Study & Development of Web Based Nursery Application

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Abstract: This project is aimed at development a Web application that depicts online shopping of plants, seeds ,fertilizers and flowers etc. products .Using this software , companies can improve the efficiency of their services. Online Shopping is one of the application to improve the marketing and sale of the company's products. This web application involve all the basic features of online shopping.

As getting the information from various research papers and other sources we analyse that many peoples want to buy a plants and they directly concerned to nursery but sometimes people doesn't know specific information about particular plant items as well seller is not technically skilled.

Customer doesn't compare plants pricing with different shopkeeper as well as in nursery there is no facility for online payment only cash may consumed.So, in this case e-nursery is platform where customer can compare plants pricing and make online payment easily. Customer service is extremely important. We want each customer to have a pleasant shopping experience, and it is the intention of our staff to answer questions with expertise and to offer advice when we feel it is needed.

Retain customers to generate repeat purchases and make referrals. Continue to expand daily sales by adding to the variety of plants we sell. Communicate with our customers through creative advertising."

Keywords: Recommender System, E-Commerce, Product Sales, Social-media Marketing

INTRODUCTION

A nursery is a place where plants are propagated and grown to a desired age. They include retail nurseries which sell to the general public, wholesale nurseries which sell only to businesses such as other nurseries and to commercial gardeners, and private nurseries which supply the needs of institutions or private estates. Nurseries may supply plants for gardens, for agriculture, for forestry and for conservation biology. Some produce bulk stock, whether seedlings or grafted, of particular varieties for purposes such as fruit trees for orchards, or timber trees for forestry.

In present era, the importance of Online Nursery Store is growing up day by day, user needs a simple interface to order Plants online this project Online Nursery Store fullfils all the requirements of user and it provides an easy interface to navigate. We have simplified the flow of Plants ordering in this project so if a person wants to buy Plants then he can easily order online on some clicks only.

The Online Nursery Store is based on ordering of the Plants online. This Online Nursery Store allows the user to select the desired Plants from a list of available menu items. The customer can easily place orders for the Plants items of their choice For ordering the Plants customer needs to register into the system with their details and after the registration customer can filtered out the Plants according to the Nursery Type Company, he will add the Plants into the cart and make payment.

Some produce stock seasonally, ready in springtime for export to colder regions where propagation could not have been started so early, or to regions where seasonal pests prevent profitable growing early in the season.

OBJECTIVE

Main purpose of this project is to buy plants online easily without visiting the nurseries. And this system helps customer to save time and customers can compare Product's Price with other shopkeeper without spending much time. To evaluate the extent of use of social-media marketing by nurseries and garden centers. To identify key factors influencing the daily use of social-media marketing by nurseries and garden centers. To examine the impact of social-media marketing use on sales.

- This software helps customers to finds different nursery products according category

, price and subcategory.

- It is designed such a way that user can view all the nursery products from any place through online.
- The software will help in easy way for comparison of different products according to their choice.
- This system will save customers time when they are using this online application.

Manage the shopping details: The whole system of online shopping manage the detail of each shopping done by the customers. They extract the product details of what consumers shopped.

Manage the payment details: In online shopping, customers get many options for mode of payments. Websites give them the option of online payment through debit or credit cards. Customers have also the option of net banking or cash on delivery payment option. It is the objective of an online shopping system to manage all the payment details of each product.

Generate the information of customers and products: Online shopping system manages the whole information about the customers and the purchased products.

Reduce the cost of management: Online shopping or digital shopping help in reducing the management cost of products.

LITERATURE REVIEW

1.Alessandro Peressotti, Francesca Peressotti, Maria Bulgheroni, Walter Baccinelli, Enrico D'Amico, Alejandra Gómez, Stefano Massaccesi (November 2019)."Flexible control of movement in plants"-In this research paper authors describe about the growth of plant in control manner. It characterize the movement of circumnutating performed by the tendrils of a climbing plant (Pisum sativum L.) as they approach a support.

2. **A way for Enhancing Incomer. Singh1, L.K. Meena2* and Parameter Singh (June 2020)."High Tech Nursery Management in Horticultural Crops:"-**In this paper authors describe the high tech nursery management system in horticultural crops. The aim of good nursery management is to make available planting material of the highest possible quality for new development areas and replanting.

3. **P.Ratha Krishnan, Raj want K. Kalia, J.C.Tewari, M.M.Roy (August, 2019)."Plant Nursery Management:"-**Through these paper authors conveyed problems faced during the research and have also provided suitable solutions over it. Plant nursery management involves running a business that grows and sells plants for private or commercial use. This can involve selling plants wholesale or directly to customers through mail order, online or garden outlets.

