



PROJECT REPORT
ON
SPAM Foods

SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENT FOR SEMESTER VII OF

B.E. (Information Technology)

SUBMITTED BY

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UNDER THE GUIDANCE OF

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**DEPARTMENT OF INFORMATION TECHNOLOGY
V.E.S. INSTITUTE OF TECHNOLOGY
2023-24**

Certificate

This is to certify that project entitled

”SPAM Foods”

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College Seal

Declaration

I declare that this written submission represents my ideas in my own words and where others' ideas or words have been included, I have adequately cited and referenced the original sources. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/data/fact/source in my submission. I understand that any violation of the above will be cause for disciplinary action by the Institute and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.

(Signature)

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ACKNOWLEDGEMENT

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Abstract

"SPAM Foods" embarks on a visionary journey in the ever-evolving digital landscape, poised to redefine the culinary experience. This project is a symphony of innovation and artistry, encapsulated in a meticulously crafted digital platform. It is a celebration of diverse gastronomic wonders, inviting a global audience to partake in a sensory voyage that transcends the boundaries of time and space. With a captivating blend of visual allure and informative richness, "SPAM Foods" weaves a tapestry of culinary excellence, where every dish tells a story, and every click opens a world of flavors.

As users navigate this virtual culinary sanctuary, they are guided through an intuitive and immersive experience. From the tantalizing allure of the home page to the heartwarming narratives on the 'About' page, from the tantalizing array of 'Types of Food' to the meticulous 'Menu' offerings, and from the resonant voices of satisfied patrons in 'Testimonials' to the welcoming embrace of the 'Contact' page, the journey is seamless and engaging. "SPAM Foods" beckons users to explore, savor, and connect, offering not just a website but a culinary odyssey that captivates the senses and leaves an indelible mark on the digital gastronomic landscape.

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Chapter 1

Introduction

1.1 Contribution to open - source project

An open-source project is a software project or initiative where the source code for the software is made freely available to the public. In open-source projects, the source code is typically distributed under an open-source license, which grants the public certain rights to use, modify, and distribute the software.

- Free Access: Open-source software is freely accessible to anyone who wants to use it. You can usually download the source code and binaries without any cost.
- Open Source License: Open-source projects are governed by licenses that define the terms and conditions for using, modifying, and distributing the software. Common open-source licenses include the MIT License, GNU General Public License (GPL), Apache License, and many others.
- Collaboration: Open-source projects often encourage collaboration among developers and contributors from around the world. Anyone can contribute improvements, bug fixes, or new features to the project.
- Community-Driven: Many open-source projects have active communities of users and developers who discuss, support, and improve the software. Community forums, mailing lists, and chat channels are common ways for participants to communicate.

Contributing to an open-source project means actively participating in its development and improvement by offering your time, skills, and expertise. Open-source projects are software projects where the source code is made freely available to the public, allowing anyone to view, use, modify, and distribute it. You can just navigate to their repository, open the files, analyze the code, change according to yourself and reuse it as per your requirement.

A more technical definition of open-source projects is that they are released under a license in which the copyright owner allows the users to change, analyze and redistribute the code as they want. The license is generally available along with the README file in the repository. The software thus released is developed not by a particular organization but a community altogether. Since the users can also read the code, it increases the trust factor which in turn increases the acceptability rates and hence the downloads.

1.2 Introduction

In an era defined by rapid technological advancements and an ever-expanding digital landscape, businesses are compelled to adapt and innovate in order to stand out in their respective industries. Recognizing this paradigm shift, "SPAM Foods" emerges as a pioneering endeavor that seeks to establish a captivating digital platform dedicated to showcasing an exquisite and diverse array of culinary creations. The fundamental objective behind the conception and execution of the "SPAM Foods" website, a strategic move aimed at enhancing the brand's online presence and delivering an immersive and engaging culinary journey to a global audience.

The "SPAM Foods" website is not just a mere virtual storefront; it is a curated space designed to encapsulate the essence of the brand's diverse food offerings. This platform serves as a conduit to reach individuals from every corner of the globe, inviting them to savor not only the visual splendor of delectable dishes but also the rich tapestry of information and stories woven around each culinary masterpiece.

