

PROJECT PROPOSAL

2022

Website System For Oven In Heaven

Name :

Index Number :

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Declaration

I declare that this thesis is my own work and has not been submitted in any form for another degree or diploma at any university or other institution of tertiary education. Information derived from the published or unpublished work of others has been acknowledged in the text and a list of references is given.

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1. Introduction

Oven In Heaven is a small cake business that produces and sells high-end baked goods to retail and wholesale customers. There has always been a demand for sweet products among individuals of all ages and communities.

The change of lifestyle and increase in preference for cupcakes, muffin, and chocolates sweet expected to show more demand as per market forecast. Due to the current competition, there is a need for a website for this business to further expand this business. Each item is made from scratch using all natural ingredients sourced from largely local suppliers. These supplies involve no preservatives to provide for high-end and —de-vine flavor and taste. It is important that our items not only taste delicious, but also look appealing and attractive to the eye. Therefore, add the extra little touch to every product, whether it be a sparkling sugar daisy on a chocolate cupcake or a buttery harvest leaf on a Thanks giving pumpkin pie. These extra touches are added to enhance the elegant experience for customers. Customers may purchase pre-made or made-to-order products. Oven In Heaven specializes in fine desserts coupled with exceptional customer service in a comforting atmosphere. This location is designed in a way that customers are able to enjoy a setting that is as pleasant as the product they are consuming. Customers may also delight in our product by taking it to-go or have it delivered for a nominal fee.

The world that we live in today offers ample opportunities for businesses to expand their reach through numerous digital means. A full-featured website is one such channel. It helps the business differentiate itself and connect with customers, partners etc. Having a website for cake business is like a virtual calling card for the business.

2. Background & Motivation

Information placed on the business web site is going to be on the market twenty four hours each day, seven days every week, and 12 months a year. Therefore, all the information on the business web site should be timely and correct. In real time data can offer stakeholder's confidence within the data announce. Whether or not it's somebody 1500 miles away or everyone seems to be afforded identical chance to examine the business's web site online.

The success anticipate customer needs, Avoid human error diverse these products better decision making through benchmarking and shared expectations coping to the competitive environment.

3. Problem in brief

1. **Selling can be tricky on third-party sites.** Other than dedicated shopping sites like Etsy, it can be difficult to convert an interested visitor into a customer since it's hard to include "buy now" buttons or other options to make a sale.
2. **Searching is difficult.** Without a website, people might not be able to find your business. Social media and shopping platforms have effective internal search engines, but their content doesn't always show up on Google.
3. **This business just another profile.** When rely on social media and sales platforms, it can be very difficult to stand out. With a website, can include personal information about itself and the history of this business. Most of all, can tailor both the messaging and design to reflect own personality and values.
4. **It can be a challenge to demonstrate 'social proof.'** Even though customers can interact with owner on social media, it's difficult to link to Yelp or Amazon reviews, include testimonials or case studies, or show off awards and other recognition in a way that all customers can view.
5. **Analytics are insufficient.** While some platforms give owner basic analytics, it's very difficult to measure conversions from views to sales.
6. **People may not take your business seriously.** People expect businesses to have a website where they can learn more, contact owner, or buy products. According to the American Marketing Association, over half of consumers look for a website to learn more about a brand.

Therefore Oven In Heaven business needs to develop a website in order to solve the above problems.

4. Aims & Objective

Aim

The aim of this project is to develop a system to provide a programmable solution to effectively and efficiently manage the deals of the business with a lot of awareness among the customers, business partners in a business setting.

Objectives

In order to achieve the above-mentioned aim, the following objectives have been defined;

✓ Creating a social presence

With customers preferring to order from home, it is essential to create an online presence. This website should be one of the top results when a customer searches for a bakery close to him/her. The website URL should be listed on different social media platforms to drive customer traffic.

✓ Providing Business Information

Having a business website gives control of the information that you are sharing with customers. Uploading photos of products and ambience can leave a positive impression on your patron's minds. The address, contact details and social media handles of this cake shop should be updated on your website.

✓ Facilitating online ordering and payment

A decent cake website will provide the menu, online ordering options, online payment methods, and online order tracking option with a user-friendly interface. People now prefer ordering online from their homes and expect door-step deliveries. Building a bakery website can thus increase online sales by a good margin.

✓ Setting this business apart

A bakery's website needs to be creative and attractive to create a good brand recall. You can showcase some of the best testimonials and reviews from clients and customers. Optimizing the website for responsiveness is necessary to attract more customers and increase sales and referrals.

5. Summary

A website is a collection of hyperlinked web pages with related information, meant to create awareness about something on the internet. In a business setting, there is a lot of awareness required between the customers, business partners. In conclusion, a well-designed website is just as important a business relations tool as business catalogs and brochures. If a business has web presence, it can be listed in web search engines and known worldwide. Today everything we need is achieved at the click of a button. Next chapter presents a clear view of the proposed system.

6. Proposed System

6.1 Scope of project

The study will cover various scopes as explained below.

- ✓ The system will be conducted 15 days in August.
- ✓ The study will be limited to developing and designing a website system for Oven In Heaven.
- ✓ The study will be about business environment of Oven In Heaven. This study will be basically to improve on the process of delivering information to customers at large.

6.2 Resource Requirements

Table 1 – Resource Requirements

Hardware Requirements	Software Requirements
233 MHz processor	Windows Operating System (windows 7/8/8.1/10)
128 MB SD-RAM	Server – Apache Server 2.0
Hard Disk : 2 -4GB	Design Tool – CSS, HTML, Bootstrap
1.44 MB Floppy Disk Drive	
Monitor [640 × 480 Display]	
Other : 1 keyboard and 1 Mouse	

6.3 Feasibility Of Implementation Of The Solution

The study will help the owner of Oven In Heaven in determining which means of communication to use in order to meet the needs of the community especially customers and business partner.

The study findings will help future researchers since it will serve as appoint of reference by any researcher who is likely to carry out research in a related field.

7. Project Planning

Activity	August														
	Day 1 (17)	Day 2 (18)	Day 3 (19)	Day 4 (20)	Day 5 (21)	Day 6 (22)	Day 7 (23)	Day 8 (24)	Day 9 (25)	Day 10 (26)	Day 11 (27)	Day 12 (28)	Day 13 (29)	Day 14 (30)	Day 15 (31)
Planning															
Implementation and Testing															
Post Development and Deployment															
Design Website															

8. Client Details

Oven In Heaven

Owner of Oven In Heaven -: Isuri Samaranayake

Address -: Mawathagama, Kurunegala

Tele Number -: 037 420 6969

9. References

Google Available at - <http://www.google.com>