4. **An Economic Study of Plant Nursery Business in Jaipur Districts of Bangladesh M. A. Haque1, M. A. Moneyed Micah2 and M. A. Rashid (January, 2020)."Economic Study of Plant Nursery Business:"-**This research paper focused on improvement of nurseries in developing countries. Bangladesh is an agro-based country where 85 per cent people live in rural areas. They have mostly nutritional deficiency. In order to meet the nutritional demand of increasing population of the country, huge amount of fruits and vegetables need to be produced. The government of Bangladesh has, therefore, given special emphasis for planting different fruit trees and medicinal plants over the country. In this situation, improved variety of fruit and medicinal saplings/seedlings are very essential for distribution among the farmers and other enthusiastic people

5. **THE NEED FOR IMPROVED NURSERY MANAGEMENT PRACTICES AND MARKETING IN TREE NURSERIES OF NORTHERN MINDANAO DON IMMANUEL DERAIN AND AGUSTIN MERCADO JAR (JANUARY, 2018)."THE NEED FOR IMPROVED NURSERY MANAGEMENT PRACTICES AND MARKETING IN TREE NURSERIES OF NORTHERN MINDANAO:"-**This research is based upon the notion that Northern Mindanao is experiencing a limited availability of planting materials and that the majority of the seedlings from nurseries are of low quality as a result of low technical skills and the lack of nursery facilities, thereby resulting in a low rate of success for tree growing initiatives in this region.

6. **Leon H. Liege, Charles Senator (October, 1987). "A technical guide for forest nursery management in the Latin America and Caribbean."-**In This Research paper technical guide' is a comprehensive summary of forest nursery practices for the Caribbean, tropical Latin America, and, to a lesser degree, other tropical areas in the world. Included are actual and the authors' recommended practices, pointing out the advantages and disadvantages wherever possible with specific examples

7. **C. Monahan. Rates, Laya P. Nair, Rajesh Kumar. "Disease problem in root trainer forest nurseries in Kerala state and their management."-**This research paper based on root trainer nurseries where , soil-borne fungal diseases seldom occur mainly due to the use of soil- less or soil-free growing media and maintaining the nursery in hygienic conditions.

PROBLEM STATEMENT

Many people want to buy plants and they directly concerned to the nursery and buy the plants but sometimes people doesn't know specific information about particular plant items as well as seller which are not technically skilled. Customer does not compare plant price with other shopkeepers at the same time .In nursery there is no facility for online payment only cash may be consumed .we cannot purchase plants through online mode. Limited customers reached to the nursery

because sometime customer need to travel for long distance as nursery is far from their home. The system has the provision of orders entered by the clients along with their contact details, grading specifications, special services, job codes, and amount of request. After an order is entered, an order confirmation report will be sent to the client for review. When all orders have been entered, a surplus for sale report will be created.

SYSTEM DESIGN

Nursery website design is the method of shaping the coding, modules in HTML, CSS3, JavaScript and PHP for designs, interfaces and information for a system to satisfy mere needs.
System Module Description:
•Coding (HTML,CSS3,JavaScript,PHP)
•Seller
• Customer
• Management
• Delivery

METHODOLOGY

This project mainly divided into two modules :
Admin module :-
•   Admin first register and log in himself in the website.
•   2. He can view the order which can be added to card from the customer side.
•   3. He can send order confirmation message to the customer and also if any plant wants to add
•   4. The website then he can update the information.

 Customer module :-
  Registered Customer (Buyer) :
   A. Registered Customer (Seller) :-
•   Seller register and log in to the website.
•   2. He can select and add the plant item that he want to sell on the website.
•   3. He can also view the plant items that are mostly in buy form the Buyer's.
•   4. Seller can also add the photos of plants while adding the details of product.
•   5. He can also view the status of all its product (items).
   B. Registered Customer (Buyer) :
•   Buyer registers and log in himself in the website.
•   2. He can select the plant item and purchase the plant by comparing prices with different shop keeper.
•   3. Purchased plant details will be added to the card.
•   4. He can pay amount through credit card, debit card, phone pay.
•   5. If any complaint about the product then he can give the feedback.

Customer and admin data management :-
Customer and admin registered data save in the database. If any changes or updating related to the data then he can update it for future references.

