



## WEBSITE CREATION FOR SUPRA EXIM

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### ABSTRACT

This project aims to design and develop a dynamic and user-friendly website for SUPRA EXIM. The website will serve as a digital storefront, providing an online platform for SUPRA EXIM to showcase their extensive range of packing products and reach a broader customer base. By creating a well-designed and functional website, SUPRA EXIM aims to expand its online presence, attract a wider customer base, and provide a convenient shopping experience for its customers.

**KEY WORDS:** Packing products, expand, develop, online platform.

### INTRODUCTION

The purpose of this project is to create a website. Creating a website is a fundamental step in establishing an online presence for individuals, businesses, or organizations. It serves as a digital storefront, information hub, or platform for various online activities. This process involves designing, developing, and maintaining web pages accessible through the internet. Websites can vary widely in complexity, from simple personal blogs to complex e-commerce sites or corporate portals. Website creation is an ongoing process, and it is essential to adapt to changing trends and technologies to stay relevant in the digital landscape.

### REVIEW OF LITERATURE

site design. The two most important factors in usability are speed and information architecture. **Curtis Kelly(2021)<sup>1</sup> Usability: The Critical Factor in Educational Website Design**, In the consumer-ruled environment of the Web, where competition is just a click away, good Web design is essential for keeping users on site. The key factor in good site design is usability, which means the ability of a user to accomplish tasks with ease, efficiency, and accuracy. The basic principles of usability can be organized into three categories, those related to: 1) page design, 2) content design and 3)

**Andres Baravalle(2021)<sup>2</sup> A quantitative approach to usability evaluation of web sites**, This paper is made available online in accordance with publisher policies. Please scroll down to view the document itself. Please refer to the repository record for this item and our policy information available from the repository home page for further information.

**Cathy Cavanaugh(2021)<sup>3</sup> Education Web Site Review and Redesign**, Web sites are important for schools to support teachers, administrators, counselors, students, parents, and the community. Redesigning a school's web site can become a complex process and requires careful planning. Studies with web users (Yale Style Guide, Nielsen, Siegel) have produced work that informs school web site revisers of ways to make a site more usable and enjoyable. The US government and the W3C consortium have accessibility guidelines for web sites to assist site reviewers in adapting their site so users of all abilities have equitable access. A school must reconcile time and budget limitations with the need to serve a diverse audience. This paper offers guidelines and tools for streamlining the process of web site review and redesign.

**Thiam Kian Chiew(2023)<sup>4</sup> Webuse: Website usability evaluation tool**, Usability is one of the major factors that determines the successfulness of a website. It is important therefore to have certain measurement methods to assess the usability of websites. The methods could be used to help website designers make their websites more usable. This research focuses on website usability issues and implements a tool for evaluating the usability of websites, called WEBUSE (WEBSITE USABILITY Evaluation Tool).

## SYSTEM SPECIFICATIONS

### HARDWARE SPECIFICATIONS

This section gives the details and specifications of the hardware on which the system is developed.

Processor	: Intel Core i3
RAM	: 2 GB
Hard Disk	: 500GB
Monitor	: SVGA Color (Lenovo)
Keyboard	: INTEX
Mouse	: LOGITECK

## SOFTWARE SPECIFICATIONS

This section gives the details and specifications of the software on which the system is developed.

Operating System : Windows 10

Front End : CSS and HTML

Back End : JavaScript

## SYSTEM DESIGN

### EXISTING SYSTEM

As said earlier, SUPRA EXIM is engaged in the field of packing materials, retailers, and distribution. They have a one-stop physical store for providing service to customers. But there is no certain website to promote their business dealings.

- Less user-friendly
- Accuracy is not guaranteed.
- Not in reach of distant users
- Low coordination and management of data
- There is less chance of your brand being recognized.<sup>2</sup>

### DISADVANTAGES

- SUPRA EXIM was not able to reach a larger number of targeted customers.
- Slow data processing.
- Minimum number of sales.
- The fast retrieval of data is not possible as records have to be searched.
- Less accuracy
- Time consuming.

