

SELLING CAKES ONLINE – A WEB DESIGN FOR MANAGING A CAKE
SHOP ONLINE

Nguyen, Duy

Bachelor's Thesis
School of Business and Culture
Business Information Technology
Bachelor of Business Administration

2021

Degree Programme in Business
Information Technology
Bachelor of Business Administration

Author	Duy Nguyen	Year	2021
Supervisor	Orre Juha		
Commissioned by	Honi Cake88		
Title of Thesis	Selling Cakes Online – A Web Design for Managing a Cake Shop Online		
Number of pages	41		

In recent decades, the rapidly increasing expansion of science and technology has been widely represented through online businesses. In particular, information technology, which includes the use of digital technologies in business fields, has tremendously improved and developed. The use of management and profitability through an online website instead of manual management and purchasing in small or large enterprises is extremely beneficial to entrepreneurs. Online shopping has widely deployed as a business framework, promoting a website in terms of using an open-source platform, customers could purchase products without having to physically visit a store.

The main objective of this research project was to construct a website that included engagement in conversations and solutions regarding appropriate platforms that connect with social media in a family business, selling and managing a cake shop. There were two parts that consisted of the thesis: the theoretical part and the implementation part. The theoretical discussion about open-source platforms and businesses is influenced by e-commerce websites. The implementation part focuses on the installation progress and website construction with module functionality deployments. The commissioner intended to promote her business to a bigger level, from a Facebook fan page to a website. The outcome of this thesis was a functional website for Honi Cake88's business.

Both installation as well as construction of an e-commerce platform to perform online shopping operations will be presented in this thesis, based on the working experience with the PrestaShop platform. A website as well as its functionalities are included and demonstrated as an example in this thesis.

Keywords open-source, open-source software, Prestashop platform, e-commerce website

CONTENTS

1	INTRODUCTION	7
1.1	Background and Motivation	7
1.2	A Brief Introduction to the Commissioning Business	8
1.3	Objectives and Purpose	9
1.4	Framework of the Thesis	9
1.5	Limitation	10
2	RESEARCH METHOD	11
2.1	Methods	11
2.2	Data Collection	11
3	OPEN-SOURCE INTRODUCTION.....	12
3.1	Introduction to the Open-Source Software.....	12
3.2	Open Source Software Determination	12
3.3	The Advantages of Open-Source Software for Users	16
3.4	Open-sourced Software Restrictions	17
4	E-COMMERCE WEBSITES AFFECT BUSINESSES.....	18
4.1	Global market Overcoming Geographical Limitations	18
4.2	Cost and Attractiveness	18
4.3	The Benefits of Using E-Commerce Websites for Business	19
4.3.1	Accessibility and Flexibility of Use.....	19
4.4	Service With Distinctiveness and The Flexibility of Competition	20
5	E-COMMERCE PLATFORM PRESTASHOP	22
6	PRESTASHOP INSTALLATION.....	24
7	IMPLEMENTATION OF PRESTASHOP PLATFORM	30
7.1	Usability of the PrestaShop Platform	30
7.2	Third-Party Tools Collaboration and Supporting Availability	33
7.3	Security	35
7.4	Payment Methods and Order Management	36
8	CONCLUSION.....	38
	BIBLIOGRAPHY	39

SYMBOLS AND ABBREVIATIONS

ASF	Apache Software Foundation
CMS	Content Management System
DB	Database
E-Commerce	Electronic Commerce
GNUGPL	GNU General Public License
HTTP	Hypertext Transfer Protocol
OO	Open Office
OSEC	Open-Source E-Commerce
OSS	Open-Source Software
RDBMS	Relational Database Management System
SMB	Small and Midsize Business
SSL	Secure Sockets Layer
URL	Uniform Resource Locator

FIGURES AND IMAGES

FIGURES

Figure 1. Introduction of operating systems (TDP 2015).....	13
Figure 2. Database management MySQL (MySQL)	14
Figure 3. Apache OpenOffice (William 2016).....	15
Figure 4. Apache HTTP server (HCK4FUN 2013)	16
Figure 5. Seven benefits of having an e-commerce website (Tekshapers 2018.)	21

IMAGES

Image 1. Buying web hosting and domains	24
Image 2. Agreements on terms and conditions.....	25
Image 3. Compatibility with the system.....	25
Image 4. Publish the store's information and password generation	26
Image 5. Database creation and connection verification.....	27
Image 6. The installation step has been completed and the demo shop has been created.....	27
Image 7. Rename the admin folder and delete some key files	28
Image 8. Use the new admin folder to process the web shop dashboard login	28
Image 9. Login back office successfully, user can construct and modify the web shop	29
Image 10. An overview of the default website after successfully installing	29
Image 11. The ease of using the PrestaShop platform, user arrangement the products as well as the creating categories through the modules.....	31
Image 12. Product display on the web shop after being modified and connected with categories as well as sub-categories.....	32
Image 13. The footer of the web whop with product connections and web page information for customers	33
Image 14. Catalogue of modules that are built-In to the platform, with a free option or purchase option	35

Image 15. Customer user interface after successfully purchasing. They can also track their shipping information through their email or login directly into the web shop.	37
Image 16. Back office order status management.	37

1 INTRODUCTION

1.1 Background and Motivation

In the past few years, with the enormous growth of science and technology, the use of information technology in many aspects, such as communication technology, architecture technology, or business technology, has considerably improved human business. In these kinds of sectors, the field of administration has been incredibly beneficial to people. This is because the implementation of management and purchase can be implemented through gadgets with an internet connection, instead of handling the management and purchase manually. As a result, establishing online buying and selling becomes essential in any business, even the small and medium-sized enterprises.

Life progresses in tandem with the rapid expansion of international commerce in various business sections. Besides constructing traditional shops well with the advantages of space, an increasing number of businesses are increasingly concentrating on growing their internet shopping activities. One of the most obvious examples of this will be online purchasing through websites. The website will always have publicly available information that can be viewed at whatever time as well as being easily searchable. Customers will also be able to see the information that the shop has put on the website online at any time while they visit it. At this point, the online store is much more beneficial than the offline store, especially for small businesses like a family business. Moreover, establishing up an e-commerce website was among the most efficient and cost-effective solutions for businesses to reach out for products and services. (Moon 2019).

The evolution of open-source software had managed to make it faster and easier than ever to build an online e-commerce website. This is because the flexibility to use a software through any purpose, the ability to analyze the program's structure, connectivity to the source code and the self determination to decentralize versions to several public participants, is optimized. People are allowed to use it easily. Furthermore, with several innovative works on open-source software, there is no doubt that the implementation and influence of open source will only grow in the coming years (Pratt 2013).

Nevertheless, using appropriate open-source software will increase the value of the business, including an impressive sustained launch for a family business to the customers.

1.2 A Brief Introduction to the Commissioning Business

The case company of this thesis project will be creating a website online for a family business by using open-source software, particularly the PrestaShop e-commerce platform.

HONI cake88 store is a business located in Vantaa, Helsinki. It is a small family business. The business currently does not have a website. Facebook fan page is used as the main marketing business for the shop. As a result, the Honi cake store, alongside with other similar businesses, are increasingly utilizing technology to improve their operations by having a website. The shop needs to have an informative website in terms of increasing its influence via an online website. Moreover, there is no doubt that the large-scale opportunities created by running a business website are undeniable.

The author of this thesis did a traineeship at UIZ Environment and Information Technology Centre in Berlin, Germany as a Web Developer. PrestaShop platform was used to design and set up the website layout content, from installing the platform on the host server to creating the content according to the customer requirements. Therefore, it was noted that the commissioning cake shop in this thesis could use this e-commerce platform to enhance the way that the store could benefit more.

The idea of this business approach is associated with an opportunity to improve customer service by having a website that is influential. The HONI cake88 store should always be accessible in local search results, be available for internet searches, and also have a business website that represents the authenticity of the business, its products, and customer relationship management. By having a website, the time and expenses become substantially lower. The users can observe various sites and choices in a short amount of time without having to commute and travel around directly to the store.

1.3 Objectives and Purpose

The objective of this thesis was to create an online store for the Honi Cake88 business in Finland. This is because the e-commerce website's purpose is to encourage visitors to locate appropriate information about a specific product, sector, or speciality. More than that, the user experience capabilities, and all the data provided on the web should be conveniently arranged and comprehensive, enabling interaction as effectively and beneficially as possible. (Kudimov 2020).

There was a business that was operated by commissioner that called Honi Cake88. The business started in 2013 through a Facebook fan page. The fan page can be accessed on <https://www.facebook.com/cakehouse888>.

The main business activity of Honi Cake88 is to sell cakes which include wedding cakes, birthday cakes, and customized cakes. The company wanted to have a website for expanding the business activities.

1.4 Framework of the Thesis

The website's development progress consists of seven chapters. The introduction chapter describes the project's background as well as purpose, along with a brief explanation of the case company and the work objectives using an open-source e-commerce platform. The second chapter discusses the qualitative research methodology. The third chapter includes the following theory: an open-source e-commerce solution that was used for the case company's business development. The fourth chapter demonstrates the importance of having a website. The fifth chapter introduces the PrestaShop platform. The installation progress of a website will be explained in the sixth chapter. Chapter seventh will be about the module functions in more detail and how the website works. The eighth chapter will summarize all the results of the objectives of the thesis process.

