

**WEB-BASED AGRI-FISHERIES E-COMMERCE
MARKET SYSTEM**

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INSTITUTE OF COMPUTING, ENGINEERING AND
TECHNOLOGY, DAVAO DEL SUR STATE COLLEGE,
MATTI, DIGOS CITY, DAVAO DEL SUR.
IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR
THE DEGREE OF**

BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY

JUNE 2024

ABSTRACT

SENTILLAS, ANGELITO JR. A. Davao del Sur State College (DSSC), ICET, Mati, Digos City. June 2024. "**WEB-BASED AGRICULTURE E-COMMERCE MARKET SYSTEM**". Undergraduate Capstone Project Manuscript.

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This study delves into the conceptualization, development, and implementation of such systems, exploring their potential to connect farmers, fishermen, and consumers directly which addresses the ease of product marketing using the system with map integration. Furthermore, the project sought to provide a user-friendly, buyer homepage which displays all the products, allows the buyer to add products to cart, provides a map which displays all the store location and the routing, and enable the user to create its own shop. Additionally, it allows the seller to add and manage products, and manage orders. It also enables the super admin to manage users, categories, products, and track the user logs. Moreover, the system has utilized the Rapid Application Development methodology to develop the project. The project achieved its goal of successfully implemented e-commerce system where seller can sell their products and buyers to buy

products they want with integrated mapping system where user can view store location and its routing from buyer to the store. This implementation helped our local farmers, fishermen, and consumers by providing a website that allows the user to buy and sell their product online. In addition, this promote a wide range of marketing which give a lot of advantage for both users. The findings and insights gained from this study contribute to advancement of Web-based Agri-fisheries E-commerce System, offering practical guidance and recommendation for stakeholders in the agriculture and fisheries sectors.

Keywords: *web-based, agri-fisheries, e-commerce, mapping, seller, buyer, future research.*