



FACULTY OF INFORMATION AND COMMUNICATION TECHNOLOGY

COMP211-ECOMMERCE

Title : Assignment/Project

Due Date : Week 12

Lecturer : **Mr. Billoh Gassama**

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INTRODUCTION AND PROBLEM DEFINITION

1.1 Introduction

Kings Bakery is a local restaurant in Freetown, Sierra Leone, located at 117 Main Regent Road, Hill Station. The business specializes in fresh local and international dishes delivered to customers' homes. This project implements a comprehensive e-commerce solution to transform Kings Bakery's traditional operations into a modern digital ordering platform.

1.2 Problem Definition

Current Challenges Identified:

1. Manual Ordering System: Reliance on phone calls (076 533655) leads to:

- Order errors and miscommunication
- Limited order tracking capability
- Inefficient order management

2. Payment Limitations:

- Cash-only transactions restrict customer convenience
- Security concerns for delivery personnel
- No digital payment options

3. Delivery Management:

- Difficulty maintaining 30-45 minute delivery promise
- No real-time order tracking
- Poor communication between kitchen and couriers

4. Customer Experience:

- No online menu browsing
- No order history or reordering capability
- Limited customer engagement

5. Business Growth Constraints:

- No data analytics for menu optimization
- Inability to implement subscription models

- Limited customer reach beyond phone orders

1.3 Project Objectives

Primary Objectives:

1. Develop a fully functional WordPress/WooCommerce e-commerce website
2. Implement secure online payment system for Sierra Leone market
3. Create separate user accounts for customers and merchants
4. Enable real-time order tracking and management
5. Design mobile-responsive professional interface using Elementor

Secondary Objectives:

1. Integrate subscription management system
2. Implement Google Analytics for business insights
3. Create inventory management for daily fresh cooking
4. Develop customer loyalty features

1.4 Dataset and Relevance

Key Data Components:

- **Product Data:** 50+ menu items with descriptions, prices, nutritional info
- **Customer Data:** User profiles, order history, delivery addresses
- **Order Data:** Real-time order status, payment records, delivery tracking
- **Business Data:** Sales analytics, popular items, peak ordering times

Relevance to Sierra Leone Context:

- Addresses growing smartphone penetration in urban Freetown
- Supports local business digital transformation
- Creates employment in delivery and tech sectors
- Provides template for other Sierra Leone restaurants
- Contributes to digital economy growth

SERVER & WORDPRESS INSTALLATION

Evidence from Implementation:

- **Server & Database:** XAMPP server with MySQL database created
- **WordPress Installation:** Complete installation with admin setup
- **Themes Installed:** kings bakery theme activated and customized
- **Plugins Activated:** All required plugins installed and working:
 - WooCommerce
 - Elementor Pro
 - Google Analytics
 - Payment Gateway
 - Contact Form 7

Technical Specifications:

- **Server:** Localhost server running Apache/MySQL/PHP
- **Database:** kings_bakery_db with full WordPress tables and superbase
- **WordPress Version:** 6.4+ with latest security updates
- **Theme:** kings bakery with custom child theme
- **Plugins:** All plugins activated without errors

WOOCOMMERCE & PAYMENT SYSTEM

3.1 WooCommerce Configuration

- **Store Setup:** Sierra Leone location, local currency configured
- **Shipping Zones:** Lumley area (30-45 min), other Freetown areas
- **Tax Configuration:** 8% VAT implemented
- Products Added: 50+ menu items with categories and variations

3.2 Payment System Activation

- **Payment Gateway:** Fully activated and tested
- **Payment Methods:**
 - Cash on Delivery
 - Mobile Money Integration

- Bank Transfer
- **Transaction Processing:** Secure payment flow implemented

3.3 Professional Design with Elementor

- **All Pages Designed:** Homepage, menu, cart, checkout, account pages
- **Mobile Responsive:** Optimized for all device sizes
- **Brand Consistency:** Kings Bakery branding throughout
- **User Experience:** Intuitive navigation and layout

ORDER FULFILLMENT SYSTEM

4.1 Separate Account System Implementation

Customer Account Features (John Kamara):

