



**POLYTECHNIC UNIVERSITY OF THE PHILIPPINES**

## **E-COMMERCE PROJECT**

**“JD COUTURE”**

**(Non-Formal Bags)**

An E commerce website  
Presented to the Faculty of the College of Computer and Information Sciences  
Polytechnic University of the Philippines  
Sta. Mesa, Manila

In partial fulfillment for the course  
FREE ELECTIVE 2- E-COMMERCE

BY

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**BSCS 2-1N**

July 2021



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### I. EXECUTIVE SUMMARY

JD Couture is a nonformal bag company owned by a talented creative director Miss Dianne F. Bautista and a promising entrepreneur Miss Joyce A. Madjos. The brand name is derived from the initial letter of the proprietors' first name. They are old classmates and best buddies. As a creative director and entrepreneur, they now have a shared goal: to create products that represent the pinnacle of Filipino workmanship and are unmatched in terms of quality and attention to detail.

Bags from JD Couture come in a variety of sizes and styles. They come in small or larger sizes, are constructed of leather, canvas, or suede, and include zippered compartments, metal locks, or magnetic snap closures. Some feature leather straps that can be adjusted. Black with tan leather trim, blue and white with a leaf-and-flower design, or tan and brown with light caramel-colored trim are all options for JD Couture bags. A red and green stripe runs through the center of many JD Couture bags, along with a metal JD Couture emblem. Some are so small that they resemble purses, little bags, or pouches that are primarily used to carry cash.

Bill Cunningham, The Times' legendary fashion photographer, once said, "Fashion is the armor to survive the reality of everyday life." Fashion contributes to a person's confidence and self-esteem on a daily basis. As a way to express personality and style, fashion plays a role in the lives of most people since it helps them fit in or stand out from the crowd. Fashion also effects people through the media. Media influences choices and feelings towards certain fashion trends, which, in turn,



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encourages purchasing certain items and specific styles. Through fashion, we create different expressions once we step out of the door into a brand-new day. Fashion lives! Inside of us.

Performance excellence is one of JD Couture's core values and is at the base of the brand's identity. We recognize that the philosophy of "Sustainable Value" is at the heart of our management policies and our corporate conduct, which means that we have implemented a process to integrate social, environmental, ethical, human rights and consumer concerns into our business operations. Our business model is designed to provide our customers with the highest quality products, which are made in Philippines in a responsible manner.

JD Couture is committed to implementing a Social and Environmental Responsibility Management System that goes "beyond compliance" with the law. This involves the adoption of the most important international standards, policies and procedures for the effective implementation, monitoring and continual improvement of the principles of the CSR Policy, both internally and along its supply chain.

### II. BACKGROUND & BUSINESS CONCEPT

JD Couture, based in 15 Kalayaan B 1st St. Barangay Batasan Hills, Quezon City, was founded on July 2, 2000. It is a retail type of business and a partnership business in which the earnings and losses are shared by the two proprietors. JD Couture employs three different sorts of workers: salesclerks, cashiers, and delivery.



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boys. They employ seven salesclerks, three cashiers, and ten delivery guys. They employ a total of 20 people.

### III. DESCRIPTION OF THE BUSINESS

Influential, innovative and progressive, JD Couture is reinventing a wholly modern approach to fashion. Under the vision of creative director and co-owner Dianne Beatriz Bautista, the company has redefined luxury for the 21st century, further reinforcing its position as one of the most desirable local brands that offers affordable bags. Eclectic, contemporary, romantic— JD Couture products represent the pinnacle of Filipino craftsmanship and are unsurpassed for their quality and attention to detail.

### IV. VISION FOR THE BUSINESS

JD Couture's vision is to become the first choice of affordable non formal bags in the Philippines and a respected company -- as measured by our customers, our employees, our shareholders, and the community we live in.

Our values are critical to our success. They are the strong foundation of JD Couture, define who we are, and set us apart from our competitors. They underlie our vision of the future. These values include:

- **Performance excellence.** We act like responsible owners, always seeking to meet or exceed expectations.



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- **Teamwork.** We act as a team, committed to each other, and bound by trust and loyalty.
- **Integrity.** We treat one another, and all our stakeholders with dignity and respect. Honesty, ethical behavior, and integrity are fundamental characteristics of our business conduct.

### V. MARKETING PLAN

#### Internet Strategy

JD Couture has managed to implement a marketing strategy targeted at Generation Z, i.e., the group of consumers with apparently low buying powers but high influences. While these young audiences only represented 4% of the world's overall bag consumption in 2018, the percentage was bound to double by 2022. In regions like Philippines, Generation Z is responsible for up to 15% of the country's luxury purchases.