As online engagement continues to shape consumer behavior, a well-crafted digital platform becomes paramount. Through intuitive design, captivating visuals, and an immersive user experience, the website aims to etch "SPAM Foods" into the memory of each visitor. Beyond the superficial engagement, the website also strives to offer meaningful interactions that transcend traditional culinary experiences.

Hosted Link: <http://spam-foods.netlify.app/>

1.3 Aim and Objectives

- The fundamental objective behind the conception and execution of the "SPAM Foods" website is to establish a captivating digital platform that elegantly showcases an array of diverse culinary creations.
- In an increasingly digital world, a dedicated platform becomes essential to communicate the essence of our diverse food offerings, inviting individuals from all corners to savor the visual and informational feast.
- Our aim is to elevate our brand's online presence, delivering a memorable and engaging culinary journey to all who visit "SPAM Foods".
- Through the website, we endeavor to transcend traditional culinary experiences, ensuring that "SPAM Foods" resonates with gastronomy enthusiasts worldwide.

1.4 Motivation for the Work

In the dynamic landscape of technology and digital expansion, "SPAM Foods" emerges as a trailblazing endeavor, recognizing the imperative to adapt and innovate. This visionary project is not just about creating a digital platform; it's about sculpting an immersive world where culinary artistry and diverse flavors converge. It invites a global audience to savor not only the visual splendor of delectable dishes but also the rich tapestry of information and stories woven around each culinary masterpiece.

In a world where online engagement shapes consumer behavior, your well-crafted digital platform becomes paramount. It aims to etch "SPAM Foods" into the memory

of every visitor through intuitive design, captivating visuals, and an immersive user experience. Beyond the superficial, the website aspires to offer interactions that transcend traditional culinary experiences, ensuring that "SPAM Foods" resonates with gastronomy enthusiasts worldwide. This project is your canvas to paint the future of culinary appreciation, leaving an indelible mark in the digital culinary landscape.

1.5 Scope of Project

The scope of the "SPAM Foods" project encompasses the creation of a user-friendly website showcasing culinary content, alongside an expansion of the brand's digital reach through effective marketing. This includes ensuring an exceptional user experience, possibly incorporating interactive elements for engagement. Additionally, the project involves crafting a strong brand identity, telling compelling stories about culinary creations, and the potential addition of an online store. It also requires the implementation of data analytics for performance evaluation, prioritizing security and privacy, and ongoing content maintenance. Community building may be considered, as well as exploring monetization strategies while adhering to legal and regulatory requirements.

1.6 Organization of the report

Title [1] - INTRODUCTION - It gives an overall idea of our project. It consists of Aim and objectives of our project, and motivation for our project and how we are contributing to open source project.

Title [2] - LITERATURE SURVEY - We have added different research papers related to food in our report which showcases different websites.

Title [3] - DESIGN IMPLEMENTATION - It consists an overall idea of our proposed system and how it works. Software and Hardware Requirements are specified. Idea of website is diagrammatically.

Title [4] - RESULTS AND DISCUSSION - Important code and Screenshots of GUI is provided here.

Title [5] - CONCLUSION - Summary of the entire project with future scope is covered here.

Chapter 2

Literature Survey

2.1 Introduction

In the ever-evolving digital landscape, "SPAM Foods" is poised to revolutionize the culinary world through the creation of a captivating digital platform. This visionary endeavor is driven by the fundamental objective of enhancing the brand's online presence and delivering an immersive and engaging culinary journey to a global audience.

2.2 Problem Definition

[1]Online food delivery industry in India: a case of customer satisfaction dynamics R. Katoch and A. Sidhu1.Published: 22.01.2021

Present research tried to measure customer satisfaction in the app-based food delivery market by exploring the factors that lead to satisfaction in this industry and their relative importance. The study identified Product quality and pricing as the crucial satisfaction driver in the online food delivery market. The results of exploratory factor analysis by employing SPSS Statistics 25 version software and Confirmatory factor analysis and SEM by Smart PLS software for the sampled set of respondents recommend that in food supply market through digital apps, three factors affect the satisfaction level of customers Viz. Product variety, quality and pricing, consumer convenience through technological leverage and staff competence in providing quality customer care services, arranged in order of their importance as evidenced by the results.