### PROPOSED SYSTEM

SUPRA EXIM decided to create a website for their business in order to promote it. The development of the new system includes a site to provide an interactive interface between them and their customers. In this modern era, many and more companies are running an online website to sell their products and launching their business in online mode to promote their business. This website should be designed as per the company's requirements. The system maintains details about their company, products, and customers. The proposed system incorporates information technology as a medium for accessing all information about their store.

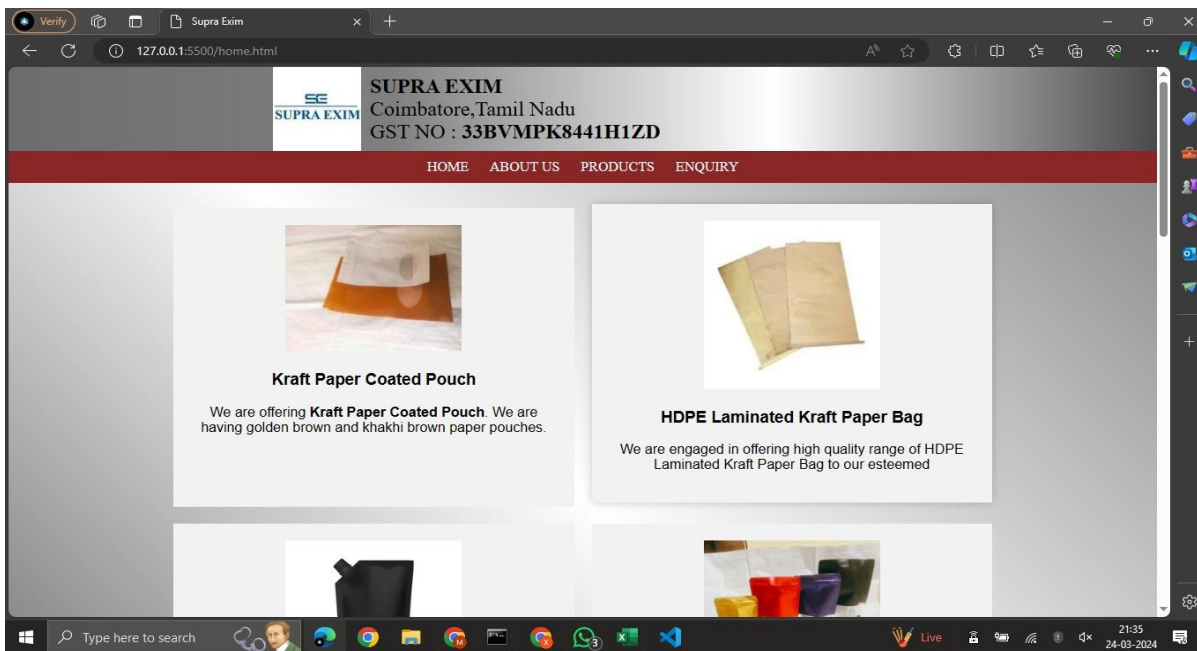
## BENEFITS OF PROPOSED SYSTEM

- Data can be easily accessed by customers.
- Information hub.
- The updating of details is done quickly.
- It makes the store available at all times.
- Easily accessible.
- User-friendly.
- Cost- effective.
- More efficient.
- Can be used 24/7, anywhere.

