

# Developing an Online Platform for 100% Organic Cold Pressed Oil

**Mrunal Makarand Kulkarni<sup>1</sup>, Vaishnavi Manohar Lakade<sup>2</sup>, Renuka Balasaheb Daud<sup>3</sup>**

<sup>1,2,3</sup> Computer Science Engineering, Maharaja Agrasen Institute of Technology/ GGSIPU, India.

## How to cite this paper:

Mrunal Makarand Kulkarni<sup>1</sup>,  
Vaishnavi Manohar Lakade<sup>2</sup>,  
Renuka Balasaheb Daud<sup>3</sup>, "Developing an  
Online Platform for 100% Organic Cold  
Pressed Oil", IJIRE-V4I02-321-323.

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**Abstract:** As the world becomes increasingly health conscious, there has been a surge in demand for natural and organic products, including cold-pressed oils. Firstly, organic farming practices ensure that the oils are free from harmful chemicals such as pesticides and herbicides. This means that the oils are less likely to cause health problems such as allergies, hormonal disruption or cancer. Secondly, cold-pressing is a process that involves minimal heat and friction, which helps to preserve the nutrients and natural flavors of the oil. This means that the oil retains its beneficial properties, such as vitamins, antioxidants, and healthy fats which can improve skin health and inflammation in the body. In this paper, we showed the overall plan and execution end-user centered website for a cold-pressed oil industry. The website aims to provide a user-friendly platform for customers to learn about the benefits of cold-pressed oil and to purchase high-quality products. This paper presents a case study of building a website for a cold-pressed oil manufacturer.

**Keyword:** pressed oils, Website Development, User experience, online marketing, Sustainability, Health benefits, Organic products, Product showcase, Quality assurance, manufacturing industry.

## I. INTRODUCTION

Have you ever tasted the pure, natural, and whole some goodness of cold-pressed oil? If you have, then you know that they are delicacy worth savoring. It has much importance for cooking and skincare requirements. If not, then you are missing out on one of nature's finest gifts. It is extracted from seeds and nuts using a mechanical process, preserving their natural nutrients and flavors, unlike their chemically processed counter parts. In recent years, there has been a growing demand for cold-pressed oil and the use of it in cooking has become increasingly popular nowadays due to their numerous health benefits. Cold-pressed oils are made by extracting oil from seeds or nuts without the use of heat or chemicals which preserves the natural nutrients and flavors [3]. They are rich in vitamins, minerals and are known to improve heart health, boost the immune system and promote healthy skin and hair. As a result, there has been a growing demand for high-quality cold-pressed oils in the market. To meet this demand, many manufacturers have started producing and selling cold-pressed oils. However, with the increasing competition in the market, it is essential for manufacturers to have a strong online presence to showcase their products and reach a wider audience. This website not only shows the company's products and services but also provides a platform for customers to purchase products online. Additionally, it can educate consumers about the health benefits of cold-pressed oils, which can help increase brand awareness and loyalty.

### A) Background and motivation:

Organic food products have become increasingly popular in recent years due to their perceived health benefits and environmentally-friendly production practices. Among these products, cold-pressed oils are particularly sought after for their high nutrient content and natural processing methods. However, despite the growing demand for cold-pressed oils, there is a lack of dedicated websites that cater to needs of consumers seeking these products.

### B) Problem Statement:

Despite the growing demand for cold-pressed oils, there is a lack of dedicated websites that cater to the needs of consumers seeking these products.

### C) Objectives:

In response to this problem, we present a website for a cold-pressed oil manufacturer that offers 100% organic, high-quality oils. Our website aims to provide a user-friendly interface that only facilitates online purchasing but also educates users about the benefits of cold-pressed oils.

### D) Contributions:

By addressing the gap in the market and providing a valuable resource for health-conscious consumers, our website builds a remarkable role to these natural products.