[2] Customers' Expectations and Satisfaction with Online Food Ordering Portals R.K. BAG LA, J. KHAN. Published: November 2017

Investigates the factors that are responsible for the growing popularity of online booking and ordering of food in India, the expectations of the users, and their satisfaction levels with popular apps such as Foodpanda, Swiggy, and Zomato.

The study found that the following factors are contributing to the popularity of online food ordering:

1. Lack of time to prepare food
2. Availability of variety
3. Rewards and cashback

The most important factors for customers' satisfaction with online food ordering portals are:

1. Food quality
2. On-time delivery
3. Ease of ordering
4. Customer support

The study also found that there is a scope for improving users' satisfaction levels by understanding their expectations more precisely and offering more attractive options while ordering food online.

[3] A Study on Online Food Delivery Services during the COVID -19 in Mumbai” Prof Upendra More , Prof Ria Patnaik , Prof Reema Shah Assistant Professor – Thakur Global Business School Assistant Professor - Thakur Institute of Management Studies Research

The study focuses on the competition in the restaurant industry by the arrival of online food delivery services. Online food delivery services have even boosted the credibility of startup restaurants giving them exposure to public at large. With the aggressive business pattern of online food delivery services, market penetration in this industry has increased to large numbers paving extent. This study is important to understand as how consumers will derive benefits from the industry and will these online delivery services shift the consumers attention from the loyalty towards outlet to online services.

[4] A Study on Impact of Online Food delivery app on Restaurant Business special reference to zomato and swiggy Dr. Mitali Gupta DAIMSR Received: December 11, 2018 Accepted: January 16, 2019

The format of home delivery or the takeaways have gained plenty additional customers in locations like malls, offices and big-party orders for residential complexes. Individuals missing breakfast on the thanks to work, order-in. People, United Nations agency want a higher selection of company lunch or party, order in too. Everybody appears to be in awe of the net food order and delivery possibility for the convenience and immediate supply of food reception. Besides, the convenience of ordering groceries from your mobile app or application program has definitely alienated some market share from the trusty 'kirana' or the mom-n-pop stores. Asian country is that the sixth largest grocery market within the world, however the organized sector as travel by a number of the net businesses mentioned on top of makes up just for 5-8grocery business. The overwhelming majority remains in hand by these native markets and also the mom-npop stores. This has some obvious impacts on the brick-and-mortar formats of in-dining restaurants as additional individuals opt to have restaurant-style cuisines right within the privacy of their homes or workplaces; however the impact isn't such a lot because it could seem to be.

[5]Loyalty toward online food delivery service: the role of e-service quality and food quality: Journal of foodservice business research. Published:

November 2018.

Examines the impact of e-service quality and food quality on customer loyalty towards online food delivery services, with customer satisfaction and perceived value as mediating variables.

The study was conducted in Bandung, Indonesia, with a sample of 405 online food delivery service customers. The findings revealed that food quality has a direct and significant impact on customer loyalty, while e-service quality does not. However, e-service quality indirectly affects customer loyalty through its impact on customer satisfaction and perceived value.

The study also found that customer satisfaction and perceived value partially mediate the relationship between food quality and customer loyalty. This means that while food quality is the most important factor influencing customer loyalty, customer satisfaction and perceived value also play a role. Here are some specific recommendations that online food delivery service providers can implement based on the findings of the study:

1. Focus on improving the quality of the food that is delivered to customers.
2. Ensure that food is delivered on time and at the desired temperature.
3. Make it easy for customers to order food and track their orders.
4. Provide excellent customer support.
5. Offer attractive discounts and cashback offers to customers.

Chapter 3

Design and Implementation

3.1 Proposed System

In the ever-evolving digital landscape, "SPAM Foods" is poised to revolutionize the culinary world through the creation of a captivating digital platform. This visionary endeavor is driven by the fundamental objective of enhancing the brand's online presence and delivering an immersive and engaging culinary journey to a global audience. The proposed system, the "SPAM Foods" website, transcends being a mere virtual storefront; it is a curated space designed to encapsulate the essence of the brand's diverse food offerings.