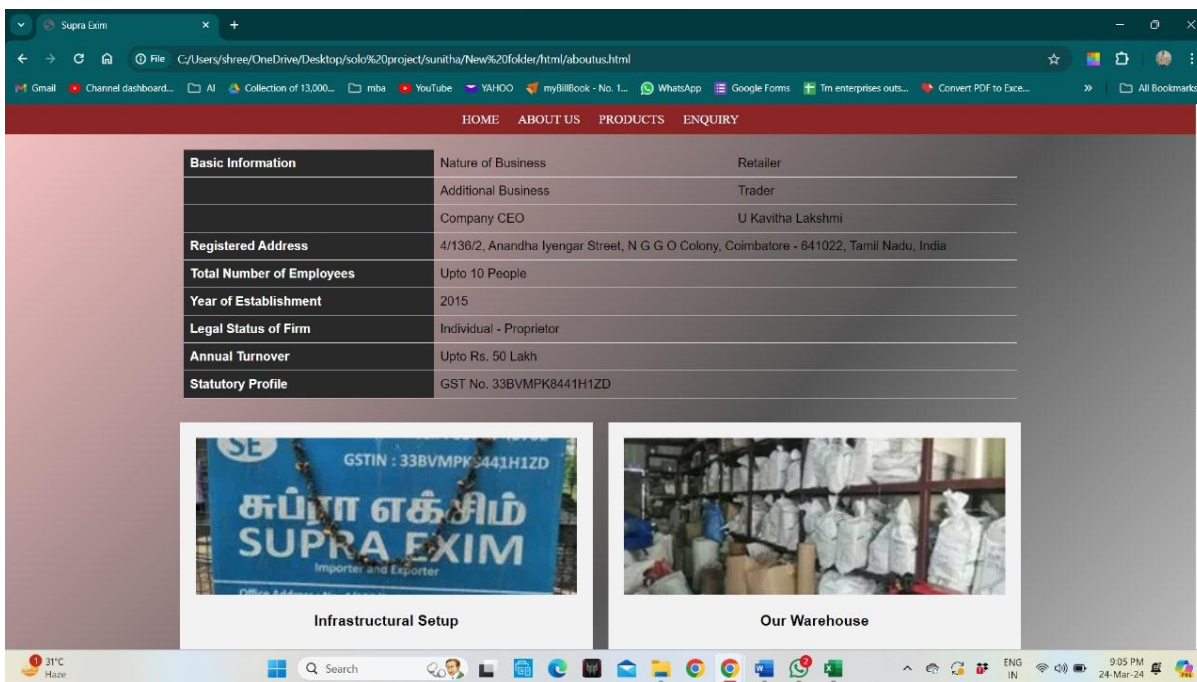
## METHODOLOGY

1. **Define your goals:** Determine the purpose of your website and what you want to achieve with it. Is it for personal use, business, e-commerce, blogging, or something else?
2. **Research and planning:** Understand your target audience, competitors, and industry trends. Create a site map to outline the structure and pages of your website.
3. **Choose a domain name:** Select a memorable and relevant domain name for your website. Consider factors like brand identity, SEO, and availability.
4. **Select a hosting provider:** Choose a reliable hosting provider that meets your website's needs in terms of performance, security, and scalability.
5. **Choose a platform:** Decide whether you want to build your website from scratch using HTML/CSS, use a content management system (CMS) like WordPress, or use website builders like Wix or Squarespace.
6. **Design and development:** Create a visually appealing and user-friendly design for your website. This may involve wireframing, prototyping, and coding (if applicable).
7. **Content creation:** Develop high-quality content for your website, including text, images, videos, and other multimedia elements. Ensure that your content is engaging, relevant, and optimized for search engines.
8. **Optimize for SEO:** Implement on-page and off-page SEO strategies to improve your website's visibility and ranking in search engine results.
9. **Testing and quality assurance:** Test your website across different devices, browsers, and screen sizes to ensure compatibility and usability. Identify and fix any bugs or issues.

