Product and Price Comparing Tool

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Abstract – **Price comparison websites assist consumers make decisions about which products will save them money by comparing the prices of goods and services from a variety of suppliers. The majority of clients prefer to acquire their necessities online because it saves them time, especially those who live in urban areas and have hectic lifestyles. Customers can avoid going from store to store only to check prices for the same item by using price comparison sites because people are constantly looking for the best bargain when they buy items. They only need to check it on the website that compares prices before deciding where to get the necessary things. The right of consumers to know whether or not the prices they see in stores are as good of deals as advertised. They can simply check it on the price comparison website and choose where to get the necessary goods. Shoppers can get fantastic discounts on household grocery items at this Project, which goes under the title of ProPrice. Hence, consumers who are always aware of the current pricing of a particular product are at an advantage because they are less likely to be taken advantage of by fancy terms used in store advertisements.**

Keywords: Pricing strategies, customer need, RAD, waterfall Model, comparing tool.

Introduction

A website that compares prices serves as a platform or middleman between buyers and sellers. By providing a range of costs for the product they wish to purchase, it benefits customers. With the aid of this, the customer may make a definite choice and purchase the product at the best possible price. Over the past 20 years, a brand-new industry called Pricing Comparison Websites (PCWs) or "web organizers" has emerged. Customers may now compare prices from numerous suppliers of a particular service or commodity in one area thanks to the market. Many different markets, among which are for utilities, banking services, accommodation, travel, and durable products, enjoy the websites' popularity. Each year, these websites generate billions of dollars in revenue. PCWs for financial services and utilities have seen particularly good success in the UK. In the UK, where more than 70% of internet users have used one of these sites, there are about 48 such PCWs. Around £800 million ($1.2 billion) in revenue was earned by the top four aggregators in 2013, and the group's average yearly profit increased by 14%. The internet has altered search costs by making it possible for buyers to compare prices between merchants quickly, intensifying price competition between merchants. A PCW can show every good or service offered in a market that the buyer may not be aware of, increasing the

pressure between firms.. But, the fees that businesses who sell their items online pay are what really fuels this heightened rivalry.

They are reportedly between £44 and £60 ($69 and $95) for customers switching gas and electricity providers in the UK. As a result, these fees operate as a marginal cost for manufacturers, influencing how much they charge.

I.   LITERATURE SURVEY

While closely connected, pricing objectives and pricing strategy are not the same. Pricing goals provide a framework. They can assist you in identifying the main driving force behind your pricing selections.

A pricing strategy is a process that connects your price objectives to factors outside of the business. They could consist of:

- The state of your industry your
- Resources available for production stock
- The stock exchange
- Customer need
- A market need and

Pricing goals and strategies are both crucial. Without a defined price plan, the company risks losing out on a number of significant opportunities. Without a price objective, one may be persuaded to make poor or harmful business decisions.

Prices are crucial to businesses because they allow them to recover their production costs, cover their costs, and generate the profit incentive they need to stay in business. These elements may be thought of as assisting organisations with:

(a) Survive
(b) Make a profit
(c) Produce sales
(d) Achieve a sufficient market share
(e) Project the right image

II.   PROPOSED METHODOLOGY

The Rapid Application Development (RAD) approach is the most appropriate methodology. There are a number of management methods that are RAD-optimized for speed and include the following:

Prototyping- Prototyping is a method that focuses on producing a verifiable result as soon as possible and making adjustments based on how the prototype performs, regardless of whether it produces the planned outcome or not.

Iteration- Iteration is a process of gradual growth based on improvement.

Rapid prototyping, which includes techniques like iterative development and software prototyping, is necessary for this project. This practice was also chosen since there is a chance that functionality and performance could be compromised. This way, any problems can be fixed right away. Using this process has the advantage of allowing any adjustments to be made during the development stage if a review and recheck are required at any other stage of project development. This is crucial since it offers flexibility throughout the project's completion, such as during the debugging process.
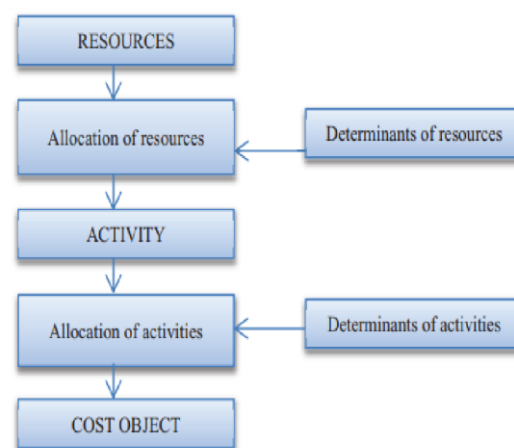
-Algorithm of activity based costing