Transaction method :-
Online Transactions through e-payment system is a process of online payment of products and services with the help of internet directly from bank using its features such that amount of money taken forms a payer and money is given to payee . The two most important things we look for in e- payment systems are the order of information and the payment instructions. There are certain algorithms described in this paper that can be used to implement the security of online transactions.
Electronic payment has revolutionized the business processing by reducing paper work, transaction costs, labor cost. Being user friendly and less time consuming than manual processing, helps business organization to expand its market reach / expansion. Some of the modes of electronic payments are following.
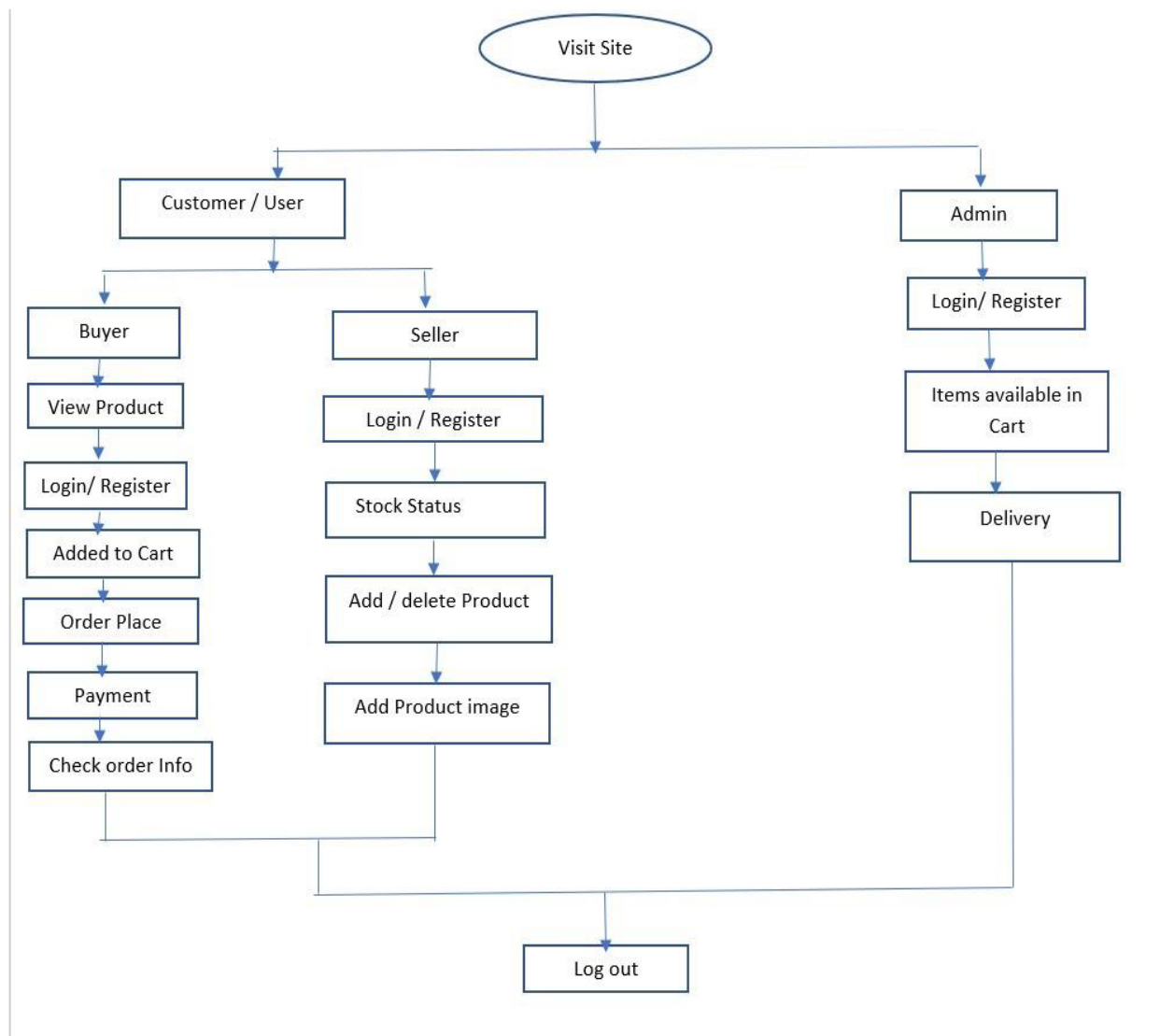• Paytm

Fig.1 System Architecture

RESULT AND DISCUSSION

Snapshot of designed system is given below which shows interface of various modules of system along with their Functionalities.

