

WHOLESALE MARKETING DATABASE SYSTEM with E-COMMERCE

A COURSE PROJECT REPORT

By

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Under the guidance of **Dr.P.Visalakshi**

In partial fulfillment for the Course

18CSC303J-Database Management Systems

In

School of Computing



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Kattankulathur, Chengalpattu District

APRIL 2024.

Acknowledgement

We would like to express our gratitude to our Professor, Dr. Visalakshi P who gave us the golden opportunity to do this wonderful project on the topic "**Wholesale Marketing Database System with E-Commerce**" which also helped us in doing a lot of research and we came to know about so many new things we are really thankful to her.

We are also thankful to all the other faculty, teaching and non-teaching staffmembers of our department for their kind co-operation and help.

Lastly, we would also like to thank our friends who helped us a lot in finishing this project within the limited time. We are making this project not only for marks but to also increase our knowledge.

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CHAPTER-1

INTRODUCTION

The Wholesale Marketing Database System with E-commerce stands as a sophisticated solution meticulously crafted to cater to the intricate demands of wholesale enterprises. This integrated platform harmoniously blends the prowess of comprehensive database management with the dynamic functionalities of e-commerce, presenting businesses with a formidable tool to elevate their operational efficiency, foster growth, and cultivate unparalleled customer satisfaction.

At its nucleus, this system serves as a pivotal repository, meticulously organizing and orchestrating critical business data. From intricate inventory management to intricate customer profiles and transactional records, every facet of business operations finds meticulous organization and streamlined management within the system's robust database infrastructure. Through meticulous data analysis and insightful reporting, businesses gain invaluable insights, empowering strategic decision-making and ensuring adept adaptation to market dynamics.

In parallel, the system seamlessly integrates e-commerce functionalities, extending businesses a seamless avenue to connect with their clientele. Through intuitive user interfaces and secure transaction mechanisms, the platform fosters enriched customer experiences, driving engagement, loyalty, and ultimately, sustained revenue growth. By facilitating seamless online transactions and personalized interactions, businesses can effectively cultivate lasting relationships with their customers, fostering a loyal clientele base.

Moreover, the Wholesale Marketing Database System with E-commerce epitomizes adaptability and scalability, offering businesses a flexible framework to navigate the ever-evolving landscape of wholesale commerce. Whether it's agile inventory management, real-time order processing, or insightful sales analysis, the system stands poised to meet the diverse needs and exigencies of modern wholesale enterprises.

In essence, the Wholesale Marketing Database System with E-commerce embodies the epitome of technological sophistication and strategic foresight. Through its seamless amalgamation of advanced features and user-centric design, businesses are empowered to transcend industry norms, seize new opportunities, and chart a path towards sustained success in the competitive wholesale arena.

CHAPTER-2

2.1 About the Project:

In response to the modern trend of transitioning from offline to online selling, our project focuses on facilitating this shift by designing a user-friendly database system tailored for small sellers to effectively showcase and sell their products online, ensuring a seamless transition and fostering rapid growth in the e-commerce landscape.

2.1.2 Main features are:

1. Product Catalog: Displaying a wide range of products with detailed information.
2. User Authentication: Secure authentication and registration functionalities.
3. Shopping Cart: Easy management of selected products before checkout.
4. Checkout Process: Streamlined process for payment and order placement.