- Exquisite Visual Showcase: The website will feature a visually stunning gallery of culinary creations, showcasing the artistry of each dish through high-resolution images and videos.
- Rich Culinary Narratives: Each culinary masterpiece will be accompanied by a rich tapestry of information and stories. Visitors can delve into the history, ingredients, and inspirations behind every dish.
- Global Reach: "SPAM Foods" aims to reach individuals from every corner of the globe. The website will be accessible in multiple languages to cater to a diverse international audience.
- Immersive User Experience: Through intuitive design and captivating visuals, the website aims to immerse visitors in a culinary journey. Navigation will be seamless, enhancing user engagement.

3.2 Requirement Gathering and Analysis

Requirement Gathering and Analysis for SPAM Foods To launch the SPAM Foods website, a thorough requirement gathering and analysis process is essential. The project involves various stakeholders, including the SPAM Foods team, web developers, content creators, and users. The functional requirements encompass an intuitive user interface, an impressive visual showcase of culinary creations, a robust content management system, multilingual support, efficient

search functionality, user profiles, and interactive features. Non-functional requirements include optimizing performance, ensuring security, scalability, cross-browser compatibility, mobile responsiveness, data privacy, and comprehensive analytics.

Project planning involves defining phases, timelines, resource allocation, and budget, while continuous user testing ensures that the website meets expectations. Overall, SPAM Foods aspires to create an immersive digital culinary platform that captivates food enthusiasts worldwide.

3.3 Hardware Requirement

- Windows 7-11 with minimum 4 GB Ram
- i5 7th Gen + , AMD Ryzen 3

3.4 Software Requirement

- Python 3+
- Any Operating System: Windows/Linux/Mac
- Any Browser: Chrome/Opera/Brave/Firefox
- HTML, CSS, JavaScript should be configured

