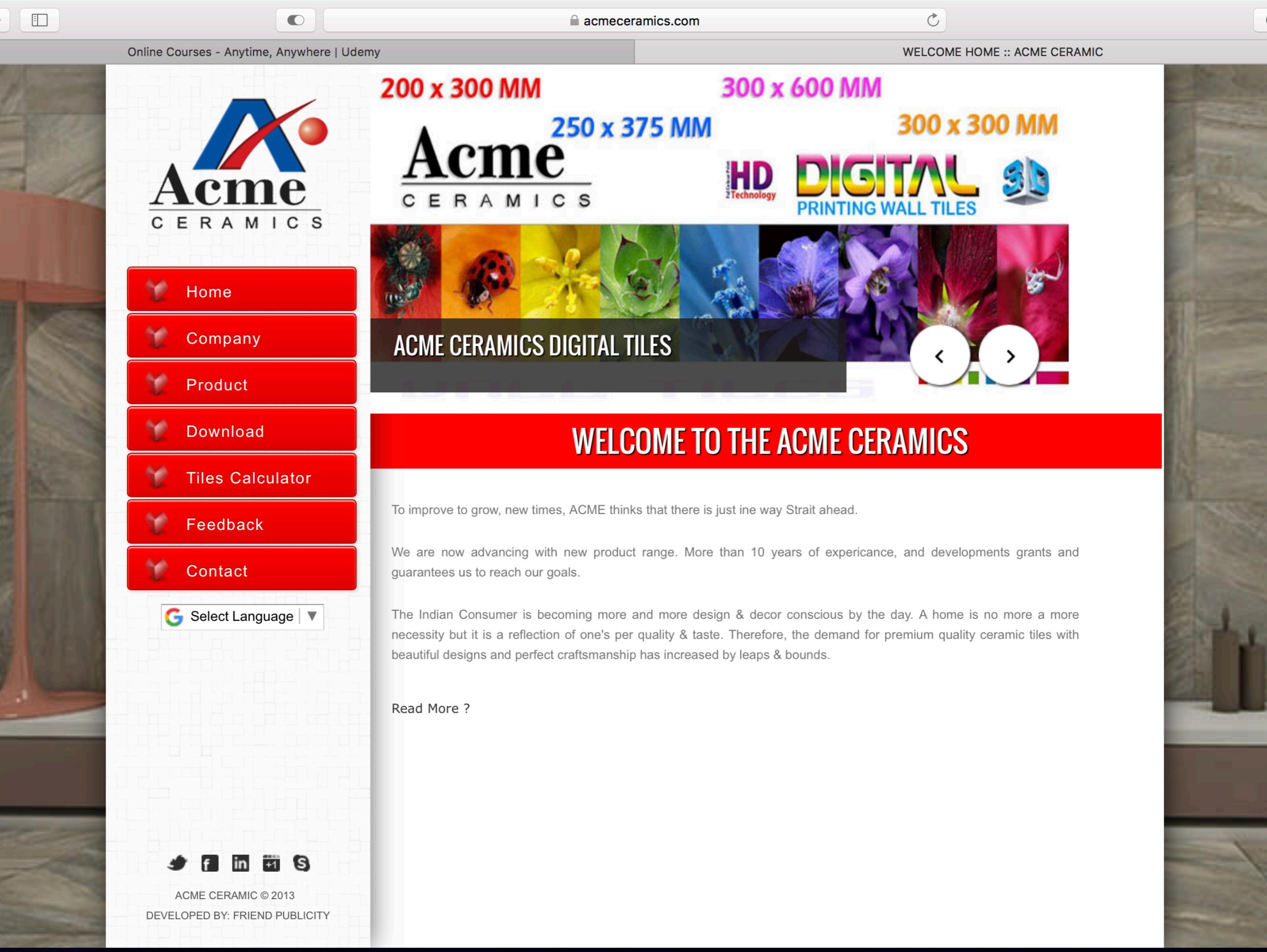
- Light-weight, easy and Open Source
- Allow to do local development on websites
- Works with server side programming language e.g. PHP
- Run a server on PC itself



# Problem Statement

- Elemental Design
- Ground up Development
- Backend Development
- Search Engine Optimization
- Security Essentials
- Connecting Users
- Customer Feedback

