

# Entrepreneur Management and Promotion

## Website Project Report

### **Title Page**

**Project Title:** Entrepreneur Management and Promotion Website

**Prepared By:** Md. Touhidul Islam (222311092), Maula Bin Mortuza (222311099)

**Institution/Course:** Software Development Lab III

**Supervisor:** Shahid Ahmed Shakil (Lecturer, VU)

**Submission Date:** 01-06-25

### **1. Introduction**

Entrepreneurship is a vital driver of economic growth, innovation, and job creation. In the digital age, entrepreneurs require more than just a physical presence—they need an online ecosystem that fosters visibility, networking, and scalability. This project proposes the development of an Entrepreneur Management and Promotion Website, offering a multifunctional digital platform where entrepreneurs can promote their businesses, manage transactions, and interact with other stakeholders through integrated features such as social networking, e-commerce, digital wallets, and more.

### **2. Problem Statement**

Many small and medium-sized entrepreneurs (SMEs) lack access to platforms that provide end-to-end digital support for business promotion, networking, and transaction management. Existing platforms like Facebook Marketplace or Daraz are too generalized or do not offer dedicated support for business networking and financial tools targeted at entrepreneurs.

#### **Target Audience:**

- Entrepreneurs (Startups, SMEs)
- Customers interested in products/services from SMEs
- Content creators and promoters in the business niche

### **3. Motivation**

This project originated from observing the struggles of local entrepreneurs who either rely heavily on word-of-mouth marketing or are scattered across generic platforms. Many lack visibility and secure, scalable tools for financial and business management. The motivation is to fill this gap with a user-friendly, scalable, and secure platform tailored specifically for entrepreneurs to grow their network, brand, and revenue.

## 4. Review of Existing Projects

### Existing Platforms:

- **Facebook Marketplace** – Lacks dedicated business tools and a structured approach for entrepreneurs.
- **Daraz** – E-commerce-centric with limited networking or promotional tools.
- **RingID** – Had business features but lacked reliability and trustworthiness.

### Limitations:

- No focus on business networking.
- Weak financial integration and transaction tracking.
- Lacks digital wallet integration.
- Security concerns and limited scalability.
- Poor support for localized business growth.

## 5. Workable Solutions

Our platform will address these issues by integrating:

- **Profile Management:** Dedicated entrepreneur profiles.
- **Social Networking:** Business-specific interactions and community building.
- **Marketplace:** Product/service listing with filters and secure checkout.
- **Digital Wallet:** Integration with bKash, Nagad, and SSLCommerz.
- **Admin Panel:** Monitor transactions, content, and security.
- **Promotion Tools:** Advertisement features, and streaming options.

