A PROJECT BASED LEARNING REPORT
ON
" TREECART "

Submitted to

SAVITRIBAI PHULE PUNE UNIVERSITY

In Partial Fulfilment of the Requirement for the Award of

Master of Computer Application(Under Engineering)

BY

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UNDER THE GUIDANCE OF

Prof.Dipali A Bhusari

DEPARTMENT OF MASTER OF COMPUTER APPLICATION

TRINITY ACADEMY OF ENGINEERING

Kondhwa Annex, Pune - 411048

2023-2024

TRINITY ACADEMY OF ENGINEERING

Department of Master of Computer Application

CERTIFICATE

This is certify that the Project Based Learning entitled

“ TREECART ”

submitted by

Aniket Sarjine	**6523**
Gaurav Tilekar	**6544**
Harshad Borkar	**6393**

This is to certify that **Aniket Sarjine, Gaurav Tilekar, Harshad Borkar** has successfully submitted Project Based Learning entitled ” **TREECART**” under the guidance of ”**Prof.Dipali A Bhusari**” in the Academic Year 2023-24 at Master of Computer Application(Under Engineering) at Trinity Academy of Engineering , under the Savitribai Phule Pune University. This Project Based Learning work is duly completed.

Date: / /
Place: Pune

Prof.Dipali A Bhusari	**Dr. A. A. Bhusari**	**Dr. N. J. Uke**
PBL Guide	**HOD**	**Principal**
Department of MCA	**Department of MCA**	**TAE, Pune**

Acknowledgement

I would like to acknowledge all the teacher and friends who ever helped and assisted me throughout my Project Based Learning work.

First of all I would like to thank my respected guide **Prof.Dipali A Bhusari**, Introducing me throughout features needed. The time-to-time guidance, encouragement and valuable suggestion received from her are unforgettable in my life. This work would not have been possible without the enthusiastic response, insight and new idea from her.

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Aniket Sarjine
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Declaration by the candidate

I hereby declare that this project report titled " TREECART " submitted towards partial fulfillment of requirements for the degree of MCA is an authentic record of my work carried out under the guidance of **Prof.Dipali A Bhusari**

I further declare that the material obtained from other resources is duly acknowledged in this report.

Date: / /
Place: Pune

Aniket Sarjine
Gaurav Tilekar
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Abstract

There has been increasing demand for horticultural crops more particularly fruit and ornamentals ones in both urban and rural areas of India. So the increasing demand for good quality planting material hence nursery business has developed rapidly in recent years. Nursery product is no longer restricted to orchards or large parks and gardens. It has been used for decoration purpose and etc. Heavy demand is observed during festive seasons and seasons of melas and fairs.

Treecart is the online nursery plant store is web based system that comfort and convenience of your homes. With this web based system customer can view the plants with details such as plants cost etc. carefully package and ship our plants to ensure they arrive at your doorstep in excellent condition. Treecart also provide ongoing customer support to answer any questions or concerns you may have, as we want your gardening experience to be enjoyable and successful.

Keywords: *- trees,online tree shopping,treecart*

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List of Abbreviation

1. **PHP** - Hypertext Preprocessor (the programming language used for development)

2. **DB** - Database (likely MySQL or another relational database system)

3. **CRUD** - Create, Read, Update, Delete (the basic operations for managing data)

4. **SQL** - Structured Query Language (used for interacting with databases)

5. **HTML** - Hypertext Markup Language (for creating web pages)

6. **CSS** - Cascading Style Sheets (for styling web pages)

7. **JS** - JavaScript (for adding interactivity to web pages)

1 About Project

1.1 Title

The title of our project is **“ TREECART ”**

1.2 Domain

Online plant shopping.

1.3 Aim

”To design and build the website that purchasing and selling plant that decorate the places.”

1.4 Objective

- **To Enhance Customer Experience:** The system aims to provide a seamless and convenient online shopping experience for customers, allowing them to browse and purchase nursery products with ease.
- **To Expand Customer Reach:** By transitioning to an online platform, the system aims to expand the customer base beyond the limitations of a physical store.
- **To Enable Personalization:** The system strives to personalize the shopping experience for customers by offering user accounts, saving preferences, and providing personalized rec- ommendations.
- **To Improve Inventory Management:** By implementing real-time inventory management, the system aims to maintain accurate stock information and minimize the occurrence of out-of-stock situations.

1.5 Problem Statement

Nowadays, many people want to buy trees for their homes or gardens, but it’s not always easy to find a good selection at local nurseries, especially during certain times of the year.This is a common issue in many places, especially in urban and suburban areas where there might not be as many nurseries or garden centers nearby.People who want to buy trees often have to spend a lot of time visiting different nurseries or garden stores to find the right tree. This can be frustrating and time-consuming, and sometimes they can’t find the tree they want at all.This problem affects a lot of people who are looking to buy trees for their homes or gardens, especially as more and more people are getting interested in gardening and landscaping. When people can’t find the trees they want, they might end up settling for something else or giving up on planting trees altogether. This not only affects their own satisfaction but also the environment, as trees play a vital role in providing oxygen, improving air quality, and supporting wildlife

1.6 Group Details

Name	Roll no
Aniket Sarjine	6523
Gaurav Tilekar	6544
Harshad borkar	6393

2 Introduction

2.1 Introduction

- There has been increasing demand for horticultural crops more particularly fruit and ornamentals ones in both urban and rural areas of India. So the increasing demand for good quality planting material hence nursery business has developed rapidly in recent years. Nursery product is no longer restricted to orchards or large parks and gardens. It has been used for decoration purpose and etc. Heavy demand is observed during festive seasons and seasons of melas and fairs.

- Treecart is the online nursery plant store is web based system that comfort and convenience of your homes. With this web based system customer can view the plants with details such as plants cost etc. carefully package and ship our plants to ensure they arrive at your doorstep in excellent condition. Treecart also provide ongoing customer support to answer any questions or concerns you may have, as we want your gardening experience to be enjoyable and successful

2.2 Scope of the system

The scope of the Treecart Website encompasses a range of features and functionalities aimed at providing an exceptional online shopping experience for nursery products. The system focuses on the following aspects:

- Product Management: The system allows administrators to add, edit, and remove nursery products. They can include details such as product descriptions, images, pricing, and inventory management. The system also supports categorization of products for easy navigation.