1.5 Limitation

There are limitations to this thesis. This thesis focuses on and discusses the development of the open-source platform and some examples of it. Moreover, the PrestaShop e-commerce platform installation and use progress are demonstrated in the thesis with the results such as adding products, customer interface experience, as well as with the purchased example. With the platform's implementation, usability and third-party tool collaboration are also demonstrated.

After finishing the installation of the platform, the website will completely show the categories and sub-categories as well as the product connections and will create a multi-choice option for the customer when purchasing.

Modifying the web design, adding a logo, managing email subscriptions, and adding a link to the current Facebook web shop are also included in the web shop. The web shop will be modified and designed with the real products that have been sold from the past till now based on the information provided by the shop owner.

Another limitation is that the cost of the themes and modules is not purchased and deployed in the thesis. For the purpose of the thesis, only web hosting and domain names were purchased. Applying free theme solutions helps to eliminate the expenses of creating an online web-store. The answer to any technical challenges was found through freely available help on the internet. The install progress is directly on the web hosting server, step by step, and will also be demonstrated in detail in this thesis.

2 RESEARCH METHOD

Qualitative research will be used in this thesis. This research method facilitates data collection throughout the research process; it also conducts the manner in which both the user and the commissioner will be able to apply in future business.

2.1 Methods

Knowledge gathered from books, articles, blogs, and online resources will also be supported both of data gathering and implementing. One of the important data collections would be the PH7 bakery website: <https://www.konditoriaph7.fi/> as a main design reference, which the commissioner is currently working on.

2.2 Data Collection

The website interface, design, and arrangement are based on the PH7 bakery website. Moreover, the websites that were created during the practical training would also provide crucial experience for the Honi Cake88 website.

3 OPEN-SOURCE INTRODUCTION

3.1 Introduction to the Open-Source Software

Fundamentally, open-source software means a software the source code of which remains accessible to the public. As a result, everyone can freely use, download, configure, easily change, as well as make contributions to the software's diverse community. Additionally, open-source code comprises a source code which can be used for business reasons without paying royalties or copyright infringement issues. As a result, open-source code is free to use with all the functionality that is already unrelated to the group that generated the source code. (Red Hat 2021).

Richard Stallman, an activist, and programmer in the free software movement in the United States, is regarded as the founder of the open-source code in 1983, but it was unofficially at that time, and then he started the GNU initiative and licensed the GPL Open Source, which became the essential foundation of open-source innovation in 1998. (Synopsys 2021.)

3.2 Open Source Software Determination

Operating systems such as Linux, Unix, and Android are considered as an open-source operating systems because they enable every user to interfere extensively inside, as well as with modifying or rewriting the original code to construct new operating systems for specific purposes, which are also specified as free of charge. (Designrush 2020.)

Moreover, Linux is seen as the source of the current open-source operating systems such as Ubuntu, Linux Mint, Fedora, and even Google's Android operating system, which itself is developed from Linux. (Diener 2018.)



Figure 1. Introduction of operating systems (TDP 2015)

MySQL is by far the most popular and influential free open-source database management system in the world. MySQL is a relational database management system (RDBMS) that operates on both a client-server framework. A client model means the computer has installed and executed the relational database management system software. When it connected to the RDBMS, a server model allowed users to access and store the data, then they could get the result back to their computer. The client-server concept is illustrated in this methodology. MySQL manages data through databases. The Apache and PHP are also integrated into MySQL. Tables are created to present the data that is recorded in the dataset, and the tables are related to each other. (B 2021.)



Figure 2. Database management MySQL (MySQL)

OpenOffice, generally described as OO, is a free and one of the open-source productivity software's that is generated by The Apache Software Foundation (ASF). In this version of OpenOffice, word processing, worksheets, presentations, databases, graphic elements, as well as other functionalities are included. Additionally, the version includes all the module functions such as writing, calculation, drawing, impressing, and math. Open Office seems to have a very user-friendly layout which can be used by anybody without any training. Moreover, if users have previous experience of working with programmes such as Microsoft Office, then they will immediately become comfortable working with Open Office. (William 2016.)

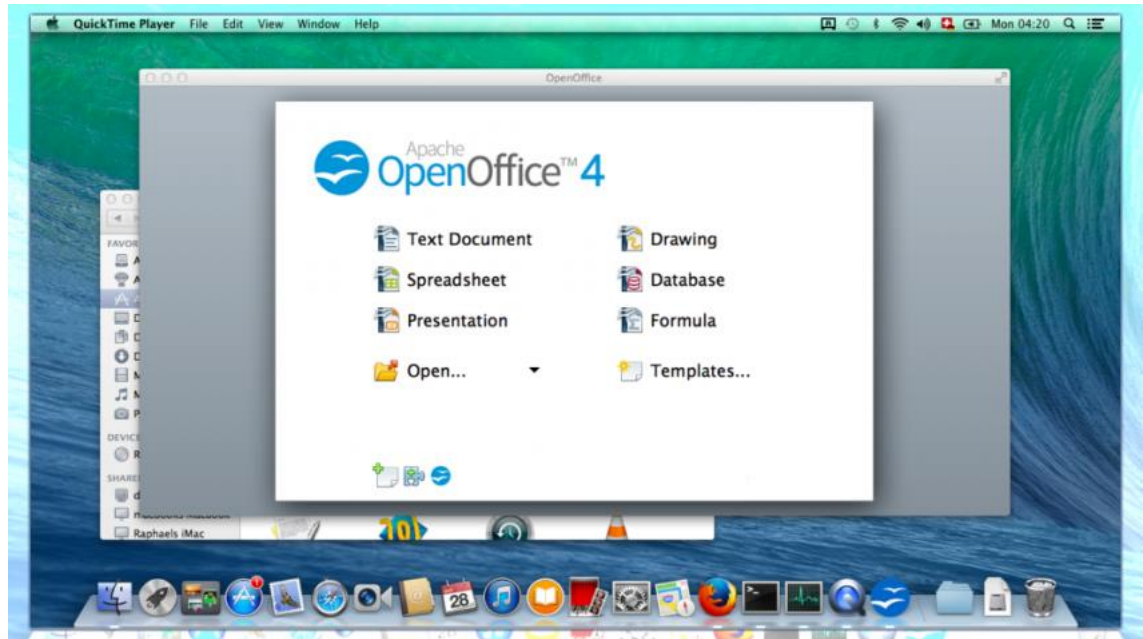


Figure 3. Apache OpenOffice (William 2016)

The earliest web server is Apache. Apache's official name is HTTP Server. This server is managed and developed by the Apache Software Foundation. Apache assists website owners with uploading information over to the web, and hence it is called a "web server." Apache has been one of the oldest and most trustworthy web servers with the original implementation of the first version that was published in 1995. Whenever a customer comes to shop online at the website, they put the domain name into the address bar. As a virtual delivery operator, the web server transmits the requested documents down along with the user's website outcomes in almost all the elements which constitute that page, including pictures, content, advertisements, and website-designed functionalities. (Kiarie 2020.)



Figure 4. Apache HTTP server (HCK4FUN 2013)

3.3 The Advantages of Open-Source Software for Users

The low cost is the first and foremost advantage for a customer in using an open-source software. In terms of copyrights, unless there is a service charge, open-source software is mostly free to use. This means that the cost of product packaging and service for that software is also included. Secondly, an Open-source software does not rely on a single provider. Users can handle software while also ensuring their confidentiality and threat protection. Thirdly, because of the open-source design, many people can work to create more complete applications with adaptability and inventiveness. Moreover, many software products are of high quality and dependability that using in education such as Moodle. Additionally, open-source software is created in accordance with higher standards day by day. There are not many limits in usage rights. Stability, flexibility, and the integrated development environment for using open-source software with accessible source code mean that the future requirements and business may be freely expanded and improved. (Chief 2015.)

3.4 Open-sourced Software Restrictions

With the experience of using open-source software, there is not much support for it except the software with a service charge. Moreover, people have the concept that open-source software is not well supported because it comes from the public community, and that the community represents no one. If users wish to receive the support services with their license, they must pay a cost called a ticket charge per hour. During this time, the developer team will fix the issue with the module, theme, or platform installation on the server according to the customer's requests. In fact, several large software development groups will provide technical support; but, with certain applications, the assistance groups are totally independent of the programme development company. Furthermore, in certain circumstances, both software developers as well as other organizations that are not software developers will collaborate in offering software clients with support services. This is believed to create more market competition than closed-source software, giving users more diversified options and competitiveness. (Chief 2015.)