In order to attract these young consumers, who have not yet to be taken fully into account by other brands, JD Couture is reinventing itself by actively adopting emerging technologies and digital marketing tools to create digital content. → Since this Internet has become a mainstay of Filipino culture and retail products, JD Couture will develop a website on which we will also sell our things. We've purchased the domain name `jdcouture.web.app` and will launch the site using Firebase Hosting— production-grade web content hosting for developers, with a single command, you can quickly deploy web apps and serve both static and dynamic content to a global CDN (content delivery



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network). This Platform enables us to quickly and easily construct an online store and handle all parts of it, including shipping label manufacturing, payment.

processing, and inventory management. Clients will be able to create wish lists for items they want to buy later.

### Marketing Strategy

#### Marketing Objectives

- Gain and retain a 90% positive share of voice by the end of 2021 so that prospective customers know, like, and trusts us.
- Define brand positioning statement and communication frameworks by the end of the month so that our team understands our strategic differentiators from the competition.
- Test three new traffic generation methods every month to increase traffic month over month by 3%

### Ideal Buyer

#### Buyer Profile

- Age: 18-50
- Income: P 8,000+
- Location: Quezon City, Philippines

#### Demographics

- Inclined with vegan lifestyle.
- Looking for style and comfort



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- Eco-friendly products enthusiast

### Product category

- Introduce vegan product ranges.
- Improve existing product quality.
- Ready to carry, comfortable, and stylish bags.
- Offer customized designs.
- High quality luxury for low to middle-class segments.

### Price

- Set affordable but competitive prices.
- Set premium prices for customized vegan products.
- Starting price of P399 for basic products
- Test offers and review pricing strategies.

### Place online

- Product visibility on Instagram pages of successful Influencers
- Visual merchandising on brick and mortar bag shops
- Traditional boutique

### Promotion online

- Partner with macro and nano influencers
- Paid social media advertisements.
- Boost Instagram posts





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- Boost website traffic
- Share customer testimonials on website and different social media platforms.
- Vlogger's promotions
- Discounts and vouchers

### SWOT Analysis

#### Strength

- Strong brand image
- Quality products
- Directly Operated Stores
- Diversification
- Personalization

#### Weakness

- Lower Margin

#### Opportunities

- Growing market for luxury products in Asia
- Rise of ecological revolution

#### Threats

- Counterfeit / ingenuine substitution



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### VI. SALES PLAN

JD Couture wants to boost sales by using smart marketing. The focus of these focused efforts will be on new and returning clientele. JD Couture accepts payments in cash and via PayPal. JD Couture plans to create a sales team that will be in charge of generating regional and national sales leads. These individuals will also be in charge of establishing ties with retail stores.

We want distribution channels to be a crucial part of our company's success. We observed that our target demographic buys bags from a variety of stores. Different distribution mixes exist for men's, women's, and children's items. Women's fashion, for example, is more frequently purchased in specialty and department stores than men's fashion.

In bargain and general retail stores, men's bags are more common. Bargain retailers account for a far higher share of purchases in the children's department. JD Couture has assessed them and made plans to meet our diverse consumer base. Catalogs are another important mode of distribution. Because most customers would have less time to shop, catalog shopping may be a more convenient and entertaining alternative. JD Couture also plans to leverage social media as a means of dissemination.

Customers like the flexibility of being able to purchase from anywhere and at any time. Manufacturers who have access to social media use it for marketing and information. Online fashion shopping will continue to grow as future technological breakthroughs in hardware, software, and data pipelines are projected.



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### Publicity and Advertising Strategy

Our plan at JD Couture is not only to develop a unique fashion line but to support it with advertising and promotion campaigns. Just like we stated above, we plan to strengthen our partnership with retailers by developing brand awareness. We hope to build JD Couture into a fashion line known to be classy, innovative, versatile, and expensive fashion items. Our promotional plan at JD Couture is diverse and includes a range of marketing communications:

- **Public relations:** We plan to issue press releases to both technical trade journals and major business publications such as Entrepreneur Magazine.
- **Trade shows:** Our sales representatives will attend and participate in several trade shows such as Tokyo Bag Expo in Tokyo - October 2021
- **Social Media:** We plan to establish a presence on different social media sites. Plans are underway to create a professional and effective way that will be interactive and from which sales will be generated worldwide.
- **Other:** We also plan to leverage other channels including billboards, radio and television commercials, and a street team.

