



Women Enterprise Hub: A Web-Based Platform for Women Entrepreneurs

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Abstract: Women Enterprise Hub is a web-based platform designed to support women entrepreneurs, particularly those involved in home-based and small-scale sectors such as handicrafts, clothing, jewellery and food products. Many women entrepreneurs depend on informal networks, local markets and scattered social media channels to promote their businesses, while information about government schemes, funding opportunities, mentoring and training is distributed across different sources. The proposed system brings these activities together through a centralized portal. The platform provides user registration and authentication, business profile management, product listing, marketplace functions, order processing, delivery estimation, government scheme information, mentor discovery and session booking, training information, reviews and suggestions. A database-driven architecture is used to manage users, businesses, products, orders and supporting services. The system aims to provide a structured digital environment that improves visibility, access to support information and interaction between women entrepreneurs, mentors and customers.

Keywords: Women Entrepreneurship, Web Portal, Marketplace, Mentoring, Government Schemes, PHP, MySQL

I. INTRODUCTION

Women entrepreneurship contributes to economic participation, self-employment and the development of local businesses. However, many women operating home-based or small-scale enterprises face difficulties in reaching customers, maintaining an organized digital business presence and finding reliable information about schemes, training and mentoring opportunities. Business activities are often managed through word-of-mouth communication, local markets or separate social media pages, which may not provide a structured and reusable system for business growth. Women Enterprise Hub is proposed as a centralized web portal that brings essential entrepreneurial activities into one platform. The system allows entrepreneurs to create business profiles, manage products, access marketplace facilities, view government schemes, identify mentors, book mentoring sessions, explore training opportunities and receive customer feedback. The project focuses on providing a practical information and service platform using web technologies and a relational database.

II. PROBLEM STATEMENT AND OBJECTIVES

A. Problem Statement

Women entrepreneurs may have limited access to organized digital marketplaces, structured mentoring and consolidated information about government support. Product information and customer feedback may also be distributed across different channels. This creates difficulty in maintaining a consistent business presence and accessing relevant entrepreneurial resources.

B. Objectives

- Provide a centralized digital platform for women entrepreneurs.
- Enable registration and creation of structured business profiles.
- Support product listing, search, categories, pricing and marketplace activities.
- Provide organized information about government schemes and entrepreneurial support.
- Facilitate mentor discovery and session booking.
- Provide training information and a structured mechanism for reviews and suggestions.



III. SYSTEM OVERVIEW

The Women Enterprise Hub consists of interconnected modules for entrepreneurs, customers, mentors and administrators. Users can register and authenticate before accessing permitted functions. Entrepreneurs can maintain business information and products, while customers can browse products and place orders. Supporting modules provide scheme information, mentoring, training, reviews and suggestions. Administrative functions can be used to manage platform data and announcements.

A. Major Modules

B.

Module	Purpose
User Registration and Authentication	Creates user accounts and controls access through sessions and roles.
Business Profile Management	Maintains entrepreneur business details and profile information.
Product and Marketplace Management	Supports product categories, prices, descriptions and product availability.
Order Processing and Delivery	Manages orders, stock validation and delivery estimation.
Government Schemes	Presents relevant schemes and support information.
Mentoring and Session Booking	Supports mentor information and booking of mentoring sessions.
Training and Skill Development	Provides information about available training opportunities.
Reviews and Suggestions	Collects customer feedback and user suggestions.

IV. SYSTEM ARCHITECTURE AND METHODOLOGY

The application follows a database-driven web architecture. The presentation layer provides forms and pages through which users interact with the system. Server-side application logic processes authentication, business profiles, products, orders and supporting services. MySQL is used as the relational database for storing structured information. The implementation uses PHP and web technologies including HTML, CSS, JavaScript and Bootstrap.

A. Database Design

The database organizes the main entities required by the application. Core entities include users, business_profiles, categories, products, orders, schemes, mentors, mentor_sessions, trainings, reviews, suggestions and announcements. Relationships between these entities allow the application to connect entrepreneurs with their businesses and products, customers with orders and reviews, and mentors with available sessions.

V. IMPLEMENTATION DETAILS

The proposed system implements authentication and role-based access through user sessions. Passwords are stored using password hashing, and database operations use prepared statements to reduce risks associated with direct SQL input. Product and order operations include stock validation. Delivery estimation uses postal-code based information to provide an estimated delivery value. Forms and interface components are designed using standard web technologies and Bootstrap-based responsive layouts.

A. Functional Flow

A typical entrepreneur flow is: registration → login → business profile creation → product listing → marketplace visibility → order management → access to schemes, mentors and training → review and suggestion management. Customer interaction includes registration/login, product browsing, ordering and providing feedback.

VI. RESULTS AND DISCUSSION

The implemented project provides an integrated environment for the major activities identified in the problem statement. The modules are connected through a common database, allowing information to be maintained systematically rather than across isolated channels. Business profiles and product listings provide a structured online presence, while scheme, mentoring and training modules consolidate support information. Reviews and suggestions



create a mechanism for collecting reusable feedback. The supplied project materials do not contain a numerical user study or benchmark dataset; therefore, quantitative performance or accuracy claims are not made.

A. Functional Validation

Function	Expected Outcome
Registration and Login	Valid users can access the appropriate system functions.
Business Profile	Entrepreneur information can be maintained in structured form.
Product Management	Products can be categorized and displayed with relevant details.
Orders	Orders can be processed with stock-related validation.
Mentoring	Mentor information and session booking are supported.
Feedback	Reviews and suggestions can be recorded for the platform.

VII. SECURITY AND VALIDATION

The application incorporates basic security and validation practices including password hashing, session-based access control, role checks, prepared database statements and stock validation. Form validation is used to reduce incomplete or invalid data. These mechanisms provide a foundational level of application security, while additional security testing would be required for production-scale deployment.

VIII. LIMITATIONS AND FUTURE ENHANCEMENT

The current system is primarily focused on core portal functionality. Future enhancements can include payment gateway integration, advanced product recommendation, mobile application support, richer analytics dashboards, stronger identity verification, notification services and broader integration with external government or training platforms. A larger user study and performance evaluation can also be conducted to measure usability and scalability.

CONCLUSION

Women Enterprise Hub provides a centralized web-based environment for women entrepreneurs to manage business information, showcase products and access entrepreneurial support services. By combining marketplace functions with government scheme information, mentoring, training and feedback facilities, the system addresses several fragmented aspects of small-scale women entrepreneurship. The project demonstrates how a database-driven web application can provide a structured digital platform for connecting entrepreneurs, customers and support resources.

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