- User Management: Users can create personal accounts to manage their profile information, view order history, and add to cart products. The system provides user registration and login functionality, ensuring a secure and personalized experience

3 Literature Survey

3.1 E-commerce Trends and Strategies

Examination of current trends in e-commerce, including the growth of online retail and the adoption of digital platforms for sales. Review of strategies used in successful e-commerce ventures, such as personalized marketing, user-friendly interfaces, and seamless checkout processes.

3.2 Environmental Considerations

Assessment of the environmental impact of online retailing, with a focus on the sale and delivery of trees. Exploration of sustainable practices and initiatives within the e-commerce industry to minimize environmental harm, including packaging solutions, transportation optimization, and carbon offset programs.

3.3 Customer Behavior in Online Tree Purchases

Analysis of consumer behavior studies related to the online purchase of trees, including factors influencing decision-making and purchase intentions. Examination of consumer attitudes towards online tree shopping, such as preferences for tree types, sizes, and delivery options.

3.4 Case Studies and Success Stories

Examination of case studies and success stories from existing online tree selling businesses. Identification of key strategies and tactics employed by successful online tree sellers, including marketing campaigns, customer engagement initiatives, and logistics management.

3.5 Challenges and Opportunities

Discussion of challenges unique to online tree selling, such as ensuring tree quality during shipping, managing inventory, and providing accurate product information. Exploration of opportunities for innovation and growth in the online tree selling market, including niche markets, value-added services, and partnerships with environmental organizations.

3.6 References

1 **Books**: "**E-commerce 202X**: The Future of Online Business" by Rob Power **"The Complete E-Commerce Book**: Design, Build and Maintain a Successful Web-Based Business" by Janice Reynolds

2 **Academic Journals and Papers**: "**E-commerce website**: Characteristics and success factors" by Mirela-Catrinel Voicu, Ștefan Cristian Gherghina (2019) "A review on e-commerce and its types" by Shalini Singh, Abhishek Kumar (2018)

4 Existing system and need for a system

- We analysis that many people's want to buy plants and they have directly concern with nursery. Sometimes people do not know information about particular plant as well as sellers is not technically skilled. Also there is price comparison issue, because customers do not compare with different nurseries, and there are no online payment facilities are available only cash consumes. So in this case online nursery is a platform where solutions of this all problems are available.
- In this existing system we need facilities like browse, research before buy and make online payments. Customer service is important, so there is advising, answering questions are important.
- Also there is need to record information including customer's name, address, and billing instructions for future reference or customer pleasant shopping experience

4.1 Limitations of existing system

The limitations of the existing nursery store system highlight the need for a more advanced and inclusive online solution. Here are some common limitations:
1. Limited Accessibility: The physical store restricts access to customers who are unable to visit in person due to distance, time constraints, or mobility issues.
2. Limited Product Information: Customers may lack comprehensive product information, making it challenging to make well-informed purchasing decisions.
3. Inconvenient Shopping Experience: The physical store may have limited operating hours, resulting in inconvenience for customers who are unable to visit during those times. Additionally, customers may have to navigate through the store to find specific products.
4. Lack of Personalization: The existing system may not offer personalized recommendations or tailored promotions based on customer preferences or past purchases

4.2 Need for the system

The need for an advanced nursery store system arises from various factors that can significantly enhance the customer experience and improve business operations. With the increasing popularity of online shopping, there is a growing demand for a nursery store system that allows customers to browse and purchase products conveniently from the comfort of their homes. An online nursery store system enables businesses to expand their customer base beyond their physical location. It allows customers from different geographical areas to access and purchase products, thereby increasing sales opportunities.: Unlike a physical store, an online system operates round the clock, providing customers with the flexibility to shop at any time that suits them. This convenience enhances customer satisfaction and encourages repeat purchases

5 Proposed system

The proposed system aims to address the limitations of the existing system and provide an enhanced online shopping experience for customers.
1. Online Shopping Platform: The proposed system will be a comprehensive online platform where customers can browse, select, and purchase nursery products conveniently from anywhere, at any time.
2. User Accounts and Personalization: Customers will have the option to create personal accounts, enabling them to save their preferences, view order history, and receive personalized recommendations based on their browsing and purchasing patterns.
3. Shopping Cart and Secure Checkout: The system will feature a userfriendly shopping cart that allows customers to add products, review their selections, and proceed to a secure checkout process. Various payment options will be supported, ensuring a seamless and secure transaction experience.
4. Inventory Management: The system will incorporate real-time inventory management, ensuring accurate stock information. Customers will be informed promptly about product availability, minimizing the possibility of disappointment due to out-of-stock items.

5.1 Objective of Proposed system

The objectives of the Treecart revolve around improving the customer experience, increasing operational efficiency, and driving business growth.
1) Enhance Customer Experience: The system aims to provide a seamless and convenient online shopping experience for customers, allowing them to browse and purchase nursery products with ease. Detailed product information, personalized recommendations, and user-friendly features will contribute to an enhanced customer experience.
2) Expand Customer Reach: By transitioning to an online platform, the system aims to expand the customer base beyond the limitations of a physical store. It will enable customers from different geographic locations to access and purchase nursery products, thereby increasing market reach and potential sales opportunities.
3) Enable Personalization: The system strives to personalize the shopping experience for customers by offering user accounts, saving preferences, and providing personalized recommendations. This objective aims to foster customer engagement, loyalty, and repeat purchases.
4) Improve Inventory Management: By implementing real-time inventory management, the system aims to maintain accurate stock information and minimize the occurrence of out-of-stock situations. This objective ensures customers have reliable information about product availability, reducing disappointment and improving overall satisfaction.
5) Achieve Business Growth: By offering an enhanced online shopping experience, expanding the customer base, and increasing customer satisfaction, the system seeks to drive business growth. This objective includes attracting new customers, increasing sales, and establishing the nursery store as a reputable and successful online retailer.

5.2 Functional and Non-functional requirement

Hardware and Software Requirements:
Hardware Requirements:
- Processor : Intel core i3 or above
- RAM : 4GB
- Hard Disk : 250GB

Software Requirements:
- Front End : HTML, CSS and JavaScript
- Operating System : Windows 10 and above.
- Database : Xampp Server (SQL Server).
- Back End : MYSQL

5.3 Module specification

1) User Management Module:

- Allows users to register, create accounts, and manage their profile information.
- Enables user authentication and login functionality for secure access to personalized features.
- Provides password reset and account recovery options.

2) Product Management Module:

- Allows administrators to add, edit, and delete nursery products. It supports product categorization and management of product attributes such as descriptions, images, prices, and inventory.