Whenever the platform requires an update to the new version, such as an image, module, or web server bug, it can be challenging to reconfigure, change, or extend the software. This is because the organization's website copyright no longer belongs to the user anymore, it was published, and user would not be able to use the latest version without update it again. Moreover, all open-source software has its own copyright; removing the copyright statement which is basically located at the bottom of the website, is considered a violation of the copyright, and the website's source is therefore not legal. If users are a reputable group of companies and they violate copyrights this way, they might be sued. In addition to the identification concerning copyright violations, it is also considered disrespectful or dishonest to customers whenever a web design company uses open-source code to create a website for the customers. (Investintech 2000.)

4 E-COMMERCE WEBSITES AFFECT BUSINESSES

People can now search, compare, as well as purchase items by using online websites, e-commerce marketplaces, mobile applications, physical storefronts, or media sharing sites, instead of conventional commercial methods, especially with the additional assistance from technologies. By looking at these circumstances, people can conclude that e-commerce will continue to expand and increase significantly as a result of the benefits that it brings to businesses. Before businesses can establish or promote the e-commerce market, owners should recognize and capitalize mostly on the essential benefits of e-commerce websites. E-commerce is a business strategy whereby all types of business transactions take place on the internet. Shopping online, which would be described as purchasing and selling products over the internet on any device, is the most popular example of e-commerce. (K 2019.)

4.1 Global market Overcoming Geographical Limitations

Removing location restrictions is one of the most significant benefits of e-commerce. If a company has a physical location, their potential client group will indeed be limited by the geographical area they can support. Therefore, with the development of an e-commerce website, the limitation of the business will no longer be a barrier anymore. Consumers from all around the world will be able to access the websites to search for goods and complete transactions. Additionally, the introduction of e-commerce provides flexibility, including both customers and company owners. This is because it requires just a smartphone, tablet, or a computer to manage administration and purchasing activities. More than that, it can be accessible at any time. (K 2019.)

4.2 Cost and Attractiveness

One of the most significant benefits of using e-commerce is its reduced cost. For marketing and advertising, optimizing traffic from search engines, pay-per-click, and running advertisements on social networking websites are among some of the cost-effective advertising methods. Businesses will only need to invest in a

specific server infrastructure to be capable of providing and storing the information needed for the website at a much cheaper price than renting a store. There is no doubt that this will lead to businesses using e-commerce websites more and more. (Khurana 2019.)

Secondly, users can easily instantly compare the prices of various companies and products in terms of price and quality whenever they access the website, as well as the services that companies offer, because costs are easily comparative with the compare function on that website. Whenever the products are displayed publicly through the website, they are accompanied with numerous specifications. Companies are creating different strategies to compete with the items as well as set us up to attract visitors. Up to this point, in addition to the terms provided from the inside of the trades, e-commerce is the marketplace roughly equivalent to the strategy of international competitiveness. (Khurana 2019.)

4.3 The Benefits of Using E-Commerce Websites for Business

With e-commerce websites businesses can communicate and interact with clients more. Businesses can collect and analyse personal information in the form of emails using an e-commerce platform, helping to make it much more simple to generate both automatic and customised emails to customers. Furthermore, a company can inform clients of a discount, advertise a specific product, and other activities that are carried out in the business. Nevertheless, online tools such as cookies help improve shop personalization and customer behaviour research. (Austin 2021.)

4.3.1 Accessibility and Flexibility of Use

Whenever customers order from an internet shop, they have reduced operational costs. This is because business websites have a higher level of customer service, and therefore, they can also save time while shopping. If the company's products or services, for example, are not delivered, payment charges will be totally refunded. Currently, at each online business, more and more discounts and offers

are offered, which would be good for customers. For several people around the world, e-commerce is becoming one of the most recommended methods for purchasing because of its convenience as well as its ease of use. The suitable example for e-commerce is purchasing solutions that have been quick, user-friendly, and simple. So, if businesses are not available online, I believe that they will miss out on prospective consumers who want to purchase but have been unable to do so due to a busy workload or a time limitation. (Tekshapers 2018.)

4.4 Service With Distinctiveness and The Flexibility of Competition

The first requirement for creating a successful e-commerce website is the content. Users must generate attraction from the information displayed on the webpage's layout in order to make it easy for customers to access as well as lead them to your business brand. The contact details, company information, description of the product, pricing, advertisements, event information, aesthetically attractive images and videos must all be included in this content. To provide the greatest experience for the customers, it is believed that the operating cycle of a professional e-commerce website must really be quick and efficient. This process comprises everything, including simple product offerings and allowing customers to easily change and confirm their order. Furthermore, the client information register part must not be too long because customers will start losing patience as well as abandon the webpage. The target of a professional e-commerce website will be attractively designed, modern, and use a simplified theme. It really is clearly that not a good idea to integrate different themes for business websites because it has a negative influence on user behavior while they are accessing the website. Additionally, while selecting a theme to create a website, businesses need to priorities its connectivity with various devices such as mobile phones, iPads, and so on, to make it convenient for clients to use it at any time. Additionally, there is no doubt that businesses must have their own policies in order to guide problems or complaints in a straightforward and simple professional manner, not making customers feel uncomfortable. (Brinker 2021.)



Figure 5. Seven benefits of having an e-commerce website (Tekshapers 2018.)

In the following image above, brand promotion is the first thing that businesses should consider. An e-commerce website design allows businesses to connect with potential customers more rapidly and effectively, and establishing a sales website is crucial during competitive times nowadays, particularly selling across the globe. Secondly, providing accurate and relevant information to enhance the customer's shopping experience is more convenient, such as filtering and searching for products. Simple interaction such as real time feedback for both the seller and the buyer is highly appreciated. This is because good commercial websites have included online messaging software, a useful tool for businesses to evaluate and support customers as quickly as possible. The cost of managing a website is appropriated due to the many options of platforms. (Tekshapers 2018.)

5 E-COMMERCE PLATFORM PRESTASHOP

There really is no framework for something like an e-commerce business strategy, and there is no certain method of implementing e-commerce across any enterprise. To establish a successful e-commerce platform for a company, users must build on the features of having a good business, products, and services. There is no doubt that they must consider one thing: building a business's unique brand style is the foundation to achieving an e-commerce website successful. Nevertheless, an e-commerce website can be the fundamental basis of an e-commerce platform. (Sophia 2019.)

PrestaShop is an open-source e-commerce platform. It is also completely free to use and download, except for specific themes and modules with high functionality. Then users need to pay for them. Additionally, the PrestaShop platform was released with two languages: English and French, at the very beginning of 2007, by Igor Schlumberger and Bruno Lévêque in Paris, France. (PrestaShop 2007.)

In 2014, PrestaShop received the people's choice content management system (CMS) award for best e-commerce solution for small and medium-sized businesses (SMB). The best e-commerce solution for enterprises. (PrestaShop 2007.)

PrestaShop features have a comprehensive administrative panel. The panel is highly configurable and it can be updated using other integrated modules, templates, and extensions of the website. The admin panel includes. product catalogue management, order administration, a transaction processing module, user group management, and multi-vendor compatibility support. PrestaShop is a platform that allows users to configure modules and extend their functions with third-party extensions, as well as create, distribute, and sell their own custom features to users. (Chahal 2021.)

PrestaShop currently operates roughly 270,000 online shops in countries all over the world. PrestaShop and WordPress are quite identical. WordPress seems to

be aware that it differs slightly from PrestaShop. PrestaShop mainly focuses on e-commerce, while WordPress is an ideal platform for both blogging and e-commerce. (PrestaShop 2007.)

6 PRESTASHOP INSTALLATION

To begin the construction of the web shop in this thesis a PrestaShop platform was established. This was done on the web hosting server through cPanel. A Stable web hosting and domains were purchased to implement this phase. The website can also be accessed through the uniform resource locator (URL): mywebpres.com

After downloading the zip file of PrestaShop 1.7.7.4, it can be uploaded directly through cPanel and under the file /public_html to make the website public and start the installation of the software.

To start constructing a website, the structure information provided by the shop owner is crucial, including the product names, pricing, and type of cakes, as well as the shop owner's information in Finland, which will be published on the website. Before constructing a website, users will use the content that they have collected to create and arrange the web shop. It is important to display it on a web page.

