

Online ordering system essay sample



**ASSIGN
BUSTER**

An Online Marketing is both creative and technical advantageous aspects in the world of internet, including the design, advertising, sales and development. It is now being used by many companies, including those companies which competing in the world of business. Internet Marketing makes a big contribution in terms of advertising and producing more sales. Providing services and promoting products are one of the main goals of internet marketing. As the technology keep changing and many companies are still adapting techniques to produce much revenue, Internet marketing technologies can broaden the scope of business both on local and global competencies.

Internet or also known as World Wide Web is amazing and great innovation in human life. The internet is known for its one of a kind for communication or meeting place of people from around the world giving them a chance to get close together in easier manner

One of the things people can do in the world of internet is to go order without going out of their own house. Just using the tip of finger people can explore the shopping world hassle free and less effort in going to the store. One of the system that is used today is the online ordering it's easier to canvas and purchase the products that they want.

Just like when we want to canvas or buy motorcycle model we can see or purchase it easier through the Internet. We don't have to go to the motorcycle dealer to ask for the price etc. because all the information they need to know about the products is in the website.

Background of the study

The Powercycle located in Novaliches Q. C. is owned by Siy Cha, it started in Takorong, Mindanao as hardware and consequently of her efforts she get ahead and became successful. Due to the efforts of the owner they became distributor of Suzuki and it's the first brand of motorcycle that they sell, the time after they nurtured and became a Trancycle it is a multi-brand dealer of Honda, Kawasaki, Suzuki, Yamaha, and Kymco and in 2000's it became a Powercycle that sell only one brand of motorcycle namely the Honda and they opened again another branch in Muntinlupa, Valenzuela and in 2006 they opened again another branch in Novaliches Q. C.

The Powercycle are selling motorcycle model, spare parts and its oils. They also fixed machine of motorcycle. Due to the volume of customers coming to their branch to canvas or buy, but the staffs cannot accommodate all of it. Some customers bored and sometimes leave and look for another dealer, pity to them because they lose customers.

The purpose of the online ordering system is to help the company, owner and staffs to facilitate and accelerate their work and so that they became famous in the Philippines through the Internet. It's easier to ordered their products anywhere here in the Philippines. The customers don't need to go to their branch to see their products.

Statement of the Problem

Based on the research and study of the proponents, they found out that Powercycle is having difficulties in their method of marketing their products and how people order online. These are the main problem that the

proponents found out : 1. How to accelerate the work of their staff using the Online ordering system? 2. How will the customer acquire and pay for their orders?

3. Is the online ordering system able to bear at once assuring that the company avoids dishonest persons?

General objectives

To be able to do an Online Ordering System that can make a ordering transaction between the Powercycle and the costumers even without going to their branch.

Specific objectives

1. The Online Ordering System accelerates the work of their staffs because when the staffs open the server they will see what the customers ordered. 2. The acquiring and Payment transaction of the product is only between the agreement of the Powercylce and their customers by the use of contact information. 3. The Online Ordering System will know if someone is dishonest because all costumers must fill out the forms before they can order the products. It also sends a verification email to ensure that all the information that filled out on the form is true.

Scope

The proponents aim to develop an online-based ordering system for Powercycle. It can manage and reserved the products that you ordered. The online ordering system are capable to add, edit, delete and update products,

it depends on the administrator. It also stored information from the users. All the information about the products is in the database. Limitation

The online ordering system does not accommodate online payments. The delivery if the product depends on the agreement of the company and customer on how the customer will acquire the ordered products.

SIGNIFICANCE OF THE STUDY

To the Owner – This study will help the owner to find out if the system lessens his time in administering Powercycle. To the Company – This study will help the company in finding if the use of online ordering system will enhance their marketing strategies and their manual procedures. To the Employees – This study will help the employees to find out if the use of online ordering system will ease their work in managing their clients' orders. To the Clients – This study will help the clients in knowing if the use of online ordering system will ease their burdens in finding for their needed products and to have a complete background of the company's services though this website, To the Proponents-This study will help them to have an initial idea on what topic to choose and a guide if they have the same topic as this research and contribute knowledge on how to make an online ordering system.

Chapter II. Review of related literature and studies

I. Related Literature

Foreign Literature

The extension of technology that integrates the electronic media in the buying and the selling process is known as the Ecommerce. Elton (2012) mentioned that the ecommerce website has deflated the dissimilarity of the world. Running an online business is much better than opening a store. Selling online is indeed one of the great ways to make profits online. In fact, it is also a great way to widen your target market and grow your business fast as well. Carolyn Anderson (2012) stated that “ by putting your business online, you are also widening your reach worldwide”. It is important to check out some online selling tips that may help make selling successful. According to Brigita Go (2012), As more and more business take the ecommerce journey to charm customers, it is enhancing more and more necessary to build effective ecommerce marketing ideas. According to Sunny (2012) the primary reasons for marketing your ecommerce business online is to remain fasten.

Ian Ross Hollander stated that there are three online marketing trends every successful entrepreneur must adopt: communities are critical, dynamic browsing environments and control what you create. Ian Ross Hollander (2012) . The online medium offers a big platform to promote your business as compared to other medium available. Your products and services will reach to a large number of potential buyers only if you choose the right marketing medium for your business. According to Harris (2012) Local literature

In the Philippines, e-commerce is mostly being implemented by major retailers and multinational corporations for bank-to-bank exchange. A

number of Business-to-consumer transactions have emerged through the <https://assignbuster.com/online-ordering-system-essay-sample-essay-samples/>

years such as auctions, online shopping, and online banking (Lacson, Pasadilla, 2006). This just shows that Filipino businesses welcome this new opportunity in selling goods since 16% of the population is using Internet. This new marketing strategy will not only benefit those big companies but also the small businesses who cannot afford to advertise their products. Just by creating a website in a very affordable cost would make the business grow in terms of sales and enhance the company image as well. Philippine firms have yet to fully tap the potentials of e-commerce that will help them to compete in domestic and global markets. In the process of preparing themselves to conduct e-commerce, these firms will be changing the way they do business. These changes are expected to have an impact on the welfare of Philippine workers. Most efforts to measure the economic effects of e-commerce—including those on workers' welfare—have focused on the U. S. and Europe, who are considered to be the leaders in e-commerce. (Roberto, 2002) In general, it discuss the changes in the nature of work from the front to back office is likely within the sectors performing services Employment demand for these industry, they may be focused away from agents and blue collared workers, toward higher management and executive staff.