# **Company's Previous Website**



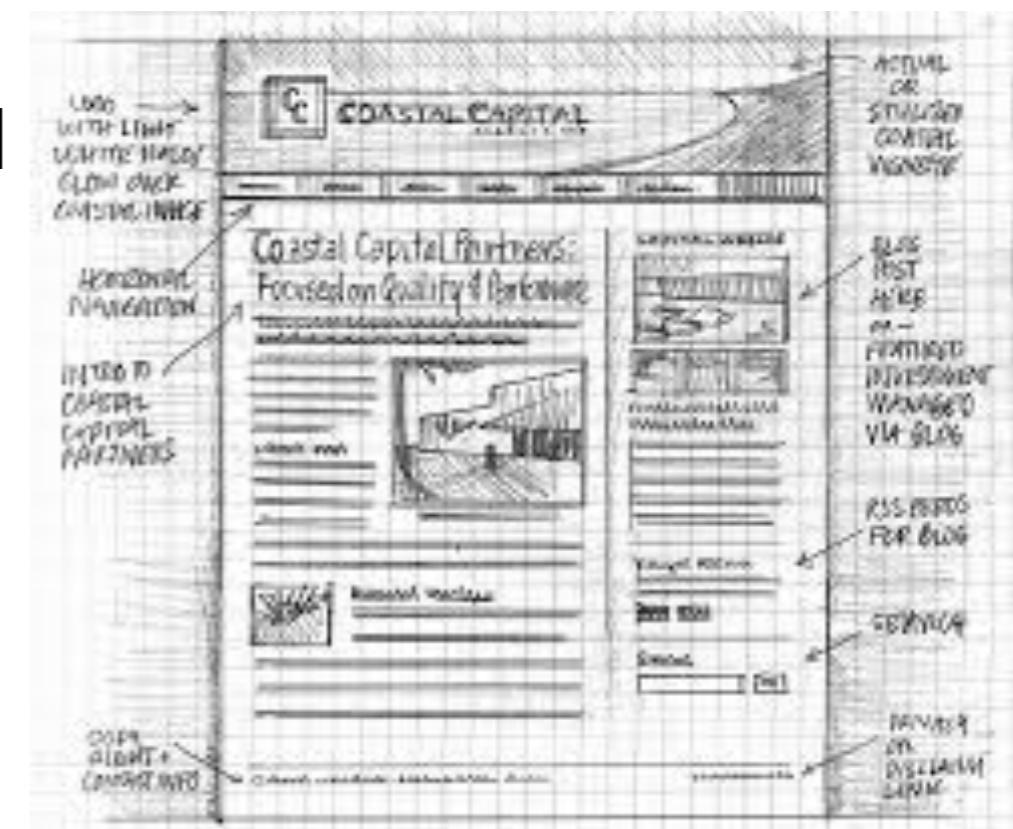
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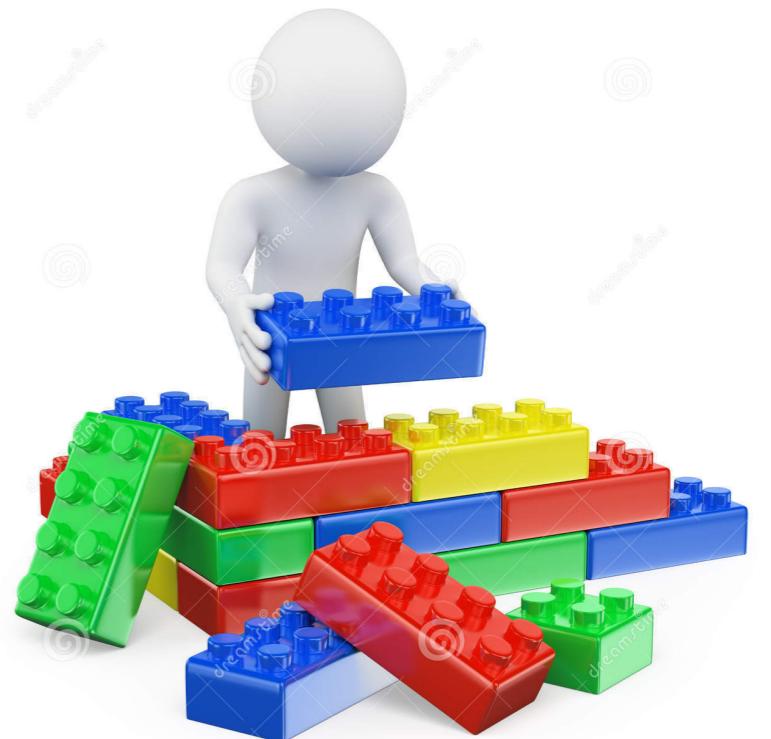
# Elemental Design