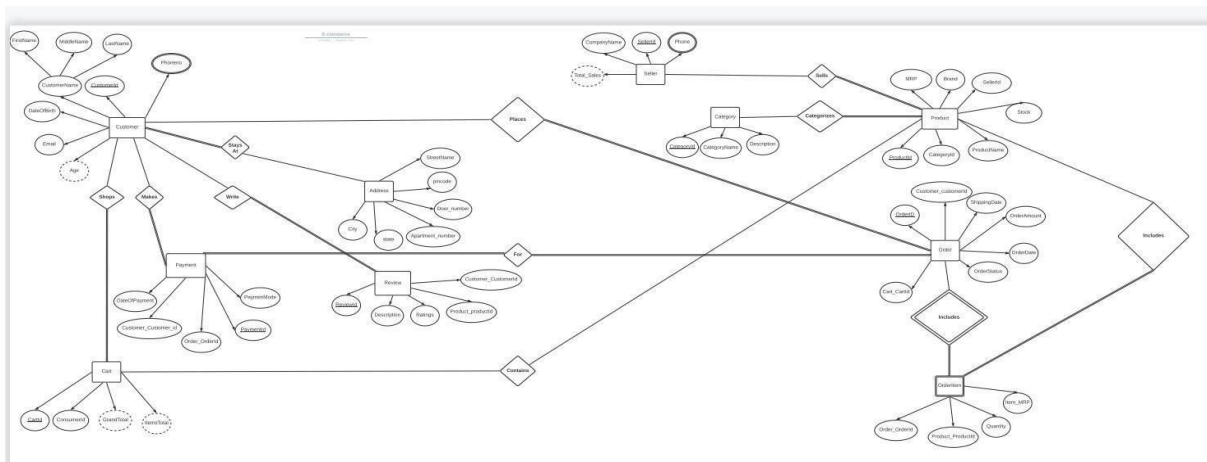
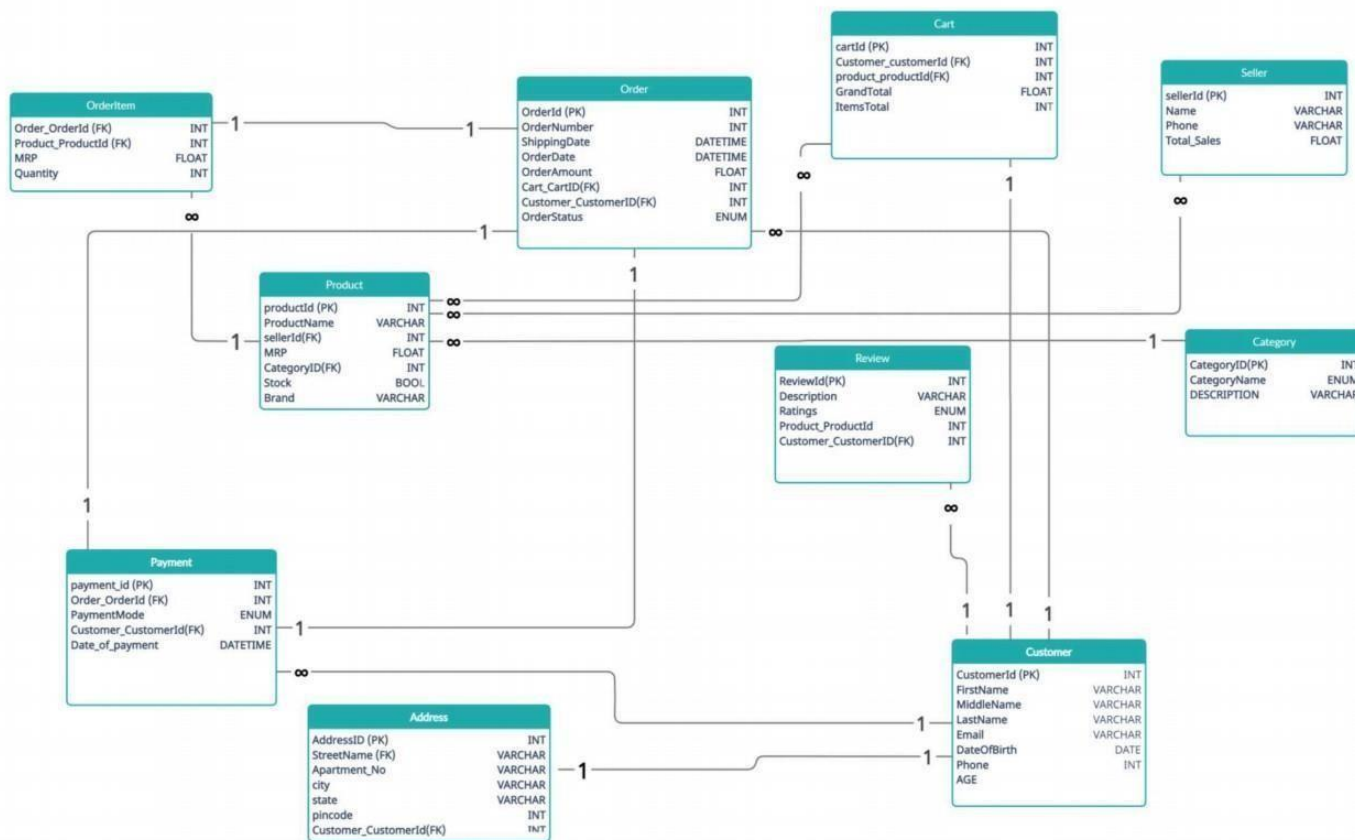
2.1.3 Objectives:

1. Viewing orders
2. Placing orders
3. Updating database
4. Reviewing products
5. Maintaining data consistency across tables

CHAPTER-3 BACK-END DESIGN

3.1

3.1.1 Conceptual Database Design(ER-Diagram)



3.2

FRONT-END DESIGN

3.2.1 Front-end web development details

- **HTML** provides the *basic structure* of sites, which is enhanced and modified by other technologies like CSS and JavaScript.
- **CSS** is used to control *presentation, formatting, and layout*.
- **JavaScript** is used to control the *behavior* of different elements.

HTML

HTML serves as the foundation of every web page, irrespective of its complexity or the technologies employed. It's a fundamental skill for web professionals and serves as the entry point for individuals embarking on web content creation. Fortunately, mastering HTML is remarkably accessible, making it an essential skill for professional development in the field.

CSS

CSS stands for Cascading Style Sheets. This programming language dictates how the HTML elements of a website should actually appear on the frontend of the page.

JavaScript

JavaScript is a more complicated language than HTML or CSS, and it wasn't released in beta form until 1995. Nowadays, JavaScript is supported by all modern web browsers and is used on almost every site on the web for more powerful and complex functionality.

3.2.2 Connectivity (front end and Back end):

PHP stands out as an exceptional and widely embraced language in the tech world. Its versatility is evident in its role as the backbone of prominent online platforms such as WordPress and Facebook. Notably, PHP serves as an accessible entry point for beginners venturing into server-side programming.

- PHP, an acronym for "PHP: Hypertext Preprocessor," is a prevalent open-source scripting language.
- PHP scripts execute on the server, enabling dynamic content generation.
- Being freely available, PHP is easily accessible for developers.
- PHP files can incorporate a mix of text, HTML, CSS, JavaScript, and PHP code, providing flexibility in web development.
- The output of PHP code is transformed into plain HTML before being delivered to the browser, ensuring compatibility across platforms.
- PHP's capabilities extend beyond HTML output; it can generate various content formats like images, PDFs, and even multimedia elements like Flash movies.

Additionally, PHP can handle diverse text formats such as XHTML and XML. In summary, PHP's robustness, adaptability, and beginner-friendly nature make it an indispensable tool for professionals across the web development spectrum.