### VII. SALES AND COSTS PLAN

We've purchased the domain name `jdcouture-7f04a.web.app` and will launch the site using Firebase Hosting— production-grade web content hosting for developers, with a single command, you can quickly deploy web apps and serve both static and dynamic content to a global CDN (content delivery network).



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JD Couture's business approach is to aggressively produce and promote a comprehensive range of products to consumers. We intend to advertise our fashion line as an alternative to other fashion lines, and we intend to differentiate our company through marketing methods, exclusivity, and brand awareness. We also intend to expand our primary product offering and overcome any difficulties by leveraging our bag industry expertise.

Total start-up expenses, including are shown below. Ms. Joyce Madjos will provide the necessary funding for start-up expenses. The company will also look for investors, to help in expanding the business. The financial projection and costing of JD Couture is shown below.

**Table 1. Start-up Expenses**

<b>Legal</b>	₱ 1,000
<b>Promotional Materials</b>	₱5,000
<b>Computer</b>	₱100,000
<b>Internet Provider</b>	₱5,000
<b>Point of Sale System/ POS,</b>	₱3,000
<b>Logo</b>	₱10,000
<b>Domain Name</b>	₱5,000
<b>Hosting Site</b>	₱5,000
<b>Other</b>	₱4,900
<b>Total Start-up Expenses</b>	₱138,900

**Table 2. Start-up Assets**

<b>Cash Required</b>	₱50,000
<b>Start-up Inventory</b>	₱90,000
<b>Other Current Assets</b>	₱90,000
<b>Long-term Assets</b>	₱1,000,000
<b>Total Assets</b>	₱1,230,000

<b>Total Requirements</b>	₱1,368,900
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Ms. Dianne Beatriz F. Bautista owns half of JD Couture, while Ms. Joyce A. Madjos owns the other half. JD Couture is managed by the two owners, who are both hands-on. Our two founding proprietors will want to fund the business personally but will most likely seek outside funding as the company expands. For the objective of developing the fashion line, the company will also seek a significant long-term investors.

**Table 3. Start-up Funding**

<b>Liabilities</b>	
<b>Accounts Payable</b>	₱2,450,000
<b>Notes Payable</b>	₱900,000
<b>Other Current</b>	₱0
<b>Long-term Liabilities</b>	₱4,590,000
<b>Total Liabilities</b>	₱7,940,000
<b>Capital</b>	
<b>Owner</b>	₱6,590,000
<b>Investors</b>	₱8,000,000
<b>Total Capital</b>	₱14,590,000
<b>Total Start-up Funding</b>	₱22,530,000

### VIII. CASH FLOW PLAN

#### Sales Forecasting

The fashion sectors in the Philippines are facing fierce competition and pricing challenges, as well as the need for ongoing product innovation. These businesses are also benefiting from a robust economic cycle, with low interest rates, low unemployment, high consumer confidence, and a low savings rate.



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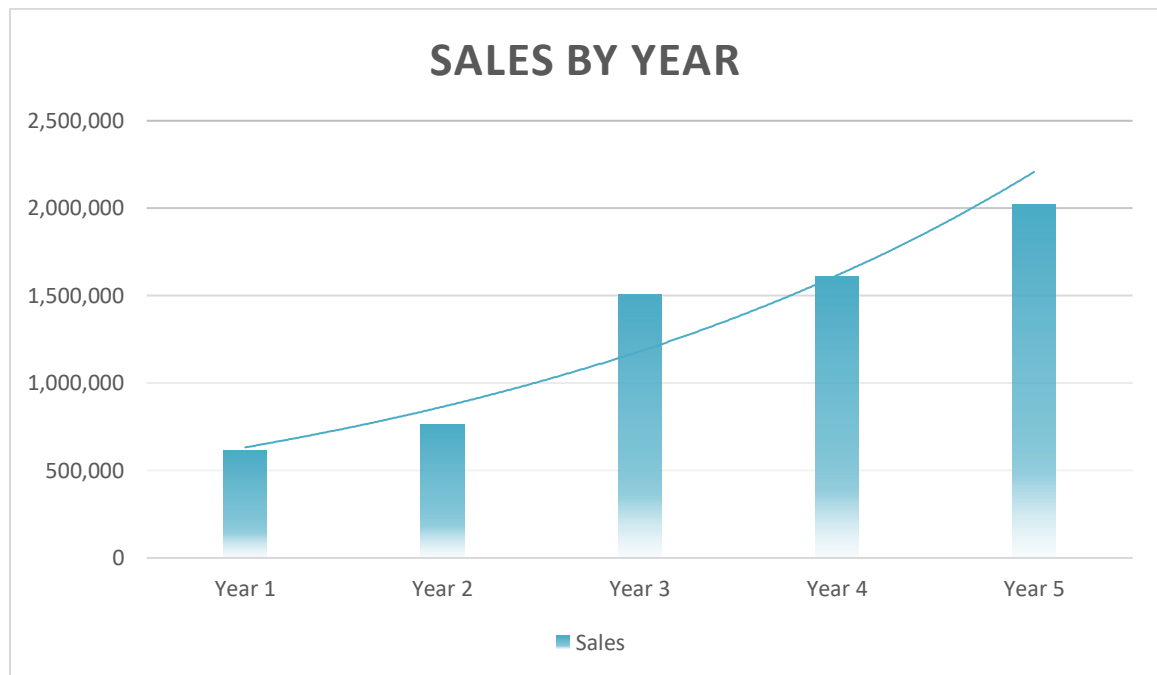
Consumers are still spending at a solid rate. JD Couture believes that brands with strong brand awareness and those that are in sync with consumer requirements will expand at a steady rate. We have made strategies to supply flawless products and services to our clients, and we base our assumptions on thorough study and good faith. The following are JD Couture's sales projections:

**Table 4. Sales Forecasting**

MARKETING	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
MARKETING BUDGET	₱ 50,000	₱ 65,000	₱ 72,000	₱ 88,000	₱ 90,000
AVG COST PER CLICK	₱ 1.8	₱ 1.8	₱ 1.99	₱ 1.99	₱ 1.99
<b>VISITS</b>					
PAID	33,000	90,000	97,000	97,110	99,000
ORGANIC	789,000	981,000	1,900,000	2,900,000	3,999,999
<b>TOTAL VISITS</b>	<b>822,000</b>	<b>1,071,000</b>	<b>1,997,000</b>	<b>2,997,110</b>	<b>4,098,999</b>
<b>SALES</b>					
CONVERSION RATE%	1.50%	1.75%	2.25%	2.75%	5.00%
<b>TOTAL SALES</b>	<b>₱ 14,000</b>	<b>₱ 15,890</b>	<b>₱ 16,780</b>	<b>₱ 19,000</b>	<b>₱ 21,000</b>
<b>REVENUE</b>					
AVG BAG VALUE	₱ 2,000	₱ 2,000	₱ 4,000	₱ 4,000	₱ 4,000
<b>TOTAL SALES</b>	<b>₱ 500,000</b>	<b>₱ 500,000</b>	<b>₱1,000,000</b>	<b>₱1,000,000</b>	<b>₱1,000,000</b>
<b>OTHER REVENUE</b>					
Revenue Source 1	₱ 100,000	₱ 250,000	₱ 490,000	₱ 590,000	₱1,000,000
Revenue Source 2	₱ -	₱ -	₱ -	₱ -	₱ -
Revenue Source 3	₱ -	₱ -	₱ -	₱ -	₱ -
<b>OTHER REVENUE TOTAL</b>	<b>₱ 100,000</b>	<b>₱ 250,000</b>	<b>₱ 490,000</b>	<b>₱ 590,000</b>	<b>₱1,000,000</b>
<b>TOTAL REVENUE per YEAR</b>	<b>₱ 614,000</b>	<b>₱ 765,890</b>	<b>₱1,506,780</b>	<b>₱1,609,000</b>	<b>₱2,021,000</b>



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### Management Summary

Employees will be encouraged to push themselves creatively, physically, and intellectually. All responsibilities will be separated and assigned based on strengths and weaknesses. We will demand a high level of customer service skills and personality at JD Couture, as this is critical to our success.

Every six months, Ms. Bautista and Ms. Madjos will assess productivity and conduct informal employee assessments of all employees. Our tiny business's continuous expansion is aided by these bi-annual evaluations.

### Organizational Structure

JD Couture is a young company that requires a straightforward organizational structure. The general manager will be Ms. Bautista. All decisions are made



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in accordance with the company's goals. The duties assigned to employees are determined by their level of competence, inventiveness, strengths, and shortcomings.

### Management Team

The proprietors and general managers, Ms. Bautista and Ms. Madjos, will be in charge of all administrative duties, purchasing, inventory control, and promotions. They will also work part-time as a salesperson. They've worked in accounting, finance, and operations management for a long time. They have a lot of experience in purchasing, inventory management, and marketing.

### Personnel Plan

In the table below, you will see the personnel plan. They will all be full-time employees working 20-30 hours per week and earning \$100.00 per hour. After twelve months of employment, all employees will receive a one-day paid holiday on their birthdays and a week of paid vacation.