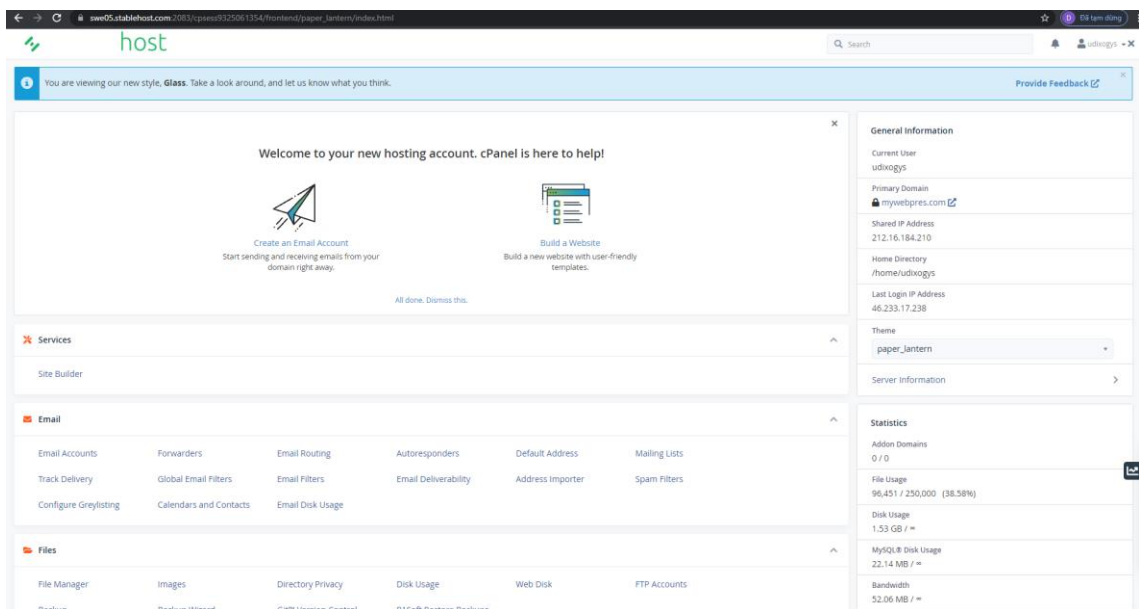


Image 1. Buying web hosting and domains

After choosing the language, an agreement and acceptance of the terms and conditions for using the platform need to be verified by the host owner. Then, the configuration wizard will verify whether the systems are compatible. PrestaShop

is free and distributed under a variety of open-source licenses. In the next step, users need to read and check the box to accept the terms and conditions. As a result, if people disagree with the terms of the licenses, the application cannot be proceeded, and this step requires that users explicitly accept it.

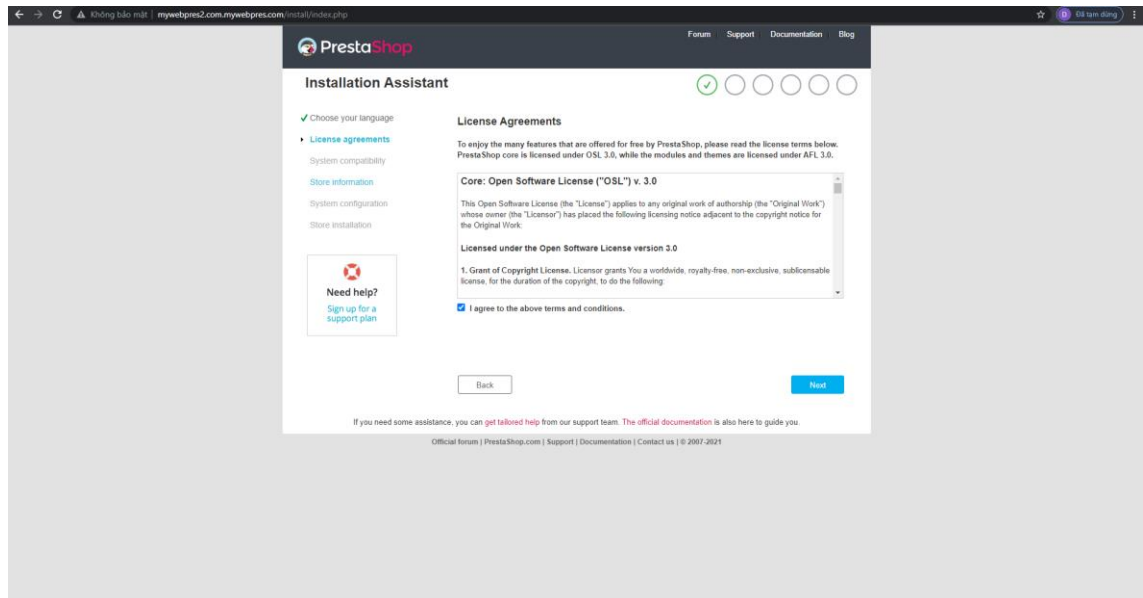


Image 2. Agreements on terms and conditions

The system did a quick scan of all the server configurations. If it has succeeded, it means that all requirements of the system for user store deployment have been fulfilled, and the Prestashop platform will be installed by the installation assistant.

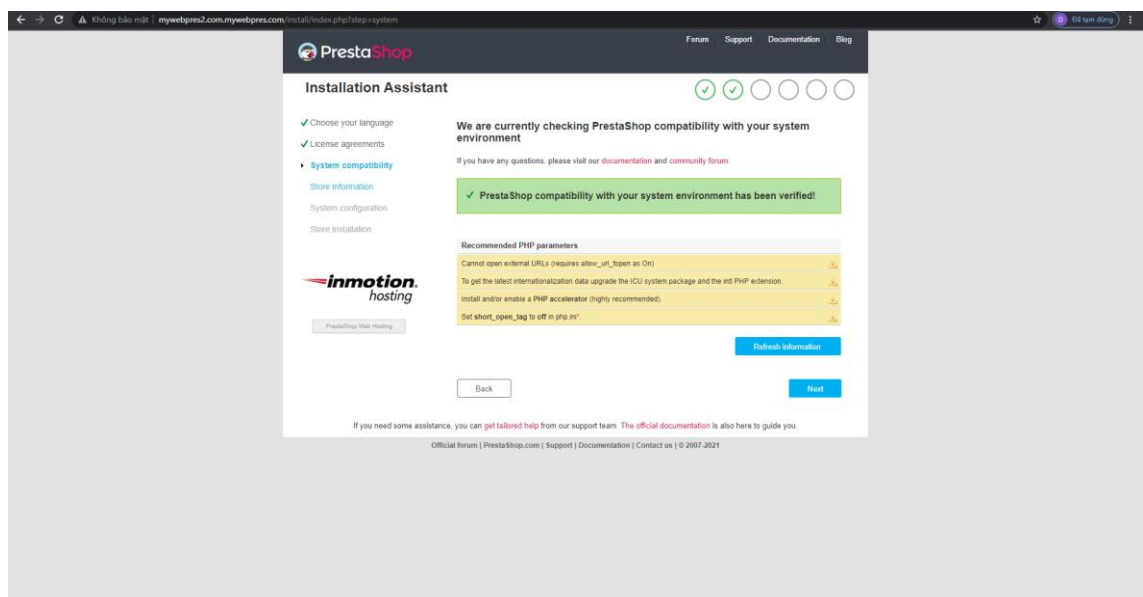
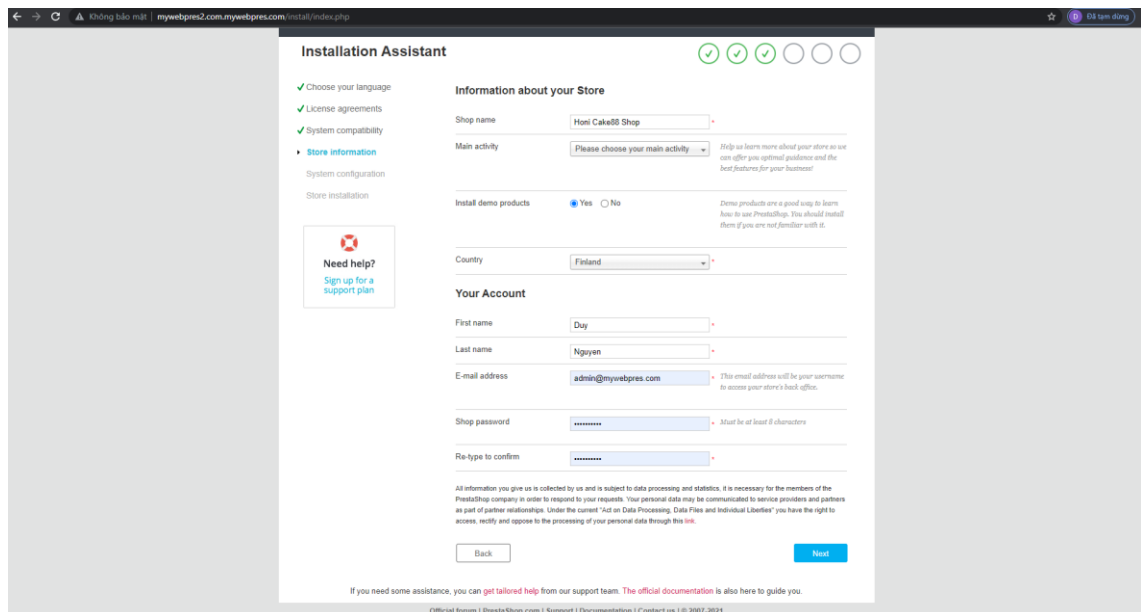


Image 3. Compatibility with the system

Next, users need to put in all of their business information for the system to create a default shop, including the shop name. As can be seen from the picture below, the Honi Cake88 Shop data has been put into the system and the shop location is detected in Finland. Moreover, a user name and password need to be created for logging into the back office to manage and modify the shop's activities.