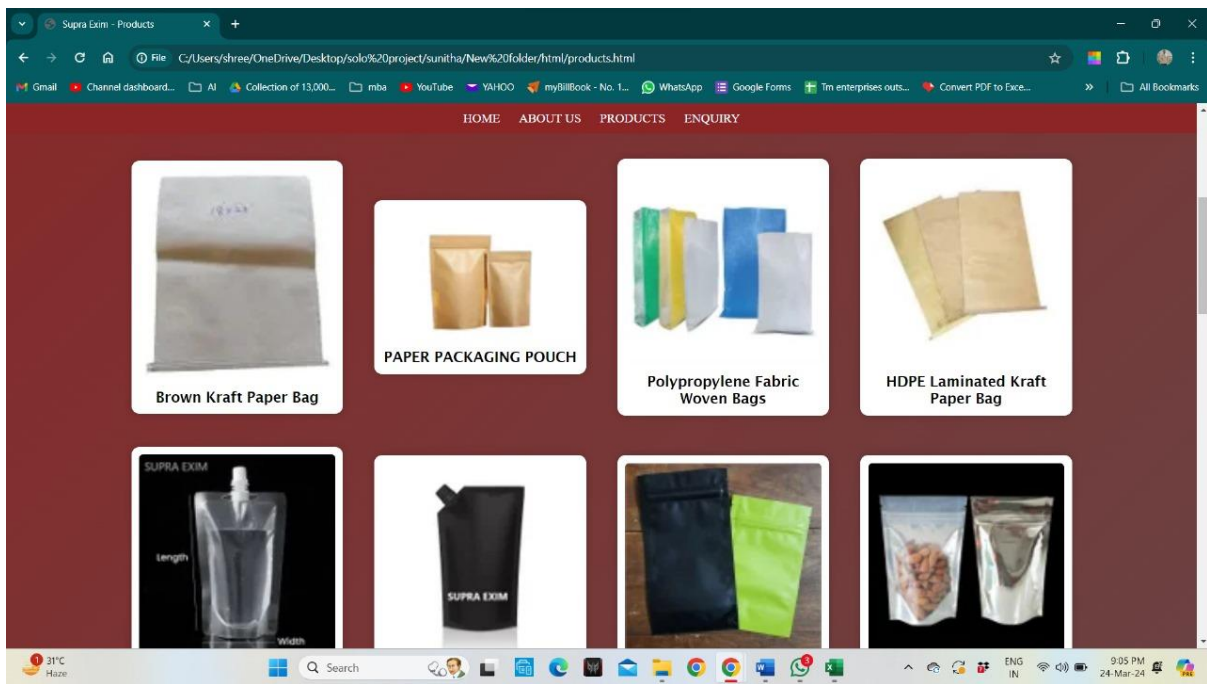
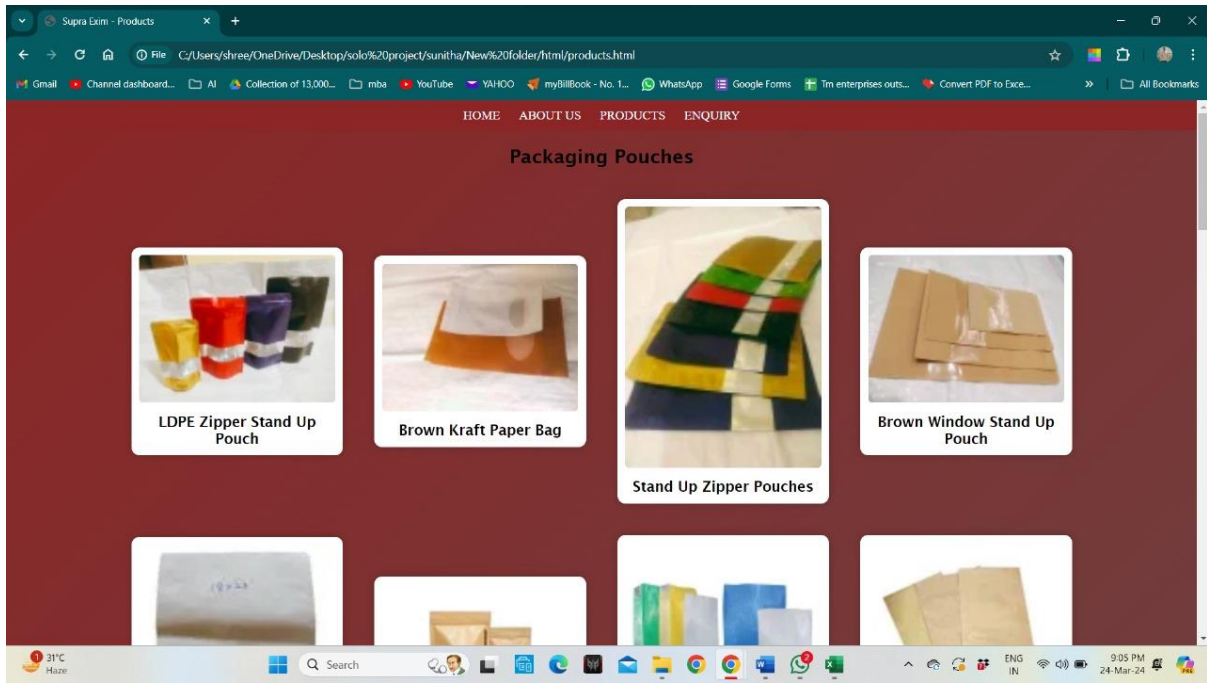
# RESULT

