

# Cake Just For You & E-Commerce Website

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## Abstract

*Just because you're online doesn't mean you lose touch with your customers. On the contrary, digital connectivity can bring our brand closer to our customers. The website does not require a large investment in retail real estate and can offer better discount options. 's online store offers significantly lower prices than physical stores. This is the main reason people are turning to the internet. You can easily search many websites to find better prices. You can do the same with the market, but it takes longer. e-commerce portals offer a wide range of products and services to choose from compared to retail.*

Key Word: *E-Commerce, Online Bakery, MERN, Cakes.*

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## INTRODUCTION

eCommerce Cake Just For You is about creating a database for bakeries to keep records of sales/purchases and products made by their employees. is an online ordering system for bakeries whose main products are various types of cakes sold online. This paper aims to develop a web-based online bakery system using MERN STACK. This includes both front-end and back-end and email notification technology for order confirmations, order status notifications, and customer registration status checks. The system has three main users: a registered customer, his unregistered customer, and an administrator. Registered customers have more privileges in the system, such as discounts on orders, compared to unregistered customers. Cake Just For You is a mass noun that refers to baked goods, including various cakes. To meet the needs and desires of target consumers, marketers must study consumer wants, perceptions, preferences, and shopping and purchasing behavior . Developed on MERN stack: MERN stack is a complete open source combination, all JavaScript related technologies such as MongoDB, Express.js, React/React Native, NodeJS are also the hottest today.

## TECHNOLOGY USED

**MongoDB:** MongoDB: Written in one of the most popular programming languages today. Additionally, MongoDB is a cross-platform data ingestion and documentation concept that provides high performance, high availability, and ease of scalability. **NodeJS:** Node.js is an open source system application and server framework. Node.js is an independent development platform based on the Chrome JavaScript runtime that allows you to quickly and easily build networked applications. **Express JS:** Express.js is a framework built on top of Node.js. Powerful features for web development or mobile development. Express.js supports HTTP and middleware methods, so the API is very powerful and easy to use. **ReactJS:** React.js is an open source JavaScript library used to create user interfaces for single page applications. Used for handling view layers in web and mobile apps.

**NodeJS:** Node.js is an open source, a system application and furthermore is an environment for servers. Node.js is an independent development platform built on Chrome's JavaScript Runtime that we can build network applications quickly and easily.

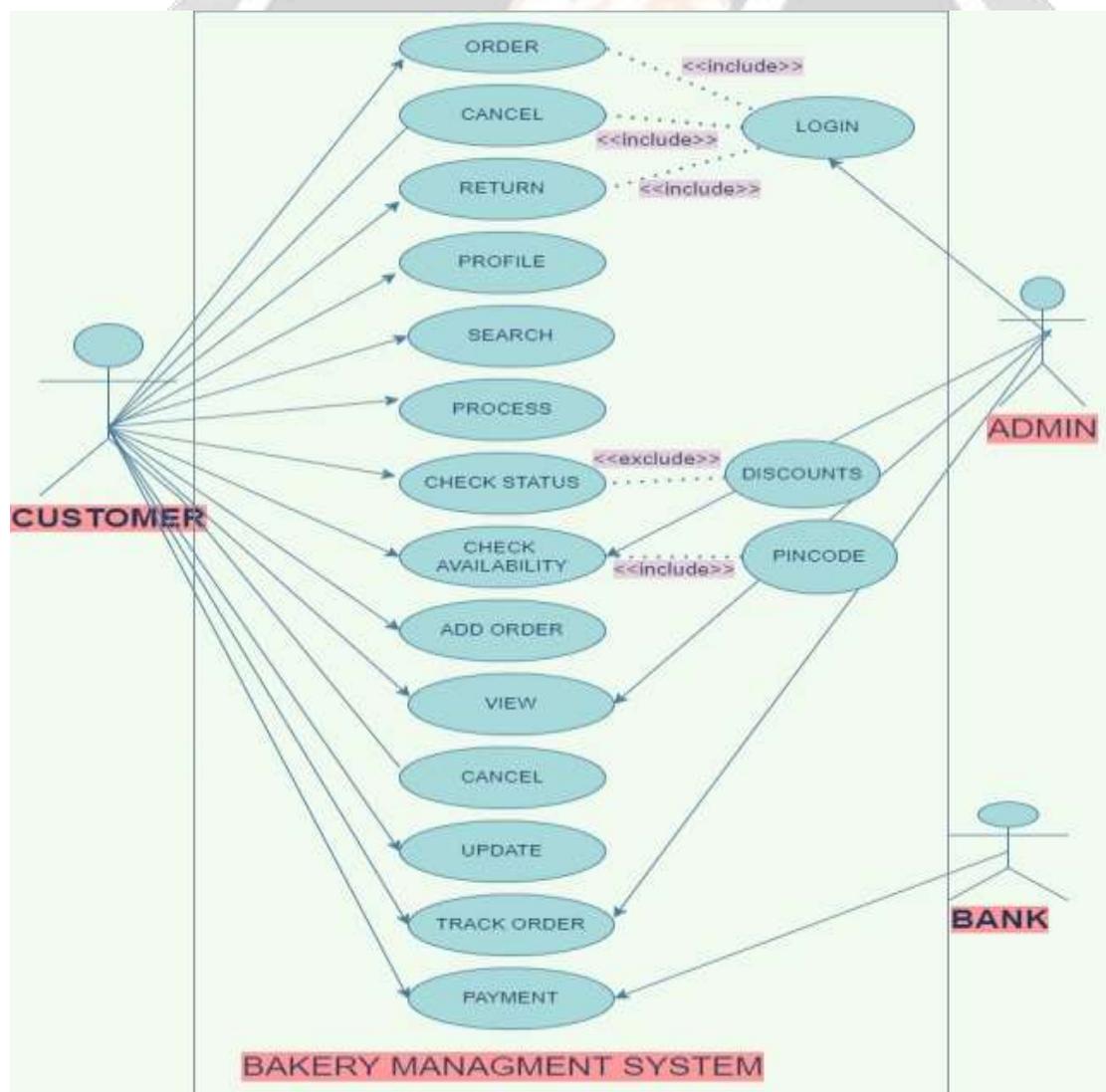
**ExpressJS:** Express.js is a framework built on top of Node.js. It provides powerful features for web or mobile development. Express.js supports HTTP and middleware methods, making the API extremely powerful and easy to use.