#### **E) Paper organization:**

This paper presents the design process and implementation of our website, highlighting the challenges and considerations that informed our decisions. We also evaluate the website's performance and user satisfaction through metrics such as website traffic and customer feedback.

### **II.LITERATUREREVIEW**

#### **A) Cold-Pressed Oils:**

Cold-pressed oils are oils that are extracted from seeds, nuts, or other plant material without the use of heat or chemical solvents. Cold-pressed oils are believed to retain more of their nutrients and natural flavors than oils that are extracted using heat or chemicals [3]. They are also believed to have more health benefits, including higher levels of antioxidants and anti-inflammatory properties.

#### **B) Organic Food Market:**

Our Indian market has reached US\$1,278 million in 2022. Moreover, in future, the IMARC Group expects that the market will reach US \$4,602 million by 2028 showing the growth rate (CAGR) of 23.8% in the duration of 2023-2028 [1]. This growth is driven by increasing consumer demand for healthier and more environmentally sustainable food products. The cold-pressed organic oil market, in particular, has been growing rapidly with a CAGR of 3.3% by 2017-2021 [2].

#### **C) Online Shopping for Organic Food Products:**

Online shopping for organic food products has become very common nowadays when users find more convenient ways to purchase healthy and sustainable food products. This has been speeded up from the pandemic, with more consumers turning to online shopping due to health concerns and lockdown restrictions. However, there are food products online, including ensuring product quality and freshness, managing inventory, and providing effective customer service.

#### **D) Similar Websites:**

There are several websites that sell cold-pressed organic oils, including the “lakdighanaoil.com.” These websites offer an arrangement of products and services, including educational resources, recipes, and customer reviews. By analyzing and comparing these websites, we can identify areas where our website can differentiate itself and provide a unique value proposition to our customers.

### **III.METHODOLOGY AND DESIGN**

The purpose of this study was to investigate the impact of using cold-pressed oils in cooking on cardiovascular health.

#### **E) Design Approach:**

We followed a user-centered design approach to develop the website, emphasizing the importance of creating an intuitive and user-friendly interface and ensuring that the website meets the needs. The full implementation of our project is very pure and modern, with easy-to-navigate menus and clear calls to action. Our design is based on the latest web-design trends, with a focus on simplicity, minimalism, and responsiveness.

#### **F) Website Features:**

Our website features a simple and intuitive navigation system, making it easy for customers to browse and purchase products. It includes features such as a shopping cart for online purchase. We also included a health tips section in which the benefits of eating this oil are mentioned and also the production.

#### **G) Technology Used:**

We used HTML, CSS, and JavaScript for making the frontend of the website. For the backend, we used PHP.

### **IV.CONCLUSION AND FUTURE DIRECTION**

In conclusion, our project successfully developed a website for a cold-pressed organic oil manufacturer. The website provides users with a simple way to retrieve details of the company's products, including their health benefits, and production processes. By finding we get that the global market for cold-pressed organic oil is rapidly growing, and our client is well-positioned to take advantage of this trend. In terms of future directions, there are several areas where we believe the website could be further improved. Overall, we are proud of the work we have done on this project and believe that the website we have developed will serve as a valuable asset for our client as they continue to grow and expand their business.

### **V.ACKNOWLEDGEMENT**

The achievement of this project was incomplete without the help and support of various individuals and organizations, which we would like to express our gratitude to. Firstly, we would like to express our heartfelt gratitude to Dr. Ganesh .B. Dongre, the principal of CSMSS College of Polytechnic for his unwavering support and encouragement throughout the duration of the project. We also like to give a special mention to Ms. R. S. Popale, Head of the Computer Engineering Department and our project guide for providing us with invaluable guidance, advice and feedback throughout the project. Her knowledge and expertise in the field were instrumental in shaping the direction and scope of our work. We also thank Mr. Sanjay Kshirsagar, proprietor of Samyak Industries for providing us with the information and the

manufacturing process. We are thankful to everyone who contributed to this project in one way or another. Their contribution is appreciated and valued.

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