**Table 5. Personnel Plan**

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
<b>Ms. Dianne Beatriz F. Bautista</b>	₱90,000	₱90,000	₱99,000	₱99,000	₱99,000
<b>Ms. Joyce A. Madjos</b>	₱90,000	₱90,000	₱99,000	₱99,000	₱99,000
<b>Full-time Position</b>	₱50,000	₱50,000	₱60,000	₱60,000	₱60,000
<b>Total Personnel</b>	22	22	22	22	22

<b>Total Payroll</b>	₱5,060,000	₱5,060,000	₱5,676,000	₱5,676,000	₱5,676,000
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**Table 6. Break-Even Analysis**

Scenario	Price
<b>Operating Details</b>	
Total Fixed Costs	₱10,000
Estimated Variable Costs	₱3,825
Implied Variable Cost Percent	27.7%
<b>Contribution Margin</b>	
Selling Price/ Unit	₱5,000
Variable Costs/ Unit	₱17.98
Contribution Margin	72.3%
<b>Break-Even Price</b>	
Break-Even Price	N/A
<b>Dollar Costs Per Unit</b>	
Estimated Variable Cost / Unit	₱540
Variable Cost %	27.7%
Fixed Cost/ Unit	₱890.95
Estimated Units	213
<b>Break-Even Price</b>	
Break-Even Price	₱3,166



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**Table 7. Projected Cash Flow**

<b>JD Couture</b> <b>Cash Flow Projection</b> <b>July to September 2021</b>			
	<b>July</b>	<b>August</b>	<b>September</b>
<b>Operating Cash, Beginning</b>	₱ 190,000	₱ 200,000	₱ 210,000
<b>Sources of Cash:</b>			
Receivable collections	65,000	75,000	85,000
Customer Deposits	10,000	11,000	12,000
Loans from the bank	-	-	-
Other	5,000	5,000	8,000
<b>Total Sources of cash</b>	<b>270,000</b>	<b>291,000</b>	<b>315,000</b>
<b>Uses of Cash:</b>			
Payroll, including payroll taxes	₱ 5,060,000	₱ 5,060,000	₱ 5,676,000
Accounts Payable	18,000	16,000	18,000
Other overhead, including rent	15,000	17,000	14,000
Owners Compensation	13,000	11,000	13,000
Line of credit payments	16,000	15,000	12,000
Long-Term principal payments	1,000	6,000	8,000
Purchases of Fixed Assets	-	-	-
Estimated income taxes-current year	-	-	-
Other	1,000	2,000	4,000
<b>Total Uses of Cash</b>	<b>5,124,000.00</b>	<b>5,127,000.00</b>	<b>5,745,000.00</b>
<b>Excess (Deficit) of Cash</b>	<b>₱ 1,000</b>	<b>₱ 2,000</b>	<b>₱ 3,000</b>



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### IX. CONCLUSION-INTENT

Our forecasts are based on the assumption that the economy, consumer purchasing patterns, and population expansion in JD Couture will continue indefinitely. We also have to presume that our current and prospective suppliers will continue to sell merchandise to us at rates that allow us to keep our current margin. It's also critical that we're able to hire dependable workers at a reasonable wage.

We are confident that we can achieve our conservative financial projections, generating a gross revenue in year one after the opening of the business. In addition, our management has carefully considered its market, potential customer base, and its ability to grow its sales average to capture market share in our area.

JD Couture, we believe, has the potential to become a well-known resource in local and regional markets. The firm's aggressive marketing strategy, as well as the meticulous development of company products and services, has allowed it to establish itself as a respected entity in our field.

The Manager's pledge as an owner is to accept personal responsibility for all financial debt. To ensure a successful business expansion, the company has taken the required procedures to ensure that the business is well funded and that all financial shortfalls have been handled. JD Couture will be able to obtain repayment of the investment and achieve operational success for many years if the company is able to maintain operations and meet standards during our first year of operation.



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We want to express our ability to serve our community or consumers with products and services that will meet and surpass their requirements and wants in all of the above. All of the above promotional methods, as well as those stated elsewhere in the plan, will be well integrated and used in tandem to optimize their impact.

Entrepreneurs have a tendency to paint any company plan with a broad brush, emphasizing positives while obscuring risks. As business owners, firm executives have a vested interest and financial investment in the company's success. The business and financial models of the organization have been thoroughly validated, with a focus on realistic projections. Please contact us via our social media sites or our official email address if you have any questions.

