

Software Sales Manager

by Mubasher chaudhary

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Project Abstract:

The value of social communication grows, a new wave of opportunities has emerged by incorporating social media and commerce into E-Commerce. Organizations are learning how to use social media technologies to widen their business globally. Customer gets benefit to purchase and do transactions online. They can express feedback easily that effects the reputation of the organization.

Software Sales Manager (SSM) e-commerce platform is a project that provides software engineers, web designers and developers a platform to sell their digital products so they no need to have cart, ssl and payments on their web site. They will have Profile, Widgets, Social media, Affiliates, Analytics and Communication pages so they can carry out their business with their own way. The most but not the last significant facility of the product would be the licence key generation mechanism that will protect the theft and misuse of their product.

Introduction:

E-commerce has grown over the years like any digital technology or consumer-based purchasing market globally. With the popularity of mobile devices, mobile commerce has become its own market all over the world. With the growth of sites like Facebook and Pinterest, social media has converted to a significant driver of e-commerce. It becomes expensive for the producers to secure their work when they are dealing online. The Federal Trade Commission (FTC) controls most e-commerce actions, including the use of marketable emails, online advertising and consumer privacy [1]. Businesses collect and retain sensitive personal information about their customers.

SSM will be an Application program Interface (API), it will provide a platform that will be for both type of users i.e. the producers and the consumers of the digital products. So there are two types of situations here that involve the service of an ecommerce platform. For the consumers the site will look and feel like the retail store that customers are used to deal with and it will signify that they are purchasing from a loyal and honest company. One of the major user's requirements is the design of the site, its usability that will be provided by the Platform. Customers usually want what they want and want it fast. SSM will provide a platform that shows the customer what they want in the way they want to see it. After the customers find what they want, they will be able to purchase the products rapidly and easily. The complexity of our business would be transparent to the customers. For the producers they want a platform that will behave like their store. They want a design that could be customized according to their needs and easy to use. Moreover the most important and the wanted aspect is a security of the product. SSM will be platform that will provide a cheap and powerful security of the product that will protect the product from theft and misuse. SSM will be platform that will provide a cheap and powerful security of the product that will protect the product from theft and misuse. SSM will provide plentiful tools that fit within producer's needs and budget to increase productivity and efficiency of their company.

The API of SSM includes a feature that users can personalize a home page with their own way. They can change some colors, upload and change background or use CSS to style anything you wish it's all up to organization how they want to customize. A user can import its existing email list and export its followers and customers at any time easily. He can update

and share the contents and communicate with audience easily. Platform will help the new user to make audience by matching the supplier and consumer needs with the help of data mining algorithms. He can sell his products on discount. He can sell his product without any worry of theft and misuse of the product as platform will provide a cheap facility to them that will generate a license key for their product. The product key will be powerful and will provide from illegal license key generation. He can sell different versions of the product, the API will provide a feature that will helps to upload new versions and to maintain new and old versions on store easily. He can edit the store and can restrict the product from abusive usage. He can make a free profile so they don't have to pay for it, he just have to pay a small amount for license key. User can share its profile on their own social networking site i.e. Twitter, Facebook etc. Platform will provide a facility of widgets. The platform will be customer oriented and will provide a facility to pay with credit cards and PayPal.

Motivation and Scope:

SSM is a platform that will provide a basic facility of e-commerce. Online sellers, mainly those selling globally or across state lines, face different legal and financial concerns, particularly in respect to confidentiality, safety, copyright and tax system. SSM shelter consumer privacy and guarantee truthful marketing practices online.

As an e-commerce business, online advertising is a chief part of organization's strategy. SSM e-commerce platform will provide a service for a license key for security purposes. So the platform will provide secure services that not only sell the product but also provide services of protection, maintenance, advertisement and sharing.

SSM will be a user friendly and free API that will boost the online business and will provide a facility of cost free protection of one's work.

Related Work:

There are many e-commerce websites but the uniqueness of our website is that it provides cheap license key generation mechanism. All ecommerce platforms charge the customers to sell their product but we will charge only a little for the license key generation.

Related work is done by the following sites.

