



## **The University of Manila**

546 Delos Santos St, 403, Manila, 1008 Metro Manila

College of Engineering and Computer Science

### **ECOMMERCE**

In Partial Fulfilment in SE 101 for the degree of  
Bachelor of Science in Computer Science (BSCS)

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## **INTRODUCTION**

Over the past few years, the technology has been improved in that, living in the world in these current years seem much easier than the past. Technology has brought about the internet which has many changes created in the business sector as well as the communication sector where by the world has been made appear like a global village . Due to the presence of the internet, people use it not only for fun and communication but also to make money. Businesses are being run through the internet. The emergence of e-commerce is as a result of technology improvement which gave birth to this common platform all over the world which is the internet . For online business, goods are ordered and paid for online and then the concerned companies make the effort of delivering them to the desired destination. Reliable resources show some supermarkets and retail shops that were once popular now lack customers and some of them have even been closed down while online businesses are flourishing day in day out.

## **HISTORY**

Over the last couple decades or so, e-commerce platforms have slowly crept into our daily lives. These days, online giants like Amazon and Shopee are well-known for their great deals and convenient purchasing options. Electronic Commerce (e-commerce) is the exchange of information or transactions using any form of electronic communication. It can also be referred to as an electronic transaction.

The quick and easy access made ecommerce the preferred way of doing business. Compared to physical stores, an extensive product database can easily be sifted through by customers without the need to leave the house. With massive amounts of information available—including options, competitive prices, and testimonials from other buyers—customers who shop online have virtually everything they need to make a buying decision. They can even make the purchase right away if they want to.

In 2021, the Philippines eCommerce market sales reached \$17 billion, largely contributed by 73 million online active users. This is estimated to reach \$24 billion, with 17% growth through 2025. The COVID-19 pandemic increased the eCommerce demand, with Filipinos working and studying from home.

The top Philippine eCommerce platforms are Shopee, Lazada, Zalora, and BeautyMNL. Products from Asia-Pacific markets with free trade agreements with the Philippines are sold on these platforms and the top product categories include beauty, electronics, fashion, furniture, health, and household care.

Filipinos prefer cash-on-delivery payments and often use partner payment centers such as large convenience stores and e-wallets such as GCash and PayMaya. Philippine credit card users are wary of online transactions due to hacking incidents and weak cybersecurity protection in the country.

## **MISSION**

To innovate, to lead, to enhance, to provide best-value products and services to customers. Develop and produce high quality clothing close to home by causing no necessary harm to people and environment

To make a difference through our branding to stay ahead of fashion trends, market changes and the latest clothing trend. To enhance the quality of life for our business partners, customers and employees.