3) Shopping Cart Module:

- Allows users to add products to their virtual shopping cart.
- Provides features for viewing and modifying the cart contents.
- Calculates the total price and supports the ability to remove or update items.

4) Checkout and Payment Module:

- Guides users through the secure checkout process.
- Supports various payment methods, such as credit/debit cards, digital wallets, or cash on delivery.
- Integrates with a payment gateway for secure transaction processing.

6 Requirement determination and analysis

Requirement determination and analysis is a crucial step in the development of a Treecart system. It involves identifying and analyzing the specific needs and expectations of stakeholders, including customers, administrators, and other relevant parties. Here's an overview of the process:

- **Identify Functional Requirements:** Determine the specific functions and features required in the nursery store system. Consider features like user registration, product catalog, shopping cart, checkout process, order management, search functionality, personalized recommendations, plant care resources, and customer support.
- **Determine Non-Functional Requirements:** Identify non-functional requirements that define system characteristics, such as performance, security, scalability, usability, accessibility, and compatibility across different devices and browsers. Consider factors like page load times, data security measures, responsive design, and support for multiple payment gateways.
- **Analyze User Experience (UX) Requirements:** Focus on understanding the user experience expectations of customers. Analyze factors such as intuitive navigation, responsive design, clear product information, seamless checkout process, personalized recommendations, and easy access to plant care resources.
- **Document Requirements:** Create a comprehensive requirements document that outlines all the gathered requirements, including functional, non-functional, and UX requirements. The document should clearly define the scope, objectives, and constraints of the system.

6.1 Fact finding methods

Fact-finding methods are techniques used to gather information and understand the requirements, processes, and constraints of a system. Here are some commonly used fact-finding methods:

- **Interviews**: Conduct one-on-one or group interviews with stakeholders, including customers, administrators, and subject matter experts. Ask openended questions to gather information about their needs, expectations, and concerns related to the nursery store system.
- **Surveys and Questionnaires**: Distribute surveys or questionnaires to stakeholders to collect quantitative and qualitative data. Use standardized questions to gather specific information about preferences, usage patterns, and feedback on existing systems or desired features.
- **Observation**: Observe users and administrators as they interact with the existing system or perform their tasks. This method provides insights into their behaviors, workflows, pain points, and areas for improvement. Note any inefficiencies or bottlenecks that can inform system design.

- **Document Analysis**: Analyze existing documentation such as reports, manuals, process documents, and user guides. These documents can provide valuable information about current workflows, system functionalities, business rules, and data structures

6.2 Feasibility study

After doing the project Treecart, study and analysing all the existing or required functionalities of the system, the next task is to do the feasibility study for the project. Feasibility study includes consideration of all the possible ways to provide a solution to the given problem.

A. Economical Feasibility:
This is a very important aspect to be considered while developing a project, we decided the technology based on minimum possible cost factor. All hardware and software cost has to be borne by the organization. Overall, we have estimated that the benefits the organization is going to receive from the proposed system will surely overcome the initial costs and the later on running cost of system.

B. Technical Feasibility:
This included the study of function, performance and constraints that may affect the ability to achieve an acceptable System. For this feasibility study, we studied complete functionality to be provided in the system ,as described in the System Requirement Specification and checked if everything was possible using different type of frontend and backend
.

C. Operational Feasibility:
No doubt the proposed system is fully user friendly and all inputs to be taken all self-explanatory even to a layman. besides a proper training has been conducted to let know the essence of the system to the users so that they feel comfortable with new system. As far our study is concerned the clients are comfortable and happy as the system has cut down their loads and doing.