## 6. Tools

**Frontend:** HTML, CSS, JavaScript (Vanilla or React.js)

**Backend:** PHP (Laravel), Python (Django), or Node.js (Express.js)

**Database:** MySQL / MongoDB

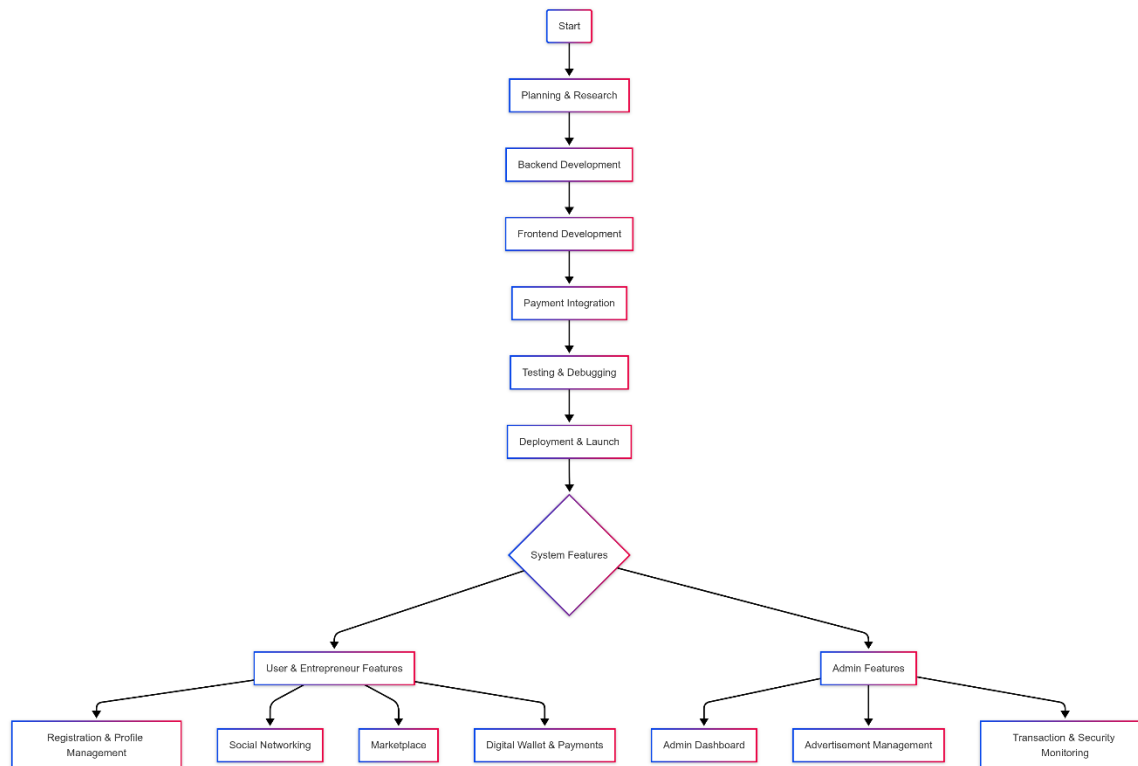
**Payment Integration:** SSLCommerz, bKash API, Nagad API

**Deployment:** AWS / Firebase / DigitalOcean

**Version Control:** GitHub

## 7. Methodology

Flowchart:



## 8. Timeframe

Phase-wise breakdown of the project development:

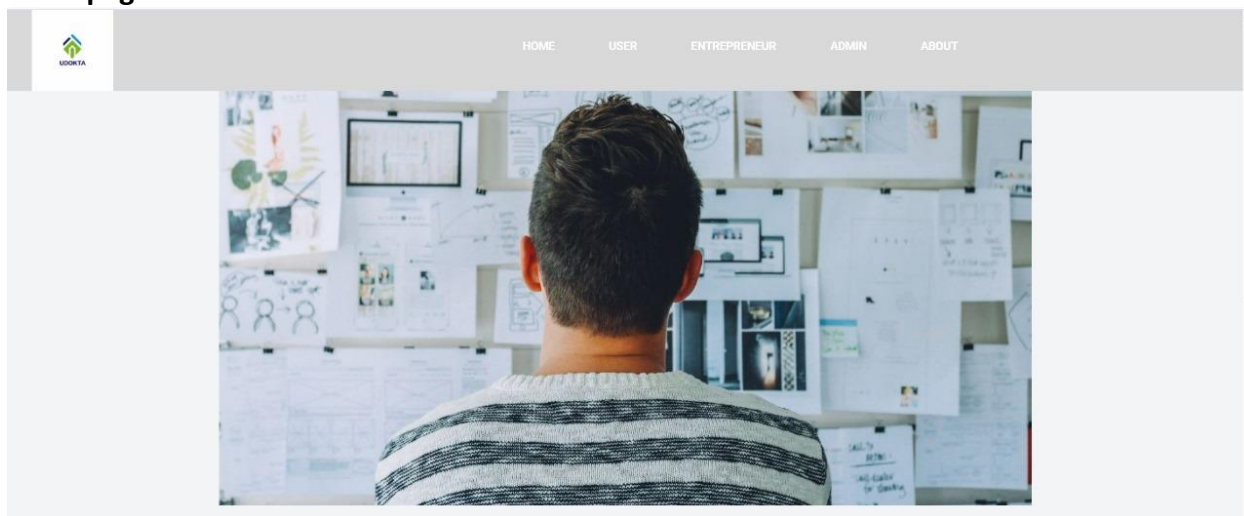
Phase	Tasks	Duration
Planning & Research	Define requirements, research competitors	2 weeks
Backend Development	Develop user authentication, database, and API	4 weeks
Frontend Development	Implement UI, and integrate with the backend	4 weeks
Payment	Integrate payment gateway	3 weeks
Testing & Debugging	Fix bugs, optimize performance	2 weeks
Deployment & Launch	Deploy the platform, final testing	1 week

## 9. Features

- **All-in-One Platform:** Combines social networking + e-commerce + wallet services.
- **Dedicated Entrepreneur Profiles:** Unlike Facebook, users can follow business-specific profiles.
- **Integrated Wallet System:** Provides seamless payment, top-up, and withdrawal options.
- **Admin Controls:** Ensures trust, data safety, and performance monitoring.
- **Scalability:** Designed for national growth with plans for future expansion.

