K.R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

Project Report

Title: Mangal Misthan – An Indian Authentic Sweet Shop Website

DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

SCHOOL OF ENGINEERING AND TECHNOLOGY

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Introduction

Mangal Misthan is a digital solution developed to modernize and support the operations of a traditional Indian sweet shop. The website aims to preserve the taste, tradition, and identity of Indian sweets while making them easily accessible to customers online.

Sweets are a vital part of Indian festivals and daily life, and yet, many sweet shops still operate in the offline model, which limits their business potential. With Mangal Misthan, we aim to bridge the gap between tradition and technology, allowing sweet shop owners to serve customers more efficiently in today's digital-first world.

This website provides a platform for showcasing more than 60 varieties of sweets, complete with images, descriptions, and pricing, offering a user-friendly experience that encourages online engagement and direct order placement.

Objective

The primary objective of this project is to create a **Direct-to-Customer (D2C)** online platform for a sweet shop that:

- Increases business visibility

- Eliminates third-party app dependency

- Improves profit margins

- Enhances customer satisfaction through a personalized experience

Secondary objectives include:

- Offering a clean and responsive UI for easy use across devices

- Simplifying the process of adding/removing sweets by shop staff

- Reducing costs and delays in the ordering process

- Setting dynamic delivery charges based on location

By removing intermediaries, our platform allows business owners to gain full control over their customer relationships and operations.

Problem Statement

Local sweet shops face a number of challenges:

- **Heavy reliance on third-party delivery apps** like Zomato and Swiggy

- These apps charge **high commissions** (up to 30%) which cuts deeply into the profit margins of small businesses

- Shop owners have **limited access to customer data** and can't build strong direct relationships

- Brand identity is often hidden under the platform's branding

- Delivery control, payment methods, and loyalty programs are managed by external platforms, giving shops no flexibility

This not only affects business growth but also **disconnects sellers from their own customers**, which is not sustainable in the long term.

Proposed Solution

To address these issues, we designed and developed **Mangal Misthan**, a dedicated website that allows direct interaction between the sweet shop and customers.

Key Benefits:

- **Eliminates third-party commissions**, helping retain full profits

- **Admin panel to add/remove sweets**, manage pricing and stock

- **WhatsApp integration** for quick and direct order delivery

- **Google Maps API** integration to show shop location and **calculate delivery charges based on distance**

- **Simple cart and checkout system** for fast ordering

Our platform is especially designed keeping **non-technical shop owners and diverse customers** in mind. It's easy to use, fast, and adaptable.

Technology Stack

To build this project, we used the following technologies:

Frontend:

- **HTML5** – For building the structure of web pages

- **CSS3** – For styling and creating a responsive, clean UI

- **JavaScript** – For client-side interactivity and dynamic content

Integrations:

- **WhatsApp Message API** – To send customer orders directly to the shop's WhatsApp number in real time

- **Google Maps API** – For showing the shop location and **automatically adjusting delivery charges** based on customer's selected address

This tech stack was chosen for its **simplicity**, **compatibility with mobile devices**, and **low cost**, making it ideal for small business operations.

Key Features

Here's a summary of the website's main features:

- **Home Page**: Introduction to the sweet shop, its legacy, and featured sweets

- **Menu Page**: Dynamic menu displaying all sweet items with price, image, and description

- **Admin Access**: Add or remove sweet items easily using a form

- **Cart Page**: Add items to cart, view total, and checkout

- **Location-Based Delivery**: Auto-calculate delivery charges based on user location

- **Order via WhatsApp**: After placing an order, an auto-generated message with order summary is sent to the shop's WhatsApp

- **Mobile Responsive**: Works well on both desktop and smartphones

Future Enhancements

To make the platform more advanced and scalable, we plan to add:

- **Paytm API Integration**: Secure online payments without cash handling

- **SQL Database**: For storing order history, customer details, and product inventory

- **Order Tracking**: Allow customers to track their sweet deliveries

- **Loyalty Programs**: Offer points or discounts for repeat customers

- **Mobile App**: A cross-platform Android/iOS app for easier accessibility

- **Festive Offers**: Custom bundles and seasonal discounts

These features will help Mangal Misthan transform into a complete e-commerce solution for sweet shop owners across India.

Conclusion

Mangal Misthan is our step towards digitally transforming small Indian sweet shops, empowering them to grow without relying on expensive third-party services.
By building a direct communication and delivery system, we've created a **customer-first experience** that keeps tradition alive in a modern format.

This project not only helped us understand real-world business problems but also gave us hands-on experience in **frontend development, API integration, and customer-focused design**. It reflects how simple technology, when used effectively, can make a big impact on small businesses.

We are proud of what we've built as a team — and we look forward to expanding this idea further.

Thank you.
Team Mangal Misthan