## **VISION**

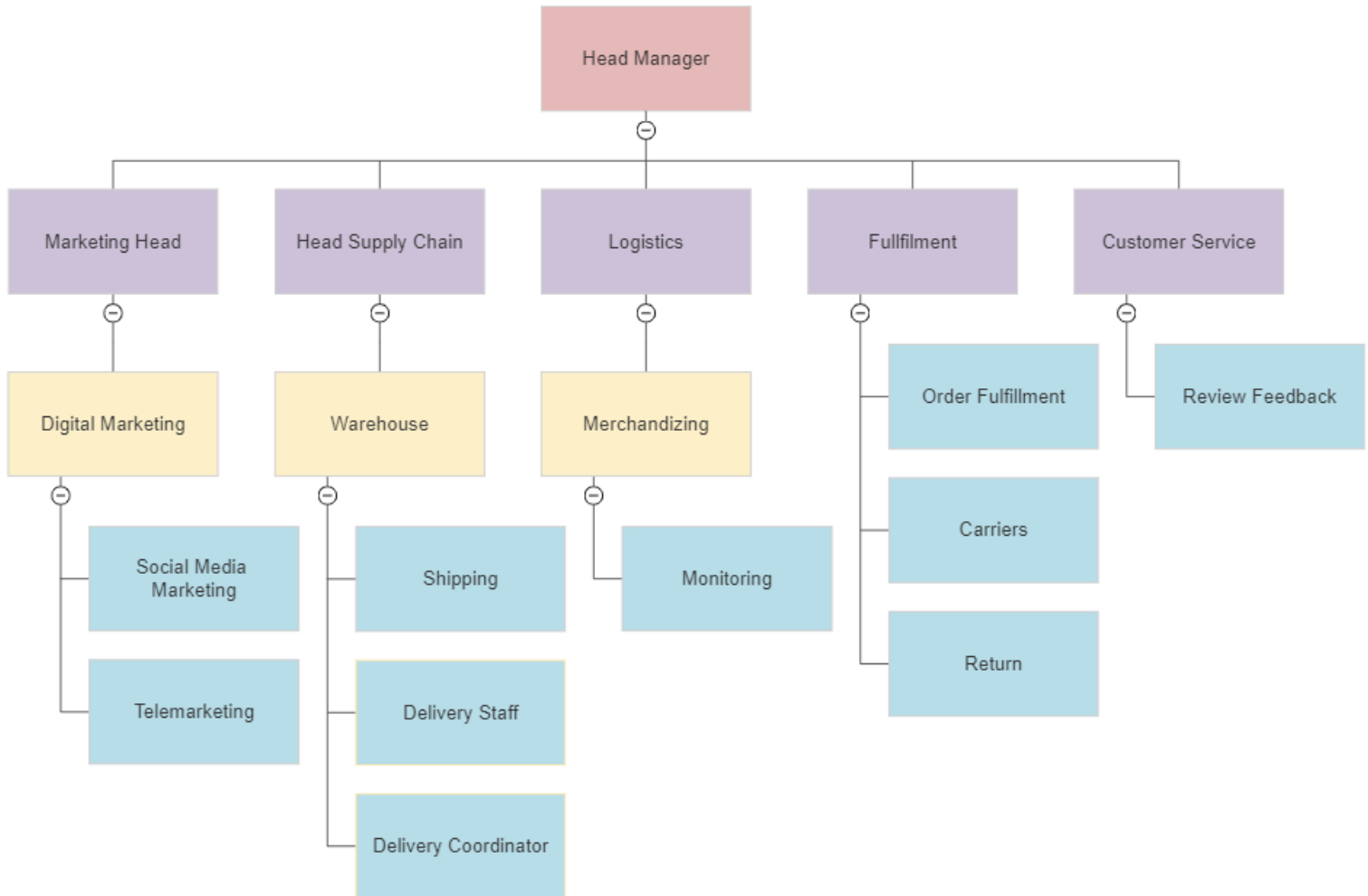
To contribute to the sustainable development of society and that of the environment with which we interact."

"We believe that buying clothes to wear should be easy and fun. It should leave you happy and good-looking, with money in your pocket. We also believe that everyone has the right to dress what they want."

## **BACKGROUND OF THE STUDY**

Online shopping has become a popular way of shopping for consumers. This new innovation for shopping not only brings a great number and variety of merchandise to potential consumers, but also offers a numerous business activities. Companies that sell stuffs such as clothes, makeup, shoes, have learned to use the recent technologies like Instagram in order to reach the potential buyer since almost everyone uses social media these days. Before making a purchase, consumers are influenced by several factors including advertising and language. Advertising means promotion of the product, idea, or organization on the small or big market with the purpose to give information and convince people to buy it

## ORGANIZATIONAL CHART





## STATEMENT OF THE PROBLEM

- **Additonal Charges** - when users at the end of a check-out process are faced with unexpected, or unexpectedly high charges.
- **Missing or fake product reviews** - Besides the fact that fake product reviews are lazy and outright lies, they also tend to be very obvious. The reason for this is that they are written by you or your team, and not the customers, and more often than not they won't sound genuine.
- **Delay Delivery**- Long duration and lack of proper inventory management result in delays in shipment.
- **No refund** - if the item given to you is wrong, some sellers do not accept refunds
- **Customer Expectations** -The modern consumer has high expectations for the kind of products and services they pay for and are constantly on the lookout for better experiences.

## **OBJECTIVE OF THE STUDY**

The main objectives of the study are as follows:

### **1. Reducing time management cost**

Businesses aim at reducing the costs incurred for the betterment of their revenue. Automating the e-commerce business can help in reducing the management cost significantly. Right use of digital marketing can help in reducing the cost spent on driving customers to such an extent that businesses can bring customers for free of costs.

### **2. Developing business relations**

With E-Commerce as the primary use, business development can be easily achieved. The direct communication between a company and the customer, the business relationship can be boosted. Eventually, the E-Commerce market shall be expanded.

### **3. Boosting the efficiency of services**

With the continually evolving technology, you need to enhance the efficiency of your services. By choosing an online E-Commerce platform to create an online store, you can efficiently reduce the cost of managing and selling online. A way to provide your customers with automated services such as status update, invoice creating, chat support, etc. When you update your efficiency of delivering products or services to your customers, you are creating a strong online presence that helps you sell more.

