



Smart Marketing

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ABSTRACT: This project is an attempt to provide the advantages of online shopping to customers of a real shop. It helps buying the products in the shop anywhere through the internet by using this website. Thus, the customer will get the service of online shopping and home delivery from his favorite shop

INTRODUCTION

This project is a web-based shopping system for an existing shop. The project objective is to deliver the online shopping application into a web platform. Online shopping is the process whereby consumers directly buy goods or services from a seller in real-time, without an intermediary service, over the Internet. It is a form of electronic commerce. Here the main advantage of using this smart marketing is in the current covid situation we cannot go to the nearby shops and we order in other e-commerce websites they may deliver from other shops and delivery time increases. But in smart marketing we enable the GPS option and we can buy the products from our nearest and desired location so that we can reduce the delivery charges and time.

Existing Systems:

1) Delta page



2) BigAdda



PROBLEMS OF THE EXISTING SYSTEM

- The above mentioned two projects are online platforms used for buying the electronic goods but the tie ups of these apps are very low and the shops are located on different parts of country which makes the delivery late and may not get the appropriate products.

BENEFITS OF THE PROPOSED SYSTEM

But our application “**Smart Marketing**” mainly deals with the local shops and nearby grocery stores by enabling the GPS location of the user and the user can buy the required items in his desired products such that the cost of the product is low and delivery time is low.

Software Requirements: Android studio, Xml, Java, Firebase, PHP, Xampp, CSS, Database.

Hardware Requirements: Laptop or Mobile, 32- or 64-bit operating system, x-64-bit processor, 4 or 8 GB RAM, Processor: Intel i3 or i5.

LITERATURE SURVEY

1) **Title: Delta Page:**

Description: It is an online application that mainly sells the products related to IT and also some of the electronic goods like PC’s, Laptops, CCTV, Biometric and so on.

Link: <https://deltapage.com/>



2) Title: BigAdda:

Description: It is an online web-based platform which is an ecommerce arm of reliance. It mainly sells the products like mobiles, tablets, cameras, USB pen drives, hard disks etc., It focus on improving the users shopping experience by simplifying the entire process

Link: <https://www.upto75.com/bigadda-india>

MODULE SPECIFICATION

Common People:

1. Buying - The user logs into his account and can buy his desired product.
2. Transaction history - This option enables the user to view all his transactions.
3. Item Availability - The user can select the shop from the available nearest shops and check whether his required product is available or not.
4. Payment services - After selecting his required space, the user can make the payment using this functionality.
5. Prevailing prices - The user can check the daily market rates of each and every commodity.