The screenshot shows the PrestaShop Installation Assistant interface. On the left, a sidebar lists the installation steps: 'Choose your language', 'License agreements', 'System compatibility', 'Store information' (highlighted), 'System configuration', and 'Store installation'. Below this is a 'Need help?' section with a link to 'Sign up for a support plan'. The main area is titled 'Information about your Store' and contains the following fields:

- Shop name:** Honi Cake88 Shop
- Main activity:** Please choose your main activity (dropdown menu)
- Install demo products:** Yes (selected) / No
- Country:** Finland
- Your Account:**
 - First name:** Duy
 - Last name:** Nguyen
 - E-mail address:** admin@mywebpres.com (Note: This email address will be your username to access your store's back office.)
 - Shop password:** [masked] (Note: Must be at least 8 characters)
 - Re-type to confirm:** [masked]

At the bottom, there is a 'Back' button and a 'Next' button. A small disclaimer at the bottom states: 'All information you give us is collected by us and is subject to data processing and statistics. It is necessary for the members of the PrestaShop company in order to respond to your requests. Your personal data may be communicated to service providers and partners as part of partner relationships. Under the current "Act on Data Processing, Data Files and Individual Liberties" you have the right to access, rectify and oppose to the processing of your personal data through this link.'

Image 4. Publish the store's information and password generation

Before a user can proceed to the next step, a database is required, which they need to create before connecting to the system. Besides creating the database, there is another thing that they need to consider. This PrestaShop 1.7.7.4 version needs to be matched with the PHP version 7.3 or above, otherwise there will be some bugs that occur when they input the products' data or the installation step cannot be continued. Users can change that through the web hosting server. Additionally, when creating a database, users also need to assign a user name to the database in cPanel. If they miss this step, there will be an error message: "The database server is not found. You need to verify the login, the password, and the server fields." In contrast, there will be a notification that the database is successfully connected if they implement all the correct steps that can be clearly seen from the picture below.

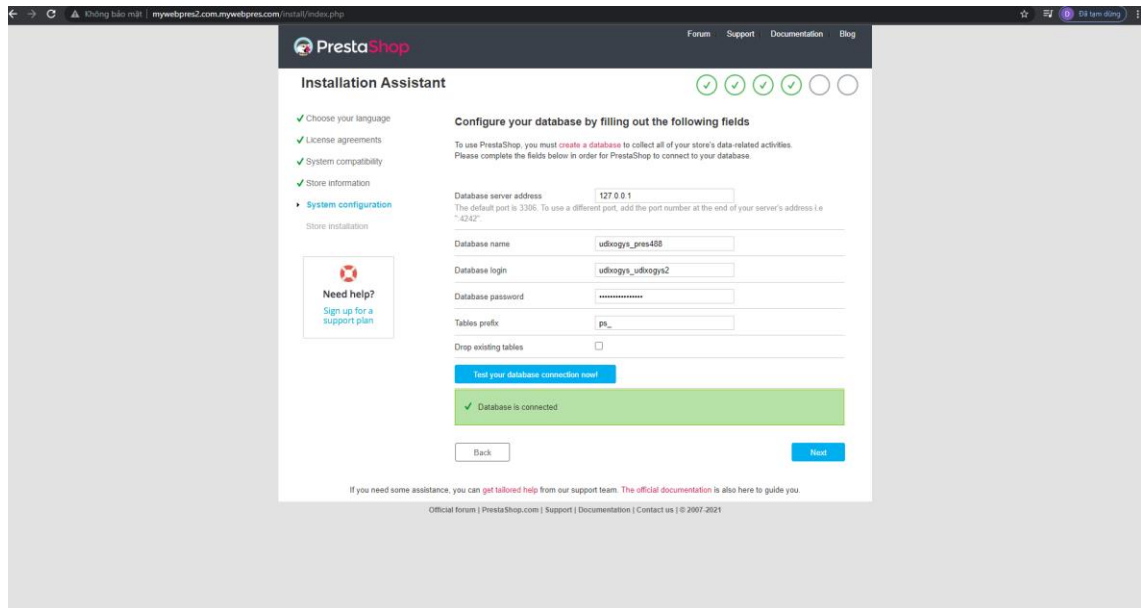


Image 5. Database creation and connection verification.

Lastly, when the installation has been successful, and users can access the back office of the platform. The back office is where they can modify and configure the theme for the website according to the business requirements. Nevertheless, users also need to delete some key files and folders that are mandatory to be removed from the server after installing the platform for the sake of web security.

Additionally, there is an admin folder that I need to be renamed, this is because from now on the administration page will be logged in through this address.

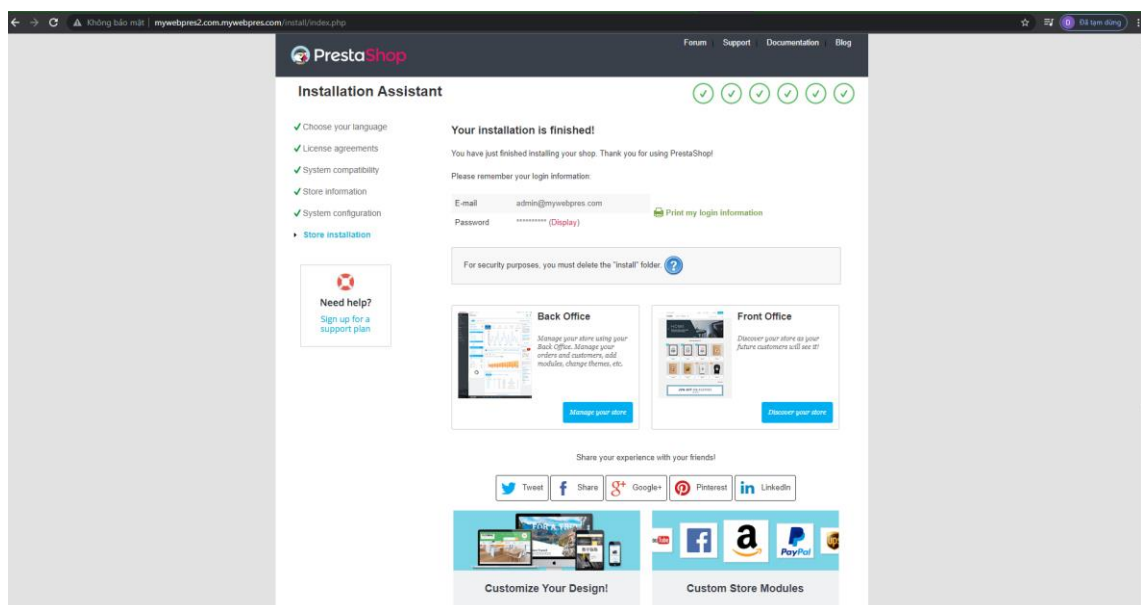


Image 6. The installation step has been completed and the demo shop has been created

As can be seen from the picture below, there is a folder with the name "admin4017yq7qe". Before this, the name was "admin". According to the advice from the developer, the user must rename it for security purposes. Lastly, all the Prestashop software and modules were installed in this file.

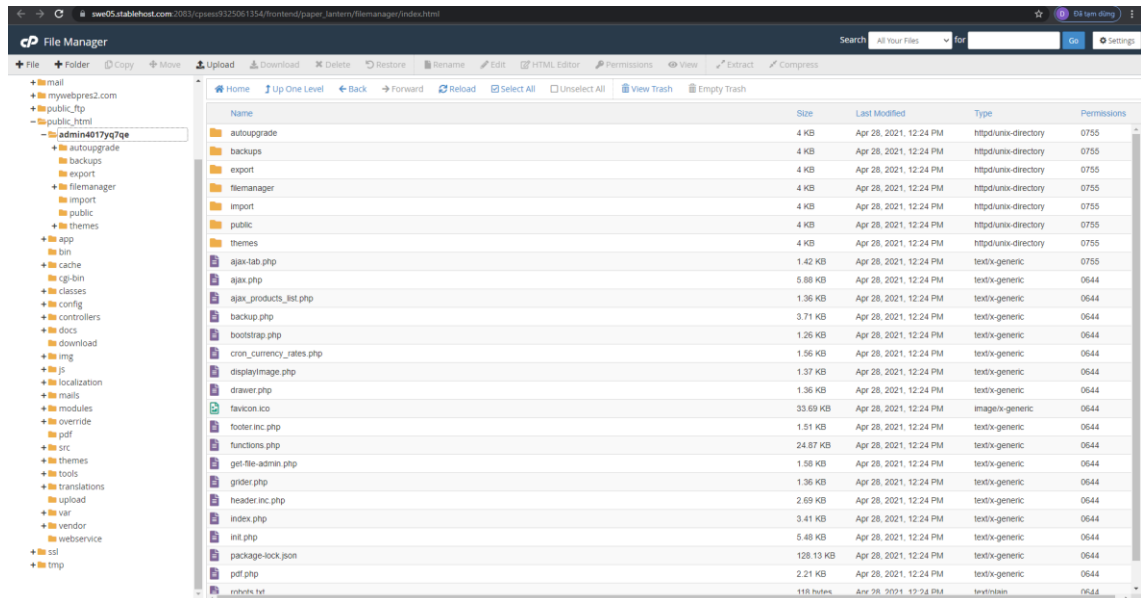


Image 7. Rename the admin folder and delete some key files

After adjusting the address folder on the web hosting server, the back office of the online store should now be accessible online by using the correct url: type in the domain name that the user has registered as well as the new name of the admin folder address. The link will be: <http://mywebpres.com/admin4017yq7qe/>