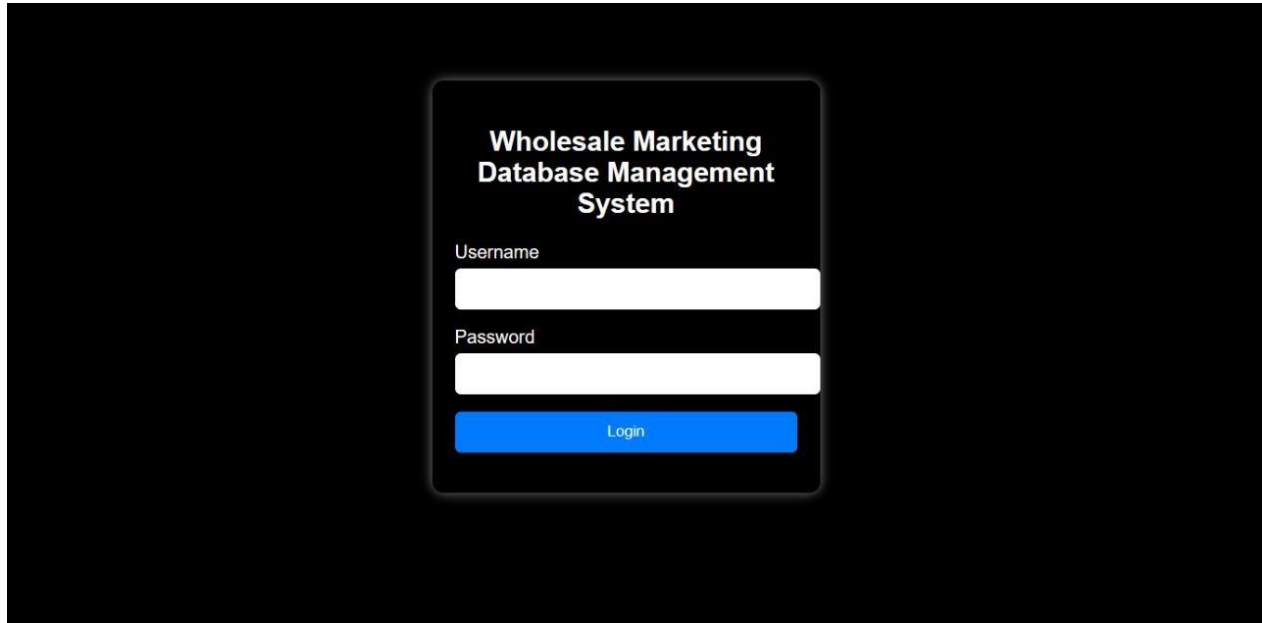
4.1

4.1.1

CHAPTER-4

OUTPUT

LOGIN PAGE



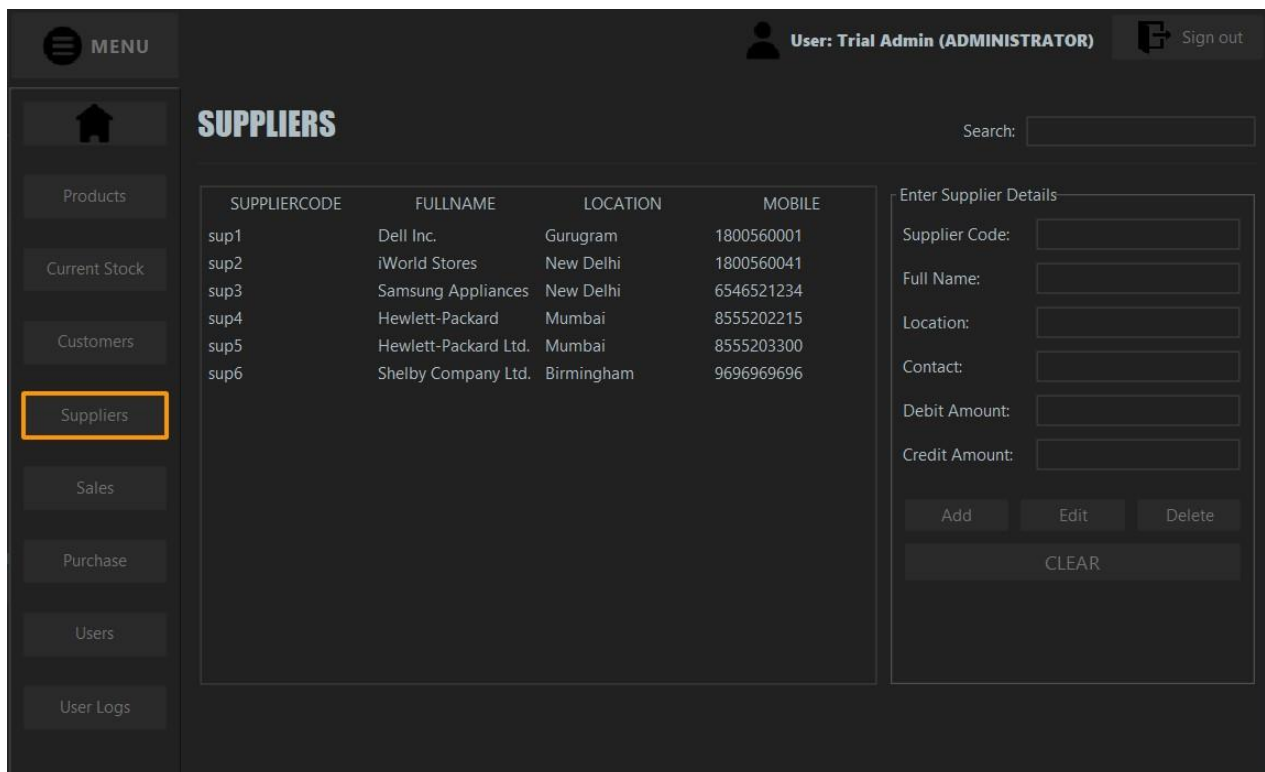
**Wholesale Marketing
Database Management
System**