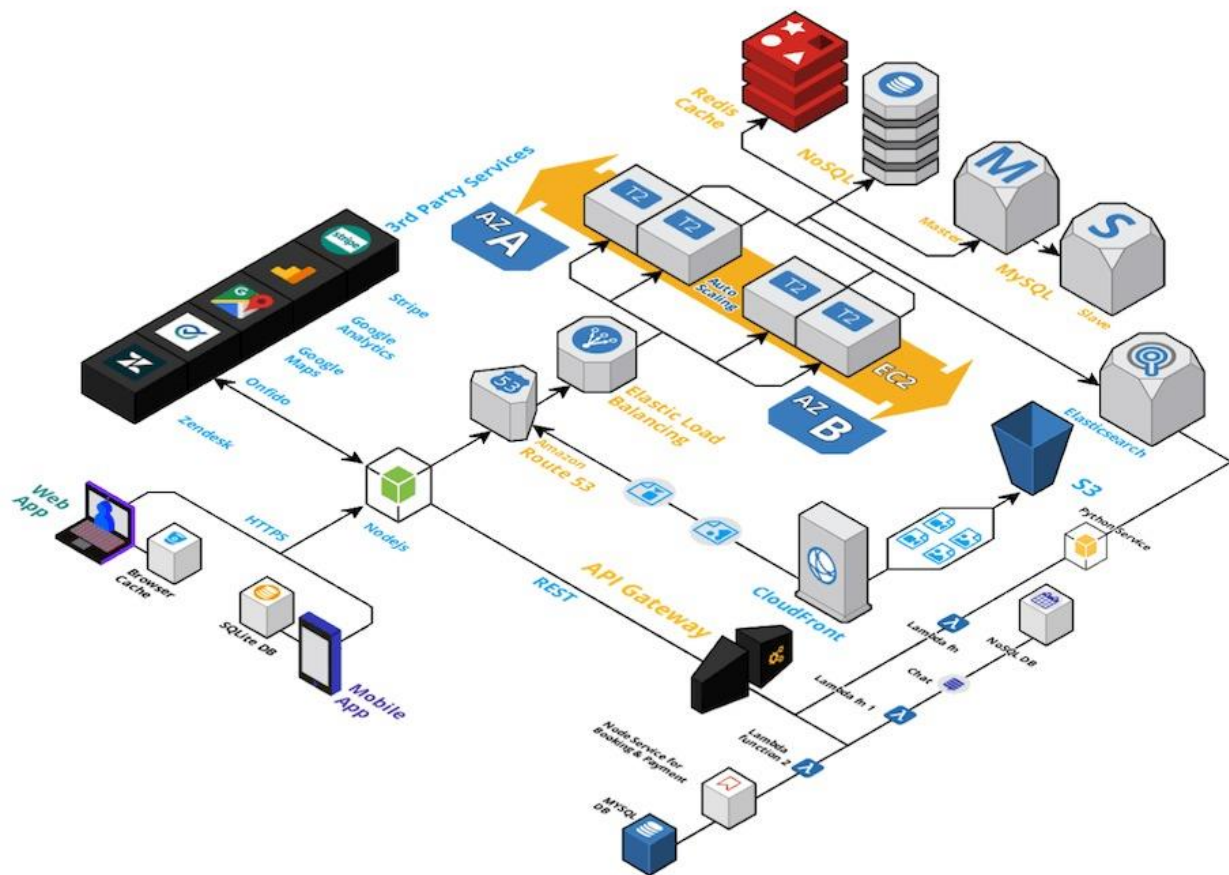
Shopkeepers and Retailers:

1. Transaction history - The shop owner can check the transactions that happened on a particular day.
2. Item Availability - The shop owner can check the availability of items in his shop.

Admin:

All the errors and flaws are resolved by the admin and manage the database and all the updates.