## 10. Screenshots (Results)

Homepage:



User Registration Form:

The screenshot displays the 'User Registration Form' on the UDOKTA platform. The form is centered on a light gray background. It includes the following fields: 'Name' with the value 'Kamal Hossain', 'Email' with the value 'kamal.mistri@yahoo.com', 'Phone' with the value '01888888888', and 'Password' with four asterisks. A green 'Register' button is located at the bottom of the form. The navigation bar at the top is identical to the homepage screenshot.

## User Login Form:

User Login Form

Username

Kamal Hossain


Password

\*\*\*\*

Login

← Back

## User Dashboard:



HOMELOG OUTENTREPRENEURABOUT

রাজমিস্ত্রি

ইলেকট্রিশিয়ান

ইভেন্ট ম্যানেজমেন্ট

পোশাক

জিমনেসিয়াম

ঠিকাদার

আপনি কি উদ্যোক্তা হতে চান?

রেজিস্ট্রেশন করুন

## Entrepreneur Registration Form:

### উদ্যোক্তা রেজিস্ট্রেশন ফর্ম

#### ১. ব্যক্তিগত তথ্য

Kamal Hossain	03/28/1990	<input type="checkbox"/>
123	45/B, Sonargaon, Narayanganj	
45/B, Sonargaon, Narayanganj	01888888888	
kamal.mistri@yahoo.com	****	
প্রোফাইল ছবি *		
<input type="button" value="Choose File"/>	WhatsApp I..._f41270ea.jpg	

#### ২. ব্যবসার তথ্য

Kamal Masonry	Mason
Dhaka	2010
1110	10000

#### ৩. কাগজপত্র (আপলোড)

জাতীয় পরিচয়পত্র (NID) \*

NID-Kamal-Hossain.pdf

ট্রেড লাইসেন্স (যদি থাকে)

No file chosen

TIN সার্টিফিকেট (ঐচ্ছিক)

No file chosen

ব্যবসায়িক লোগো / প্রোডাক্ট ফটোগ্রাফ

No file chosen

#### ৪. মোটিভেশন বা উদ্দেশ্য

ভবনের ভিত গড়ার মধ্যেই আমার পরিচয় লুকিয়ে আছে

/

#### ৫. সামাজিক মাধ্যম / ওয়েবসাইট

<a href="https://www.facebook.com/kamalmistri">https://www.facebook.com/kamalmistri</a>	ইনস্টাগ্রাম লিংক
ওয়েবসাইট / ই-কমার্স	

#### ৬. টিম / রেফারেন্স

কর্মী সংখ্যা (ঐচ্ছিক)	কে সুপারিশ করেছেন?
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রেজিস্ট্রেশন করুন

Admin Login Form:

Admin Login Form

Admin Name

admin

Password

\*\*\*\*\*

Login

← Back

All Entrepreneur Applications:

Admin Dashboard

Logout

• Admission

• Add Entrepreneur

• View Entrepreneur

All Entrepreneur Applications

ID	Full Name	DOB	NID/Passport	Present Address	Permanent Address	Phone	Email	Password	Business Name	Business Type	Business Location	Start Year	Reg. No	Turnover	NID File	Trade License	TIN Certificate	Product Image	Profile Pic	Motivation	Facebook	Instagram	Website	Team Size	Reference	Add	Delete
11	Kamal Hossain	1990-03-28	123	45/B, Sonargaon, Narayanganj	45/B, Sonargaon, Narayanganj	01888888888	kamal.mech@yahoo.com	1234	Kamal Masonry	Mason	Dhaka	2010	1110	10000	View	View	View	View		কামাল হোসেন কামাল মাসনিক কর্মসূচী	FB	IG	Web	0		Add	Delete

