

HANDICRAFT MARKETING SYSTEM

The purpose of my project titled, “**HANDICRAFT MARKETING SYSTEM**”, is a web application project, which include PHP, HTML, CSS and JavaScript. Most of the handcrafters could not get desired price for their product and most case a broker or a third party will get most benefit than the actual producer. The project entitled ‘**ONLINE HANDICRAFT MARKETING SYSTEM**’ is a website which provides a high quality online service and a best place to meet both for the Producers and Consumers. It helps Ordinary Customers to buy high quality product from the Producers.

MODULAR DESCRIPTION

A module is logically separate part of a program. It is a program unit that is discreet and identifiable with respect to compiling and loading. A system is considered to modular if it consists of discrete components so that each component can be implemented separately and a change to one component has minimal impact on other components. Modularity is clearly a desirable property in a system. Modularity helps in system debugging – isolating the system problems to component is easier if the system is modular. In system repair or changing a part of the system is easy as it affect few other parts and system building. A modular system can easily built by putting its modules together.

The modules are:

1. Admin
2. Handcrafters
3. Customers
4. Delivery boy
5. Support

1. Admin

Admin is an authorized person and he is in full control of the overall system.

The administrator can:

- a) User management
- b) Event management
- c) Handcrafter management(admits only after checking the authenticity of the handcrafter)
- d) View insight/feedback
- e) Login
- f) Category management

2. Handcrafters

The Handcrafter is the one who is registered in the system for selling his product through this application. He can perform the following functions:

- a) Registration
- b) Login
- c) Changing password
- d) Update profile
- e) Managing product
- f) Sales status

3. Customer

The customer is the consumer of handicrafts they buy and view products that are uploaded to our network. Also user can view all the events that are organized by our firm. Also pre request for a product to a particular handcrafter.

- a) Register
- b) Login
- c) Manage profile
- d) View product
- e) Add to cart

- f) Buy, Products and payment
- g) View Upcoming Events/ training program
- h) Feedback

4. Delivery Boy

- a) The person who register to this application as delivery boy
- b) The person will deliver the items to the customers
- c) The person can accept/decline the request for delivery
- d) Update the status

5. Support

- a) Admin adds a supporter
- b) Login
- c) View feedback/review
- d) Replies
- e) Generate report on

STUDY OF EXISTING SYSTEM

In the existing system I studied, **The Handicrafts Development Corporation of Kerala Ltd. HDCK**, the customers after registration are able to view and purchase the products from the provided category of products in which the range of products are very limited since they took a small category into consideration. But there are a variety of Handicraft products out there from different categories. So I'm planning to provide some more product categories in my project.

I also noticed that there was not an option for wholesale, so I wish to add that element, such that customers can make bulk order, which is handled by admin.

In HDCK, the suppliers or the Handcrafters need to contact manually the Admin or the authority of that corporation, in order to sell his/her handcrafted product in the

website or else only the products of people directly under corporation are able to do so, in the limited category of products. And they are not able to directly sell them in the website. Therefore, I came up with the solution that any genuine Handcrafter may feel free to register and not just limited to a few people under that, also it would be convenient to many to communicate with the admin online, rather than doing manually. But only after checking the authenticity or the source of the Handcrafter, admin may verify him and then he may sell his products. Also, admin can delete a seller at any point if his genuinity is questioned.

DESIGNED SYSTEM

The designed system is cost efficient, time efficient mechanism where the users can view the products available for sale under different category within just clicks. Users can login to the site and then purchase the products as they wish. Customers can make payment also they may add to cart the products they wish to buy. Feedbacks can be generated. Genuine handcrafters can register to the website and after thorough verification admin may add him. At any point if the genuinity is questioned he may be removed. Reports are generated by the support about different handcrafters based on the feedback and adequate decisions are made by the Admin.

TECHNOLOGIES USED

Front end : HTML, CSS, Javascript

Back end : PHP

Database : MySQL