3.4.1 Timeline Chart

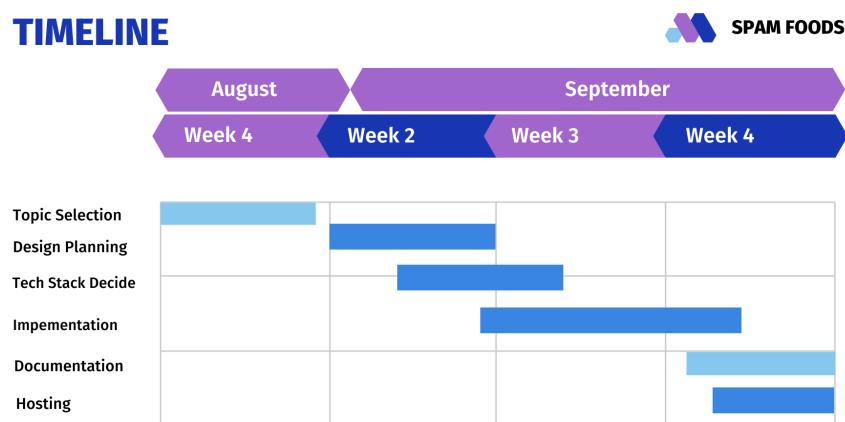


Figure 3.1: Timeline Chart

Chapter 4

Results and Discussion

4.1 Code

```
[1] index.html

<body>
  <nav class="navbar">
    <div class="navbar-container container">
      <input type="checkbox" name="" id="">
      <div class="hamburger-lines">
        <span class="line line1"></span>
        <span class="line line2"></span>
        <span class="line line3"></span>
      </div>
      <ul class="menu-items">
        <li><a href="#home">Home</a></li>
        <li><a href="#about">About</a></li>
        <li><a href="#food">Category</a></li>
        <li><a href="#food-menu">Menu</a></li>
        <li><a href="#testimonials">Testimonial</a></li>
        <li><a href="#contact">Contact</a></li>
      </ul>
      <h1 class="logo">SPAM Foods</h1>
    </div>
  </nav>
  <section class="showcase-area" id="showcase">
    <div class="showcase-container">
      <h1 class="main-title" id="home">Indulge in
        Instant Delights</h1>
      <p>Your Ultimate Destination for Quick and
        Irresistible Fast Food Favorites!</p>
      <a href="#food-menu" class="btn btn-primary">Menu
      </a>
    </div>
  </section>
```

```
<section id="about">
  <div class="about-wrapper container">
    <div class="about-text">
      <p class="small">About Us</p>
      <h2>Serving Wholesome Flavors Since a Decade
        !</h2>
      <p>
        Lorem, ipsum dolor sit amet consectetur
        adipisicing elit. Esse ab
        eos omnis, nobis dignissimos preferendis
        et officia architecto,
        fugiat possimus eaque qui ullam excepturi
        suscipit aliquid optio,
        maiores praesentium soluta alias
        asperiores saepe commodi
        consequatur? Perferendis est placeat
        facere aspernatur!
      </p>
    </div>
    <div class="about-img">
      
    </div>
  </div>
</section>

<div class="testimonial-box">
  <div class="customer-detail">
    <div class="customer-photo">
      
    <p class="customer-name">Pikachu</p>
  </div>
  <div class="star-rating">
    <span class="fa fa-star checked"></span>
    <span class="fa fa-star checked"></span>
    <span class="fa fa-star checked"></span>
    <span class="fa fa-star checked"></span>
    <span class="fa fa-star checked"></span>
  </div>
  <p class="testimonial-text">
    Lorem ipsum dolor sit amet consectetur ,
    adipisicing elit. Impedit
    voluptas cupiditate aspernatur odit
    doloribus non.
  </p>
```

```
        </div>
    </div>
</section>
<section id="contact">
    <div class="contact-container container">
        <div class="contact-img">
            
        </div>

        <div class="form-container">
            <h2>Contact Us</h2>
            <input type="text" placeholder="Your Name" />
            <input type="email" placeholder="E-Mail" />
            <textarea cols="30" rows="6" placeholder="Type
                Your Message"></textarea>
            <a href="#" class="btn btn-primary">Submit</a>
        </div>
    </div>
</section>
<footer id="footer">
    <h2>SPAM Foods © All rights reserved</h2>
</footer>
<!-- ..... / JS Code for smooth scrolling
     / ..... -->

<script src="https://ajax.googleapis.com/ajax/libs/jquery
    /3.3.1/jquery.min.js"></script>
<script src="app.js"></script>

</body>
```

[2] style.css

```
*,  
*:after,  
*:before {  
    box-sizing: border-box;  
    padding: 0;  
    margin: 0;  
}  
  
.html {  
    font-size: 62.5%;  
}
```

```
body {
    font-family: "Poppins", sans-serif;
}

/* //////////////.. utility classes..//////// */



.container {
    max-width: 1200px;
    width: 90%;
    margin: auto;
}

.btn {
    display: inline-block;
    padding: 0.5em 1.5em;
    text-decoration: none;
    border-radius: 50px;
    cursor: pointer;
    outline: none;
    margin-top: 1em;
    text-transform: uppercase;
    font-weight: small;
}

.btn-primary {
    color: #fff;
    background: #16a083;
}

.btn-primary:hover {
    background: #117964;
    transition: background 0.3s ease-in-out;
}

/* ..... / navbar / .. */

/* desktop mode...../// */

.navbar input[type="checkbox"],
.navbar .hamburger-lines {
    display: none;
}

.navbar {
    box-shadow: 0px 5px 10px 0px #aaa;
    position: fixed;
    width: 100%;
```

```
background: #fff;
color: #000;
opacity: 0.85;
height: 50px;
z-index: 12;
}

.navbar-container {
  display: flex;
  justify-content: space-between;
  height: 64px;
  align-items: center;
}

.menu-items {
  order: 2;
  display: flex;
}

.menu-items li {
  list-style: none;
  margin-left: 1.5rem;
  margin-bottom: 0.5rem;
  font-size: 1.2rem;
}

.menu-items a {
  text-decoration: none;
  color: #444;
  font-weight: 500;
  transition: color 0.3s ease-in-out;
}

.menu-items a:hover {
  color: #117964;
  transition: color 0.3s ease-in-out;
}

.logo {
  order: 1;
  font-size: 2.3rem;
  margin-bottom: 0.5rem;
}

/* .....// Showcase styling //..... */

.showcase-area {
  height: 50vh;
```

```
background: linear-gradient(
    rgba(240, 240, 240, 0.144),
    rgba(255, 255, 255, 0.336)
),
url("https://i.postimg.cc/wT3TQS3V/header-image2.jpg");
background-size: cover;
background-position: center;
background-repeat: no-repeat;
}

.showcase-container {
    display: flex;
    flex-direction: column;
    align-items: center;
    justify-content: center;
    height: 100%;
    font-size: 1.6rem;
}

.main-title {
    text-transform: uppercase;
    margin-top: 1.5em;
}
```

