

CHAPTER I

INTRODUCTION

1.1 Project Background

Utilizing Internet technology in corporate marketing is the solution to increase product sales. The Internet makes it easier to market the products you sell, replacing the old method of creating an online store. People can get information from many places connected to the Internet. In this case, everyone has equal business opportunities. Business development is increasing and becoming more complex, which creates competition. Competition in Internet business can help you get big profits from online marketing. The existence of websites gives business people new ideas to overcome the barriers of time and space that have plagued traditional distribution systems.

A website or website is a collection of pages that display data information, text, images, animation data, sounds, and combinations of all, creating an interconnected series of buildings with a web of pages. There are now millions of websites on the Internet covering a wide range of topics. Marketers and business developers vie to represent their company's website as the cornerstone of his global marketing.

MERN is a dictionary used to describe a specific set of JavaScript-based technologies used in the web application development process. It is designed around the idea of making the development process as smooth as possible. All these elements play a very important role in the web application development process. All this forms the final framework of the engineers in which they work. Developers around the world are now working to improve the interface of their apps and improve the process of developers building applications in order to complete their projects and development needs within the set deadlines.

1.2 Problems Statement

Based on the description that has been presented in the background above, the problems in this project are:

- i. With the development of the times, a website that is complex and easy to understand by users is needed.
- ii. There are still many people selling manuals.
- iii. Website development still uses a lot of time-consuming techniques. Therefore, we need new ways to speed up web development..

1.3 Objectives

Objectives are the results to be achieved from this project. Here are the goals of this project:

- i. Development of an online shopping system using MERN stack technology
- ii. To help people grow their business
- iii. Ability to apply agile methods when creating website apply agile methods in making website

1.3.1 System Scope

1. There Users can buy and sell items within the app
2. Users can see what's for sale inside the app
3. Users can read information about the products they buy
4. Create an application with Mern Develop

1.3.2 Scope of User

1. Users are required to register first
2. User can access more detailed information about campus
3. There is a notification feature as a reminder for student or public about the event being held and a notification appears a few days before
4. The staff information feature has detailed information about biodata and contact lecturers

1.4 Assumption and Limitation

1.4.1 Assumption

Assumption : By creating this website, you can improve human resources, trade management and can provide examples of website creation using Mern Stack.

1.4.2 Limitation

The focus of this Project is limited to:

Limitations : This website is just an example of making anonline store, so it's possible that it will only cover one city for marketing the website store