1. Gumroad.com [2]

Similarity:

Both are ecommerce platforms using a web application to attract users to carry out their business without any worry of misuse and theft of their work

Limitations:

It's expensive for the cheap product as it cost 5% of the sale plus 25 cents per transaction. We will charge 2% of the sale as it will cover the license key cost and all taxes. In our product there will be no hosting fees, no monthly fees, yearly fees, no bandwidth fees, no refund fees.

2. Sendowl.com [3]

Similarity:

Both platforms are the ecommerce sites that provides customer an easy business to perform.

Limitations:

Its cost is \$9/month and up, these charges are for 10 products. It's expensive and does not have any license key generation mechanism.

3. Shoplocket.com [4]

Similarity:

Both platforms are the ecommerce sites that provides customer an easy business to perform.

Limitations:

It cost 2.5% per credit card transaction and no protection by license key generation.

4. 2checkout.com [5]

Similarity:

It also provides online selling of products facility.

Limitations:

It charges 2.9% + 30¢ per credit card transaction and no protection by license key generation.

System Architecture:

As we are using Laravel framework, it uses MVC architecture for the implementation. The user request some service and it goes to the Router, then its router's work to send the request to the controller's requested method. Three components to the MVC pattern are as follows:

- **The model :**

The model is the domain that your software is built around. Models are based on real-world objects such as a product or a person. Models are stored outside the application and are permanent and often in a database. It enforces all the rules of business that apply to model data. The model acts as a safeguard and a data store.

- **The view:**

It is the visual representation of a model with some context. It's the resulting gain that the framework renders to the browser, such as the HTML representing the blog

post. It is responsible for generating a user interface and normally based on data in the model. The view may present the user with various ways of inputting data but the view itself never handles incoming data. The view's work is to display the data.

- **The controller:**

The link between the view and the model is provided by the controller. It gives out input, it acts upon the model, and a decision is made by it to what action should be done, such as to render a view or redirect it to another page.

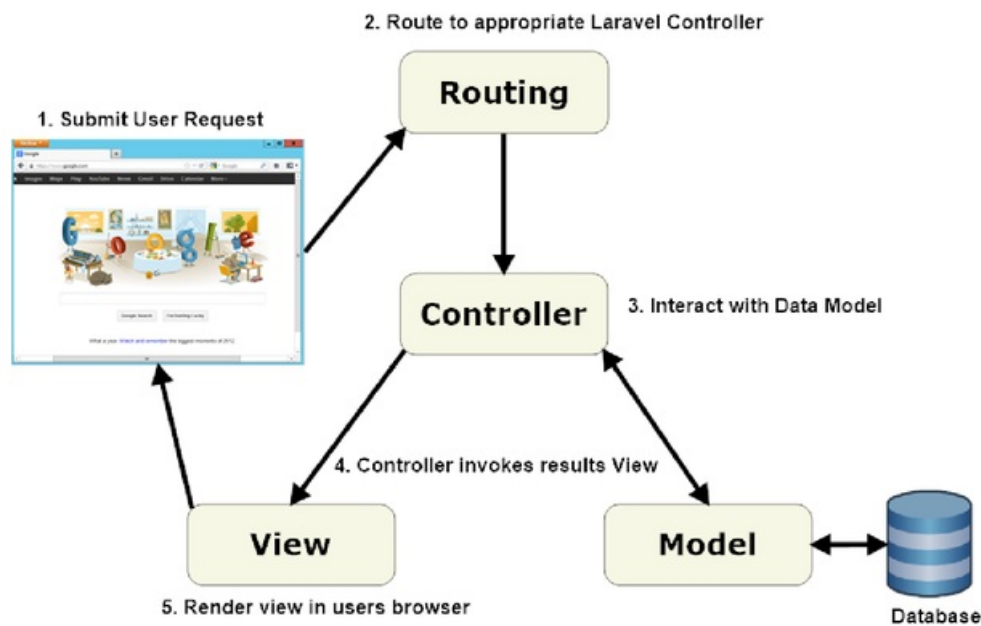


Figure 1.1 Laravel MVC Architecture [6]

Goals and Objectives

- Our main objective is to create a appropriate interaction between user and customer and protection of the product from any theft.
- Our objective is to make a API that works according to the international cyber and property rules.
- Our goal is to make this application user friendly and easy to interact.
- Our goal is to make this application a reliable source for business transactions.
- It will mainly focus to help the programmers to sell their applications without any worry of theft and misuse.