[3] app.js

```
$(document).ready(function () {
    // Add smooth scrolling to all links
    $("a").on("click", function (event) {
        // Make sure this.hash has a value before overriding
        // default behavior
        if (this.hash !== "") {
            // Prevent default anchor click behavior
            event.preventDefault();

            // Store hash
            var hash = this.hash;

            // Using jQuery's animate() method to add smooth
            // page scroll
            // The optional number (800) specifies the number
            // of milliseconds it takes to scroll to the
            // specified area
            $("html, body").animate(
                {
                    scrollTop: $(hash).offset().top,
                },
                800,
```

```

        function () {
            // Add hash (#) to URL when done scrolling
            // (default click behavior)
            window.location.hash = hash;
        }
    );
} // End if
);
});

```

4.2 Software Results

The implementation of project resulted in working of site in following way.

- 1) First, The user will be directed to homepage.
- 2) Then User can read about our website in the "about us" section.
- 3) The user can check out different types of food provided.
- 4) If the user wants to order food, they can check the menu section.
- 5) If user has any queries, we have provided a contact page for them.

4.3 Screen Shots

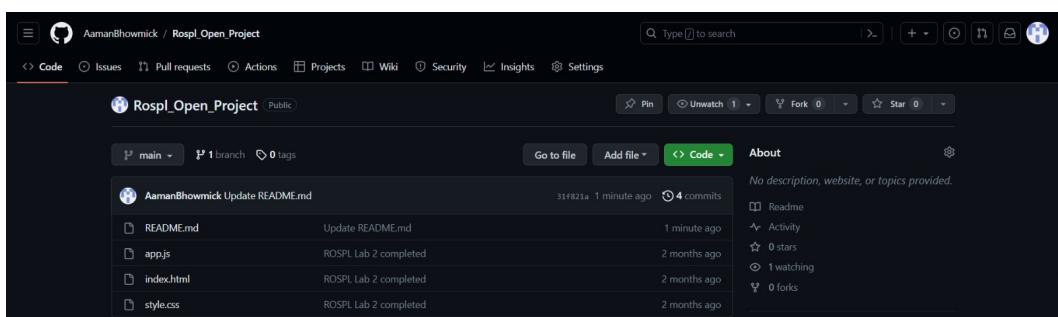


Figure 4.1: Github Repository

Rospl_Open_Project

We have created this GitHub Repository to Contribute to open source project as a part of our ROSPL Lab 2

What is ROSPL? -> An open-source project is a software project or initiative where the source code for the software is made freely available to the public. In open-source projects, the source code is typically distributed under an open-source license, which grants the public certain rights to use, modify, and distribute the software.

Welcome to SPAM Foods

Introduction to SPAM Foods: The "SPAM Foods" website is not just a mere virtual storefront; it is a curated space designed to encapsulate the essence of the brand's diverse food offerings. This platform serves as a conduit to reach individuals from every corner of the globe, inviting them to savor not only the visual splendor of delectable dishes but also the rich tapestry of information and stories woven around each culinary masterpiece. As online engagement continues to shape consumer behavior, a well-crafted digital platform becomes paramount. Through intuitive design, captivating visuals, and an immersive user experience, the website aims to etch "SPAM Foods" into the memory of each visitor. Beyond the superficial engagement, the website also strives to offer meaningful interactions that transcend traditional culinary experiences.

You just require basic technologies in you computer to run this.

1. HTML (Hyper Text Markup Language).
2. CSS (Cascading Style Sheets).
3. JS (JavaScript).

And any IDE of your preference, we used Visual Studio Code (VSC/VS Code).