### **X. APPENDICES**

#### **A. PSEUDOCODE**

##### **Admin Side LOGIN**

```
GET Username
GET Password
    IF (Username == EnteredUsername && Password == EnteredPassword)
THEN
Login Success
ELSE
Login Failed
END IF
END
```

##### **GEOLOCATION**

```
dlon = lon2 - lon1
dlat = lat2 - lat1
a = (sin(dlat/2))^2 + cos(lat1) * cos(lat2) * (sin(dlon/2))^2
```



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$c = 2 * \text{atan2}(\text{sqrt}(a), \text{sqrt}(1-a))$   
 $d = R * c$  (where R is the radius of the Earth)

R = 6367 km OR 3956 mi

### INDEX PAGE

Sample requests:

GET /ecommerce/index.html

GET /ecommerce/index.htmlc=ARS06

```
[If QUERYSTRING['c'] not set]
  QUERYSTRING['c'] = 'CAD01'
[End If]
Set TITLE = 'JD Couture'
Set REGIONS_ARRAY = [BESIM query with REQUEST = '11']
Set BODY =
<form action="[INDEX SCRIPT NAME]" method="GET">
  <h3>Select Your Region</h3>
  <select name="c">
[Foreach region in REGIONS_ARRAY]
  [If QUERYSTRING['c'] == region]
    <option selected>[region]</option>
  [Else]
    <option>[region]</option>
  [End If]
[End Foreach]
  </select>
  <input type="submit" value="go">
</form>

<form action="search.html" method="GET">
  <h3>Search</h3>
  <input type="hidden" name="c" value="{QUERYSTRING['c']}">
  <input name="kw" type="text" value="" size="30">
  <select name="seg">
    <option value="all">Entire site</option>
    <option value="home">Home</option>
    <option value="about">About</option>
    <option value="team">Team</option>
    <option value="shop now">Shop Now</option>
    <option value="contact">Contact</option>

  </select>
  <input type="submit" value="Search">
</form>
```



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```
<h3>Browse: Choose customer type:</h3>
[Foreach      customer_type_short,      customer_type_long      from
CUSTOMER_TYPES_ARRAY]
    <a
href="browse.html?c={QUERYSTRING['c']}&s=[customer_type_short]">[custome
r_type_long]</a>
[End Foreach]
```

```
[If '[PADDING_DIRECTORY]/index' exists]
    Set PADDING = File contents of '[PADDING_DIRECTORY]/index'
[Else]
    Print 'Unable to locate padding file.'
[End If]
```

Return Standard Page Template

### CART PAGE

