

Web Dev Using PHP & MySQL Final Project Proposal

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Project Name: Customer Relationship Management System

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Project Description

We are proposing to make a generic Customer Relationship Management System (CRM) tailored for businesses that need to store data regarding clients. The purpose of the program is to collect, manage, and maintain clienteles' contact information and memos. Companies can utilize the CRM package for profiling potential and current customers, in tandem with keeping a history log of previous purchases and services provided with past individuals. The CRM software may be adapted by any type of commercial organization with consumer services, such as restaurants, retail stores, banks, and car dealerships. For instance, a salesperson working in the latter may use the system to email advertisements to a visitor that seemed intrigued by a certain car model. In the future, the information stored in the CRM database can be collated and interpreted by research laboratories for data and marketing analytics, where computational conclusions may be used for pinpointing prospective customers.

Functionality

- Functionality of the site includes:
 - Secure login for company employees / administrators.
 - Control panel would include a log off feature to secure access to the database.
 - Project owners can:
 - Provide client businesses account credentials that provide access to the CRMS algorithm.
 - Two types of user groups would be available: administrator & employees.
 - Administrators can:
 - Search/view/add/modify/delete customer information.
 - View/add/modify/delete memos.
 - View basic summary diagnostics on the control panel regarding their customers.
 - View Admin Activity Panel (e.g. Employee Revision History).
 - Employees can:
 - Search/view/add/modify/delete customer information.
 - View/add/modify/delete memos.
 - View basic summary diagnostics on the control panel regarding their customers.

Development Platform

The programming language that would be used to write the CRM program is PHP. Additionally, Oracle's MySQL would serve as the program's database management system (DBMS). During the development stage of the CRM, the site would be hosted locally via Apache's HTTP web server (accessed by XAMPP's control panel). Ultimately, the final product would be hosted on Heroku's cloud platform.