

A NOVEL APPROACH ON MERCHANDISING THE ORGANIC PRODUCTS

Joel Anandraj E, Dharanipriya D, Keerthana S, Sowantharya R, Mr.Joel Anandraj B.E.,M.Tech.,(Ph.D)

Assistant Professor, Information Technology, KGISL Institute of Technology

Dharani Priya D Information Technology, KGISL Institute of Technology

Keerthana S Information Technology, KGISL Institute of Technology

Sowantharya R Information Technology, KGISL Institute of Technology

Abstract -The primary goal of our project is to sell organic fruits and vegetables to customers online and to offer benefits to both customers and farmers. This project deals with developing a website for online product sales. The system provides the user with a catalog of different vegetables available for purchase. In order to ease the purchase, the shopping cart is given to the user. Here we have basically two modules, customer and admin module. The technology that we use for this project is React JS which helps us to reuse components. And when it is used along with React Native, we can deploy our application in IOS as well as in android. This project provides a good interface such that anyone can easily understand and can use the information with the least effort.

1.INTRODUCTION

The main objective of this project is to sell organic fruits and vegetables to customers online and to offer benefits to both customers and farmers. This project deals with developing a website for online product sales. The fruit and vegetable sector comprises numerous small-scale farmers with small plots of land in different areas. They are often located in areas distant from the main markets, which is the main reason why produce is distributed indirectly to consumers through middlemen and markets.

Now Online shopping is rapidly increasing in India. The demand for fruits and vegetable also play a vital role in online shopping. So, we have planned to sell those fruits and vegetables online. Using our application buyer will definitely get Quality products. at the same time, farmers will earn good profit without any mediator to the market.

2. EXISTING SYSTEM

The existing online shopping system offers vegetables with a huge range of products with discounts in a convenient way. But they fail to deliver the fresh and organic items within the delivery time.

2.1.Disadvantages

2.1.1.Delivery Time

The existing system delivers the products the next day. Many retailers have started the facility of home delivery to nearby societies and customers in just a few minutes to hours. So customers prefer this instead of waiting for 24 hours.

2.1.2 Minimum order quantity/price compulsion

The System does not offer home-delivery below a certain set order price limit. This means that customers would be forced to add a product or two just to avail of the service. This causes a loss for customers.

2.1.3 High Variable Cost

The cost of running many delivery guys, delivery trucks, storage for perishable items, wastage during transportation makes the business run at a high variable cost. They have to bleed more money and will take longer to break even.

3. PROPOSED SYSTEM

We create a web application for monitoring the vegetable's orders through the internet. The main aim of this application is to reduce the manual work of the people. In this application, all details and records are maintained in the database software. So that the system overcomes the drawback of the existing one. We have planned to deliver only organic items by

verifying the way the farmer uses for cultivation. Here we deliver the ordered item on time.

4. MODULE DESCRIPTION

A module is a separate unit of software. We have created the modules that are categorized as below

- Admin Module
- Customer Module
- Product Module
- Payment Module
- Subscription Module

4.1.AdminModule

Admin is the person who controls the entire website and also responsible for the application. Admin has only the right to upload or delete the products from the application. The product details like name, price, quantity, product category, and the image will be added by the admin through this page. Admin can check for the order request.

Upload

Name *

Price *

Quantity *

Description *

Image *

Product category Vegetable

UPLOAD

Fig-1 : Product Upload Page

4.2.CustomerModule

In this module, the customer can register themselves with their details. They can further login, shop product, contact and comment etc.,

4.2.1.Register and Login Page

Once the new user visits the site they can view various items available. When the customer wishes to buy the product, the user must register. They are requested to fill their name, password, email id, phone number, and other details. Once they have registered successfully, they can log in using mail id and password. The registered customer can directly login to make a purchase.

My Account
Home / Profile / My Account

Login

Email

Password

FORGOT PASSWORD? LOGIN

Register

Name

EMAIL

PASSWORD

PHONE

PHONE NUMBER

AREA

ADDRESS

LOCATION

PROCEED REGISTER

Fig-2 : Register and Login Page

4.2.2.ContactPage

If the user has any query they can interact with us through the below-mentioned message box. Also, they can get our details like Mobile number, E-mail id, and Location on this page.

