LIA Deliverable #1

Project Title: Make a Website for a Spice Factory.

Project Description

This project involves developing a web-based system for an Indian business owner who specializes in the sale and processing of spices. The website aims to showcase the variety of spices the business offers while providing detailed insights into the processing stages these spices undergo before reaching the market.

The purpose of the system is to establish an online presence for the business, enhance customer engagement, and build trust through transparency about product quality and production methods

Objectives and Goals

Specific:

Design a static website to showcase various spices the business sells, along with information on their processing stages. Include sections such as a product catalog, processing overview, about the business, and contact details

Measurable:

1) Success will be determined by the completion of the following:
2) A visually appealing product catalog with details for at least 10 spice products.
3) A step-by-step description of at least 3 processing stages common to all spices.
4) A fully functional contact page with an inquiry form and visible business details.
5) A responsive design, which is compatible with desktops and smartphones.

Achievable:

Use basic web development tools such as HTML, CSS, and JavaScript, or templates to keep the project manageable for students.

Relevant

The project focuses on creating an online presence for a small business, which is a common real-world problem, aligning with academic learning objectives.

Time-bound:

The project will be completed within 6 weeks:

1) Week 1-2: Requirement gathering and planning.
2) Week 3-4: Website design and content integration.
3) Week 5: Testing and feedback from peers or faculty.
4) Week 6: Final review and submission.

Client Search and Potential Clients:

Leverage Existing Networks:

- Utilize personal or professional connections, as done previously.

- Tap into local business communities or associations.

Target Local Spice Sellers and Exporters:

- Identify other small or medium-sized spice businesses in Gujarat or nearby areas.

Online Platforms:

- Use platforms like LinkedIn or local business directories to reach out to spice exporters or related businesses.

Cold Outreach:

- Prepare a portfolio of past projects and send targeted emails or messages to potential clients.

Trade Shows and Events:

- Attend local trade fairs or industry events to meet potential clients in the spice export industry.

Potential Clients:

Spice Exporters:

- Companies exporting Indian spices worldwide.

- Businesses looking for online platforms to showcase products for international buyers.

Local Spice Retailers:

- Small-scale spice shop owners aiming to expand their customer base.

Organic and Specialty Spice Brands:

- Brands focusing on organic or gourmet spice products, which often need strong digital branding.

Agri-Business Consultants:

- Consultants working with multiple farmers and producers who could recommend the solution.

Cooperatives and Farmer Groups:

- Groups of farmers producing spices and looking to sell directly to consumers or businesses.

Team main Roles and Skills:

1. Poojan Suthar (Front-End Development):

Designs the website layout, ensures responsiveness, and creates a user-friendly interface using HTML, CSS, and JavaScript.

2. Prinsi Falakiya (Back-End Development)

Manages server-side functionality, integrates front-end with the database, and ensures smooth data processing.

3. Parnika Naik (Database Management)

Designs and maintains the database, handles data storage, and ensures efficient data retrieval using tools like MySQL.

Meeting Plans:

Frequency of meeting – Daily except Weekend

Format of Meeting – hybrid

Tools of Communication & Collaboration – Google Meet/GitHub