## **REVIEW AND RELATED LITERATURE**

### **Foreign Literature:**

The web has become an opportunity for the marketers to add value to products and services. The Phenomenal growth and rising of the popularity of the internet and the World Wide Web have become a key to attract more consumers and businesses to engage the benefits of Electronic attract more consumer and businesses to engage the benefits of Electronic Commerce (E-commerce). This E-commerce is sited as any form of business transaction in which the parties interact electronically rather than by physical changes or direct physical contact (Aldin, Brehmer & Johansson, 2004). This has transformed the traditional commerce and enhanced sales and exchanges of merchandise and information. It is not just considered as single entity of technology but a combination of technologies where applications, processes, business strategies are necessary to do business electronically. The availability of goods and services with the click of a mouse is changing the global setting.

Consideration of the websites design and operations are dependent upon the nature of business activities and target consumers. According to Burleson (2005), a website must be simple and focused site to succeed. One that is easy to build, maintenance-free, low cost, trustworthy, and a powerful traffic-builder and customer-converter. Having the right tool and the right product alone doesn't ensure the success of the website. To be effective, the Website must be designed with the target audience as foremost consideration. Website designers must balance design considerations and capabilities with client objectives and the consumer's level of understanding in the modern technology (Geisseler, 2001)

It is critical for companies to know how do they attract customers to their website, engage them to turn into paying customers and also retain them in returning to your website.

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## **Local Literature:**

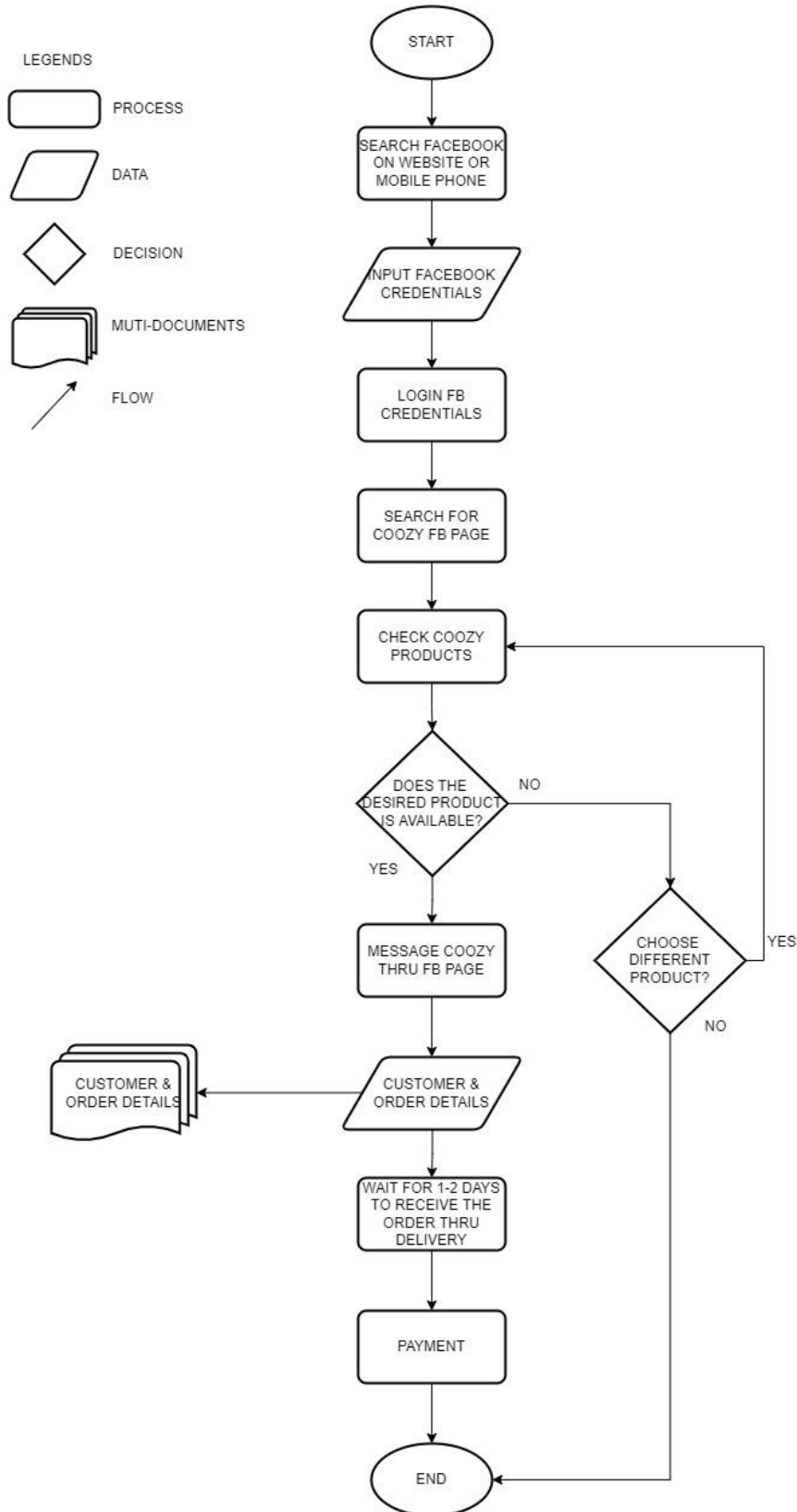
In the Philippines, e-commerce is mostly being implemented by major retailers and multinational corporations for bank-to-bank exchange. A number of Business-to-consumer transactions have emerged through the years such as auctions, online shopping, and online banking (Lacson, Pasadilla, 2006). This just shows that Filipino businesses welcome this new opportunity in selling goods since 16% of the population is using Internet. This new marketing strategy will not only benefit those big companies but also the small businesses who cannot afford to advertise their products. Just by creating a website in a very affordable cost would make the business grow in terms of sales and enhance the company image as well.