ARCHITECTURAL DESIGN

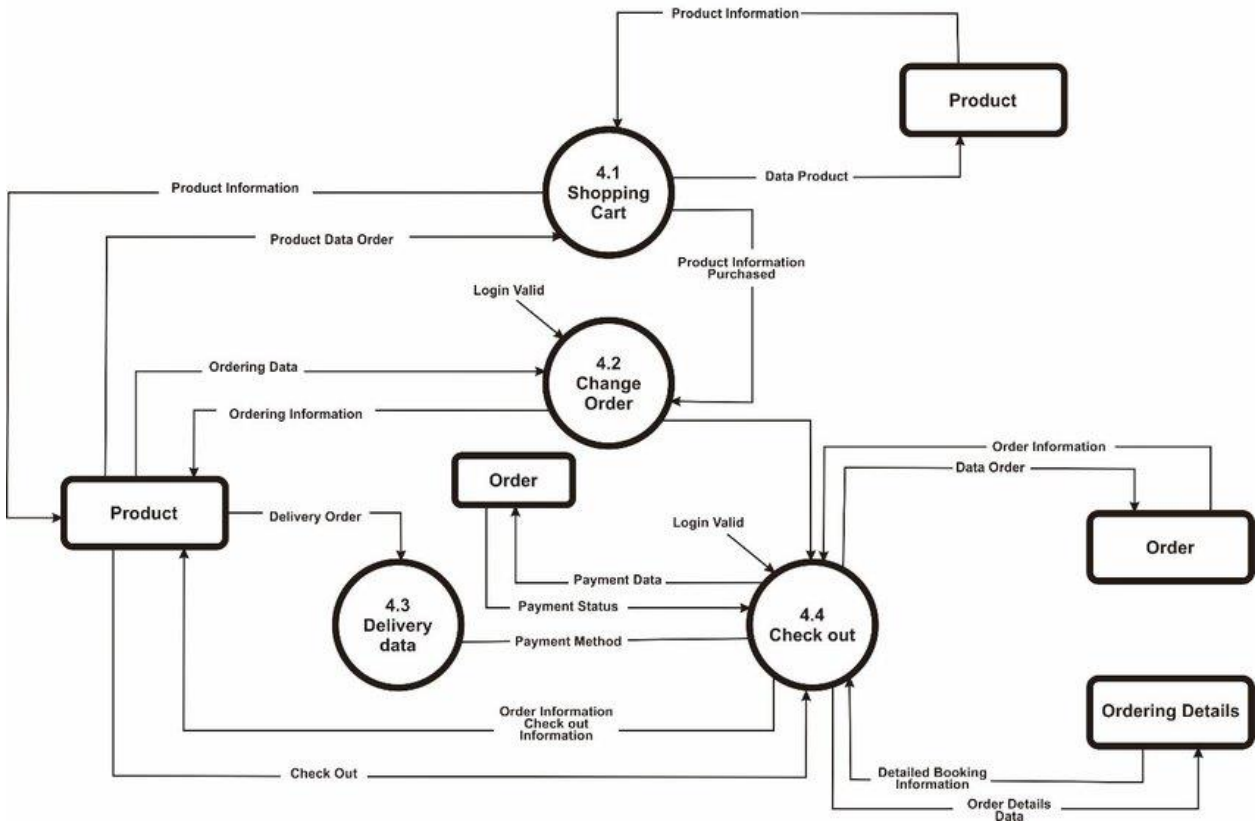


Design Concepts:

- Abstraction: As the user's data is hidden with the password protected only, he/she can be seen when it opened.
- Modularity: As the project is divided into different modules, it is a modular design approach that we follow to develop.
- Information Hiding: As the user data is protected with a password i.e., the data is only seen by user.
- Architecture: As the project following program modules and providing conceptual integrity of the system.