```
[If SESSION_ARRAY not set]
    Return Error Page with message = 'Session does not exist'
[End If]
Set TITLE = 'JD Couture'
[Check for GET variables: 'c', 's']
[If {QUERYSTRING['i']} is set]
    item = QUERYSTRING['i']
    [If {SESSION_ARRAY['cart'][item]} is not set]
        {SESSION_ARRAY['cart'][item]} = 1;
    [Else]
        {SESSION_ARRAY['cart'][item]} += 1;
    [End If]
[Else if POST_DATA['cart_submit'] is set]
    [Foreach POST_DATA name/value pair as item, quantity]
        {SESSION_ARRAY['cart'][item]} = quantity
        [If quantity < 1]
            Delete {SESSION_ARRAY['cart'][item]}
        [End If]
    [End Foreach]
    [If POST_DATA['cart_submit'] == 'checkout']
        Redirect to SSL Login page with QUERYSTRING, and "&action=checkout"
        appended
    [Else if POST_DATA['cart_submit'] == 'SaveCart']
        [If {SESSION_ARRAY['email']} is set]
            Redirect to Cart page with QUERYSTRING, and "&action=SaveCart"
            appended
        [Else]
```



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Redirect to SSL Login page with QUERYSTRING, and  
"&action=SaveCart" appended

[End If]

[End If]

[End If]

[If QUERYSTRING['action'] is set to 'SaveCart']

REQUEST = '9&{SESSION\_ARRAY['email']}&' + [# items in  
{SESSION\_ARRAY['cart']}]

[Foreach item, quantity in {SESSION\_ARRAY['cart']}]

REQUEST += '&' + item + '&' + quantity + '&' + [# of components]

[Foreach component in {SESSION\_ARRAY[item]}]

REQUEST += '&' + component

[End Foreach]

[End Foreach]

Set savecart\_confirmation = [BESIM query with REQUEST]

[If savecart\_confirmation is set, and is > 0]

Report "Cart Saved", Errorlevel = 'info'

[Else]

Report "Problem saving cart.", Errorlevel = 'warning'

[End If]

[End If]

Set TOTAL\_CART\_PRICE = 0

[Foreach item,quantity in {SESSION\_ARRAY['cart']}]

[If {SESSION\_ARRAY['price'][item]} not set]

REQUEST = '6&' + item

[Foreach component in {SESSION\_ARRAY['item']}]

REQUEST += '&' + component

[End Foreach]

Set item\_price = [BESIM query with REQUEST]

{SESSION\_ARRAY['price'][item]} = item\_price

[End If]

{SESSION\_ARRAY['total\_price'][item]} = {SESSION\_ARRAY['price'][item]} \*  
quantity (note: format to two decimal places)

Set TOTAL\_CART\_PRICE += {SESSION\_ARRAY['total\_price'][item]} (note:  
format to two decimal places)

Set BODY =

<form

Page]?c={QUERYSTRING['c']}&s={QUERYSTRING['s']} action="[Current  
method="POST">

<table id="cart">

<tr>

<th>Item</th>

<th>Customizations</th>

<th>Quantity</th>



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```
<th>Unit Price</th>
<th>Total</th></tr>
[Foreach item in {SESSION_ARRAY['cart']}
<tr>
  <td>[item.name]</td>
  <td>
    [Foreach component in {SESSION_ARRAY['item']}
      [component.type]: [component.selection]<br />
    [End Foreach]
  </td>
  <td><input type="text" name="[item.name]" value="[item.quantity]"
size=4></td>
  <td>${SESSION_ARRAY['price']}[item]</td>
  <td>${SESSION_ARRAY['total_price']}[item]</td></tr>
[End Foreach]
<tr>
  <td id="totalLabel" colspan=4>Total:</td>
  <td>${TOTAL_CART_PRICE}</td></tr>
<tr>
  <td colspan="5" class="buttonPanel"><input type="submit"
name="cart_submit" value="Update">
  <input type="submit" name="cart_submit" value="SaveCart">
  <input type="submit" name="cart_submit" value="checkout"></td></tr>
</table>
</form>

<p>Back to:
  <a href="index.html?c={QUERYSTRING['c']}">Home page</a>
  <a
href="browse.html?c={QUERYSTRING['c']}&s={QUERYSTRING['s']}">{customer
_type{QUERYSTRING['s']}</a></p>

[If '[PADDING_DIRECTORY]/cart' exists]
  Set PADDING = File contents of '[PADDING_DIRECTORY]/cart
[Else]
  Print 'Unable to locate padding file.'
[End If]

Return Standard Page Template

SHIPPING PAGE

[If SESSION_ARRAY not set]
  Return Error Page with message = 'Session does not exist'
[End If]
Set TITLE = 'JD Couture'
```





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```
[Check for GET variables: 'c', 's']

[If {SESSION_ARRAY['email']} not set]
  Report "User is not logged in", Errorlevel = 'error'
[End If]

[If POST_DATA['ship_submit'] is set]
  [Foreach field in POST_DATA['fname', 'lname', 'address', 'city', 'shipping',
'state', 'zip', 'shipping']]
    [If field is empty]
      Report "[field] is a required field.", Errorlevel = 'warning'
    [End If]
  [End Foreach]

[If POST_DATA['state'] does not match regular expression: /[a-zA-Z]{2}/ ]
  Report "State field is invalid.", Errorlevel = 'warning'
[End If]

[If POST_DATA['zip'] does not match regular expression: /(\d{5}-\d{4})\d{5}/ ]
  Report "Zip field is invalid.", Errorlevel = 'warning'
[End If]

[If POST_DATA['phone'] does not match regular expression: /\d{3}-\d{3}-\d{4}/
]
  Report "Phone field is invalid.", Errorlevel = 'warning'
[End If]

[If no errors encountered]
  [Foreach name, value pair in POST_DATA]
    Store name, value in SESSION_ARRAY (i.e.
SESSION_ARRAY['shipping'])
  [End Foreach]
  Redirect to Billing Page (SSL) with QUERYSTRING intact
[End If]
```

### SHOP PAGE

```
Set TITLE = 'JD Couture'
[Check for GET variables: 'c', 's']
Set PRODUCTS_ARRAY = [BESIM query with REQUEST =
'2&{QUERYSTRING['s']}']
Set BODY =
  <h3>Choose a product for
<em>{customer_type{QUERYSTRING['s']}}</em></h3>
  <ul>
    [Foreach line in PRODUCTS_ARRAY]
```



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```
</li><a
href="browse_productline.html?c={QUERYSTRING['c']}&s={QUERYSTRING['s']}
\
&p={line}">{line}</a></li>
[End Foreach]
</ul>
<a href="index.html?c={QUERYSTRING['c']}">Home Page</a>

[If '[PADDING_DIRECTORY]/browse' exists]
  Set PADDING = File contents of '[PADDING_DIRECTORY]/browse'
[Else]
  Print 'Unable to locate padding file.'
[End If]
```