**ReactJS:** React.js is an open-source JavaScript library that is used for building user interfaces specifically for single-page applications. It's used for handling the view layer for web and mobile apps. React also allows us to create reusable UI components.

## OBJECTIVE

- Develop an e-commerce platform for everyone so that when they want to buy something from us, they can buy directly from us.
- E-commerce enables instant shopping without delays.
- The website shows everything categorized. Customers can view products with price and other details and place orders. This e-commerce website will help you: -
- Create web pages online.
- The sole purpose of starting an online bakery business is to reach different customers. Convince customers with quality baked goods.
- You need to reach multiple customers. This is only possible through our website.
- Physical stores can only offer goods and services in a small geographical area, but e-commerce can help solve this problem.
- E-commerce helps you get to market faster by expanding your market to the maximum level compared to direct sales, allowing you to easily introduce, buy and sell products and services through retailers. . and online market.
- Always open for e-commerce. Running an online business is much easier. Open 24/7. For companies, this is a great opportunity to continuously increase sales opportunities.
- Budget Savings: Stand rental, sales staff, administration costs are all reduced compared to traditional trading. More incentives and better discounts for customers

PROJECT OUTCOME

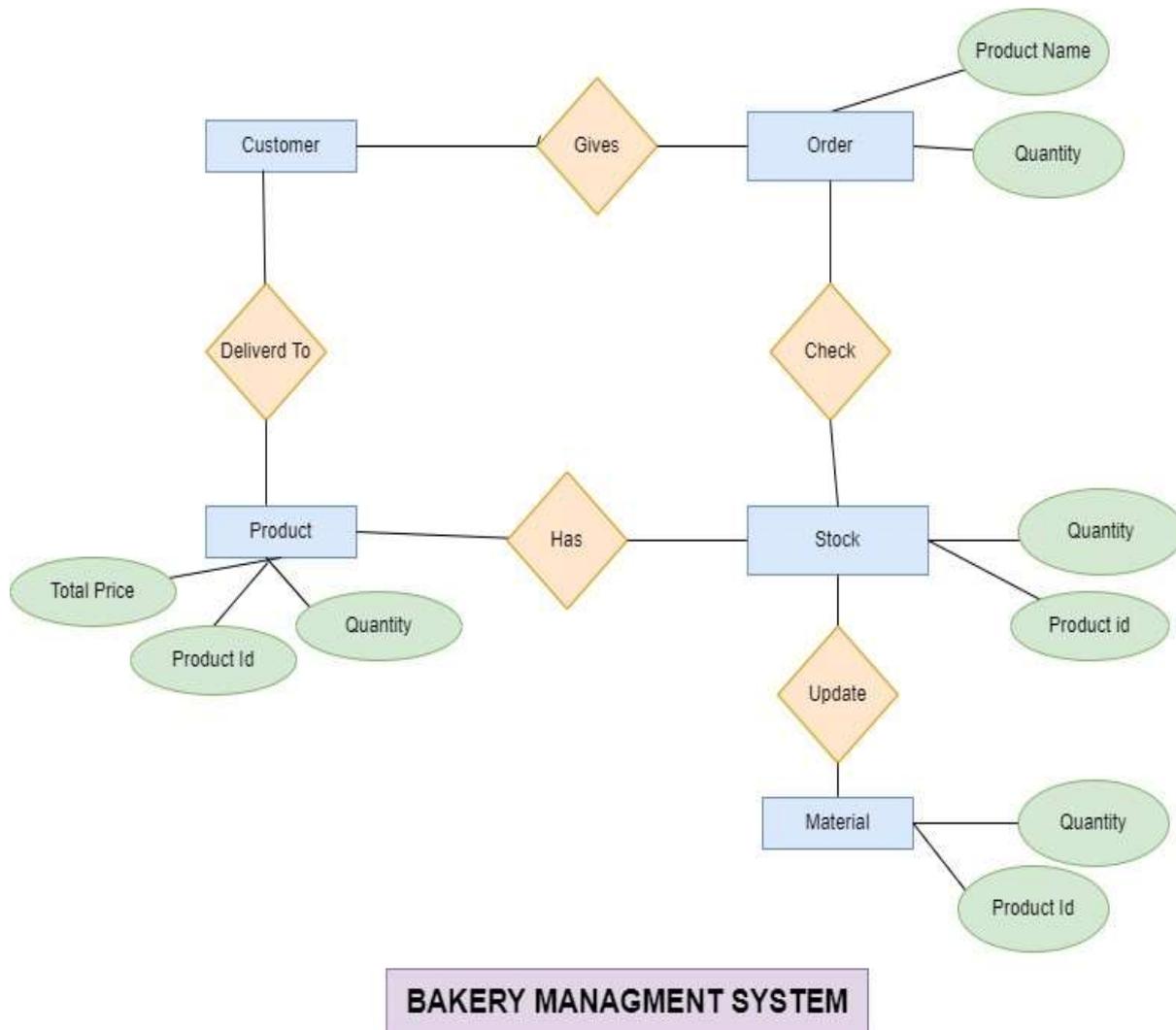


Use Case:

Three elements that a use case must contain:

1. **Actor**, Which is the user, which can be single person or a group of people, interacting with a process.
2. **System**, which is the process that's required to reach the final outcome
3. **Goal**, which is the successful user outcome

ER Diagram:



Following are the main components and its symbols in ER Diagrams:

- **Rectangles:** This Entity Relationship Diagram symbol represents entity types
- **Ellipses :** Symbol represent attributes
- **Diamonds:** This symbol represents relationship types
- **Lines:** It links attributes to entity types and entity types with other relationship types