- Company's demand build modern website
- Each of the modules were sketched
- Designed it with group of artists
- It was sketch several time for creating it perfect to the point



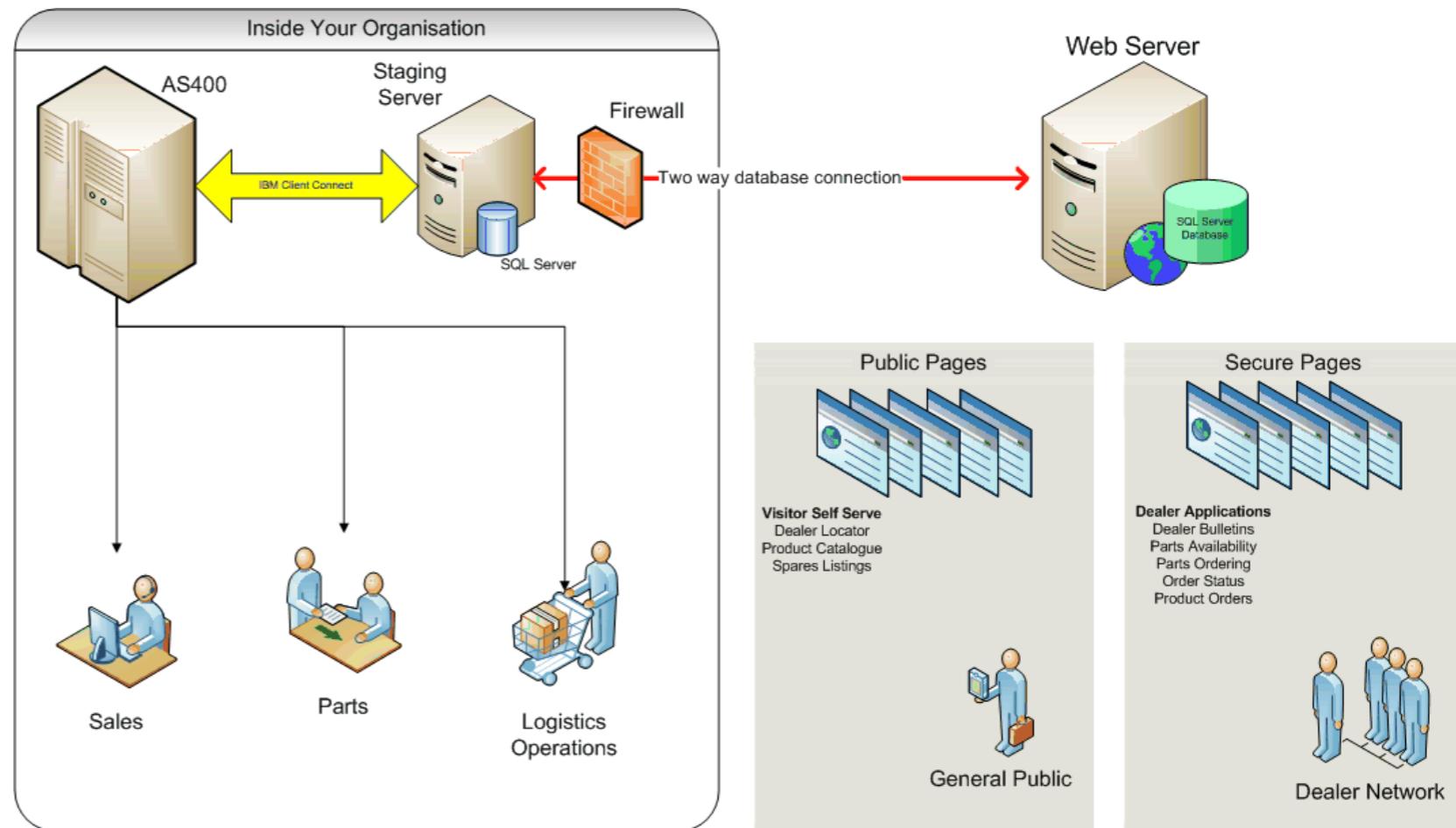
# Ground Up Development

- Designing a website which was unique from competitors
- Each elements were designed to it's level of perfection
- Every single element in the website was developed from scratch
- Creating a master-piece requires a lot of work and time