Username

Password

Login

4.2) SUPPLIERS:



MENU **User: Trial Admin (ADMINISTRATOR)** **Sign out**

SUPPLIERS Search:

SUPPLIERCODE	FULLNAME	LOCATION	MOBILE
sup1	Dell Inc.	Gurugram	1800560001
sup2	iWorld Stores	New Delhi	1800560041
sup3	Samsung Appliances	New Delhi	6546521234
sup4	Hewlett-Packard	Mumbai	8555202215
sup5	Hewlett-Packard Ltd.	Mumbai	8555203300
sup6	Shelby Company Ltd.	Birmingham	9696969696

Enter Supplier Details

Supplier Code:

Full Name:

Location:

Contact:

Debit Amount:

Credit Amount:

Add Edit Delete

CLEAR

4.3) USER LOGS:

	USER LOGS				
	Search:				REFRESH
	NAME	USERNAME	IN_TIME	OUT_TIME	LOCATION
Asjad Iqbal	aduser1	2021-09-01T04:46:55.125709...	2021-09-01T04:47:01.801381	Chandigarh	
Trial Admin	root	2021-09-01T05:02:43.010014	2021-09-01T05:02:50.2247874	Local	
Ahan Jaiswal	stduser1	2021-09-01T05:04:57.690182...	2021-09-01T05:05:04.2942743	Delhi	
Trial Admin	root	2021-09-01T05:05:12.269897...	2021-09-01T05:05:16.8667925	Local	
Trial Admin	root	2021-09-01T05:10:08.728527...	2021-09-01T05:10:16.9268831	Local	
Trial Admin	root	2021-09-01T06:19:09.326477...	2021-09-01T06:19:21.6416209	Local	
Trial Employee	emp1	2021-09-01T06:19:34.536411...	2021-09-01T06:19:43.5173921	Local	
Trial Admin	root	2021-09-01T06:19:46.811400...	2021-09-01T06:20:10.8796607	Local	
Trial Admin	root	2021-09-01T14:59:48.661066...	2021-09-01T15:02:09.7618649	Local	
Trial Admin	root	2021-09-01T15:09:02.964317...	2021-09-01T15:09:14.1413248	Local	
Trial Admin	root	2021-09-01T15:09:27.889908...	2021-09-01T15:09:48.262387	Local	
Trial Admin	root	2021-09-01T15:38:48.557639...	2021-09-01T15:40:00.5271838	Local	
Trial Admin	root	2021-09-01T15:40:22.622326	2021-09-01T15:41:06.4614385	Local	
Trial Admin	root	2021-09-01T15:44:26.195028...	2021-09-01T15:44:33.0714488	Local	
Trial Admin	root	2021-09-02T01:42:52.417989...	2021-09-02T01:42:55.2266759	Local	
Trial Admin	root	2021-09-02T01:43:12.226339...	2021-09-02T01:43:15.818776	Local	
Asjad Iqbal	aduser1	2021-09-03T02:12:41.021781...	2021-09-03T02:19:11.8298735	Chandigarh	
Trial Admin	root	2021-09-03T02:56:35.566056	2021-09-03T02:58:17.4422676	Local	
Trial Admin	root	2021-09-03T02:59:28.685	2021-09-03T02:59:36.2263075	Local	