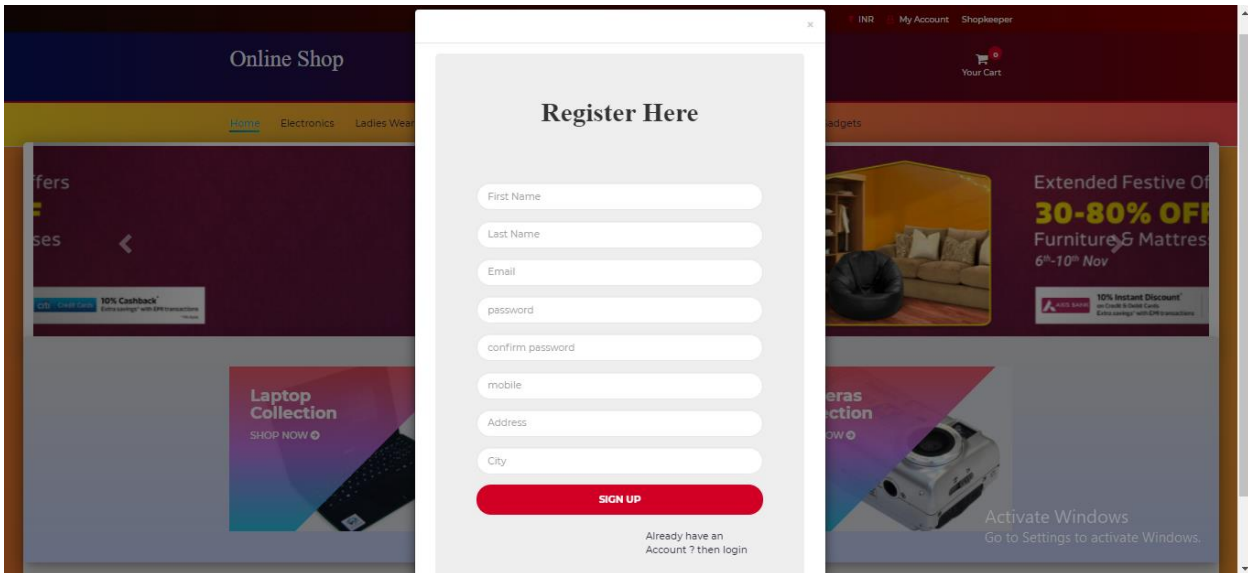


DATA FLOW DESIGN



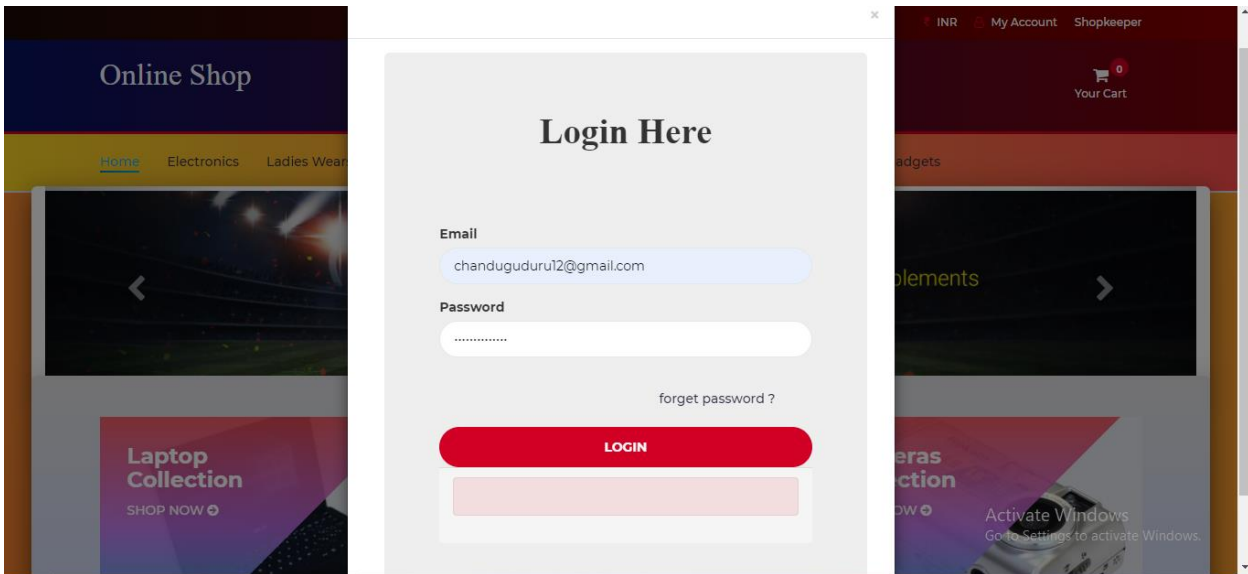
RESULTS

Register Page:

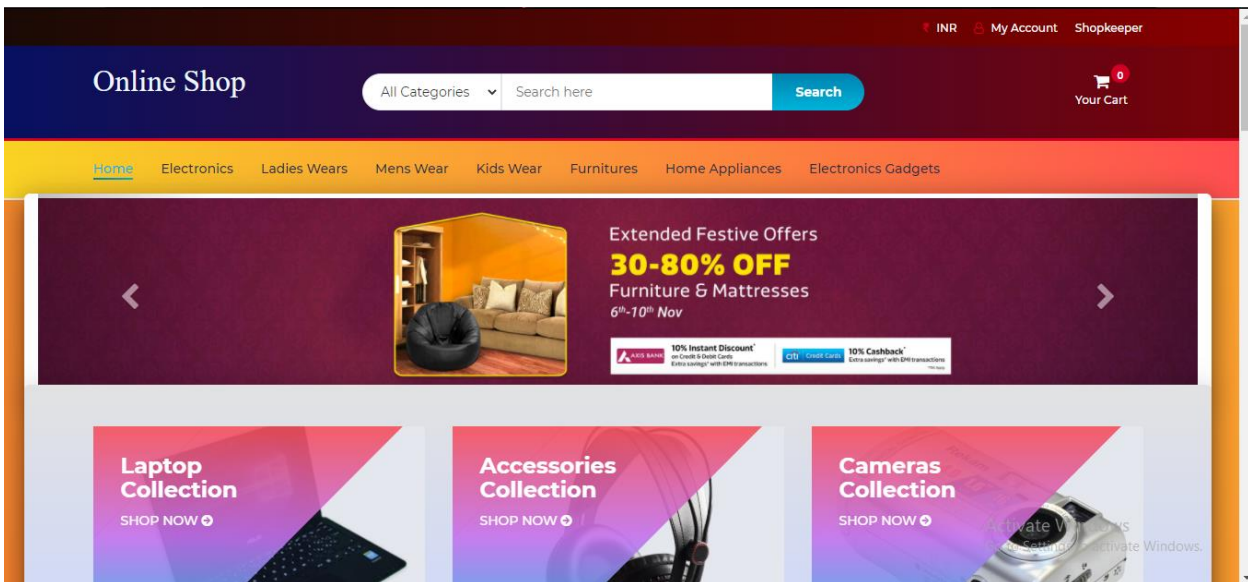




Login Page:

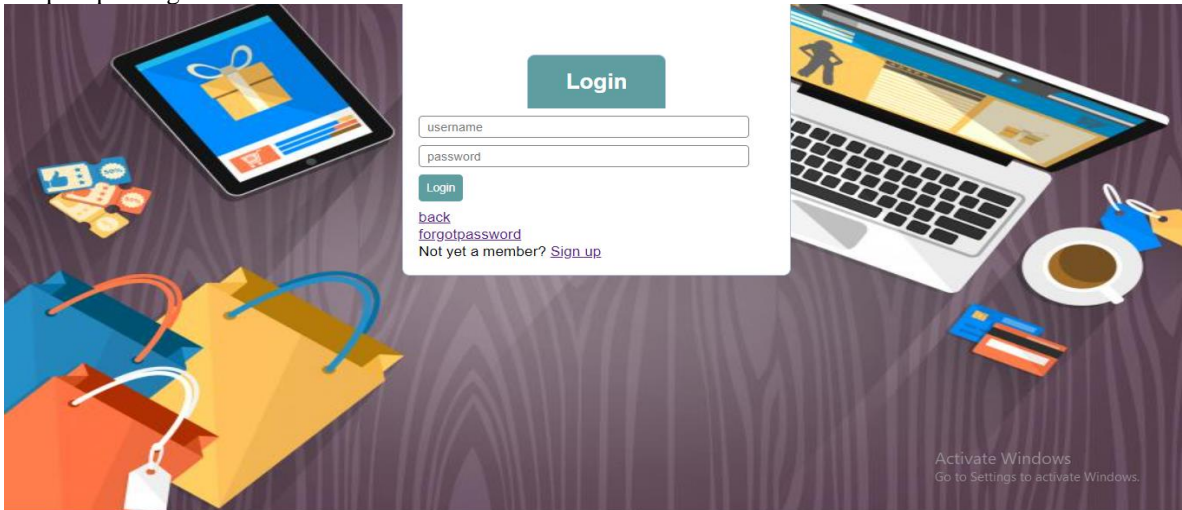


Home Page:

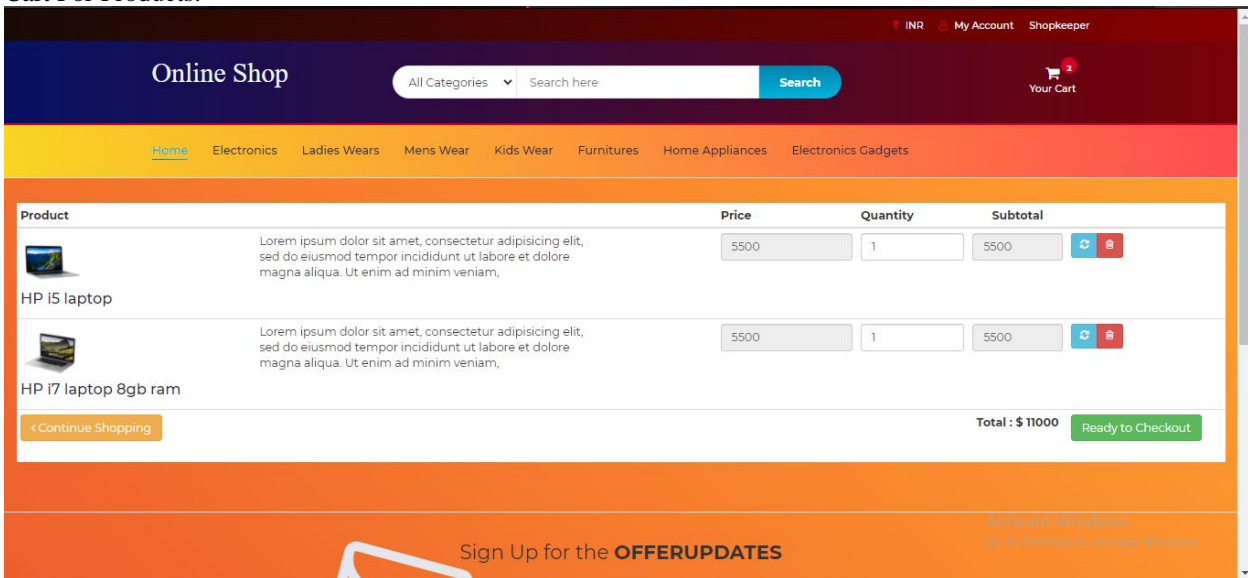




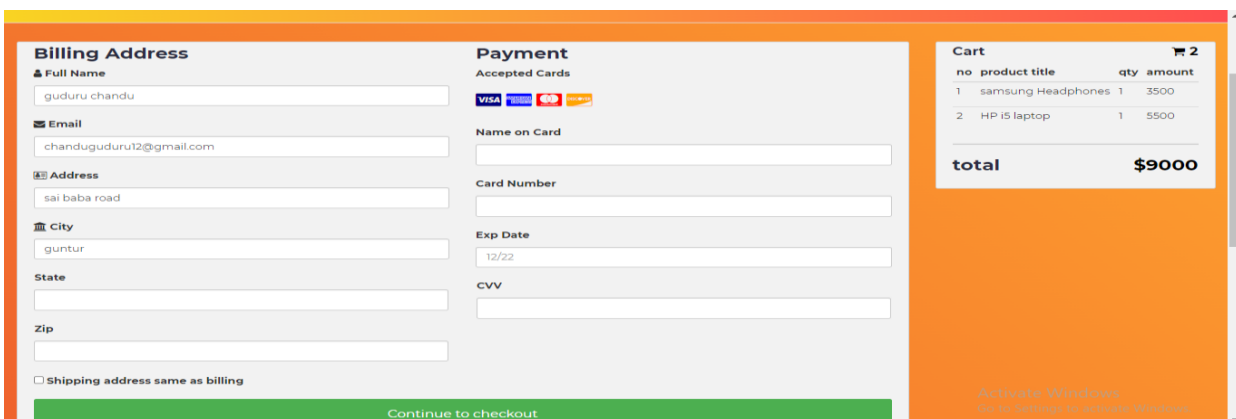
Shopkeeper Login:



Cart For Products:



Payments Page:





USER MANUAL

The several steps to be followed by the users and shopkeepers to use the application are as follows:

- Initially users have to download and register into the application either worker or contractor, and then log into the application using the given credentials.
- After logging into the application, the user i.e., common people select the store, search the desired items and add his required items into the cart and then he buys the product by completing the transaction process.
- The shopkeeper's login into the application using his credentials and add the products and prices that are available in his store.
- Now the updated details by the shopkeeper are stored in database and the user can buy the products accordingly.
- After placing the order, the user obtains the confirmation message along with bill for his buying's.
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CONCLUSION

This paper provides a comprehensive review on developing "Smart Marketing" mobile application. It is an important aspect for providing the Smart Solution for the users for buying the required products from a desired shop. In this application we can add the data periodically so that the information is updated every day and the user obtains the accurate data about his orders. The users can check the details of products available at any time and from anyplace which makes it user friendly. This application can play a crucial role in upcoming days and make significant impact in online shopping because in the existing systems we cannot buy the product in a required location whereas in Smart Marketing we can buy the product in a desired shops and by using the GPS we can buy the products from nearby shops which reduce the delivery time.

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