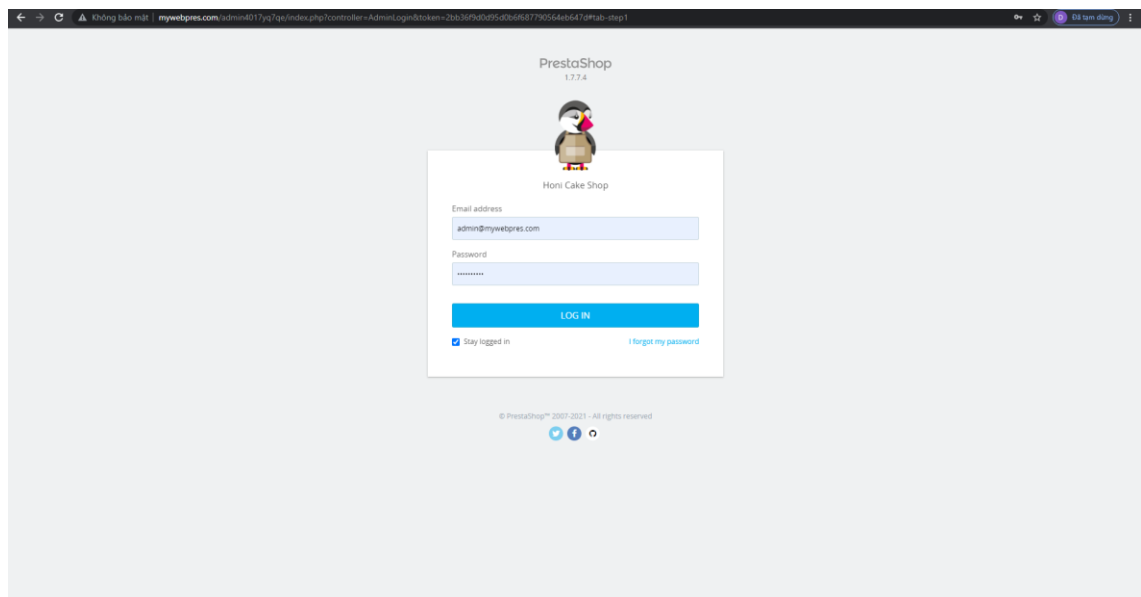


Image 8. Use the new admin folder to process the web shop dashboard login

As can be seen in the image below, PrestaShop's back office is highly attractive as well as clearly organized. It is very straightforward and easy for the user to use, along with the overall design and functionalities are simply comprehended.

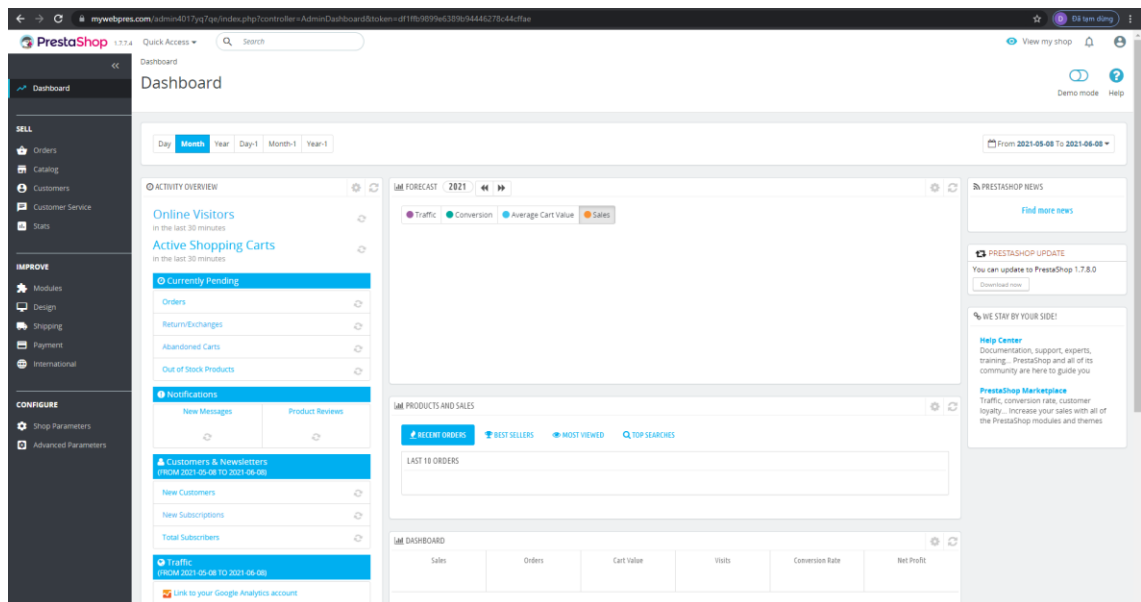


Image 9. Login back office successfully, user can construct and modify the web shop

By clicking "View my shop" on the right edge of the back office, the software system will automatically open a new tab which will be the default web shop for the user.

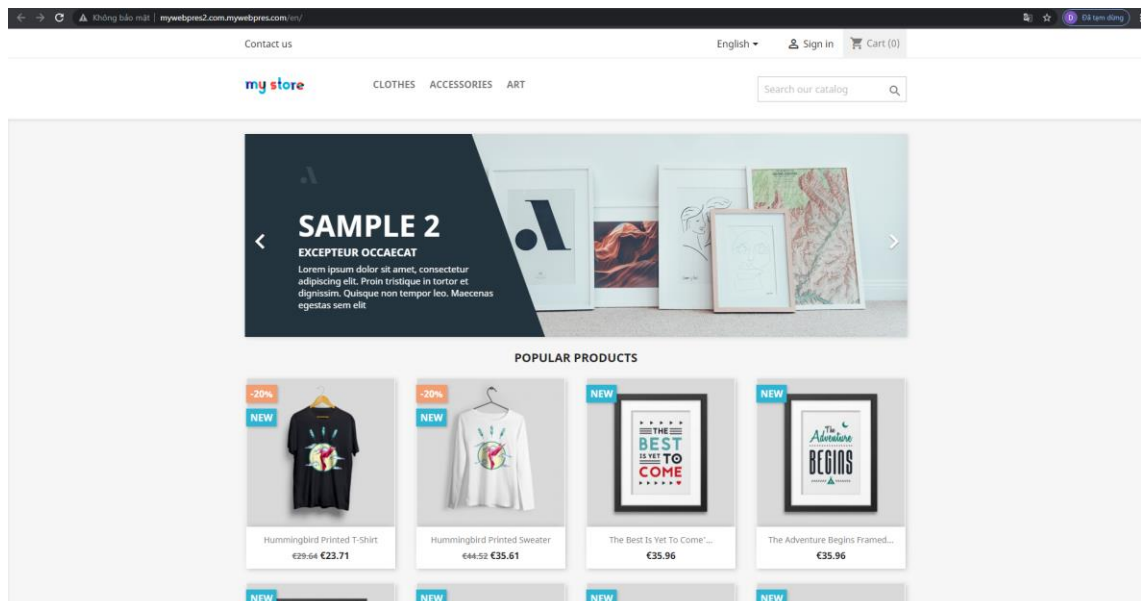


Image 10. An overview of the default website after successfully installing

7 IMPLEMENTATION OF PRESTASHOP PLATFORM

By having a website by using this PrestaShop platform, the Honi Cake88 store will now be present online and will be able to offer customers more opportunities to interact with them through the platform, as well as manage the shop business more easily. To be more specific in the implementation, the web shop has been using a free theme that can be downloaded from the “mypresta modules” website. During the modification of the web shop platform, this theme will only be temporary as an example of the thesis. The business owner will not use free themes or modules to run the business. An official theme will be purchased directly from the PrestaShop addons marketplace later.

7.1 Usability of the PrestaShop Platform

PrestaShop has good support for most e-commerce business websites in terms of usability. One of the reasons is that some of the entrepreneurs have non-technical backgrounds, or people who have little understanding of coding or other technological things will also be usable on this platform. This is one of the big plus points about this. PrestaShop has been developed to be manageable by any group of users. Anyone can build up a store and maintain it all without any effort whether they have coding knowledge or not. Users have the simplest interfaces to accomplish it all, through installation to setting the entire website, from products uploading to processing client orders. Additionally, it is not only usable for users but also accessible for the customer. This is because the customer will feel uncomfortable and will leave the website if the interface or function of the website is too difficult to use. Simplicity, but also effectiveness, and pleasantness for both business and clients are advantages of using this platform. (Nielsen 2012.)

