

My Small Town Shop (EU)

1st Aditiya Pawar

Student, Department of Computer
Science And Engineering

Parul Institute of Engineering and
Technology

Vadodara, India

200303105146@paruluniversity.ac.in

2nd Brijesh Vala

Professor, Department of Computer
Science And Engineering and

Technology
Vadodara, India

Abstract- My small town shop is an online platform developed in European version which offers services to small town businesses to sell their products like organic food items or artifacts on My Small Town Shop. In 2022, the EU's total area of farmland under organic production grew to 16.9 million hectares. Compared to 2021, the number of organic producers in the EU increased by 10,8% to 419,112. On weekends in Eastern European country like Lithuania people from small towns often setup stalls in organic markets to sell their products. But it is difficult for them to travel during Winters as the snowfall and harsh weather condition makes it difficult for them to travel and sell their products to urban areas. To overcome this condition and a problem My small Town shop (EU) is developed. People from urban areas can scroll through popular organic products and shop them through the e-commerce platform. This also contributes to the factors of growing their business and increase their reach of the customers of local business.

Keywords— organic, harsh weather, business

I. INTRODUCTION

My small town shop is an ecommerce platform with user friendly and easy to understand UI for organic farmers or rural businesses to sell their products online. This is really helpful in EU countries during winters when temperature fall below freezing point. During my semester exchange program in Lithuania organized by Parul University, I observed the problem of the organic business owners and developed this website for my Web project. It is easy to use and upload products from admin side and for end customers a modern UI is provided for scrolling through different products and purchase. Website will also provide an admin dashboard with different charts to check the status of the shop such as revenue, product management, order management, heatmap for products purchased from different regions and different graphs.

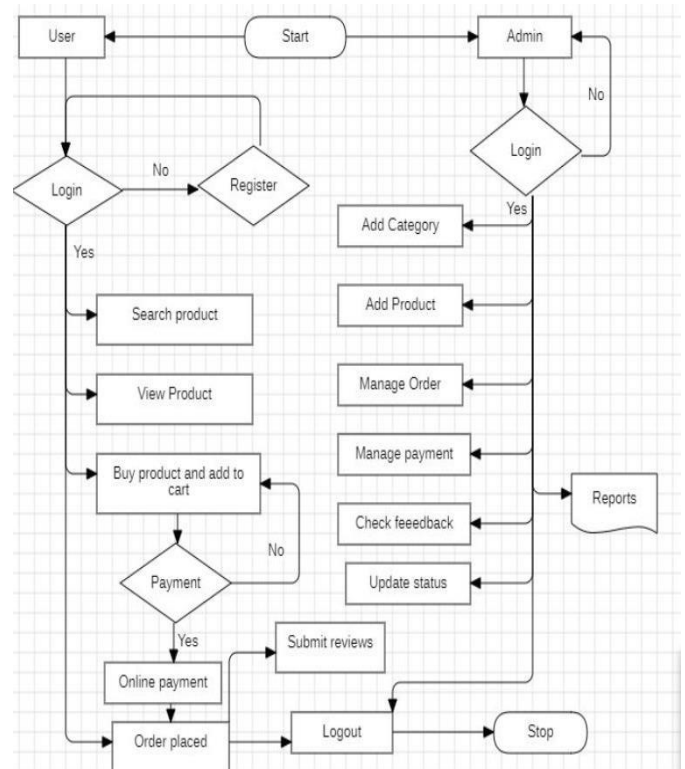
III. SCOPE

Over the last three decades organic food and farming has been growing year by year across the EU and continues doing so. The EU's organic market is very dynamic with growth rates varying between countries. European Commission's Farm to Fork Strategy mentions organic as a key sector to achieve the European Green Deal's food ambitions. This can be a great factor for the growth of "My Small Town Shop" and for the farmers to sell their products on the platform.

Source: (<https://www.organicseurope.bio/about-us/organic-in-europe/>)

DIAGRAMS

Figure1: Flowchart of the online platform



II. OBJECTIVE

The main objective is to provide an online ecommerce platform for both organic business owners from small towns and end consumers from capital or urban areas. Business owner can easily list their products on the site and they also get a chance to describe their products or tell story behind their local famous artifacts that they sell on website which can attract more customers for their respective products and increase in demand. This can overall increase their revenue and an efficient method to sell their products. The end consumers can access large variety of local artifacts decors or organic products at the comfort of their home. They can share their valuable feedback for the products they purchase which will also help farmers or business owners to make improvements or changes if needed..

RESULT

1) In today’s modern world which mostly depends on internet for functioning of large organizations and large scale businesses mostly depends on internet. So, why not small business in small towns or rural areas get a chance too for development and to cope up with this modern world too?