Philippine firms have yet to fully tap the potentials of e-commerce that will help them to compete in domestic and global markets. In the process of preparing themselves to conduct e-commerce, these firms will be changing the way they do business. These changes are expected to have an impact on the welfare of Philippine workers. Most efforts to measure the economic effects of e-commerce including those on workers, welfare have focused on the U.S and Europe, who are considered to be the leaders in e-commerce. Roberto, 2002) In general, it discuss the changes in the nature of work from the front to back office is likely within the sectors performing services Employment demand for these industry, they may be focused away from agents and blue collared workers, toward higher management and executive staff.

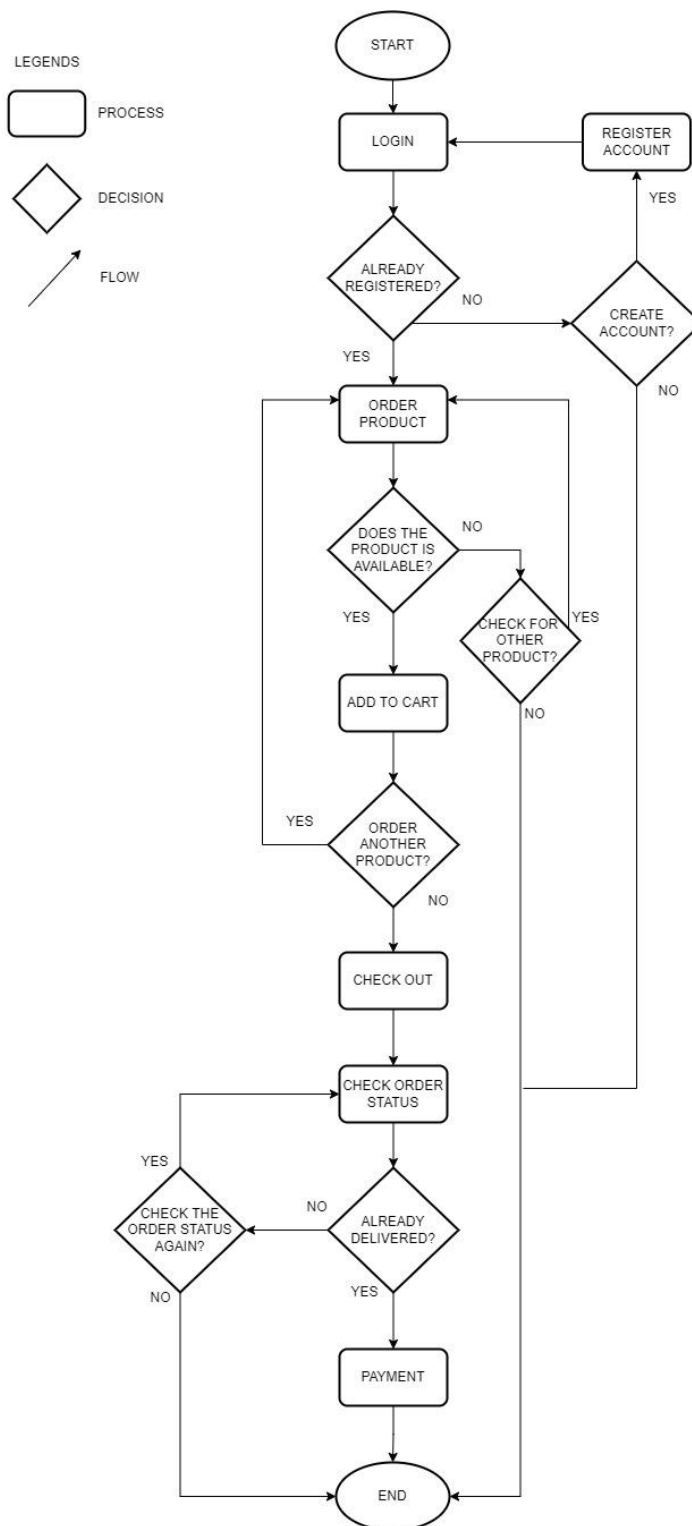
As Filipinos entered the 21st century, local e-commerce transaction reached Php 1 billion. It shows that there's at least one billion transaction sales growth annually. If this trend continues, Figures can reach up to Php 20 billion as more businesses conduct online transactions. If significant economic growth takes place in the next 10 years, these estimates may even double or triple (Torral, 2004)