**Primary key:** attributes are underlined.

**Project Plan:**

1. Create an e-commerce bakery business plan: A bakery business plan will help you reorganize your operations, determine budget allocations, and plan for the future development of your bakery business. A. Bakery Business Plan Overview B. Business Overview: Bakery business concept and types of services provided, bakery layout and service art, sample menus, details of our management team. C. Industry Analysis: Important Before Starting an E-Commerce Bakery Business. This is because it helps us identify our local competitors, analyze the bakery's target audience, and choose the right platform for your business. Bakery Supports Business. D. Operating Plan: A bakery company's operating plan includes details of how the bakery will operate, including: Examples: Orders, menus, services, personnel management, procurement of raw materials, etc. E. Marketing Plan: Your marketing plan should explain how you will attract customers and promote your bakery.
2. Proper marketing and branding of your bakery business: Marketing and branding are essential to the success of any business. Professional designers will design logos and signs appropriately. This will not only help you create your own unique identity, but it will also help you brand your package.

**SUMMARY**

1. The outcome of the paper is to explore the basic components of the MERN stack technology: MongoDB, ExpressJS framework, ReactJS library, and NodeJS platform.
2. Build an e-commerce web application with a payment gateway using MERN stack technology.
- 3 The advantage is that it performs the basic function of a product search website for customers, allowing them to easily find the category that contains the products they are looking for.
4. Provide small businesses with a platform to store information and promote their products. The password data for the account when logging into the system is stored in a secure database.
- 5 The admin interface, user and admin statistics are easy to use for everyone.
6. Since the goal of the thesis is an e-commerce application, it is of utmost importance to understand the MERN technology and its application to his web application. Create an e-commerce web application using MERN stack technology

**REFERENCE**

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- <https://www.damobake.com/>