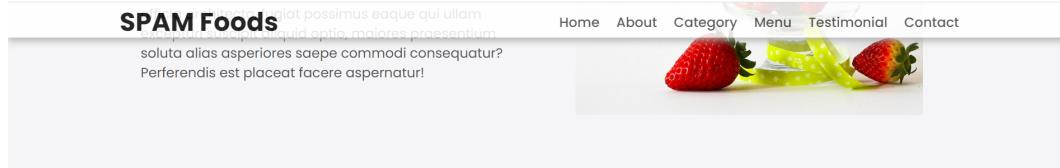
Thankyou

Hosted Link: spam-foods.netlify.app

Figure 4.2: Github Repository

The screenshot shows the homepage of the SPAM Foods website. At the top, there is a navigation bar with links to Home, About, Category, Menu, Testimonial, and Contact. The main header features the text "INDULGE IN INSTANT DELIGHTS" and "Your Ultimate Destination for Quick and Irresistible Fast Food Favorites!". Below the header is a large button labeled "MENU". The left side of the page has a background image of a pie. On the right, there is a smaller image of a bowl filled with strawberries. The bottom left contains a section titled "About Us" with the text "Serving Wholesome Flavors Since a Decade!". The bottom right contains a small paragraph of placeholder text.

Figure 4.3: Implementation



TYPES OF FOOD

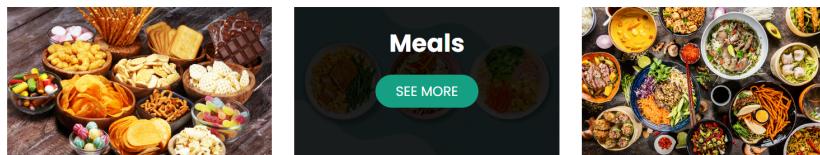


Figure 4.4: Implementation

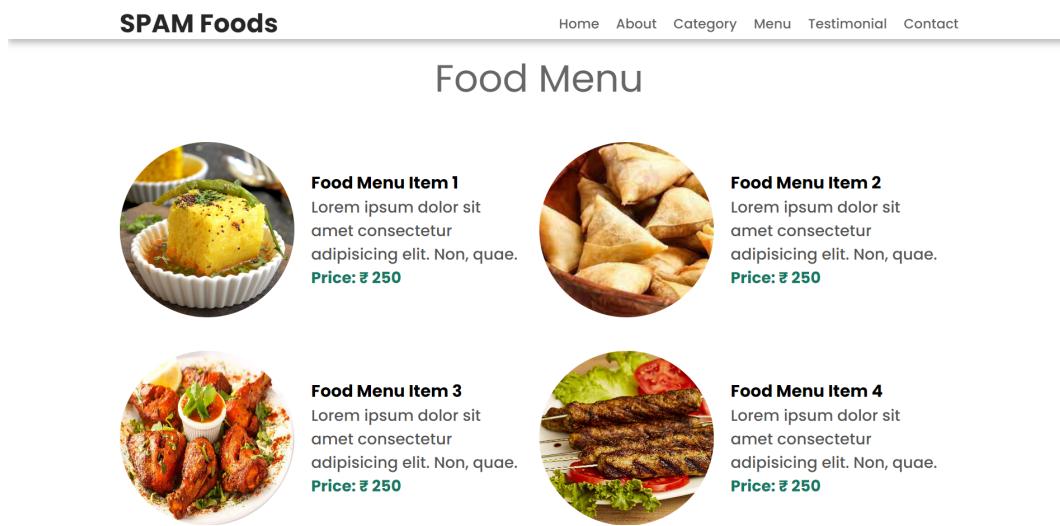


Figure 4.5: Implementation

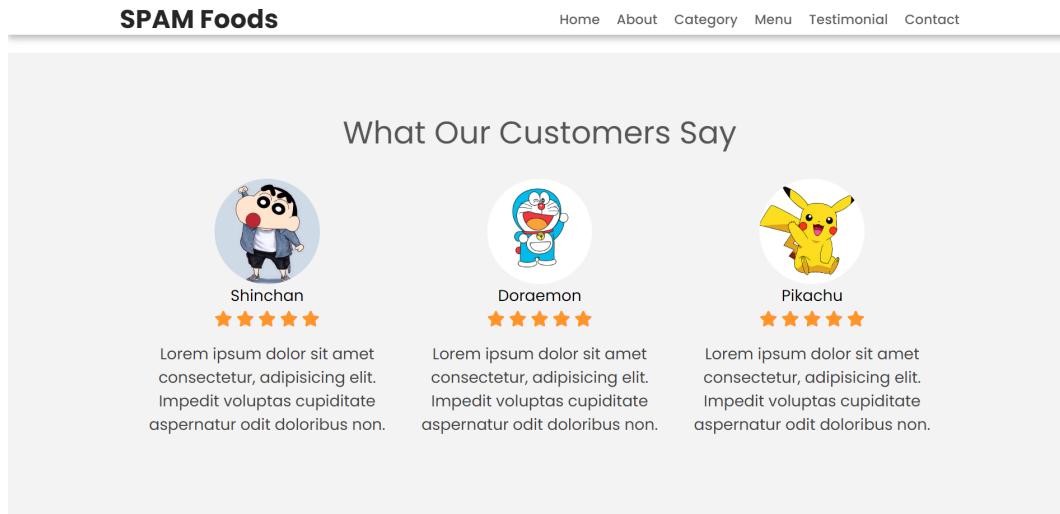


Figure 4.6: Implementation

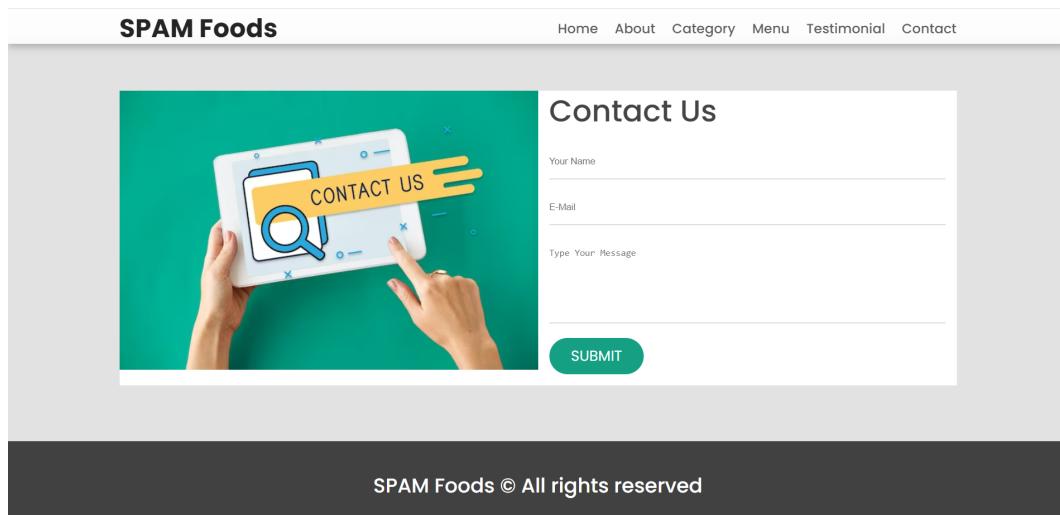


Figure 4.7: Implementation

Chapter 5

Conclusion

5.1 Summary

"SPAM Foods" is launching a cool website to show off all kinds of delicious food. The main goal of the website is to make our brand famous online and give people from all over the world a fun food experience. This website is not just a regular online store; it's like a special place that tells stories about our food.

We've designed the website to be easy to use, with great pictures and a fun way to explore. We want everyone who visits to remember us. But it's not just about looking at food; we want to have real conversations with people who love food like we do.

In today's world, having a good website is really important, especially to show everyone what makes our food special. We want people from everywhere to enjoy not only how our food looks but also the interesting stories behind each dish.

5.2 Future Scope

In the near future, we plan to implement:

Interactive Cooking Classes: Adding a section where users can participate in live or pre-recorded cooking classes taught by renowned chefs. This can help users engage more deeply with the brand and learn how to recreate some of the dishes at home.

Food Blog or Magazine: Expanding the website by incorporating a blog or online magazine dedicated to food trends, recipes, and culinary tips. This can position "SPAM Foods" as an authority in the culinary world and attract a wider audience interested in food culture.

E-commerce Integration: Thinking about integrating an e-commerce section where visitors can purchase food products or related merchandise directly from the website. This can be a significant revenue stream.

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