As can be seen from the picture below, if users want their products to be displayed online on the website, they must add their products through the “Products” module. From as the point of view of a shop owner, users must also understand their front office also. This is because the users need to understand what their customers’ experiences are, the number of pages and clicks they have

been through during a product purchasing session, where they might get stuck, as well as how to help them solve the problems instantly. For example, a separate session for customers whenever they purchase products through the website has been created. It is called the “multi-choices option”. According to the business products, most of the cakes must be counted as 5 or 10 people as a default, from which they can see the product price clearly according to each option that they have selected, such as quantity, shipping cost, or face-to-face delivery and even instant cake making. Nevertheless, some special products such as wedding cakes or party cakes can be counted to 50 people. Then the shop owner will quickly contact the customer to go through more details about the order. Because the progress of making those cakes will be different, the shape of the cake will be made based on the customer’s requests. In addition to that, a lactose section needs to be created for customers to choose from during purchase progress. The clear web shop display will not concern the customer while they are purchasing the products. This is because a web design will always have a basic interface but must include eye-catching embellishments. Simplicity is expected from clients. Moreover, a straightforward design is more convenient than an unnecessarily complicated interface design.

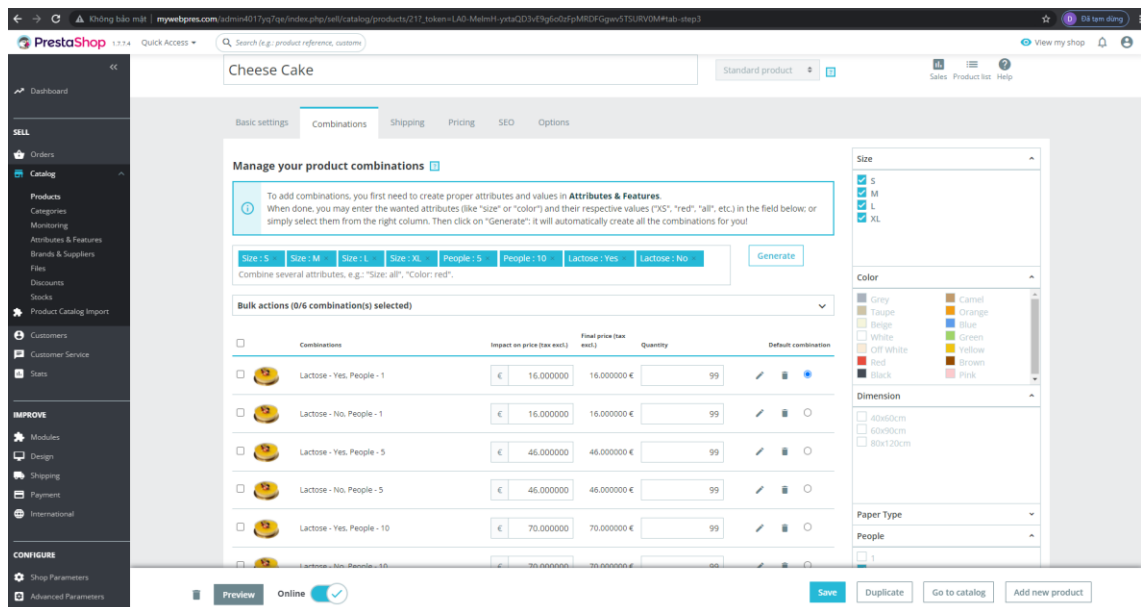


Image 11. The ease of using the PrestaShop platform, user arrangement the products as well as the creating categories through the modules

The web shop will also be considered for tax payment in Finland whenever they purchase the product. Food is taxed at a rate of 14% in Finland (Tax Free Easy 2018). As shown in the image, the default price of a cake for one person was 18.24 euros, which already included 14% tax.

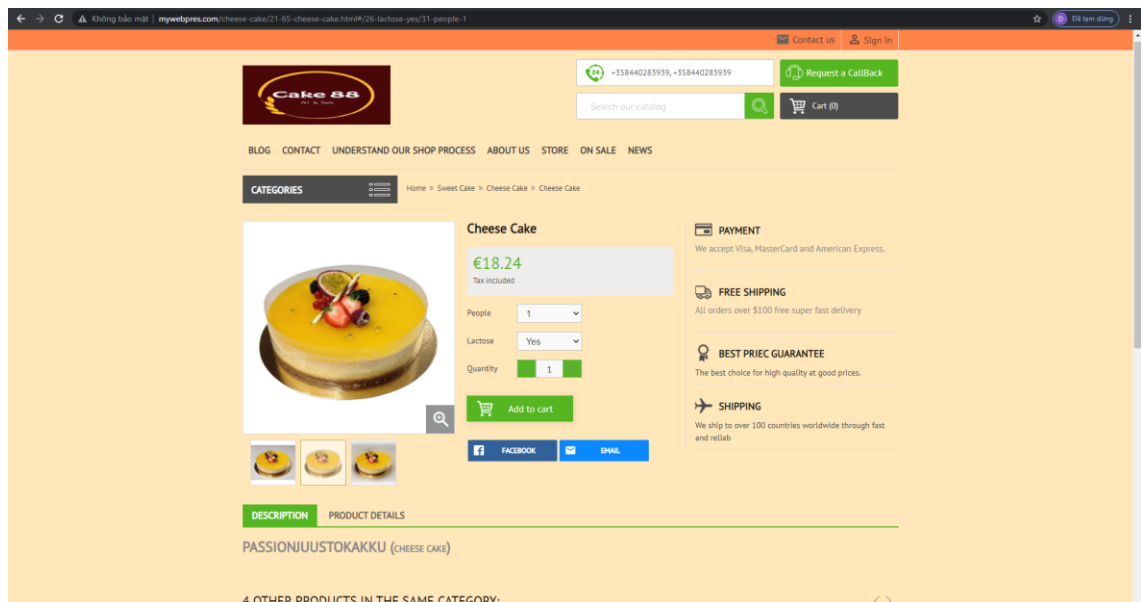


Image 12. Product display on the web shop after being modified and connected with categories as well as sub-categories.

The catalogue, consisting of items and product categories, has always been the fundamental component of the PrestaShop back office and PrestaShop website. The obvious way owners will make their website interesting throughout the consumer's impression is to create and improve a web shop catalogue. This is where the shop's owner comes into the business, providing information and adding value to the online presence. The catalogue, which will be the centre of the store, requires a significant amount of effort. Adding items essentially involves more than just uploading an image as well as some description and then authenticating the web shop material. It requires understanding the price of the item, weight, size, attributes, details, features, brand, supplier, and a variety of other information. Users should not begin adding items to their catalogue unless they understand exactly what they need to do to show the consumer, and they should have a strategic plan for their products and how they will be displayed. It also describes how the proposed web shop's front office is the same as its back office in order to fill out the essential information correctly. The catalogue part is

usually accessible by selecting the menu with almost the same name, which contains a list of all product-related pages. This is where shop owners can manage their items and their attributes across their PrestaShop store. Also to make the web shop attractive looking for the customer. (PrestaShop User Guide 2007.)

Particularly, if users want to create a product and category as in the picture below, they must plan what their product will include at the very beginning. This is because, after creating the product, some people forget to generate some attributes that connect with the items. When this occurs, it is very complicated to figure out how to change the product information line in the back office.

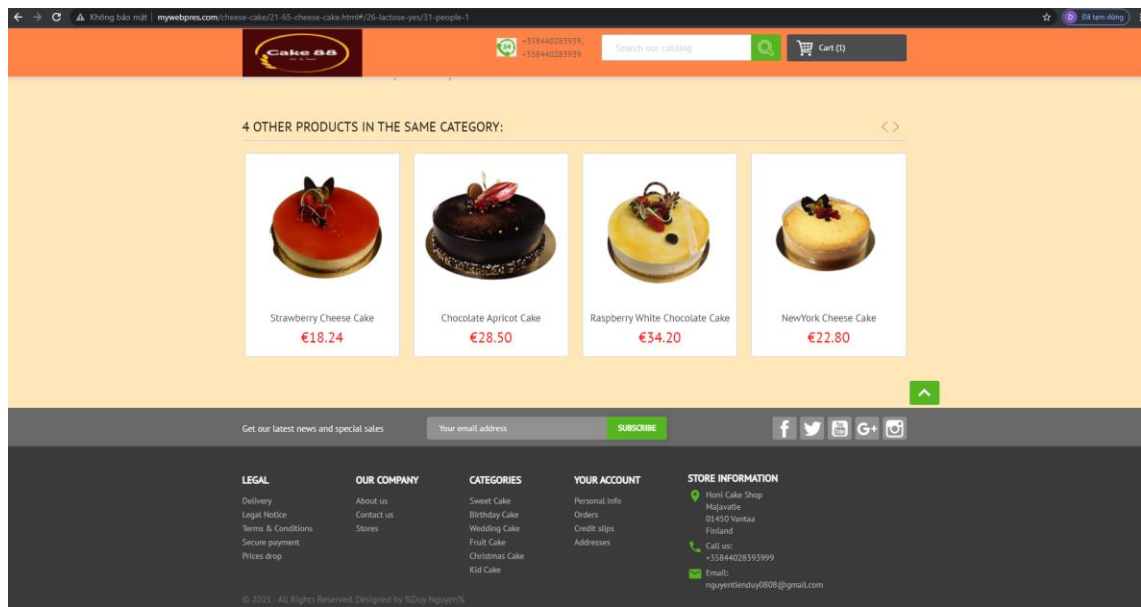


Image 13. The footer of the web shop with product connections and web page information for customers

7.2 Third-Party Tools Collaboration and Supporting Availability

PrestaShop's marketplace supports a wide variety of different module integrations. Many modules have always been completely free in the platform marketplace, while others require a one-time payment. It is completely correct that adding modules to a user's PrestaShop web shop can be more expensive. This is because the theme that was installed was not appropriate for the user. They want more than that. The modules were built by several developers and

may not be compatible with one another. This may potentially lead to an erroneous website, and the PrestaShop team cannot always assist with this problem. Moreover, sometimes the version of PrestaShop could limit access to the marketplace. In contrast, the individual quality of each module is most often extremely helpful and effective. (Kendi 2021.)