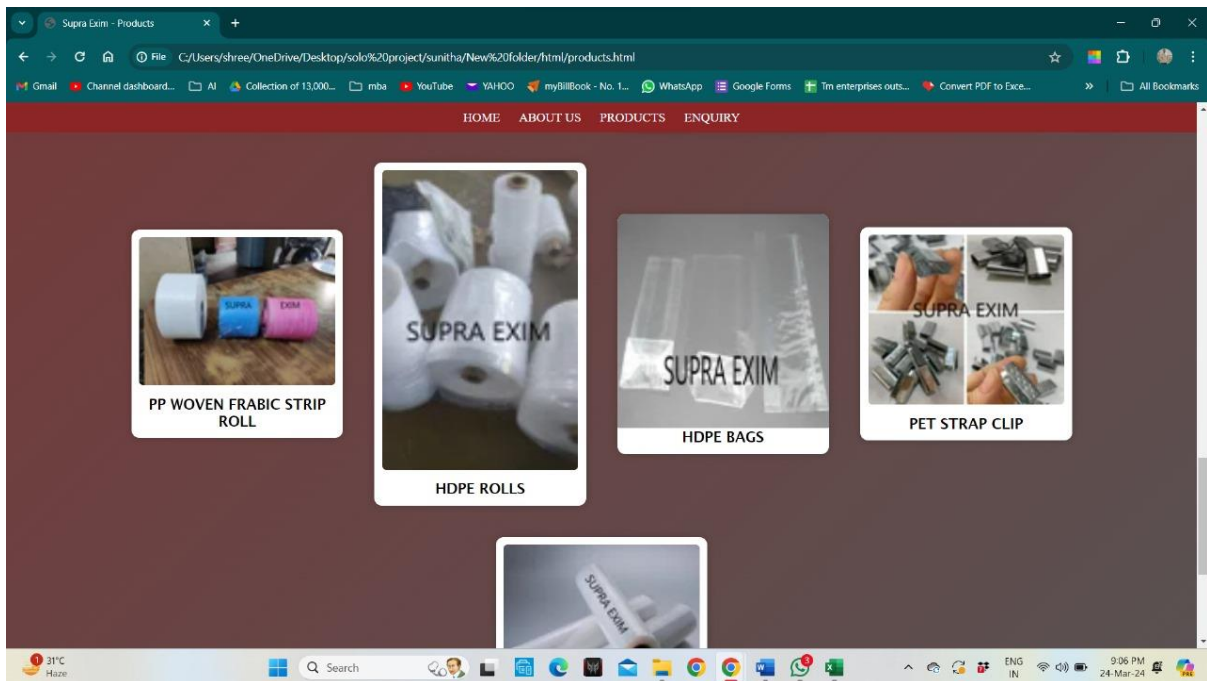


# ABOUT US



# PRODUCTS



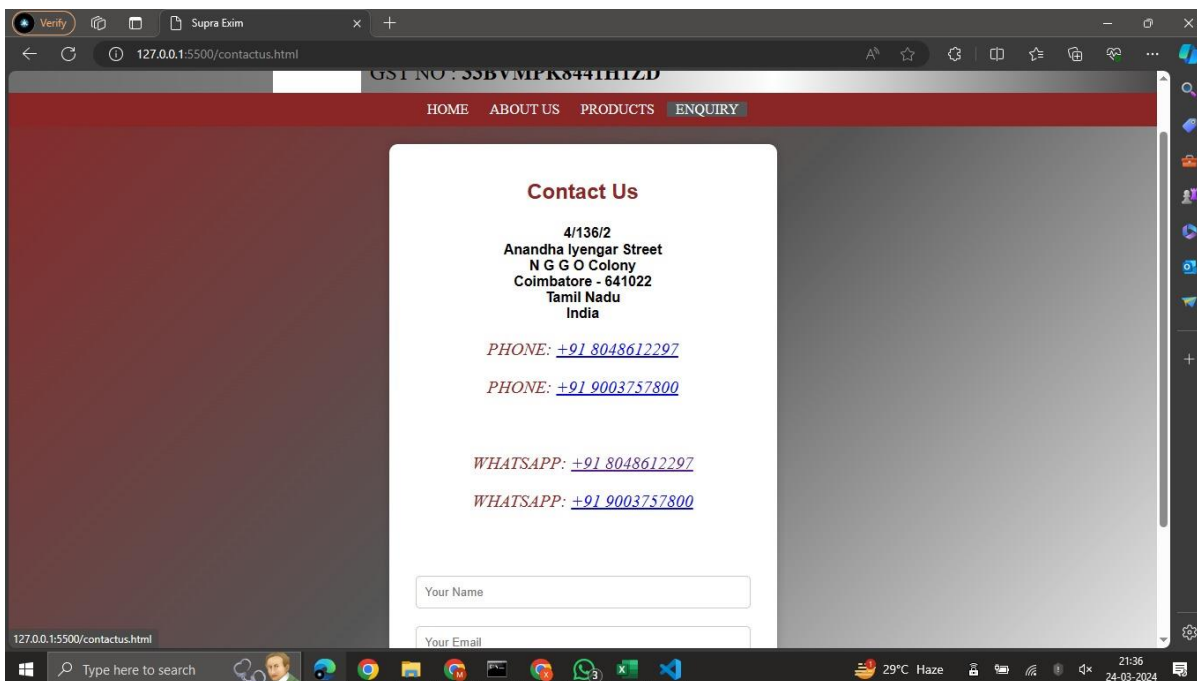


**TABLE NAME: PACKAGING PRODUCTS ENQUIRY DETAILS PRIMARY KEY: PRODUCT NAME**

**TABLE DESCRIPTION:**

This table defines the list of packing products, its price, description and related details of the packing products.

NAME	TYPE	CONSTRAINT	DESCRIPTION
Product name	Varchar(50)	Null	Product name
Product desc	Varchar(50)	Null	Product description



## CONCLUSION:

In conclusion, the website creation project for SUPRA EXIM has been a resounding success, achieving its primary goal of establishing a robust online presence for the company. Through meticulous design, development, and content creation, we have crafted a platform that not only showcases SUPRA EXIM's products and services but also reflects its brand identity and values. Despite challenges along the way, our team's dedication and collaboration enabled us to overcome obstacles and deliver a high-quality website that meets the needs of both the company and its customers. As we move forward, we are excited about the opportunities this website presents for SUPRA EXIM to engage with its audience, drive business growth, and stay ahead in the competitive market.

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