# Backend Development

- Demand for increasing market sale lead to information collection
- User's data was collected
- Handle by XAMPP using PHP
- A web based client model



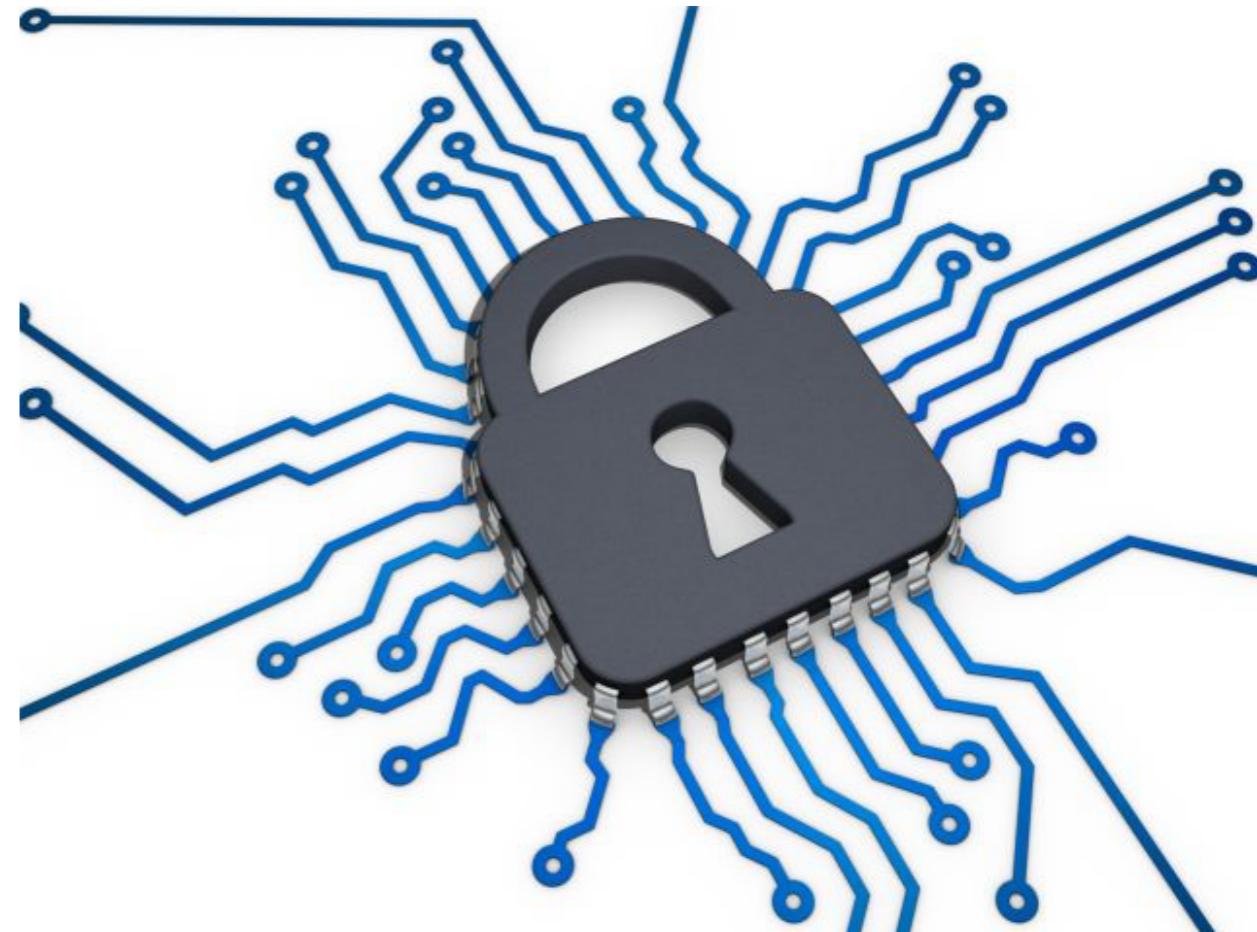
# Search Engine Optimization

- Rat race competition demands better sale growth to survive
- Search Website with ease
- Developed with the help of meta tag
- Required keywords were added for website