The three basic categories of this phase are built, demonstrated, and refined. The system construction stage comes first in the cycle order

of these three steps. The system's development started and is being completed piece by piece. The website was created beginning with the HTML in accordance with the layout chosen for its primary interface. Then, to save all the information, particularly the information about the products, the HTML will be linked with the PHP programming language and the MySQL database. The functioning of each finished component is then tested after being displayed.

The information will be filtered according to the location users have selected, and it needs to be sorted according to price, with the lowest priced items at the top, so that the results match the expected results. The system will be improved and the building process will restart from the point where it was finished if any requirements or new functionality are found.

III.   SOFTWARE SPECIFICATION

Price comparison shopping engines give e-commerce business owners the chance to showcase their products to highly interested customers. These aren't window shoppers in the mall taking a quick look at a virtual storefront. Users of price comparison websites often have already decided to purchase and are only seeking for the best deal. Comparison shoppers are frequently an excellent audience for promoting your products due to their strong buy intent.
How do price comparison sites work?

On the consumer side, price comparison websites function similarly to search engines; the difference is that price comparison websites compare products side by side to illustrate how they compare in terms of price. Standard search engines often return simple results without price or comparative sorting.

Each price comparison site has a slightly different business model. In essence, you pay a fee, provide the necessary information (i.e., product photographs, URLs, prices, descriptions, etc.), and then display your products. Then, for pertinent queries, your products will appear beside similar goods that are ordered by price.
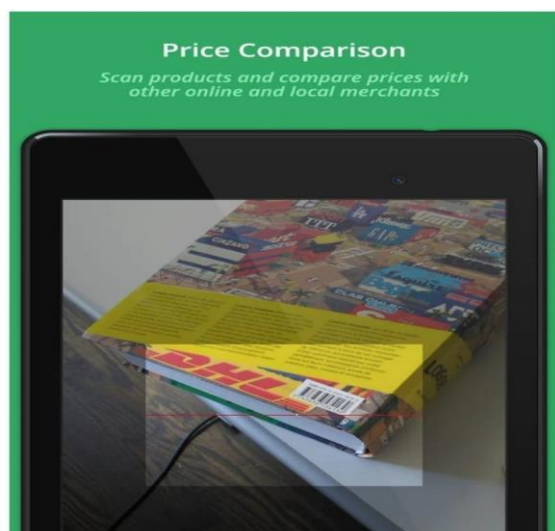
As per our project, Advantages:
- It saves time.
- It became easy to shop at affordable prices System Description:
- User Login: Users can log in using their credentials.
- Product search: Users can look up specific products to compare. The spelling error will also be corrected automatically.
- Price Comparison: The user will be given the ability to compare prices from two static e-commerce websites.
- Users have the option of adding items to their wish lists.

Project Lifecycle

The waterfall model is a common model used in the system development life cycle to create a system in a linear and sequential fashion. The concept is described as a waterfall model because it methodically moves from one phase to the next in a downward manner. Going back to a previous phase to handle requirements changes is not covered by the waterfall technique. The waterfall method was the first one applied to the creation of software.

- We are also including the scan option at the tool bar.
- Search through different categories (as shown in given figure)
- Adding filter and sort by option at the navigation bar.

product for both consumers as well as vendors.

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IV.   CONCLUSION

Users can find relevant information on the website to aid in making educated decisions. With the help of this price comparison website, the issue of working people needing to check the price before making a purchase of food products is resolved. It gives vendors a platform on which to announce current specials and promotions as well as new products. Not only this, even the ones who are confused between products can get a clear and straight closure to complete the purchase. This makes it easy for working people, as they don't have to roam or visit shops-to-shops in order to compare and buy the right product at a reasonable price. In my opinion, this is just the beginning of the growth of the product. This is a reasonable