7 SYSTEM ANALYSIS AND DESIGN

UML Diagrams

7.1 Use Case Diagram

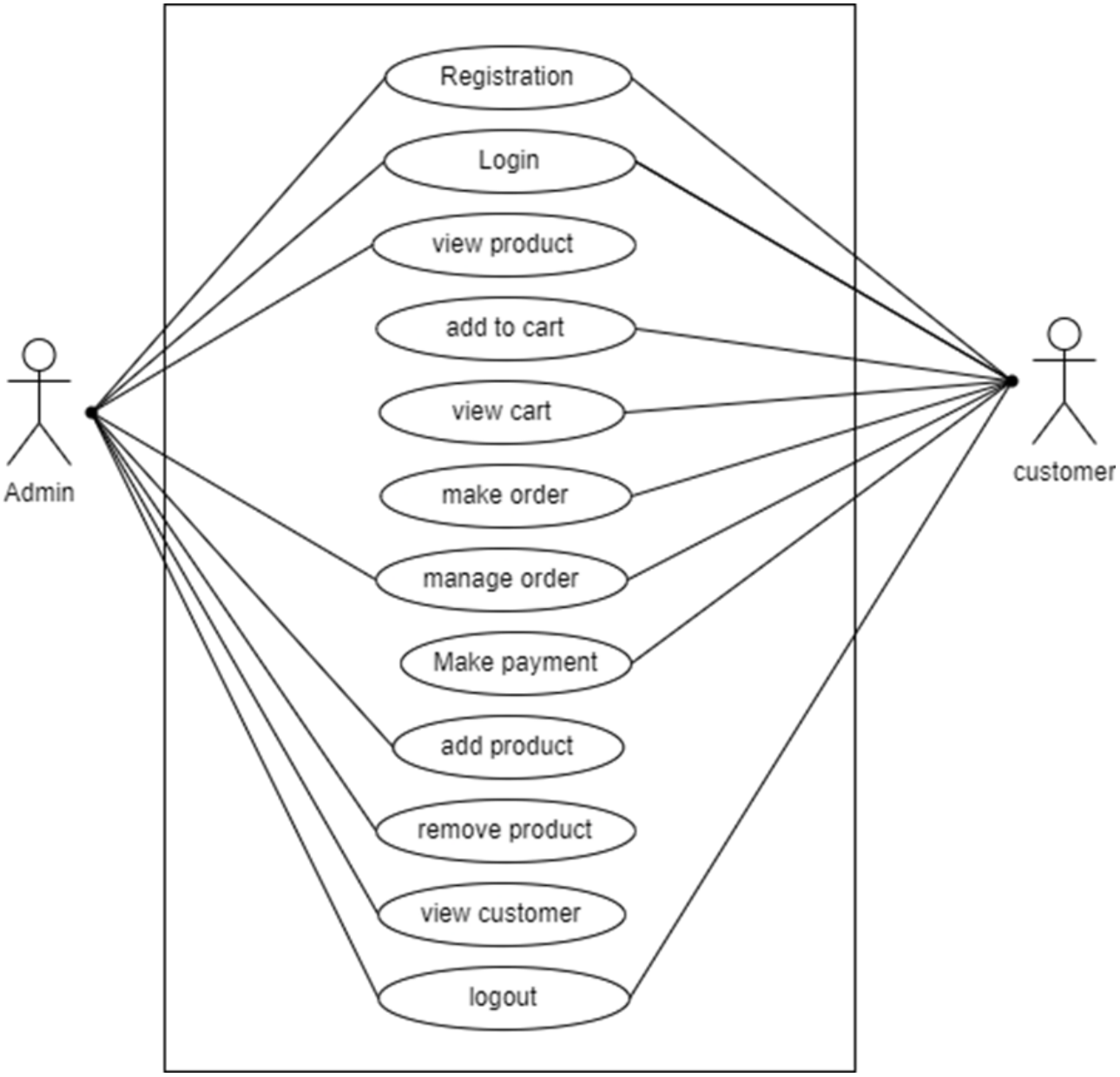

Figure 1: Use case diagram.

This Use case diagram show the Working and Authority assign to Admin module and Customer module.
Actor: The primary actor interacting with the system is the User. Use Cases: These represent the actions or functionalities that the User can perform within the system

7.2 Class Diagram

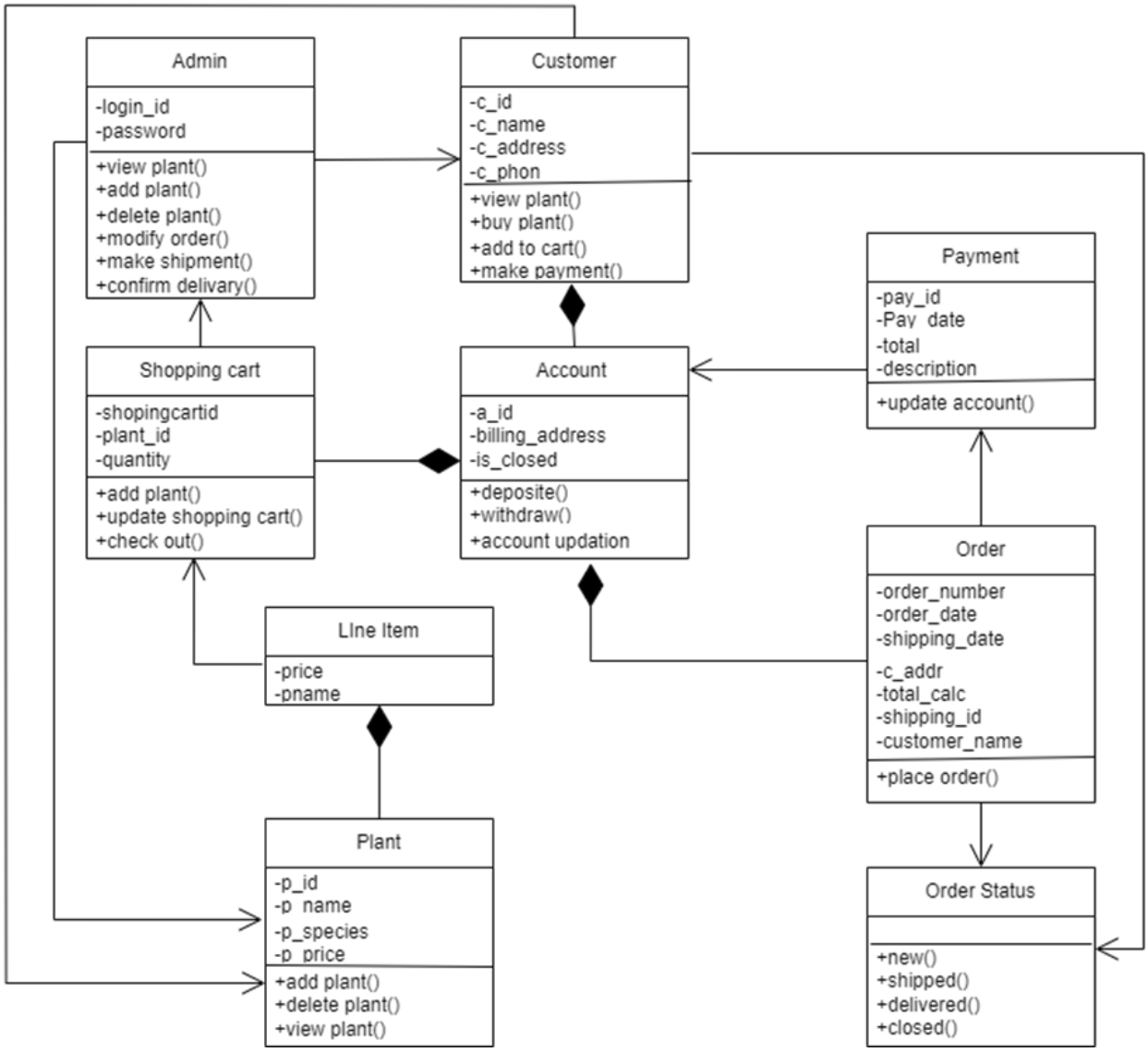

Figure 2: Class diagram.

Each class has its attributes and methods. Relationships between classes are indicated by lines connecting them.
Customer: Represents users of the system who can register, login, search for trees, view their orders, and make payments.
Plant: Represents the trees available for sale, with attributes like name, description, price, and available quantity. Order: Represents orders placed by users, containing information such as the user who placed the order, the tree(s) ordered, quantity, and order status. Payment: Represents payments made for orders, including the payment amount and status.