# Security Essential

- Creating a Custom password Generator (OTP)
- Used for Security of customer
- Protection from hackers
- Registered user accessed company's product catalogue



# Connecting User

- A customer care service was provided
- Contact directly from website through form submission
- Linked Social media platform were provided
- Call Back Service provided

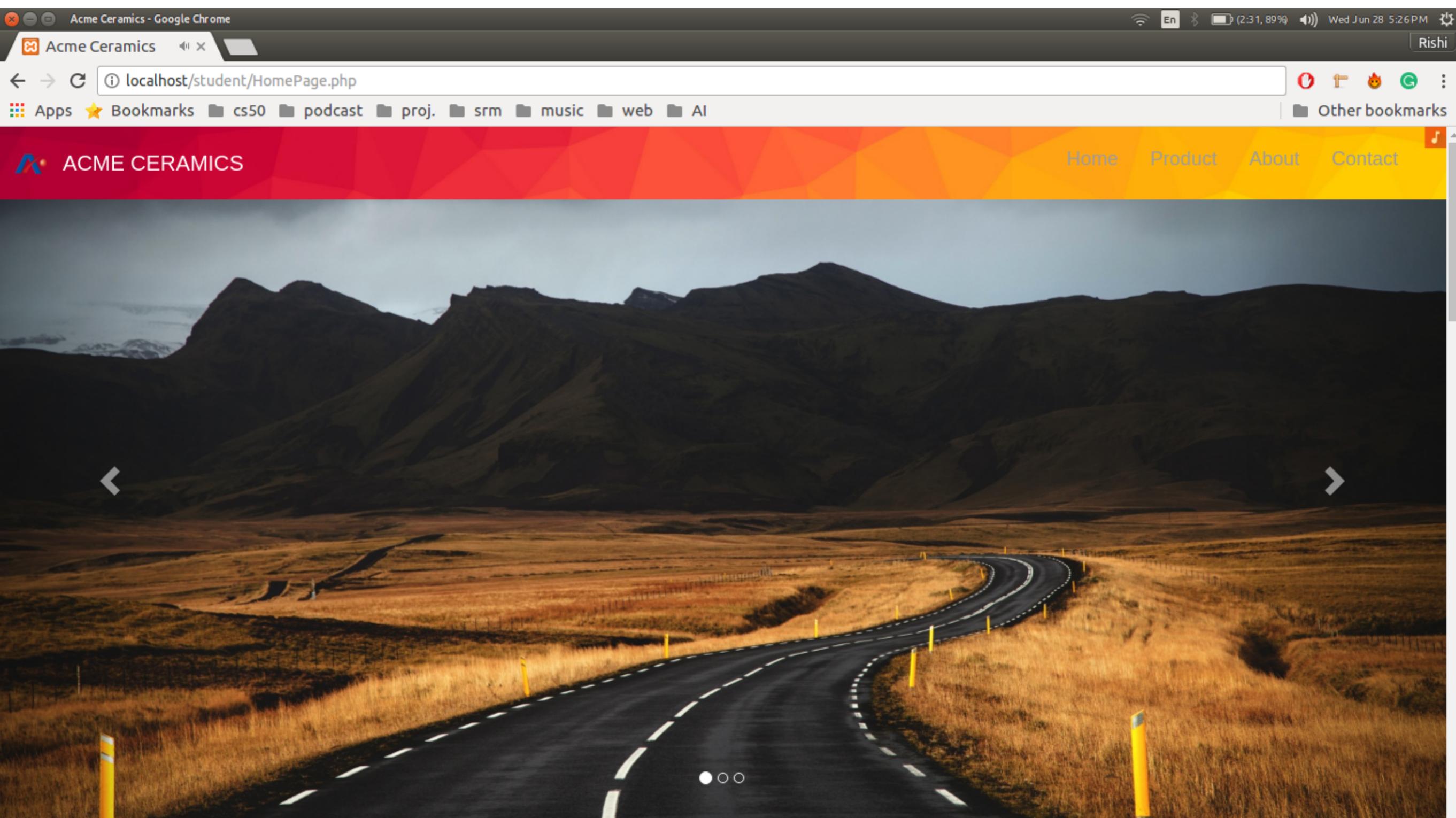


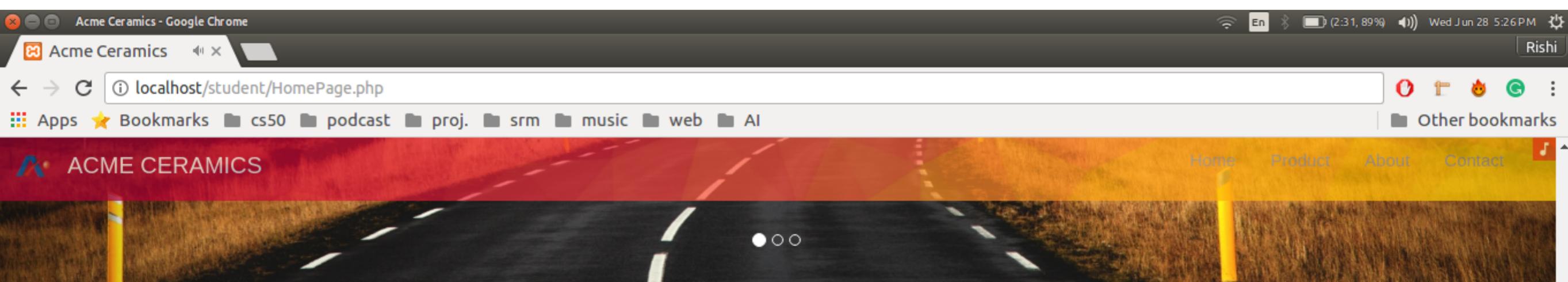
# Customer Feedback

- Created for company's user satisfaction
- User's submit feedback via form
- Stored in Database
- Improves company's weakness



# ScreenShots





# Acme Ceramics

Established in the year 2004, the Acme Ceramics has emerged with development in design and technology. Its leadership is marked by many successful challenges our incessant pursuit of excellence. Company have reported 35% growth rate from 2004 to 2014 in just 10 years, it is India's fastest growing ceramic, vitrified tile company and considered among the world's best ceramic tile manufacturing companies.

Acme Group has managed by young entrepreneurs, Who have an esteemed knowledge of industry. At Acme we understand the changing needs of ceramic industry. From Elegant Wall Tiles & Floor Tiles to decorative elevation tiles.

