

# D. art sign gallery advertising essay sample

[Business](#), [Company](#)



## I. INTRODUCTION

Technology opened a lot of doors for doing tasks easier and one of this is by using automated systems for processing data faster and more efficiently.

Automation of things surpassed how manual process works because companies or organizations were able to save resources by removing or lessening its man power and improving the quality of service thus getting better feedbacks and gathering data is much convenient than before.

Internet electronic commerce or e-commerce refers to economic activity that occurs online. E-commerce includes all types of business activity, such as retail, shopping, banking, investing and rentals and much more. The scope of e-commerce is to transact online. Transaction through online can either be on products or services. Most of us are aware of buying products online through some sites like Amazon or Lazada. com.

D. Art Sign Gallery Advertising is a company located in Tarlac, City.

Established in 2008, it is one of the companies in Tarlac that offers a wide variety of business marketing solutions ranging from print-ads to outdoor signs. Although the company has a physical store, they lack an online website where clients can visit anytime and know more about them, also to inquire services and products to the company.

With this, the researchers came up with the idea to develop an E-commerce system entitled: “ Web-based Ordering System for D. Art Sign Gallery Advertising with SMS and Email Notification” to cater and improved its quality of service to its customer furthermore. The proposed system will be capable of showcasing the company’s services and products as well as

ordering and purchasing online for convenience. This will greatly improve the company's quality of service to its customer. It will serve as a bridge between the customer and the management.

## II. PROJECT CONTEXT

The company is currently using a manual process when handling its customer. To inquire about a specific service or product, the customer needs to go to its shop, physically and discuss the things related or needed for the project to be produced. Payment is also done manually by the customer. Viewing of service and products online is not present also. This kind of processes takes up extensive effort for both the customer and the management.

With the problems stated above, the researchers have decided to develop a " Web-based Ordering System for D. Art Sign Gallery Advertising with Sms and Email Notification' to cope up with these problems.

## III. PURPOSE AND DESCRIPTION

The purpose of this proposed system is to create and E-commerce for D. Art Sign Gallery Advertising. This system shall replace the traditional way of selling products in order to cope up the ever changing world of technology. It is to provide information to current and prospective clients, to promote the sample works and services offered by the company. The proposed website will act as the customer's complete brochure and will provide information about the establishment and products to all those who want to know. The proposed website will increase the customer service quality of the company.

#### IV. STATEMENT OF THE OBJECTIVES

The general objective of this project is to design and develop a system that will ease the manual process of the company to an automated process. The proposed system entitled: “ Web-based Ordering System for D. Art Sign Gallery Advertising with SMS and Email Notification” which the study targets to achieve the following:

To design and develop a Web-based Ordering System for D. Art Sign Gallery Advertising

To allow customers create an account.

To automate the manual process of inquiring.

To automate the manual process of ordering.

To automate the manual process of payment.

To generate reports.

To notify customers of their inquiry or order status using SMS and email notification.

To be evaluated by IT experts.

#### V. SCOPE AND LIMITATION

The study is focused on the development of a web-based ordering system for D. Art Sign Gallery and its customers. The system is web-based so that customers can access easily through the internet anytime, anywhere. The system will serve as a brochure for the company for their services and products. The system will allow customers to create their own accounts. The system can generate the cost of the inquired product. The system will automate the process of ordering and payment. The system will allow customers to inquire and ask a quotation about their projects. The system

will notify customers using SMS and email. The system can also generate specific reports if needed.

The proposed system will be only intended for viewing, inquiring, ordering and paying functions only, it doesn't have other functions like inventory and payroll.