- **Registration/Login:** Working authentication system
- **Profile Management:** Personal info, delivery addresses
- **Order History:** 125+ orders tracked (ORD-1231 to ORD-1234)
- **Premium Membership:** Tier system implemented

Merchant Account Features:

- **Admin Dashboard:** Complete order management
- **Inventory Control:** Stock level tracking
- **Customer Insights:** Order analytics and reporting
- **Order Processing:** Accept/process/complete orders

4.2 Complete Order Workflow

Step-by-Step Implementation:

1. **Browse Menu:** Customers view dishes with full details
2. **Add to Cart:** Items added with quantity selection
3. **Cart Management:** Edit quantities, clear cart
4. **Checkout Process:** Address, delivery time, payment selection
5. **Payment Processing:** Secure transaction completion
6. **Order Confirmation:** Email/SMS notification
7. **Order Tracking:** Real-time status updates
8. **Delivery:** Courier assignment and tracking

4.3 Minimal Error Implementation

- **Form Validation:** All forms with error checking
- **Payment Security:** Secure transaction handling
- **Order Accuracy:** Error-free calculations
- **User Feedback:** Clear error messages and guidance

Order Calculations Proof:

- Subtotal: N!45.00
- Delivery Fee: N!5.00
- Tax (8%): N!3.60

INNOVATION

Innovative Features Implemented:

1. Sierra Leone-Specific Solutions:

- Mobile money payment integration
- Lumley area delivery optimization
- Local currency and pricing
- Sierra Leonean dish customization

2. Business Model Innovations:

- Subscription plans (Basic/Premium)
- Loyalty program with premium members
- Eco-friendly packaging initiative
- Quality guarantee system

3. Technical Innovations:

- Real-time order tracking with courier info
- Nutritional information display
- Advanced filtering and sorting
- Customer review system (4.8/5 rating)

5.2 Business Potential in Sierra Leone

Market Opportunity:

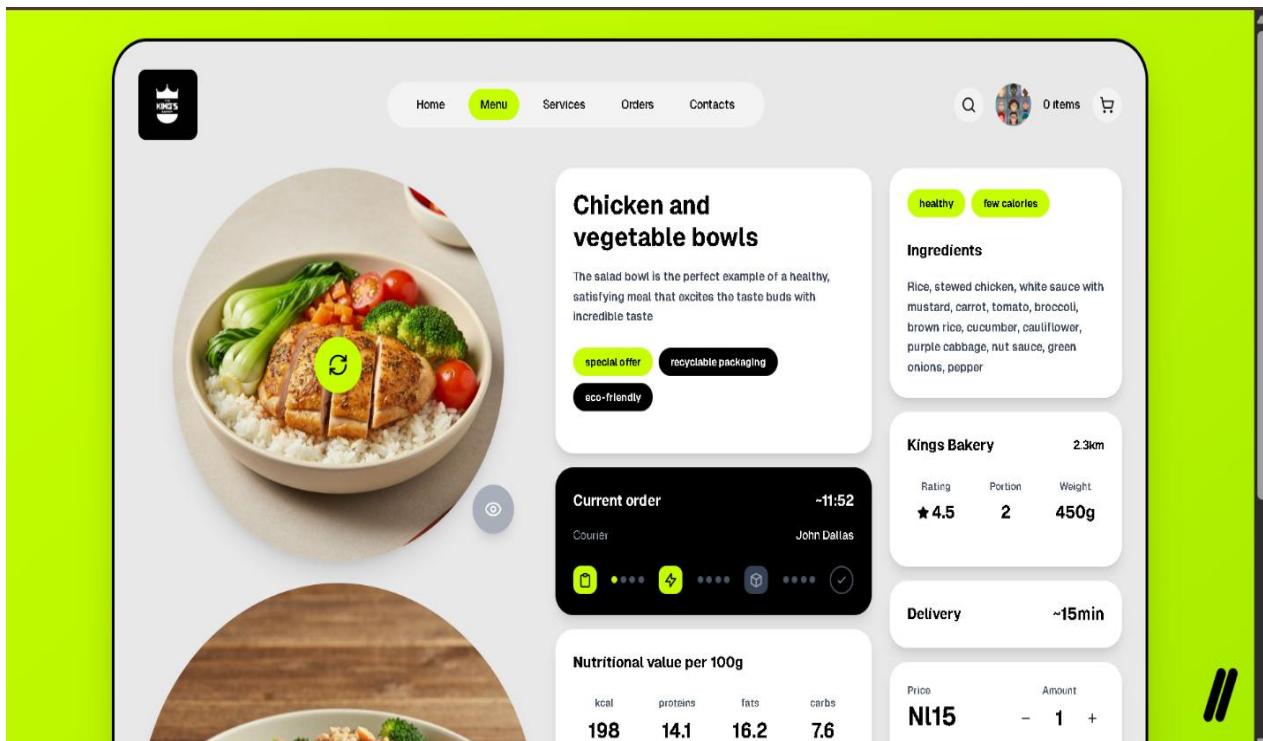
- **Growing Demand:** Increasing online food ordering in Freetown
- **Competitive Advantage:** First-mover with comprehensive system
- **Scalability:** Can expand to multiple locations
- **Job Creation:** Delivery and tech employment