The ACME GROUP is recognized for its exquisite new collections which bears the exceptionality of high definition digital printing. We have quality since long and for eternity, we believe in uninterrupted modernization and consolidation of service. Being a prominent exporter and supplier, our accessibility, unswerving supply and sensible pricing charms national and international clients bearing in mind that our ceramic products are premium in all aspects.

The industry enjoys the unique distinction of being exceedingly indigenous with an abundance of raw materials, technical skills, infrastructural facilities despite being reasonably capital intensive. As the consequence of this continued growth, now Acme Group is the key drivers for all ceramic tiles in India. With our technology advancements many new tile designs and tile applications are available for both home owner and commercial facilities situated in the nation as well as at international entity. This is a promise that here a wide range of excellent and designer entities will amaze you in all the way.

Acme Ceramics - Google Chrome

Acme Ceramics

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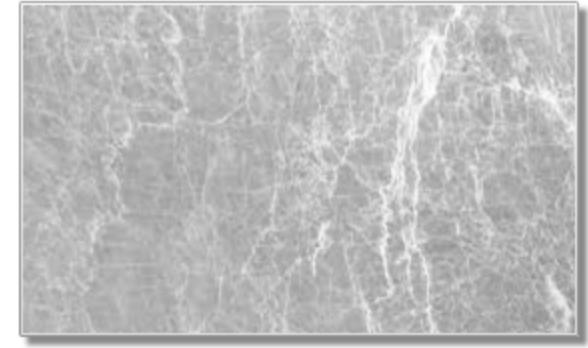
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Home Product About Contact



### Hexagon

Our Vitrified Tiles comes with a wide range of collections in natural woods with natural beauty, innovative design and rich texture which makes you feel in heaven.



