

**SUBJECT CODE : ITN30AT**

**LECTURE’S NAME: CAREL VANROOYEN**

**SEMESTER PROJECT**

**Style & Luxury Furniture**

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B**USSINESS PROPOSAL**

Reasons for conducting our business over the internet

By utilizing the latest electronic, and informational technologies, and by designing effective and efficient systems and building in quality control, we aim to ensure the highest level of service, operations, and safety, all based around the needs, wants, comfort, and convenience of the customers and the client. This combination of technology, service orientation, and quality oversight will help keep costs at a minimum and maximize profits to the store and its investors. It also will help build the strong customer satisfaction and excellent reputation that will enable the online store to build solid, and crucially important, inter-store arrangements necessary to expand its scope and customer attraction in the early stages, and which will lead to continued long-term growth both within the target market area and, looking toward the future, beyond.

**1) Objectives**

Style & Luxury online is a company that provides an online furniture store that’s only operated on the Internet – where customers can purchase a variety of their suitable furniture using laptops and e-wallet, whenever, and wherever they are located.

The company’s objectives are:

* Offer furniture at affordable prices.
* Offer different types of furniture for a variety of users.
* Offer a 24-hour service online to our customers and potential customers.
* Create a good relationship with our customers by engaging them all the changes that are to occur in our company.
* Grow our brand not only in the global village (the Internet), but physically, so that anyone around the world can be one of our customers, and get their laptops delivered at their doorstep.

Generate increasing sales than costs, and yet keeping our customers satisfied with the services we provide.

Long term goals (within 3years of business operation)

1. Increase Revenue – double our revenue by the end of our business year
2. Attract more potential investors – We attract them through our online community and continue to advertise our brand

**Partnership**

Style & luxury furniture online will be a partnership business

Owned by 2 partner

**What the business will be doing:**

Style &luxury is a South African based company that’s based in Tshwane, Gauteng co-owned by 2 members. All its business transactions are purely based online – from signing up as a member to making purchases, the only physical business function that takes place in our company is the logistics part, particularly the delivery of customer goods to their nearest post-offices.

We offer online purchasing of furniture, because it is more efficient(less time consuming), and costs less money(transport fare money) to shop for furniture online, rather than going to the furniture store physically to purchase a furniture- only to find out that the furniture is not available, or having to search for the furniture store-by-store before finding what you’re looking for.

**Products and Services**

We offer furniture made from all kinds of wood(trees)such as mahogany trees, Pine trees, Jacaranda trees, We offer variety of furniture from Dining Lounge suite, Bedroom suite, Kitchen Skim, Wall Unit those are the products we offer.

**We offer two services:**

1) That’s the e-wallet payment service for the customer’s purchases to be successful. We open up a bank account for our customers, where they can bank money and only use it for purchasing our products, not for any withdrawal. When a customer makes a purchase for one of our products the price of that product is transferred from their bank account (the one we opened for them) into the company’s bank account

2) The delivery of customers’ goods service, which we charge absolutely nothing for it.

**WEBSITE NAVIGATION**

The website caters for two types of user namely: Registered User

Non-registered User

For the user to navigate through our e-commerce website and have access to our pages they must have gone through registration process, where they will be asked several personal Questions such as name,lastnames and ID number and etc., suppose the user was succefully registered they will be directed to a login page, where they will use their credentials to login, From there the user will be given a privilege to browser through our catalogue and view our product, and furthermore the user would be granted permission to make some transaction, all the data capture will be stored in our database for future referencing,

Non-registered User only has access to our catalogue pages to view our product and no data will be captured in our database since the user is not registered

The project will hosted on github Head/branch

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| Planning and software | Planning your objectives is crucial to obtaining the results you desire in the end. Setting up the software needed to build your website in this stage will help save time once to begin developing.  Step 1-create objectives  Step 2-define your market  Step 3-determine the tools you require to achieve your objectives  Step 4-set up php  Step 5-instal MySQL  Step 6-create your database  Step 7-define your site in bootstrap  Step 8-learn about templates and include |
| Business set-up | Once you are familiar with the tools you will be using to create your website, you are able establish the timeline for the remainder of the project.  Step 1- develop timeline  Step 2- register your domain name  Step 3-purchase and set-up your hosting account  Step 4-determine your online payment solution  Step 5-research legal requirements |
| Design and production | Create the composition for your website allows you to get the feel for how the website will look and how the user will navigate it.  Step 1-create wireframes and composition  Step 2-slice and optimize your graphics  Step 3-prodce your template with html and css  Step 4-create special style sheet  Step 5- create your navigation  Step 6-validate your html and css  Step 11- populate your database with content  Step 12- add share button and social media features |
| Development | Now you can add forms, maps, products, a shopping cart, checkout pages and anything else you want to achieve with your website.  Step 1-establish a database connection  Step 2-create record sets on your database driven pages  Step 3- create binding and repeat regions  Step 4- create properly validated forms  Step 5-create emails for your website  Step 6-create Google maps  Step 7-create catalogue pages  Step 8-craete se registration system  Step 9-Create content management system  Step 10-create e-commerce pages  Step 11-create reporting system  Step 12-create site maps |
| QA & Deployment | Test your website |
| Review and comment | Allow the user to comment and review your site |

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| --- | --- |
| CUSTOMER | |
| PK | Cus\_ID |
|  | Cus\_Surname |
|  | Cus\_Initials |
|  | Cus\_UserName |
|  | Cus\_Password |
|  | Cus\_Email |
|  | Cus\_Number |
|  | Cus\_PhysicalAddress |

ERD

|  |  |
| --- | --- |
| PRODUCT | |
| PK | Prod\_Num |
|  | Prod\_Title |
|  | Prod\_ReleaseDate |
|  | Prod\_Price |
|  | Prod\_Quantity |
|  | Prod\_Type |

Prod\_Type

|  |  |
| --- | --- |
| RANK | |
| PK | Prod\_Num |
|  | Rack\_Type |
|  | Wood\_Type |

|  |  |
| --- | --- |
| CHAIR | |
| PK | Prod\_Num |
|  | Chair\_Type |
|  | Wood\_Type |

|  |  |
| --- | --- |
| NIGHTSTAND | |
| PK | Prod\_Num |
|  | Stand\_Type |
|  | Wood\_Type |

|  |  |
| --- | --- |
| TABLE | |
| PK | Prod\_Num |
|  | Table\_Type |
|  | Wood\_Type |

|  |  |
| --- | --- |
| MIRROR | |
| PK | Prod\_Num |
|  | Mirror\_Type |
|  | Wood\_Type |

|  |  |
| --- | --- |
| CLOSET | |
| PK | Prod\_Num |
|  | Closet\_Type |
|  | Wood\_Type |