Figure: Homepage

Figure: Category Page

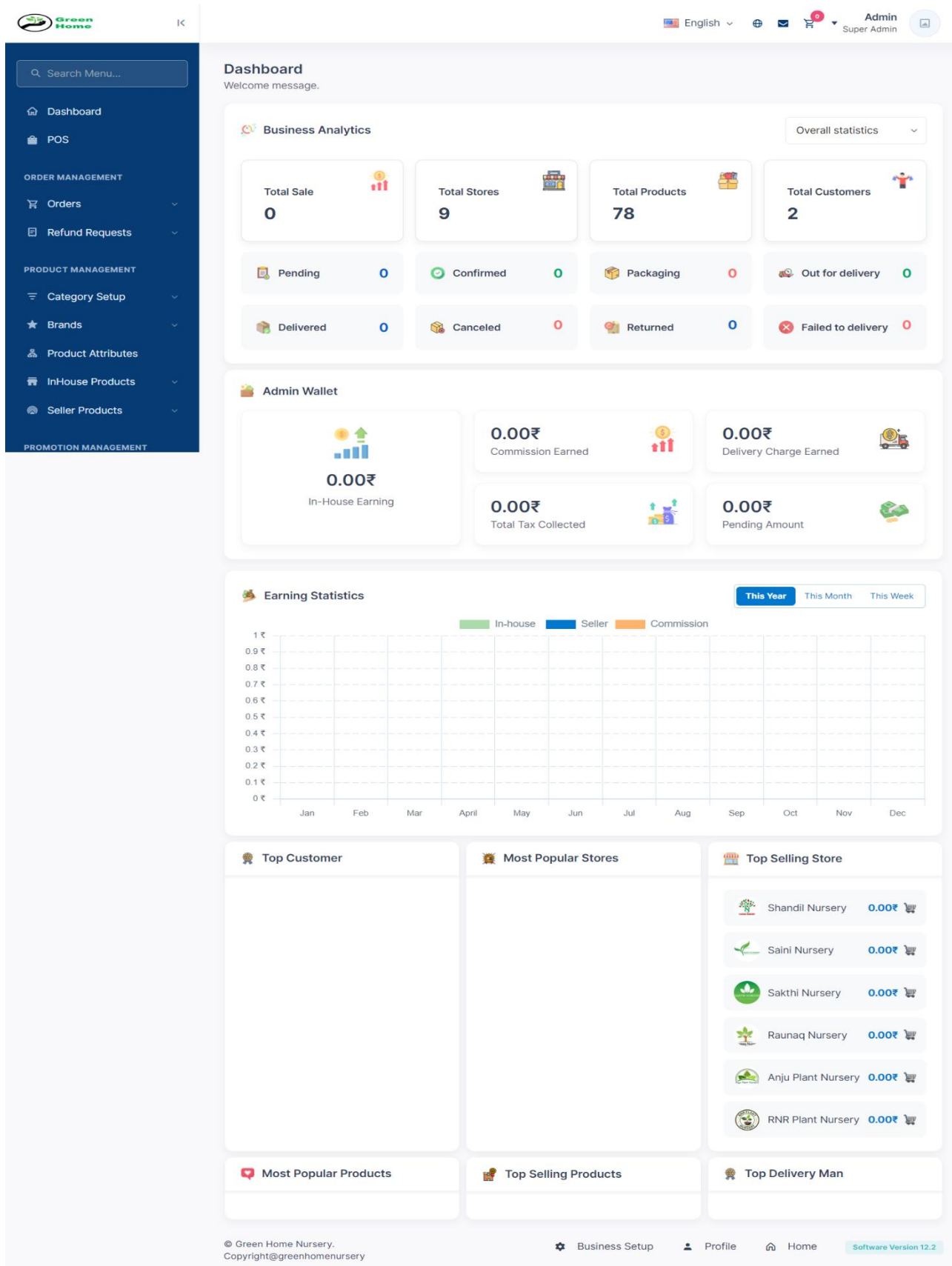**Figure: Shipping address and Billing address page**

Figure: Admin Page

CONCLUSION

The proposed system can guarantee to keep the records are safe and privacy which is stored in the database. It converts unstructured data into structured data and sorted format. It is very helpful, reliable and performs well functional to get an alert message and emails on the cell phone.

1. In this dissertation, we have developed an approach to allow customers to buy plants without even visiting shop.
2. Being able to buy anytime, anywhere, any place.
3. Site enables them to browse before they shop, and to research the product so they have more confidence in what they are buying.
4. Online shopping becomes more enjoyable and easier than real- world shopping.
5. It provides online payment system. 6. Customer can track their order detail and give the feedback if any problem occur during shipment.

FUTURE SCOPE

Number of shopkeeper's can register to the web portal for increase their sale.This application can be used by any user to purchase the online plants and get appropriate information by viewing short summery about the plants items through videos. If any changes to make customer can purchase the plants through different payment schemes like debit card, credit card, pat, phone pay, cash on delivery etc.

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