7.3 Activity Diagram

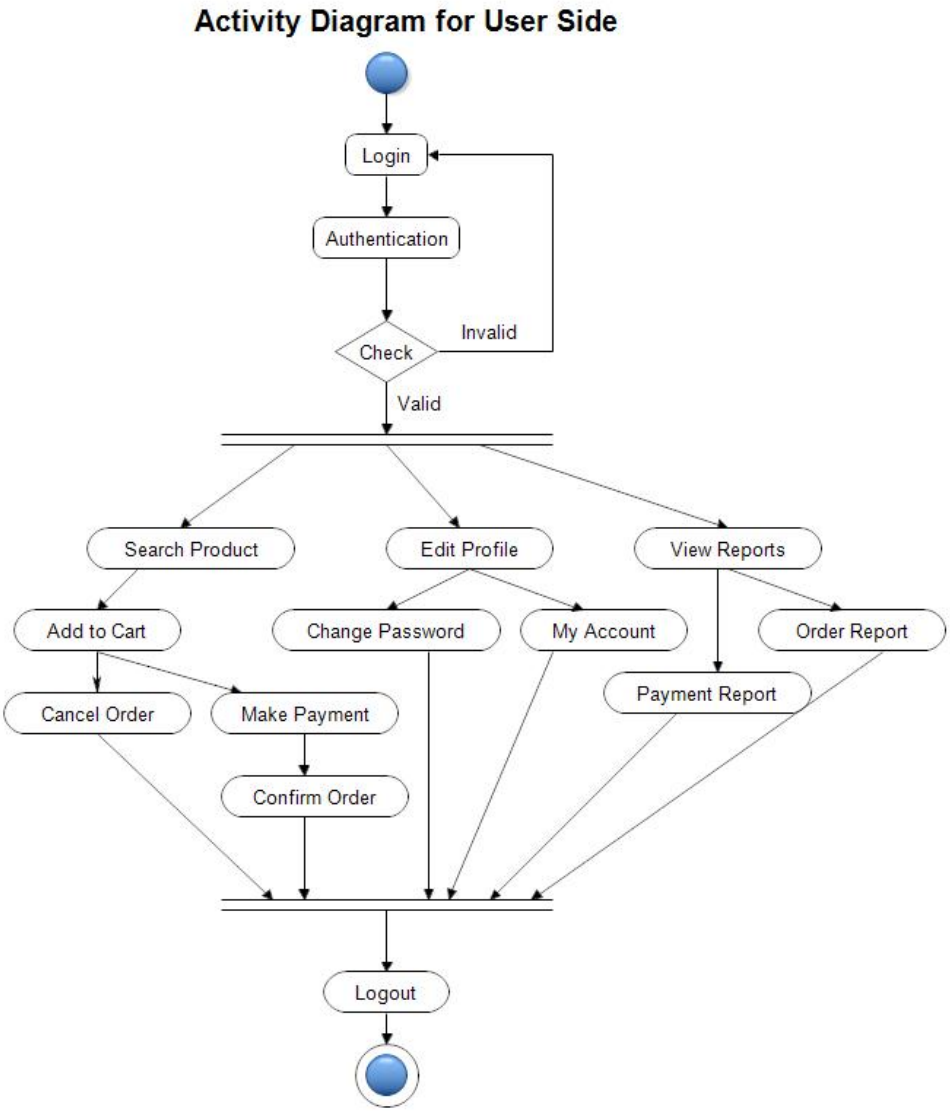

Figure 3: Activity Diagram.

The process starts with initiating the purchase. The user is prompted to either login if they are an existing user or signup if they are a new user. If the user is an existing user, they enter their login credentials and the system authenticates them. After successful authentication, the user browses available trees and selects the ones they want to purchase

8 TABLE SPECIFICATIONS

8.1 User Login

User Login:

Description: This table is store details about Customer Login.

Field Name	Datatype	Size	Constraint
User Id	Int	10	Primary key
user name	Varchar	50	Not null
user Address	Varchar	50	Not null
user Pho_No.	Int	10	Not null
Password	Varchar	50	Not null

8.2 Product

Product:

Description: This table is store details about Plants.

Field Name	Datatype	Size	Constraint
Product Id	Int	10	Primary key
Product name	Varchar	50	Not null
Product species	Varchar	50	Not null
Product Price	Varchar	50	Not null

8.3 Cart

Cart:

Description: This table is store details about Shopping cart.

Field Name	Datatype	Size	Constraint
Cart Id	Int	10	Primary key
Plant name	Varchar	50	Not null
Quantity	Varchar	50	Not null

8.4 Place order

Description: This table is store Order details.

Field Name	Datatype	Size	Constraint
Order Id	Int	10	Primary key
Order date	Varchar	50	Not null
Shipping date	Varchar	50	Not null
Total Amount	Varchar	50	Not null

8.5 Payment

Payment:

Description: This table is store Payment details.

Field Name	Datatype	Size	Constraint
Payment Id	Int	10	Primary key
Payment date	Varchar	50	Not null
Total Amount	Varchar	50	Not null

USER INTERFACE DESIGN AND REPORTS

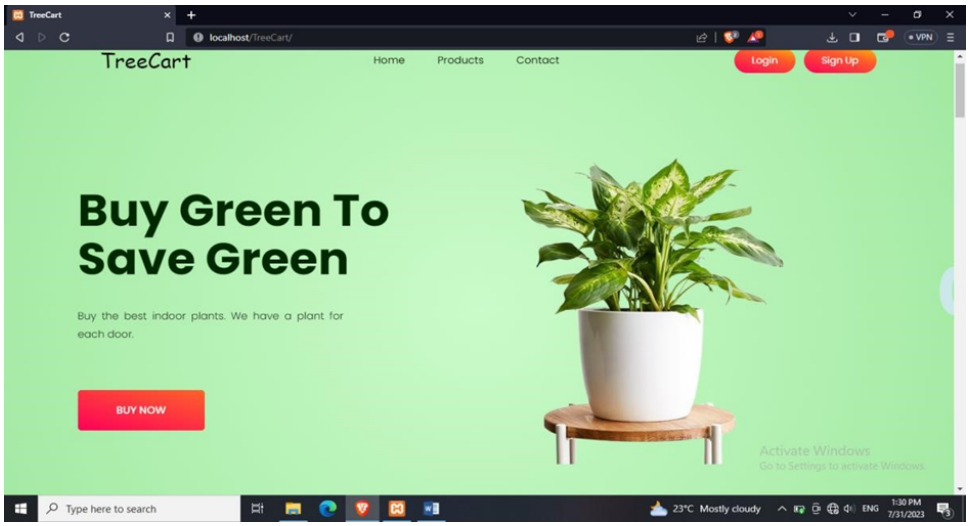

Figure 4: home page of "TREECART" Project.

This is home page of our "TREECART" project. The user can click login or signin option to login or resister account.