2) This online e-commerce can tackle many issues faced by the local product sellers in Europe. Even for the end consumers when traveling from one place to another gets difficult during winters they can order or shop products at the comfort of their home. This platform has a great potential to go on a larger scale region wise and can be easily customized for different businesses.

3) Admin dashboard makes it easy to keep track of crucial things for running their business online and provide easy inventory management system for both online and offline store. Keeping product stock and order status in check will also increase their efficiency.

4) Website also helps small businesses and organic sellers to promote their products to the end consumers. Moreover, site also allows them to announce a sale on some of their products if needed.

E-commerce state Diagram

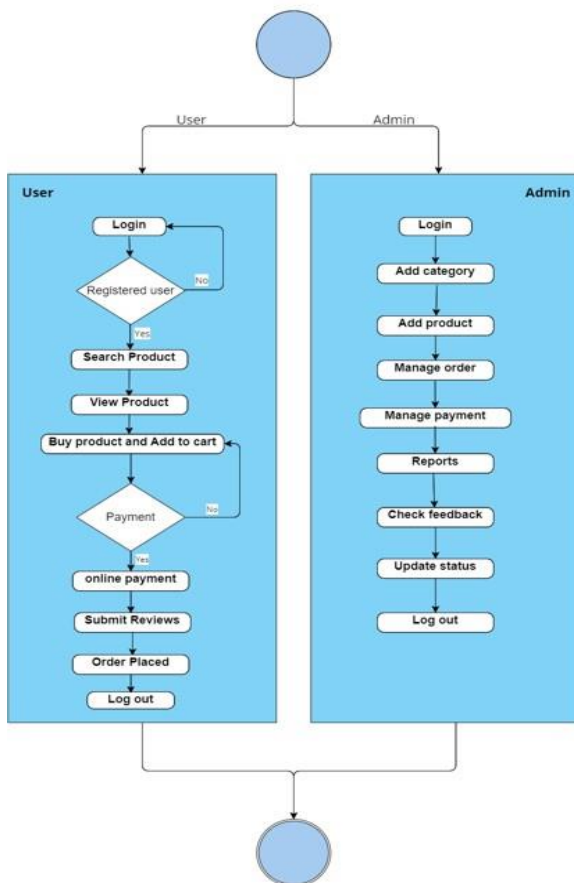


Figure2: State Diagram of the website

CONCLUSION

In conclusion, My Small Town shop is viable solution to problems faced by the small town organic businesses in European countries where there is heavy snowfall during the winters. The sellers can increase their customer base to urban areas through this online platform. Moreover, it is essential to further promote and enhance platforms like My small town shop as it can contribute in local economic growth,, support sustainable agricultural practices and promote local organic goods among consumers from different regions.

REFERENCES

- [1] Blog: Organic market shows growth despite cost-of-living crisis source:(<https://www.specialityfoodmagazine.com/news/organic-market-growth-cost-of-living>)
- [2] Blog:10 Proven Tips To Grow Online Business source:(<https://stockarea.io/blogs/10-tips-to-grow-your-online-business/>)
- [3] Organic in Europe Production and consumption moving beyond a niche. Browse production and market data. Source(<https://www.organicseurope.bio/about-us/organic-in-europe/>)
- [4] Europe’s Most Inspiring SME Owners And Their Innovative Ideas. Source: (<https://www.zilliondesigns.com/blog/europe-inspiring-sme-owners-innovative-ideas/>)
- [5] LinkedIn article : Four key tips for small businesses to succeed in Europe’s online retail market source:(<https://www.linkedin.com/pulse/four-key-tips-small-businesses-succeed-europes-online-sylvie/>)
- [6] Peter Pru, “Ecommerce Empire : Ecommerce Empire is a valuable resource for anyone who is just starting out in the world of online selling, as well as veteran online business owners”. December 29, 2021
- [7] Gordon Steinberg, “Unique Value Creation and Organic Business Growth Design: An Essential Guide to Create Unique Value for Your Customers and Grow Your Business Explosively in 30 Days or Less. “



- [8] Paul Hawken, “A wonderful combination of hardheaded business acumen, plain common sense, humor and warmth” ,1987
- [9] Edward D.Hess, “The Road to Organic Growth: How Great Companies Consistently Grow Marketshare from Within (BUSINESS BOOKS)”,16th January 2007.
- [10] Russell Brunson “DOTCOM Secrets Master the science of funnel building to grow your company online with sales funnels in this updated edition from the \$100M entrepreneur and co-founder of the software company ClickFunnels. “ 20th February 2015.