

## **INTRODUCTION**

The website offers an online service booking system which links the customer to the company's online store. This system enables a client to browse the store and then arrange to have the goods delivered or to collect them in person at a later date.

The concept originated with the widespread adoption of digital solutions; its main aim is to facilitate the booking process and improve customer satisfaction.

Many e-commerce sites have incorporated booking systems. This can be attributed to the rapid shift online towards more convenience and automation. The goal of booking systems is to combine travel and shopping online, as a result providing users with a more streamlined experience and aiding businesses to operate more efficiently. The sectors which companies involved in are for example tourism and leisure, the health services, events and the entertainment industry, and numerous others.