4.4) PRODUCTS:

	PRODUCTS				
	Search:				REFRESH
	PRODUCTCODE	PRODUCTNAME	COSTPRICE	SELLPRICE	BRAND
prod1	Laptop	85000.0	90000.0	Dell	
prod2	Laptop	70000.0	72000.0	HP	
prod3	Mobile	60000.0	64000.0	Apple	
prod4	Mobile	50000.0	51000.0	Samsung	
prod5	Charger	2000.0	2100.0	Apple	
prod6	Mouse	1700.0	1900.0	Dell	
prod7	Power Adapter	3000.0	3500.0	Dell	
prod8	Smart Watch	15000.0	17000.0	Apple	

Enter Product Details

Dell Inc.

Click to add a New Supplier

Product Code:

Product Name:

Date:

Quantity:

Cost Price:

Selling Price:

Brand:

Add

Edit

Delete

CLEAR

4.5) SALES:

SALES

Products

Current Stock

Customers

Suppliers

Sales

Purchase

Users

User Logs

Search:

SALESID	PRODUCTCO...	PRODUCTNA...	QUANTITY	REVENUE	NAME
2001	prod1	Laptop	3	270000.0	Ahan Jaiswal
2002	prod2	Laptop	2	144000.0	Ahan Jaiswal
2003	prod3	Mobile	1	64000.0	Asjad Iqbal
2004	prod4	Mobile	5	255000.0	Asjad Iqbal
2006	prod1	Laptop	2	180000.0	Trial Admin
2007	prod4	Mobile	1	51000.0	Asjad Iqbal
2008	prod7	Power Ada...	1	3500.0	Asjad Iqbal
2009	prod7	Power Ada...	5	17500.0	Asjad Iqbal
2010	prod4	Mobile	2	102000.0	Trial Admin
2011	prod7	Power Ada...	10	35000.0	Trial Admin
2012	prod4	Mobile	5	255000.0	Asjad Iqbal

Sell Product

Customer Code: vip2

Name: Jacob Seed | Location: Texas

Click to add a New Customer

Product Code: prod4

Name: Mobile | Available quantity: 172

Date:

Selling Price: 51000.0

Quantity:

SELL PRODUCT

Delete

Clear

4.6) STOCK:

MENU

Users

Products

Current Stock

Customers

Suppliers

Sales

Purchase

Users

User Logs

User: Trial Admin (ADMINISTRATOR)

Sign out

ID	NAME	LOCATION	PHONE	USERNAME	PASSWORD	USERTYPE
17	Asjad Iqbal	Chandigarh	965078671...	aduser1	dbadpass	ADMINIST...
18	Ahan Jaisw...	Delhi	966065478...	stduser1	dbstdpass	EMPLOYEE
20	Trial Admin	Local	987654321...	root	root	ADMINIST...
29	Trial Empl...	Local	112233445...	emp1	emp1	EMPLOYEE

Enter User Details

Full Name: Trial Admin

Location: Local

Contact: 9876543210

Username: root

Password:


ADMINISTRATOR

Add

Delete

Clear

4.7) USER PAGE:



Products

Current Stock

Customers

Suppliers

Sales

Purchase

Users

User Logs

USERS

ID	NAME	LOCATION	PHONE	USERNAME	PASSWORD	USERTYPE
17	Asjad Iqbal	Chandigarh	965078671...	aduser1	dbadpass	ADMINIST...
18	Ahan Jaisw...	Delhi	966065478...	stduser1	dbstdpass	EMPLOYEE
20	Trial Admin	Local	987654321...	root	root	ADMINIST...
29	Trial Empl...	Local	112233445...	emp1	emp1	EMPLOYEE

Enter User Details

Full Name:

Trial Admin

Location:

Local

Contact:

9876543210

Username:

root

Password:

ADMINISTRATOR

Add

Delete

Clear

MODULES:

- **Administrators:**

- Responsible for overseeing the centralized store and distributor management system.
- Coordinate and manage operations across all stores and distributors.
- Set policies, guidelines, and standards for store and distributor management.
- Monitor performance metrics and ensure compliance with regulations.

- **Distributors:**

- Respond to orders from stores for products and supplies.
- Manage inventory levels to fulfill store orders efficiently.
- Coordinate with suppliers and manufacturers to replenish stock as needed.
- Handle logistics, including shipping and delivery, to ensure timely fulfillment of orders.

- **Stores:**

- Located at various locations across the country to serve customers.
- Place orders with distributors for products and supplies based on customer demand.
- Manage store inventory and ensure adequate stock levels to meet customer needs.
- Provide customer service and support, including processing returns and exchanges.

- **Store Managers:**

- Responsible for the day-to-day operations of an individual store.
- Oversee stock management, including receiving shipments, and conducting inventory counts.
- Monitor sales performance and adjust inventory levels accordingly.
- Supervise store staff and ensure adherence to company policies and procedure.

APPLICATIONS

1. Centralized Management Unit for Superstores:

- Provides a centralized platform for managing multiple superstores efficiently.
- Enables administrators to oversee operations, track performance, and enforce standards across all stores from a single interface.
- Streamlines communication and decision-making processes for enhanced efficiency and productivity.

2. Distributor Panel:

- Facilitates the management of store orders and updates for distributors.
- Allows distributors to view and process store orders, update order details such as invoices, shipments, and payments.
- Streamlines order fulfillment processes, improving communication and collaboration between distributors and stores.

3. Store Manager Panel:

- Empowers store managers to effectively manage store stocks and customer interactions.
- Provides tools for managing inventory levels, receiving shipments, stocking shelves, and conducting inventory counts.
- Enables store managers to engage with customers, handle inquiries, process orders, and provide personalized service.

4. Administrator Panel:

- Assists management teams of superstores in overseeing and coordinating operations across the entire network.
- Provides comprehensive insights and analytics on store performance, sales trends, inventory levels, and customer behavior.
- Enables administrators to set policies, guidelines, and standards, as well as monitor compliance and enforce regulations.

7. CONCLUSION

Throughout my development process, I've gained invaluable expertise in HTML, CSS, JavaScript, PHP, and MySQL. Mastering database management has been particularly enlightening, allowing me to efficiently organize and access data. Prioritizing user experience has been paramount, leading me to simplify complex functionalities for seamless interaction.

I've closely studied the criteria that drive software demand, understanding the importance of error mitigation and maintaining stringent quality standards. This focus on excellence has been foundational in shaping my development approach, ensuring the reliability and efficacy of my software solutions.

BIBLIOGRAPHY

It has been a matter of immense pleasure, honor and challenge to have this opportunity to take up this project and complete it successfully.

We have obtained information from various resources to design and implement our project. We have acquired most of the knowledge from the Internet.

The following are some of the resources:

- www.w3schools.com
- www.tutorialspoint.com
- Google and Youtube Tutorials.