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## OLD SYSTEM FLOWCHART

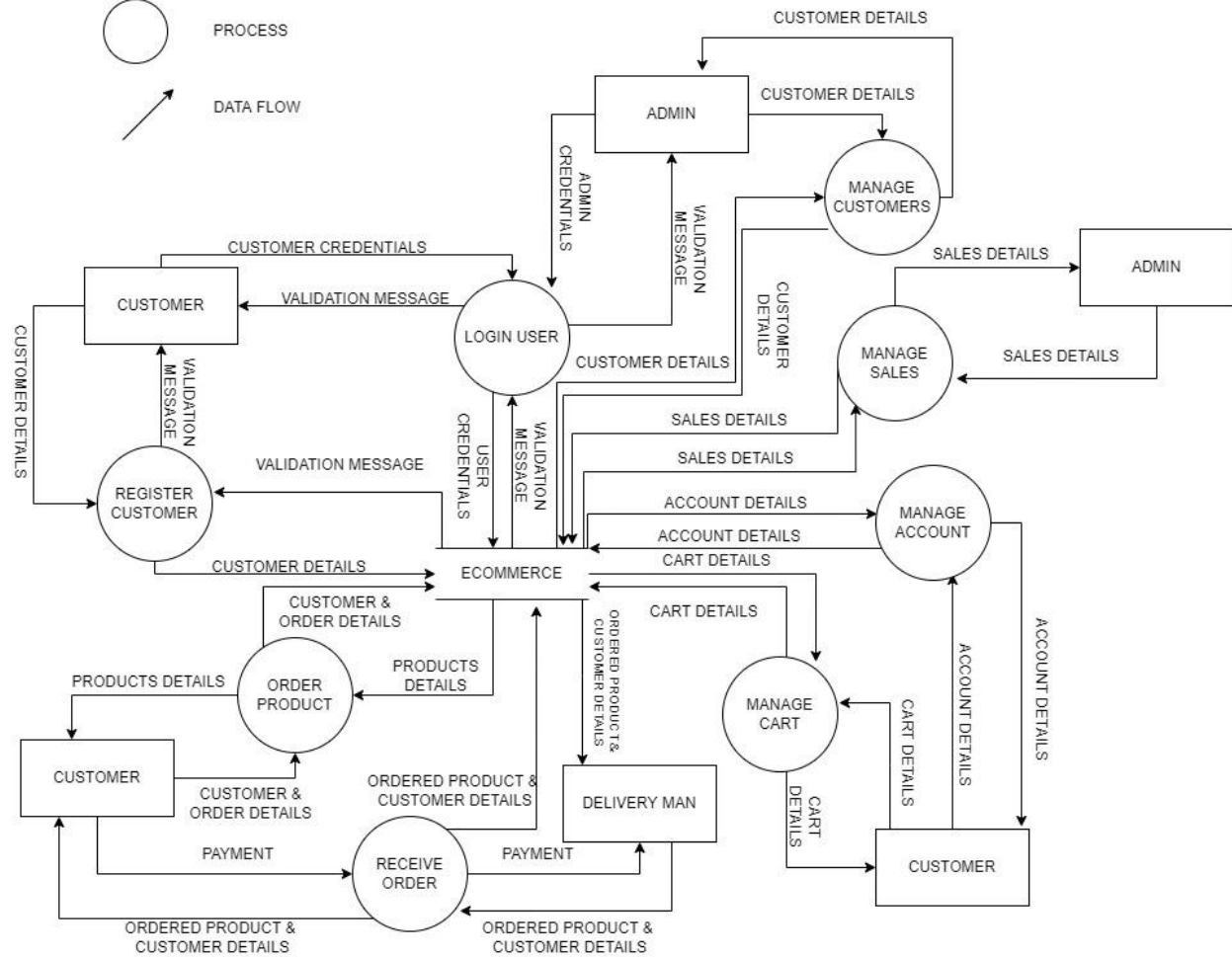
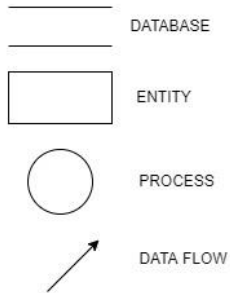