### PROGRAMMING LANGUAGES USED TO DEVELOP THE WEBSITE

- HTML
- CSS
- JAVASCRIPT
- PHP



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### B. CURRICULUM VITAE

## BAUTISTA, DIANNE BEATRIZ F.

15 kalayan B. 1st St. Batasan Hills Quezon City

*Contact Number: 0915-491-2330*

Email: dbfbautista@iskolarngbayan.pup.edu.ph

Current School: Polytechnic University of the Philippines  
College of Computer and Information Sciences

Student Number: 2019-04130-MN-0



### PERSONAL INFORMATION

<b>Name:</b>	Dianne Beatriz F. Bautista	<b>Age:</b>	20 years old
<b>Address:</b>	Batasan Hills Quezon City		
<b>Date of Birth</b>	October 14, 2000	<b>Gender:</b>	Female
<b>Place of Birth:</b>	Quezon City	<b>Contact Number:</b>	0915-491-2230
<b>Religion:</b>	Roman Catholic	<b>Citizenship:</b>	Filipino
<b>Father's Name :</b>	Elberto Bautista	<b>Occupation:</b>	Government Employee
<b>Mother's Name:</b>	Rowena Bautista	<b>Occupation:</b>	Housewife

### EDUCATIONAL BACKGROUND

2019–present	<b>Polytechnic University of the Philippines</b> Anonas St. Sta. Mesa, Manila	College
2017 – 2019	<b>Batasan Hills National High School</b> IBP Road, Batasan Hills, Quezon City	Senior High School
2013 – 2017	<b>Batasan Hills National High School</b> IBP Road, Batasan Hills, Quezon City	Junior High School
2007 – 2013	<b>Batasan Hills National High School</b> IBP Road, Batasan Hills, Quezon City	Elementary

<b>Ambition:</b>	Be the first human to own a hotdog stand on mars
<b>Achievements:</b>	Academic Achiever, With Honor
<b>Philosophy in life:</b>	Chill until you have the will, but don't overdo it.
<b>Hobbies/Interests:</b>	music, books, drawing, movies, drama, outdoor activities

**Message to the readers:** Hope that you get some useful ideas and in formations through the study that may improve and generate knowledge for other studies related in the topic for the next generations.



## POLYTECHNIC UNIVERSITY OF THE PHILIPPINES

### MADJOS, JOYCE A.

#8 Orchid St., Upper West Vill., Brgy. Pinagsama, Taguig City, Philippines

*Contact Number: 0951-638-9722*

Email: jamadjos@iskolarngbayan.pup.edu.ph

Current School: Polytechnic University of the Philippines  
College of Computer and Information Sciences

Student Number: 2019-07119-MN-0



### PERSONAL INFORMATION

<b>Name:</b>	Joyce Arapan Madjos	<b>Age:</b>	20 years old
<b>Address:</b>	Barangay Pinagsama, Taguig City		
<b>Date of Birth:</b>	September 9, 2000	<b>Gender:</b>	Female
<b>Place of Birth:</b>	Sta. Cruz, Manila	<b>Contact Number:</b>	0951-638-9722
<b>Religion:</b>	Roman Catholic	<b>Citizenship:</b>	Filipino
<b>Father's Name:</b>	Fortunato R. Madjos	<b>Occupation:</b>	PUJ Driver
<b>Mother's Name:</b>	Elvira A. Madjos	<b>Occupation:</b>	Administrative Aide II

### EDUCATIONAL BACKGROUND

2019–present	<b>Polytechnic University of the Philippines</b> Anonas St. Sta. Mesa, Manila	College
2017 – 2019	<b>Polytechnic University of the Philippines</b> Anonas St. Sta. Mesa, Manila	Senior High School
2013 – 2017	<b>Fort Bonifacio High School</b> J. P. Rizal Ext., West Rembo, Makati City	Junior High School
2007 – 2013	<b>Fort Bonifacio Elementary School</b> J. P. Rizal Ext., West Rembo, Makati City	Elementary

<b>Ambition:</b>	To be happy
<b>Achievements:</b>	Academic Achiever, With Honor
<b>Philosophy in life:</b>	Do more of what makes you happy
<b>Hobbies/Interests:</b>	cats, anime, K-drama, manga, K-pop

**Message to the readers:** I hope that the study provides you with some beneficial ideas and in formations that will help you better and generate information for future studies on the issue.



## POLYTECHNIC UNIVERSITY OF THE PHILIPPINES

### C. REFERENCES

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