## Add Entrepreneur:

### উদ্যোক্তা যুক্ত করুন

#### ১. ব্যক্তিগত তথ্য

Kamal Hossain	03/28/1990	<input type="checkbox"/>
123	45/B, Sonargaon, Narayanganj	
45/B, Sonargaon, Narayanganj	01888888888	
kamal.mistri@yahoo.com	****	
প্রোফাইল ছবি *		
<input type="button" value="Choose File"/>	WhatsApp I..._f41270ea.jpg	

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Kamal Masonry	Mason
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1110	10000

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জাতীয় পরিচয়পত্র (NID) \*

NID-Kamal-Hossain.pdf

ট্রেড লাইসেন্স (যদি থাকে)

No file chosen

TIN সার্টিফিকেট (ঐচ্ছিক)

No file chosen

ব্যবসায়িক লোগো / প্রোডাক্ট ফটোগ্রাফ

No file chosen

#### ৪. মোটিভেশন বা উদ্দেশ্য

ভবনের ভিত গড়ার মধ্যেই আমার পরিচয় লুকিয়ে আছে

#### ৫. সামাজিক মাধ্যম / ওয়েবসাইট

ইনস্টাগ্রাম লিংক

ওয়েবসাইট / ই-কমার্স

#### ৬. টিম / রেফারেন্স

কর্মী সংখ্যা (ঐচ্ছিক)

কে সুপারিশ করেছেন?

যুক্ত করুন



## View Entrepreneurs:

Admin Dashboard

[Logout](#)

- [Addmission](#)
- [Add Entrepreneur](#)
- [View Entrepreneur](#)

### All Entrepreneurs

ID	Full Name	DOB	NID/Passport	Present Address	Permanent Address	Phone	Email	Password	Business Name	Business Type	Business Location	Start Year	Reg. No	Turnover	NID File	Trade License	TIN Certificate	Product Image	Profile Pic	Motivation	Facebook	Instagram	Website	Team Size	Reference	Delete
8	Kamal Hossain	1999-03-28	123	45/B, Sonargaon, Narayanganj	45/B, Sonargaon, Narayanganj	01888888888	kamal.mishra@yahoo.com	1234	Kamal Masonry	Mason	Dhaka	2010	1110	10000	<a href="#">View</a>	<a href="#">View</a>	<a href="#">View</a>	<a href="#">View</a>		১২৩৪৫৬৭৮৯০ ১২৩৪৫৬৭৮৯০ ১২৩৪৫৬৭৮৯০	FB	IG	Web	8		<a href="#">Delete</a>

## After adding the entrepreneur remove his/her application:

Admin Dashboard

[Logout](#)

- [Addmission](#)
- [Add Entrepreneur](#)
- [View Entrepreneur](#)

### All Entrepreneur Applications

ID	Full Name	DOB	NID/Passport	Present Address	Permanent Address	Phone	Email	Password	Business Name	Business Type	Business Location	Start Year	Reg. No	Turnover	NID File	Trade License	TIN Certificate	Product Image	Profile Pic	Motivation	Facebook	Instagram	Website	Team Size	Reference	Add	Delete
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## Entrepreneur Login Form:

### Entrepreneur Login Form

Name

Password

Login


[← Back](#)

## Entrepreneur Profile:

Entrepreneur Dashboard

Logout

- My Profile
- Update Profile



**Kamal Hossain**  
Kamal Masonry | Mason

<b>Date of Birth:</b> 1990-03-28	<b>NID/Passport:</b> 123	<b>Phone:</b> 01888888888
<b>Email:</b> kamal.mistri@yahoo.com	<b>Present Address:</b> 45/B, Sonargaon, Narayanganj	<b>Permanent Address:</b> 45/B, Sonargaon, Narayanganj
<b>Business Location:</b> Dhaka	<b>Start Year:</b> 2010	<b>Registration No:</b> 1110
<b>Turnover:</b> 10000	<b>Team Size:</b> 0	<b>Reference:</b>