Contact Us
Home / CONTACT US

Get in Touch
If you have any query, please write us and we will get back to you as soon as possible.

ENTER NAME *

ENTER EMAIL *

ENTER MESSAGE *

SEND

101 DOWNSIDE, 101A TROBEN, NEW YORK, USA

Fig-3 : Contact Page

4.2.3 Comment Page

The user can represent their view regarding our website or product using this page. Before commenting they requested to mention their name and E-Mail id.

Write a comment

Your Name

Your Email

Your Comment

PLEASE FILL OUT THIS FIELD

SUBMIT

Fig-4 : Comment Page

4.3. ProductModule

Product Module is the main page of our Application. It holds all the available vegetables and fruits here. The user can view the details of the available product here. The details of the products which include price, quantity available, etc., User can view the various items and can also purchase the fruits

and vegetables. The information on this page will be updated by the admin only.

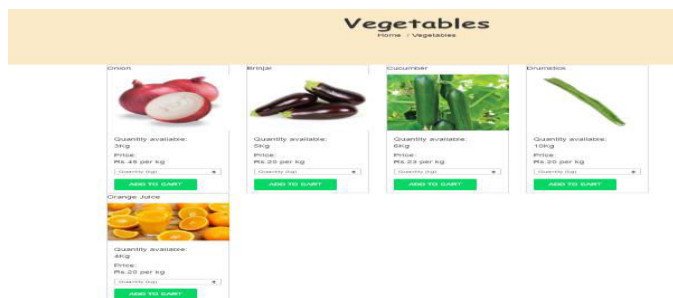


Fig-5 : Product Page

4.4.PaymentModule

In this module, we have used Razorpay for making an online payment. It provides a secure way of transferring money. Once the order is placed by the customer, payment page pop-ups for making payment. With Razorpay, the customer has access to all payment modes including credit and debit cards.

4.5.SubscriptionModule

Whenever the product is updated on our website, the information will be intimated to the subscribed customer. For this, the customer has to give his email-id in the subscription page. This will be useful for the customer to get up-to-date information.

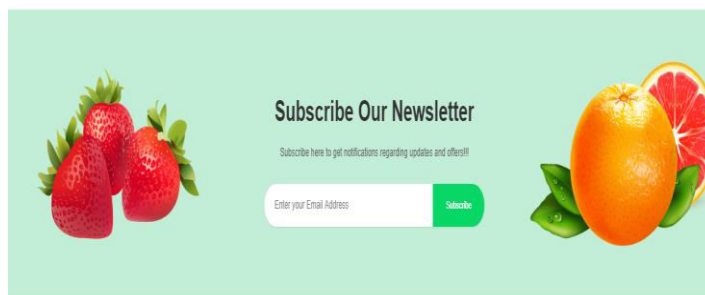


Fig-6 : Subscription Page

5.Requirements

The software requirements are explained here. We have used Javascript with ES6 syntax for designing web sites and Mongo DB is for backend database processing. These software tools to be used for developing our websites.

5.1.REACT JS

ReactJs is an open-source JavaScript library that is used to build user interfaces specifically. This is usually used for single-page applications. It is used to handle all views of an application for any web or mobile applications. ReactJS is also used to reuse UI components. React enables developers to create web applications that can change your data without reloading your page. It also corresponds to a view in the MVC template. It usually acts as a combination of JavaScript libraries or frameworks.

5.2 MONGO DB

MongoDB is used for high volume data storage. MongoDB is a database that came into light around the mid-2000s. It falls under the that isa category of a NoSQL database.

5.3 Visual Studio Code

We have used Visual studio Code as the source code editor for our application. It can be used with Java, Javascript , Node.js , c++. The basic support include syntax highlighting, bracket matching, etc.,

5.4. Robo 3T 1.3.1

Robo 3T is a desktop graphical user interface for MongoDB. It provides an easy interface for the user to interact with the data. It is used for its fastest data update feature.

6.Conclusion

Online Vegetables Selling System is a very dynamic and useful system in today's environment. It makes it easy to know about vegetable prices in the local market and reduce the amount of time. As the world is becoming more and smarter, this application makes our lives smart in the environment. Thus this system helps the customer to get their ordered product on time and helps in increasing the gain for the farmer.

7.Reference

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