One indisputable benefit of e-commerce is its ability to reduce transaction costs. For consumers or buyers, this is most likely to take the form of lower search costs and better information on products and prices. There could be drastic savings in production and delivery costs of electronic or digital goods as well. (Lee, 2006) II. Related Studies

Foreign Studies

The use of e-commerce in small medium-sized enterprises (SMEs) has become an important topic in information systems research. At present, there is a large number of well-documented benefits derived from e-commerce for small-medium enterprises (SMEs) both in theoretical and practical literature. According to Kartiwi (2006) With the development of Internet, e-commerce becomes a common practice in foreign trade and penetrates into every aspect of international trade. Xia (2006) stated that e-commerce application in foreign trade enterprise are analyzed, the potential application that e-commerce is superior to traditional trade is expounded, active reactions are suggested be taken, the promotive function of e-commerce application should be exerted by government, the enhancement of e-commerce competence, the perfection of the service role as intermediary platform, the study of joint effort of all parties for a promising e-commerce application environment.

Ecommerce is the latest mantra in increasing your sales. This is because instead of selling your goods and services through a local store, you can sell online and gain a greater customer base. Apart from providing shipping services, you will need an online ecommerce merchant account to accept credit card payments to make your venture a success. According to Michael Braganza (2007) There are many factors in professional selling of products ‘ always give customers more than they expect’, ‘ your success will depend on how well you can meet the needs of your customer’, ‘ the attitude you sent out usually the attitude you get back’ these are the main topics that they emphasize in their study. A study from ARA Victoria (2007),

<https://assignbuster.com/online-ordering-system-essay-sample-essay-samples/>

Local Studies

A social marketing is defined as ‘ a process for influencing human behavior on a large scale, using marketing principles for the purpose of societal benefit rather than commercial profit’. study from W. Smith, (p. 22, 23) (2008)

Because of their manual system they have their services slow down. In their current system problems like missing orders and loss of data possibly occur by the implementation of the online ordering system anyone that have the authorization to access the information, they could used them anywhere and anytime. According to Pantiao, Hannahlyn B., (p. 1) (2009)

Electronic Commerce is consists primarily of the distributing, buying, selling, marketing and servicing of products or services over electronic system such as the internet, electronic devices and other computer networks. from Salunson and Ramon, (2007) (p. 17)

Entrepreneurship is encouraged because it is one of the contributions towards developing an area and at the same time, improving the lives of more Filipinos. The mentality of finishing a degree to work for a company serves only the interest of rich employers. Based on the work of Ernie, Rachel L, (2005) (p. 35)

Start your Online Business Now, is a company whose business is to help other people start their own businesses. It recently launched the Philippines’ first online marketplace for goods and services, bringing together buyers and sellers through an online Web portal that serves as a complete virtual office.

<https://assignbuster.com/online-ordering-system-essay-sample-essay-samples/>

A study from Katrina Tan, Business in Cyberspace, Entrepreneur Philippines Magazine May 1, 2007, SYO Bnow, Inc., (p. 45)

According to Philippines News Agency, NCC's e-Services Portal Launched, April 26, (2008), Total Information Management Corp. (TIM), local IT, firm recently spearheaded the official launch of the Computer Center's Philippine Government e-Services Portal. (21-22)

Definition of terms

Database is an organized collection of data. The data are typically organized to model relevant aspects of reality in a way that supports processes requiring this information. MySQL (" My S-Q-L", officially, but also called " My Sequel") is (as of July 2013) the world's most widely used open-source relational database management system (RDBMS) that runs as a server providing multi-user access to a number of databases, though SQLite probably has more total embedded deployments. It is named after co-founder Michael Widenius's daughter, My. The SQL phrase stands for Structured Query Language. PHP is a server-side scripting language designed for web development but also used as a general-purpose programming language. PHP is now installed on more than 244 million websites and 2. 1 million web servers. Originally created by Rasmus Lerdorf in 1995.

WampServer is a Windows web development environment. It allows you to create web applications with Apache2, PHP and a MySQL database.

Alongside, PhpMyAdmin allows you to manage easily your databases.

Notepad++ is a text editor and source code editor for Windows. It aims to be a lightweight and robust editor for a variety of programming and scripting

languages. One advantage of Notepad++ over the built-in Windows text <https://assignbuster.com/online-ordering-system-essay-sample-essay-samples/>

editor Notepad, is that Notepad++ supports tabbed editing, which allows working with multiple open files. Notepad++ opens large files significantly faster and can be used as a replacement for Windows Notepad.

CSS is a style sheet language used for describing the presentation semantics (the look and formatting) of a document written in a markup language. Its most common application is to style web pages written in HTML and XHTML, but the language can also be applied to any kind of XML document, including plain XML, SVG and XUL. Security - Its objective is to establish rules and measures to use against attacks over the Internet. User - an agent, either a human agent (end-user) or software agent, who uses a computer or network service. Can be either a Guest or Client.

HyperText Markup Language (HTML) is the main markup language for creating web pages and other information that can be displayed in a web browser.