**Project Proposal**

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| ADP Program | | | Computer Science | | | | |
| Project ID  *(for office use)* | | |  | | | | |
| Title of Project | | | Green Basket | | | | |
| Type of project | | | [✓ ] Traditional [ ] Industrial [ ] Continuing | | | | |
| Nature of project | | | [✓ ] **D**evelopment [ ] **R**esearch [ ] **S**urvey | | | | |
| Area of specialization/ Field | | | Web Application | | | | |
| **Project Group Members** | | | | | | | |
| Sr.# | Reg. # | Student Name | | CGPA | Email ID | Phone # | Signature |
| (i) | Group Leader  AS23LHB2527 | Muhammad Sheran | | 3.2 |  |  |  |
| (ii) | AS23LHB2537 | Kashan | | 3.4 |  |  |  |
| (iii) |  |  | |  |  |  |  |
| (iv) |  |  | |  |  |  |  |
| (v) |  |  | |  |  |  |  |
| **Declaration:** Project group members have cleared all prerequisites courses For project as per their degree requirements.  **Supervisor Name and Signatures: Principal:**  HAFIZ MUHAMMAD USMAN PROF. IZHAR AKRAM  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | | | |

**Introduction:**

Welcome to Green Basket, the ultimate online shopping destination for all your daily needs. Our mission is to provide a convenient, sustainable, and affordable platform for customers to purchase a wide range of high quality products, from fresh produce to household essentials. In today's fast-paced world, online shopping has become an essential part of our lives. However, we often find ourselves compromising on quality, price, or convenience. Green Basket aims to change this narrative by offering a unique and innovative shopping experience that caters to the modern consumer's needs. Our proposal outlines a comprehensive plan to launch and operate Green Basket, a user-friendly online shopping website that offers: - Fresh produce (fruits and vegetables) - Meat and poultry products - Dairy and bakery items - Household essentials (groceries, cleaning supplies, etc.) - Personal care and wellness products With Green Basket, customers can enjoy the following benefits: - Convenience: Shop from anywhere, at any time - Quality: Fresh and high-quality products Project Proposal - Affordability: Competitive prices and discounts - Sustainability: Eco-friendly packaging and reduced food waste.

**Objective:**

* To create a user-friendly and intuitive online shopping platform that provides a seamless shopping experience for customers.
* To offer a wide range of high-quality products, including fresh produce, meat, dairy, household essentials, and personal care items, at competitive prices.
* To provide fast and reliable delivery options, ensuring that customers receive their orders promptly and in good condition.
* To reduce food waste by implementing an "ugly produce" section, offering surplus items at discounted prices, and partnering with local farmers and suppliers.
* To promote sustainability by using eco-friendly packaging, reducing carbon emissions, and encouraging customers to choose environmentally friendly products.
* To build a loyal customer base by offering personalized recommendations, loyalty programs, and exceptional customer service. Project Proposal
* To achieve an average order value of $50 and an average customer retention rate of 75% within the first year of operation.

**Project Scope:**

Project Overview: Green Basket is an e-commerce website that offers a wide range of groceries, fruits, vegetables, meat, and household essentials. The website aims to provide a convenient, sustainable, and affordable shopping experience for customers. Project Objectives: - Create a user-friendly and intuitive online shopping platform - Offer a wide range of high-quality products, including fresh produce, meat, dairy, household essentials, and personal care items - Provide fast and reliable delivery options - Implement an "ugly produce" section to reduce food waste - Promote sustainable practices and eco-friendly packaging - Offer loyalty programs and personalized recommendations.

**Summary:**

In conclusion, Green Basket is a revolutionary online shopping website that offers a unique and innovative shopping experience for customers. With a wide range of high-quality products, fast and reliable delivery options, and a commitment to sustainability, we are confident that Green Basket will become a leading online shopping destination. By investing in Green Basket, you will be supporting a business that is dedicated to: - Providing a convenient and affordable shopping experience for customers - Promoting local businesses and supporting the local community - Reducing food waste and promoting sustainable practices Project Proposal - Offering a wide range of high-quality products and services.

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