- Other digital products like songs, music, documentaries, scripts, books, notes, handbooks etc are also in our priority list to make them
- We will save resources by offering a trustworthy way to license key generation with the help of our unique free and powerful license key generation mechanism.
- We shall be offering a cheap system that will help to boost the ecommerce platform and will be helpful for our own Pakistan's industry.

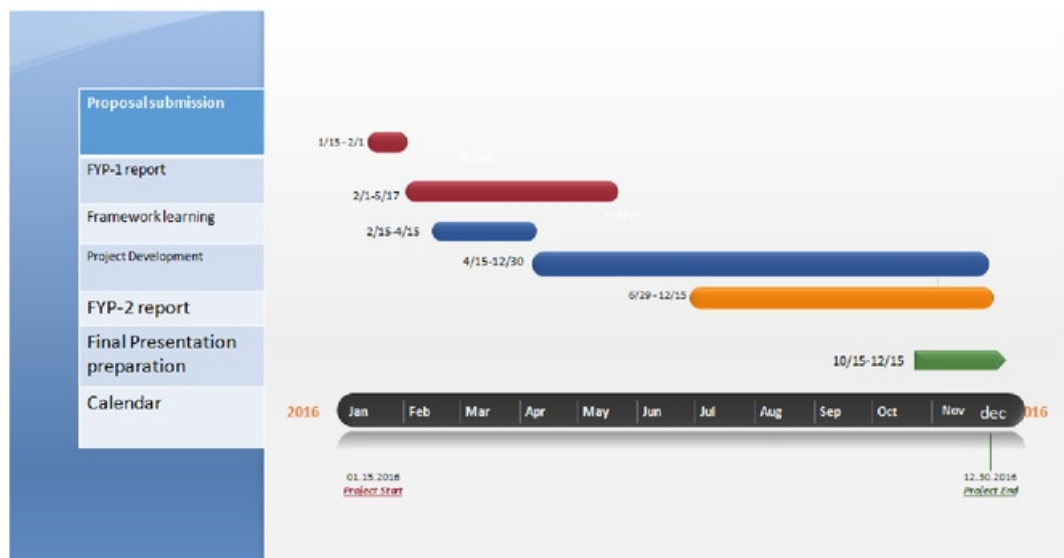
Individual Tasks

As it is a e-commerce platform on which user can be a producer or user can be a consumer. So we have divided our work in to two modules the producer module and the consumer module.

Mubasher Nawaz Chaudhary will handle the front end and the backend of the producer module. It will provide the facility of registration, project launching environment, audience building, inventory management system to the user. The product safety facility of license key management will also be handled in producer module. Producer's end database would be handled in this module.

Muhammad Numan Aslam will handle the frontend and backend of consumer module. It will provide the facility of registration, communication with producers, product library management system to the user. Consumer's end database would be handled in this module.

Tentative Schedule:



Tools & Technologies

Tools and technologies that will be used in our product are as follows:

- **Html5:** for the basic frontend skeleton of the website.
- **CSS:** It will be used for designing of frontend to make it more attractive.
- **Twitter Bootstrap:** It will be used for the frontend to make it stylish, attractive and more responsive.
- **AngularJS:** HTML is good for declaring static web pages, but it falters when we try to use it for declaring dynamic views in web-applications. AngularJS provides you a facility to extend HTML vocabulary for your application. The resultant environment is extraordinarily expressive, readable, and quick to develop.
- **Laravel framework:** Laravel is a free, open source PHP web framework, projected for the development of web applications following the model-view-controller (MVC) architectural pattern. The features of Laravel are a modular packaging system with a dedicated dependency manager, utilities that aid in application deployment and maintenance, different ways for accessing relational databases, and its orientation toward syntactic sugar.
- **Adobe Photoshop:** For designing images for the web page to make them more attractive.
- **MySQL:** For database schema management.

References:

- [1] Ecommerce news site, www.businessnewsdaily.com/4872-what-is-e-commerce.html, 22-01-2016
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- [5] Ecommerce site, www.2checkout.com, 22-01-2016
- [6] Laravel Framework book, www.laravelbook.com/laravel-architecture, 22-01-2016

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