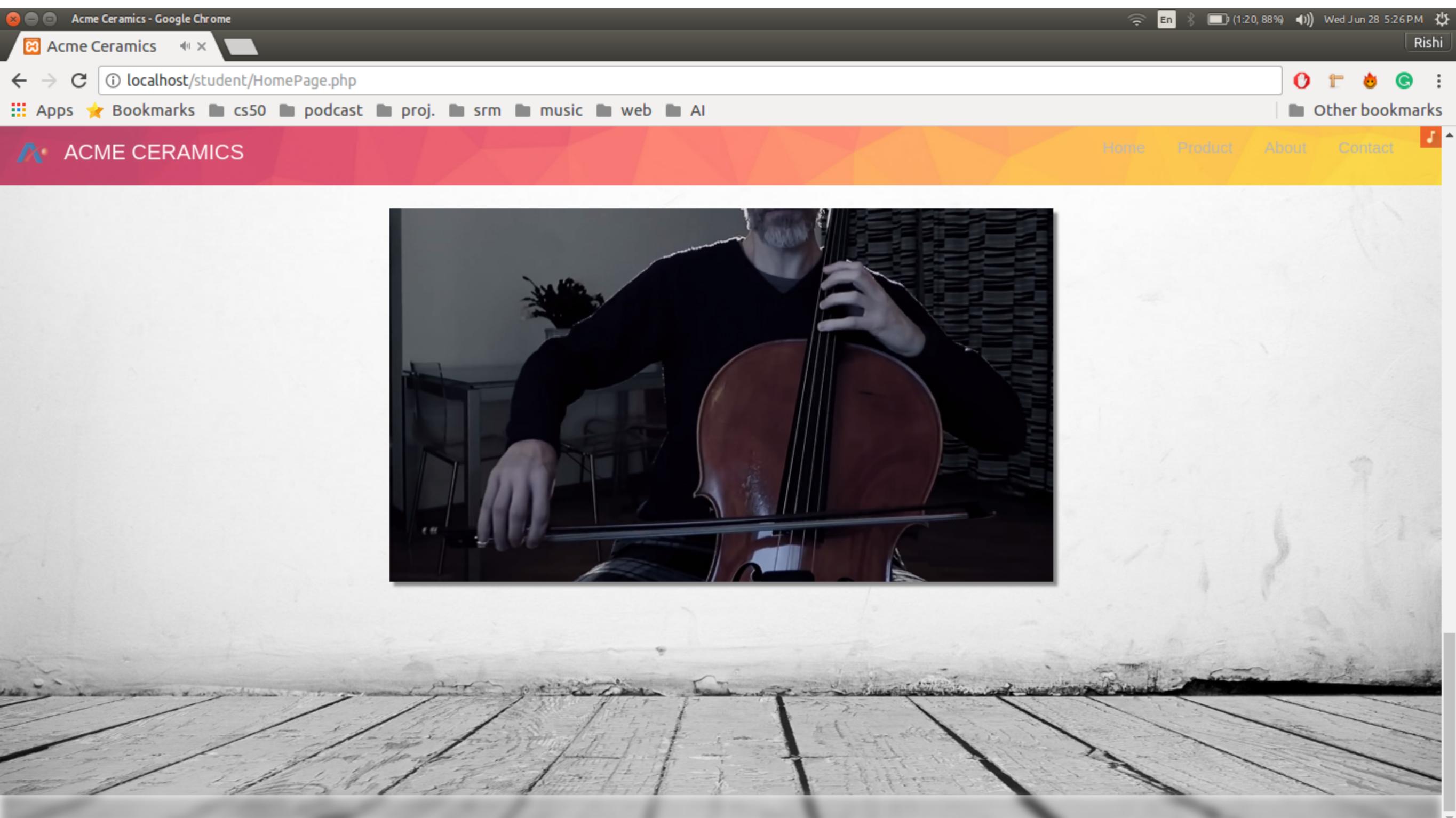
### Floor Tiles

Our Vitrified Tiles comes with a wide range of collections in natural woods with natural beauty, innovative design and rich texture which makes you feel in heaven.



### Wall Tiles

Our Vitrified Tiles comes with a wide range of collections in natural woods with natural beauty, innovative design and rich texture which makes you feel in heaven.



Acme Ceramics - Google Chrome

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Let's Get Socialised

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# Conclusion

- Designed and developed immersive user experience
- Improved Graphical User Interface
- Growth in product Sale
- Redefined company's Digital Market

# Further Improvements

- Live chat integration with website
- Analyzing product sales from country
- Prediction of company's market evaluation

# Thank You