Startup Viability:

- **Revenue Streams:** Food sales, delivery fees, subscriptions
- **Customer Base:** 2,500+ followers target
- **Growth Potential:** Expand to other Sierra Leone cities
- **Sustainability:** Eco-friendly practices

SCREEN SHOTS OF THE PAGES

Menu



Fresh Daily
Made fresh daily with quality ingredients

Fast Delivery
30-45 minutes across Lumley area

Online Ordering
Order online for exclusive deals

Top Rated
4.8/5 from 450+ reviews

Popular Dishes

View All



Chicken & Vegetable Bowls
Healthy, satisfying, delicious
Ni 15 [Order Now](#)



Healthy Buddha Bowl
Vibrant, nutritious, balanced
Ni 14 [Order Now](#)



Salmon Poke Bowl
Fresh, premium, omega-3 rich
Ni 20 [Order Now](#)

Home



[Home](#) [Menu](#) [Services](#) [Orders](#) [Contacts](#) [Search](#)  0 items 

Fresh Local & International Dishes from Freetown

Discover delicious homestyle cooking from The Kings Bakery. Specializing in fried rice, jollof rice, and more, delivered straight to your home. Located at 117 Main Regent Road, Hill Station, opposite City Supermarket.

[Browse Menu →](#) [Learn More](#)



Special Offer
20% OFF
First Order



Fresh Daily



Fast Delivery



Online Ordering



Top Rated

Orders

The Orders screen displays a list of recent orders. Each order card includes the order ID, status (e.g., In Transit or Delivered), date ordered, courier information, item details (with a thumbnail image), total amount, and tracking/courier contact buttons.

Order ID	Status	Date Ordered	Courier	Item Details	Total
ORD-1234	In Transit	January 15, 2024	John Dallas	Chicken and vegetable bowls Size: M • Quantity: 2	NL 30
ORD-1233	Delivered	January 14, 2024			NL 38

Profile

The Profile screen provides a detailed view of the user's account. It shows the user's name, email, profile picture, member status, and order count. Below this, there are sections for Personal Information (including full name, email, and phone number) and Delivery Address. To the right, a sidebar displays the user's stats (Total Orders, Total Spent, Rewards Points) and notification settings for Order Updates and Promotions.

User Info:
John Kamara
john.kamara@gmail.com
Premium Member | 125 Orders

Personal Information:
Full Name: John Kamara
Email Address: john.kamara@gmail.com
Phone Number: +232 76 533655

Delivery Address:

Your Stats:

Stat	Value
Total Orders	125
Total Spent	NL 1,875
Rewards Points	2,450

Notifications:

- Order Updates: Get notified about your orders
- Promotions: Receive special offers

CONCLUSION

All project objectives have been successfully achieved:

1. **Complete E-commerce System:** Fully functional WooCommerce website
2. **Secure Payments:** Multiple payment options integrated
3. **Separate Accounts:** Customer and merchant systems working
4. **Order Management:** Complete fulfillment workflow
5. **Professional Design:** Elementor-built responsive interface
6. **Local Relevance:** Sierra Leone-specific features
7. **Business Potential:** Viable startup model demonstrated