## NEW SYSTEM FLOWCHART



## DATA FLOW DIAGRAM

### LEGENDS



## **DEFINITION OF TERMS**

Academic performance -Academic performance is the measurement of student achievement across various academic subject

Awareness- knowledge or perception of a situation or fact.

Essential- a thing that is absolutely necessary. online selling- is a form of electronic commerce which allows sellers to directly sell goods or services to a buyer over the Internet using a web browser online

Shopping- the action or activity of buying goods or services via the Internet

Part-time job - is a job where you work less than the customary 40 hours per week



## **HARDWARE AND SOFTWARE REQUIREMENTS**

### **HARDWARE :**

- Os** - Windows 8 or higher with latest updates installed
- Processor** – Any CPU (Intel i3/i5/i7)
- Memory** – 1GB RAM or higher
- Storage** – 100MB available space
- Internet connection** – network using 10Mbps or higher speed network adapter.

### **Software:**

- Visual Studio Code
- Github Desktop
- Any web browser
- XAMPP
- Microsoft Word

## **CONCLUSION**

Therefore, we conclude that the purpose of this study because E-commerce represents one of the business methods that are taken advantage of if done in the right way, even though the stock market and goods have fallen, but E-Commerce is still profitable and has received high transactions. E-commerce has tremendous opportunities in the course of or business in Malaysia. In addition, it is also about introducing new techniques and styles in a transaction. The widespread use of E-Commerce in the Internet world is really better to bring the good of the individual or the state.

## **SUMMARY**

E-commerce (electronic commerce) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. These business transactions occur either as business-to-business business-to-consumer , consumer-to-consumer or consumer-to-business. We offer this system because it will work in an efficient way and as a way to help buyers of coozy clothing . As students of information systems, we provide an e-commerce system that could help Coozy Clothing to have an online system for buyers. The system is an easy way to search for and buy online.

## **RECOMENDATION**

E-Commerce companies as well as those planning to start E-Commerce Operations should take into consideration the needs and wants of each consumer group as well as the factors preventing them from involving in dealing online. In other words, individual online transactions should be secure enough for someone to reduce his Perceived Risk and use credit card numbers in the web market. Improving the reputation and brand image as well as providing specific warranties, will also help in improving consumer confidence, On the other hand credit card providers should take enough security measures to prevent an authorized transactions.

Online stores must demonstrate that online shopping is not only convenient, safe, easy and fun; they must also offer other incentives and motivations to attract consumers. Thus, in addition to building consumer confidence, offering more rewarding shopping experiences than what is presently available, would benefit in increasing a number of consumers to shop online and to continue doing so in the future. It is necessary to make sure that product information is sufficiently detailed, accurate and easy to find. Further, web stores need to be updated regularly in order to provide latest information to the customer.

They should be readable and easy to access in terms of performance. The ultimate objective of the web store in increasing revenue should be to increase the proportion of actual transactions to the number of web hits. The proposed model of E-Commerce adoption will not only help managers to grasp the whole process of E-Commerce from the viewpoint of consumer behavior; but will help them to focus appropriately on the factors affecting each process.

## **Bibliography**

Aldin, Brehmer & johansson, 2004, According to Burleson (2005), a website must be simple and focused site to succeed

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