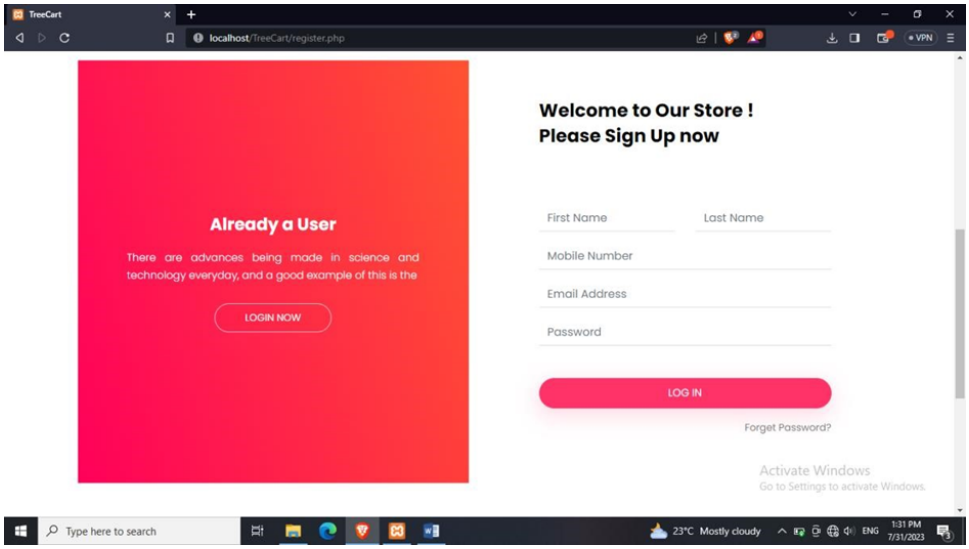

Figure 5: sign in page of "TREECART" Project.

This is signin page of our "TREECART" project. The new user resister their account in this page.And for existing user direct login option is available .

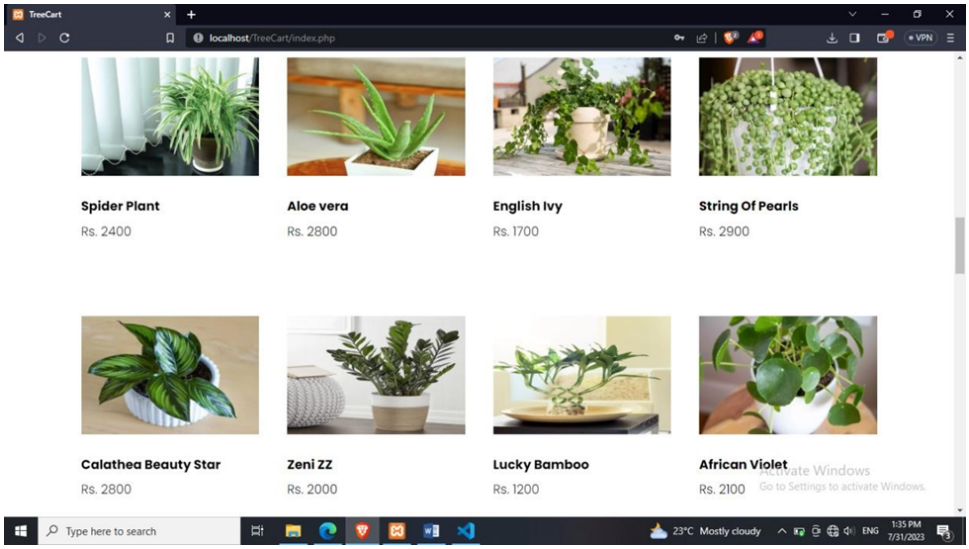

Figure 6: Product list of "TREECART" Project.

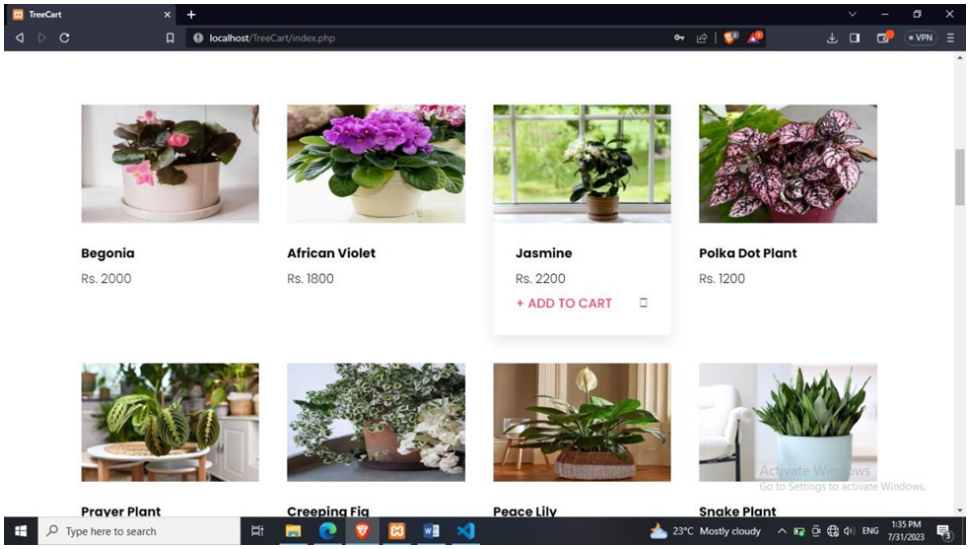

Figure 7: Product list "TREECART" Project.

The user can view the trees and add to cart ,for purchasing.User can select the trees as per their choice .

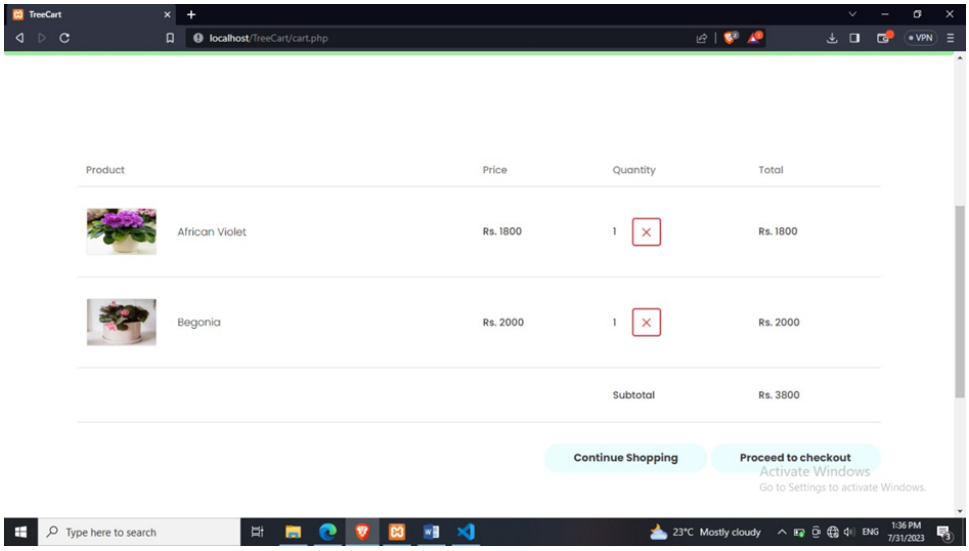

Figure 8: Cart list "TREECART" Project.