## Update Profile:

Entrepreneur Dashboard

Logout

- My Profile
- Update Profile

### Update Your Profile

**Phone**

**Email**

**Present Address**

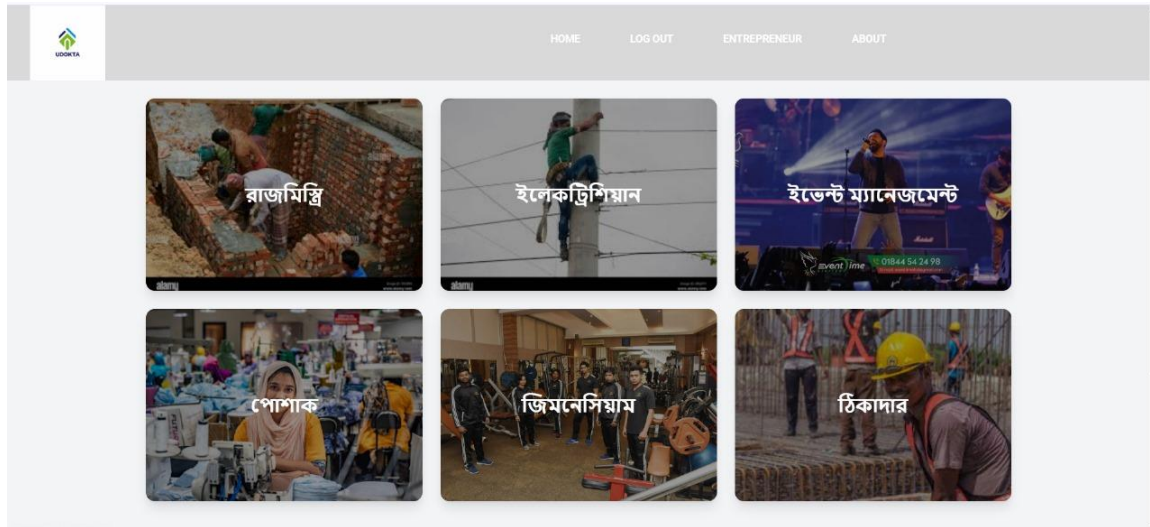
**Permanent Address**

**Business Name**

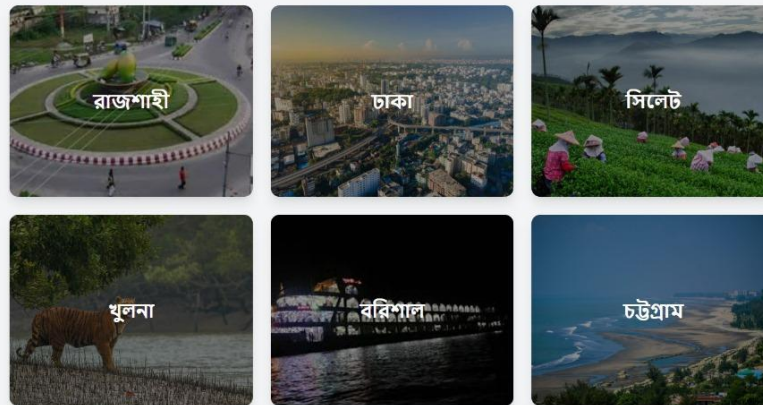
**Business Type**

**Business Location**

After the admin adds Entrepreneur the user can show their profile:



### আপনার বিভাগ নির্বাচন করুন (ম্যাসন)



### Dhaka Division - Mason Entrepreneurs



## 11. Limitations

- The initial version is web-based only (no mobile app yet).
- May require frequent updates to adapt to the security policies of integrated payment gateways.
- Limited advertisement automation at launch.
- May face adoption challenges without proper marketing.

## 12. Future Work

- Android and iOS mobile app development.
- AI-based business analytics and recommendations.
- Blockchain integration for transaction transparency and security.
- Live streaming and monetization tools for product showcasing.
- Entertainment/media section to attract broader audiences.
- Affiliate marketing and third-party plugin integration.

## 13. Conclusion

This project presents a robust and scalable solution for empowering entrepreneurs with an integrated digital environment for business promotion, transaction management, and social networking. By bridging existing platform gaps and focusing on entrepreneurship development, this website can become a game-changer for SMEs in Bangladesh and potentially other developing economies.

## 14. References

- Research on Facebook Marketplace, Daraz, RingID
- SSLCommerz API Documentation
- bKash Developer Docs
- Laravel & Django Documentation

## 15. Appendix (Code)

Github: [https://github.com/touhid0503/Entrepreneur\\_Management\\_and\\_Promotion\\_Website](https://github.com/touhid0503/Entrepreneur_Management_and_Promotion_Website)