

Kalyo: An E-commerce Platform for Filipino-Made Products

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IT 211 Database Management System

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I. Background of the Study

In the Philippines, the local business landscape is marked by diverse provinces, each contributing its unique array of locally crafted products. However, challenges such as a convoluted purchasing process and significant pricing variations due to transportation costs hinder the seamless distribution of these products, limiting the market reach of businesses and accessibility for consumers. Recognizing these barriers, the "Kalyo" e-commerce platform takes center stage as a strategic response to streamline the path from producer to consumer.

The motivation behind Kalyo lies in the need for a more efficient and interconnected marketplace. Traditional distribution channels often fall short, particularly for talented artisans and producers crafting distinct products across various provinces. Kalyo aims to break down geographical barriers by providing a unified online marketplace, simplifying the purchasing process for consumers and offering local businesses a digital storefront to reach a broader audience. By addressing pricing variations through transparency and integrating a fair pricing system, Kalyo ensures that consumers have access to diverse products while empowering producers to establish fair practices.

The word "Kalyo," translating to "path" in Filipino, encapsulates the platform's mission to pave the way for a solution that addresses the existing market inefficiencies. Kalyo is not just an e-commerce platform; it is a transformative force designed to enhance the accessibility of Filipino-made products, foster economic growth in diverse regions, and create a more connected and inclusive marketplace in the Philippines.

II. Impact

The impact of creating an e-commerce platform for Filipino made products extends to simplifying the purchasing process and addressing the problem or challenges related to pricing variation. This platform holds the potential for transformative effects on the local business landscape. The Philippines is a country with diverse provinces, the cost

of goods can vary significantly due to transportation cost. This platform provides a streamlined and efficient solution, offering consumers an easy way to access products from various provinces.

By establishing a direct link between producers and consumers, the platform facilitates fair and transparent pricing. This will not only benefit the consumers by providing an easier means to access products from different regions but also empowers local businesses to reach a wider market. As a result, this ecommerce platform fosters a more interconnected and inclusive marketplace in the Philippines.