This is a cart page of user ,where trees are added by user for purchasing purpose.

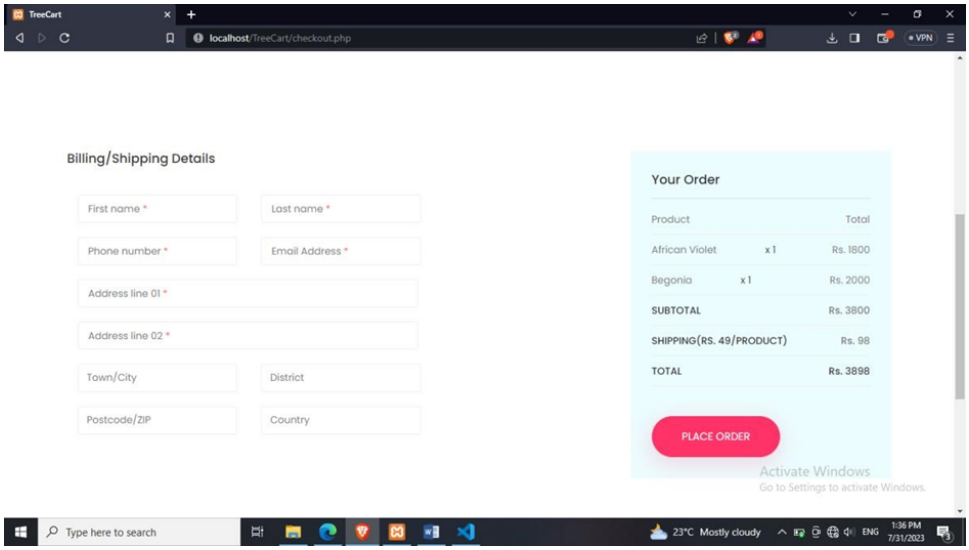

Figure 9: Shipping Details page of "TREECART" Project.

This is the Shipping page of user.In this page we include the billing details of users.

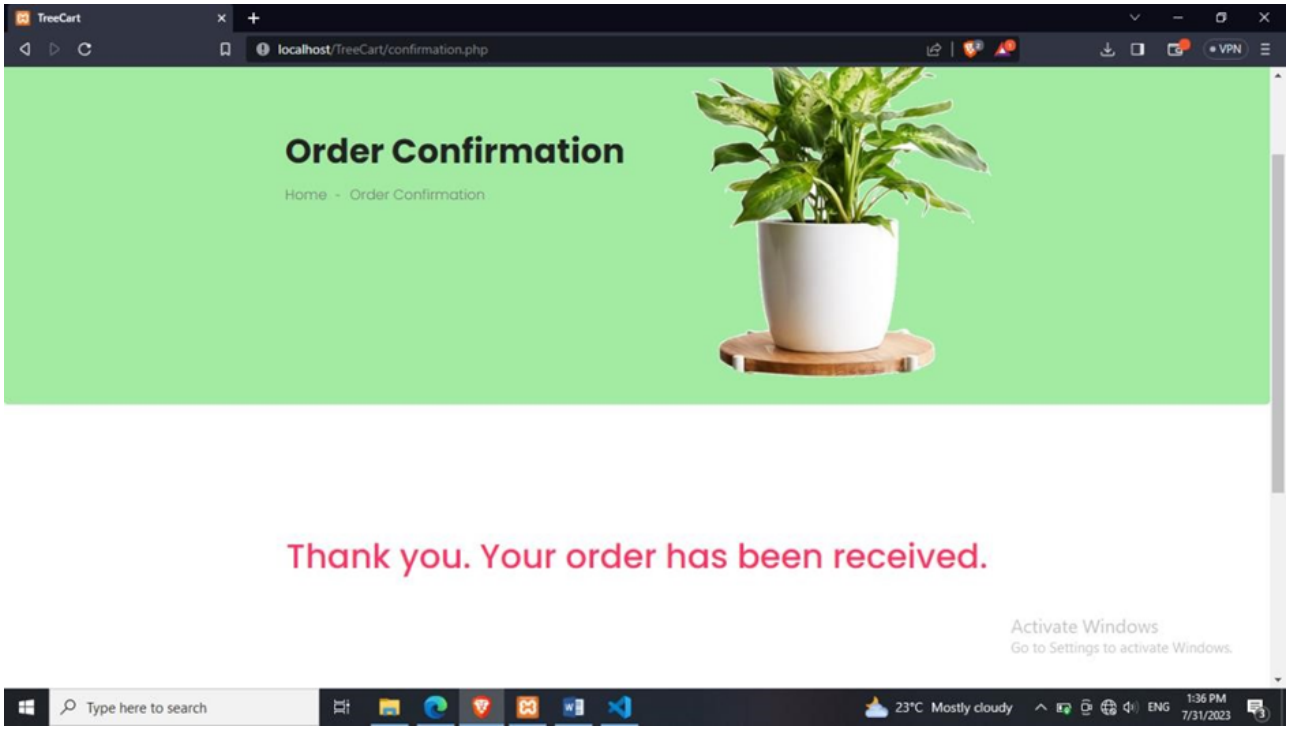

Figure 10: Order confirmation page "TREECART" Project.

This is user order confirmation page of our "TREECART". User get order confirmation in this page.

9 SOFTWARE TESTING

9.1 Type of testing

1. Unit Testing:
Definition: Unit testing is a type of software testing where individual components or units of a software application are tested independently. In the context of online tree shopping: In the online tree shopping project, unit testing would involve testing individual units or modules of the software such as the product catalog, user authentication, shopping cart functionality, checkout process, etc.
Example: In unit testing for the product catalog module, you might test functions that retrieve tree data from a database, ensure that the data is displayed correctly on the website, and verify that sorting and filtering functionalities work as expected.

2. Functional Testing:
Definition: Functional testing is a type of software testing where the functionality of a software application is tested against the functional requirements/specifications. In the context of online tree shopping: Functional testing would involve testing the entire application to ensure that all features and functionalities work according to the defined requirements. This includes testing user interactions, form submissions, navigation, and any other features that users will interact with.
Example: In functional testing for the shopping cart functionality, you would test adding items to the cart, updating quantities, removing items, applying discounts, and ensuring that the final checkout process completes successfully.

3. Integration Testing:
Definition: Integration testing is a type of software testing where individual units/-modules are combined and tested as a group to ensure they work together properly. In the context of online tree shopping: Integration testing would involve testing interactions between different modules of the application to ensure they integrate seamlessly. This includes testing how the product catalog integrates with the shopping cart, how user authentication integrates with user profiles, and how payment processing integrates with the checkout process. **Example:** In integration testing, you would test scenarios such as adding a tree to the shopping cart and verifying that the inventory is updated accordingly in the product catalog, or testing user authentication during the checkout process to ensure that only authenticated users can complete a purchase.

10 Result

10.1 Experimental Setup

Designing an experimental setup for treecart project involves creating a controlled environment to test specific aspects of the platform's functionality, usability, and performance. Here's how you can set it up:

- **Objective Definition:**

  Clearly define the objectives of the experiment. Are you testing user experience, website performance, or the effectiveness of certain features like search functionality or checkout process?

- **Experimental Variables:**

  Identify the independent variables (factors you manipulate) and dependent variables (factors you measure). For example, independent variables could include website layout changes or pricing strategies, while dependent variables could include user engagement metrics or sales revenue.

- **Test Cases Selection:**

  Choose specific test cases that align with your objectives and variables. These could include scenarios such as browsing for trees, adding them to the cart, completing a purchase, and navigating the checkout process.

- **Experiment Design:**

  Design the experimental setup, including how you will manipulate independent variables and measure dependent variables. Determine the duration of the experiment, sample size, and any control groups or conditions.

- **Protocols Development:**

  Develop detailed protocols and procedures for executing the experiment. This includes instructions for testers, guidelines for data collection, and criteria for evaluating outcomes.

- **Test Environment Preparation:**

  Set up the test environment, ensuring that the online tree selling platform is configured according to the experimental conditions. This may involve creating test accounts or using a staging environment.

- **Participant Recruitment:**

  If the experiment involves user testing or feedback, recruit participants who represent your target audience. Provide instructions and guidance to ensure they understand their roles and tasks during the experiment.

- **Experiment Execution:**

  Execute the experiment according to the protocols and procedures developed. Monitor progress closely to ensure accurate and consistent data collection.

- **Data Collection:**

  Collect relevant data and measurements based on the predefined test cases and variables. Utilize tools and techniques to record user interactions, system performance metrics, and other relevant data points.

- **Results Analysis:**

  Analyze the collected data to evaluate the outcomes of the experiment. Compare results across different experimental conditions or groups and draw conclusions based on the findings.

- **Findings Interpretation:**

  Interpret the findings of the experiment in the context of your objectives and hypotheses. Identify patterns, trends, or insights that emerge from the data analysis.

- **Conclusion Drawing:**

  Draw conclusions based on the results of the experiment and assess their implications for the online tree selling project. Determine actionable insights or recommendations for improvement.

- **Experiment Documentation:**

  Document the experimental setup, procedures, results, and conclusions in a comprehensive report or summary. Include methodologies, data analysis methods, and key findings for reference and documentation purposes.

10.2 Important Code

Login Page:

```
<?php
    require 'header.php';
?>
<br><br><br>
<div class="container">
    <div class="row">
        <div class="col-xs-6 col-xs-offset-3">
            <div class="panel panel-primary">
                <div class="panel-heading">
                    <h3>LOGIN</h3>
                </div>
                <div class="panel-body">
                    <p>Login to make a purchase.</p>
                    <form method="post" action="login_submit.php">
                        <div class="form-group">
                            <input type="email" class="form-control" name="email" placeholder="Email" pattern="[a-z0-9._%+-]+@[a-z0-9.-]+\.[a-z]{2,3}$">
                        </div>
                        <div class="form-group">
                            <input type="password" class="form-control" name="password" placeholder="Password(min. 6 characters)" pattern=".{6,}">
                        </div>
                        <div class="form-group">
                            <input type="submit" value="Login" class="btn btn-primary">
                        </div>
                    </form>
                </div>
                <div class="panel-footer">Don't have an account yet? <a href="signup.php">Register</a></div>
            </div>
        </div>
    </div>
</div>
<br><br><br><br><br>
<footer class="footer">
    <div class="container">

    </div>
</footer>
</div>
</body>
</html>
```

11 Conclusion

11.1 Conclusion

In conclusion, the proposed enhancement of the nursery store system aims to address the limitations of the existing system and provide an improved online shopping experience for customers. By leveraging technology and incorporating user-centric features, the enhanced system can overcome geographical constraints, expand the customer base, and stay competitive in the market.The introduction of an online storefront, mobile app, and real-time inventory management enhances customer accessibility and convenience. Personalized recommendations, streamlined checkout processes, and secure payment options contribute to a seamless and satisfying shopping experience. Additionally, the inclusion of plant care resources, customer reviews, and social media integration fosters engagement, education, and community-building among customers.

The proposed enhancements also consider the needs of administrators, offering tools for efficient product management, order processing, and data analytics. Integration with customer support channels ensures prompt assistance and issue resolution.

11.2 References

1. Books: **E-commerce 202X**: The Future of Online Business by Rob Power **"The Complete E-Commerce Book"**: Design, Build and Maintain a Successful Web-Based Business" by Janice Reynolds

2. Academic Journals and Papers: **E-commerce website**: "Characteristics and success factors" by Mirela-Catrinel Voicu, Ștefan Cristian Gherghina (2019) "A review on e-commerce and its types" by Shalini Singh, Abhishek Kumar (2018)

3. Factors influencing e-commerce adoption in SMEs: a systematic review by Nargis Pervin, Abdul Talib Bon, Nor Hidayati Zakaria (2019)

4. Online Articles and Websites: Articles from e-commerce platforms like Shopify, WooCommerce, and Magento often provide insights and best practices for setting up and managing online stores. Case studies and success stories from online tree selling businesses or similar e-commerce ventures can offer valuable lessons and inspiration.

5. Online Courses and Tutorials: Platforms like Udemy, Coursera, and LinkedIn Learning offer courses on e-commerce fundamentals, web development, and online marketing strategies that can be relevant to online tree selling projects.

6. Forums and Communities: Participating in online forums like Reddit's r/ecommerce or joining communities on platforms like LinkedIn or Facebook can provide opportunities to connect with experts and entrepreneurs in the e-commerce space.