The modules have a strong impact on the PrestaShop platform. Since PrestaShop contains all the necessary functionalities by default, sometimes it falls behind on a few important trends that have become important for today's entrepreneurs, such as integrating with payment module services. Most of the time, users need to install another module to assist with their payment gateway. Moreover, social login features have been available to website owners and developers for a long time. PrestaShop has not incorporated this feature into the default installation, despite numerous improvements and updates. A website owner who wants this extremely basic function must buy a third-party module. For most common functionalities, the PrestaShop platform mainly depends on third-party integration and official modules. Luckily, since 2007, the earliest version of PrestaShop was released, users do not have to concern themselves with those issues anymore because developers have added those missing functions above into the platform after several updates. Regarding its potential customers, it offers everything that they want to establish a profitable e-commerce website business. (Parker 2019.)

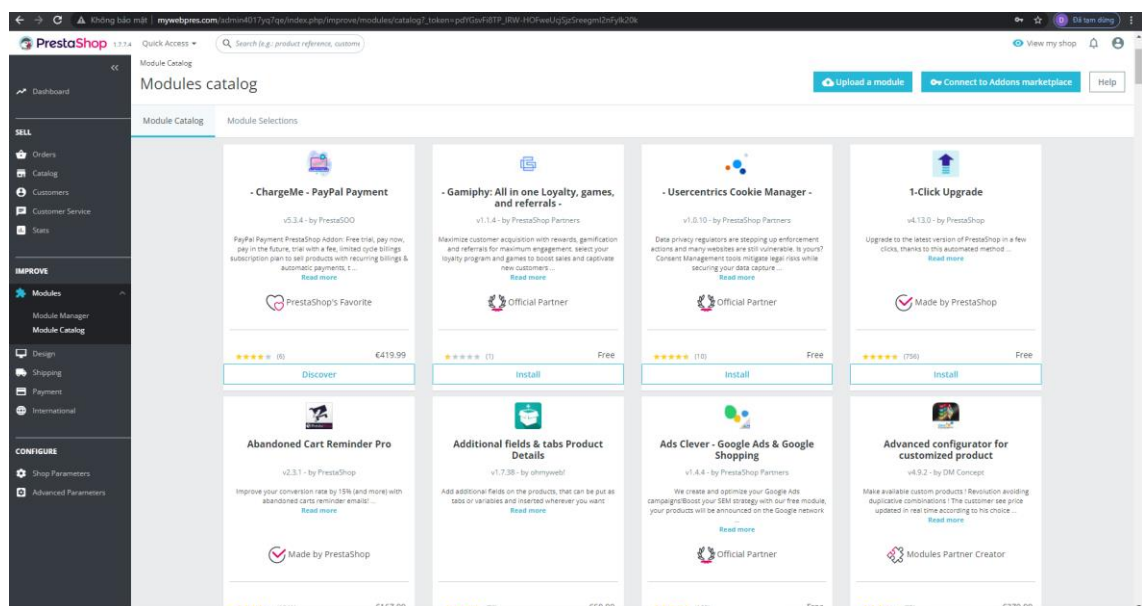


Image 14. Catalogue of modules that are built-In to the platform, with a free option or purchase option

7.3 Security

As an e-commerce website that processes a significant amount of highly sensitive information such as customer data, it is indeed essential that businesses identify and connect with significant security needs to take appropriate measures for the web shop. Any breach that occurs will always have a detrimental influence on a brand's reputation in such a competitive marketplace. Users can protect their website and clients by learning PrestaShop security protocols and staying up-to-date on the newest advancements. This is one of the plus points of using this platform. There will be a comprehensive guide for users, such as forum and platform services, to follow in order to improve their site and build customer trust. (Varghese 2021.)

Moreover, if people run an online business or sell products on the internet, SSL will assist them in developing trust with their consumers and protecting the information they trade with them. SSL is an acronym that stands for Secure Sockets Layer, a standard technology that enables a web server (host) and a web browser (client) to create a secure, encrypted connection. This connection exists to ensure that data sent between the host and the client is kept secure and confidential. Many websites already implement SSL to encrypt their online client transactions and information. If visitors have ever accessed a website with https:// in the address bar, it means the website has already established a secure connection using SSL. (Myszczyk 2013.)

The Honi Cake88 web shop does not have the SSL (Secure Sockets Layer) certificate yet, but the shop owner will consider it after completely getting to know how to use the platform and purchasing the complete theme from the platform marketplace.

7.4 Payment Methods and Order Management

There is no doubt that it is important to provide payment solutions for consumers who want to purchase goods and services while operating an online store. Moreover, this enables customers to easily process the payment on the website with the detailed invoices that they have ordered and paid for, and on the other hand, it also allows the client to verify whether the money was accepted after ordering.

The owner store's goal is to use the platform to make money through payments on their website, and this can only happen if users employ at least one payment module on the platform. Luckily, the platform has already put in the module default payment option, which should be enough for small businesses such as Honi Cake88. Moreover, users can install and customize modules through the "Installed Modules" section under the "Modules" menu. There will be the "Payments & Gateways" category that needs to be modified, as well as adding limits for using the "Preference" page under the "Payment" menu, which will allow the platform to limit the currency restrictions to the euro only. In contrast, some payment modules require the shop owner to first create an account on the service for which they are designed and integrate with the software first, before it is available to use. Other payment modules, which may be obtained from the addons marketplace directly from the back office, can also be installed later by the user.

Consumers can check their items through Gmail after purchasing, including with the specific references of the invoices, in case they want to pay by cash. It also depends on the delivery option that they have chosen, which was to pick it up directly at the shop or home delivery. From there, the cost would be different. Whenever the customer purchases a product, the PrestaShop system will notify the customer whether they want to subscribe newsletter to the web shop via Gmail. It is totally optional. They can unsubscribe at any time.

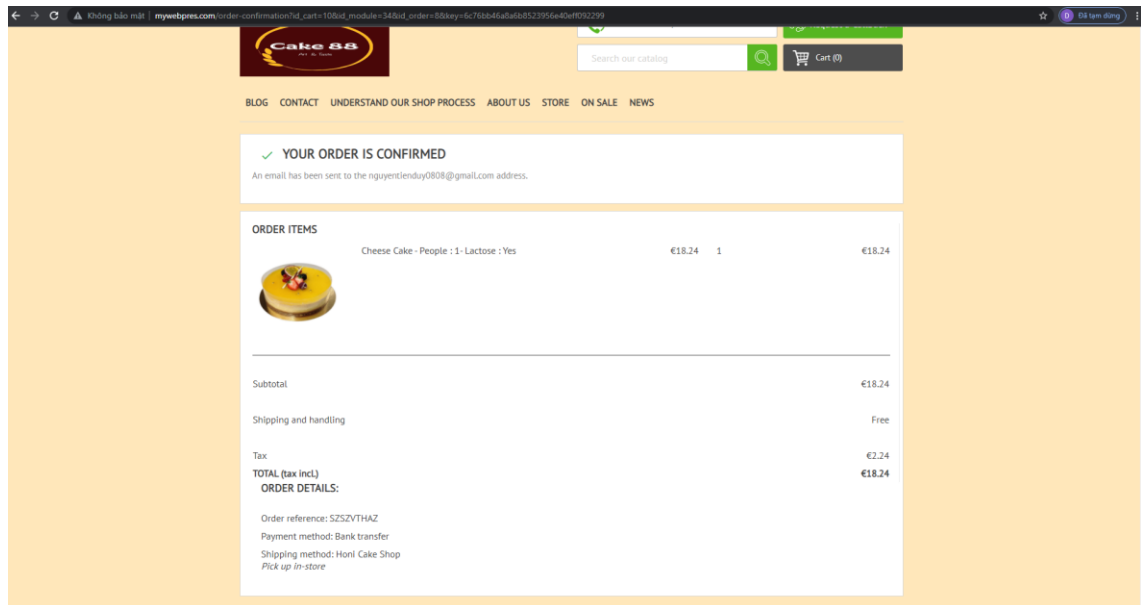


Image 15. Customer user interface after successfully purchasing. They can also track their shipping information through their email or login directly into the web shop.

The shop owner can receive and track the orders that the customer has purchased, as long as there is a back office notification about the order status.

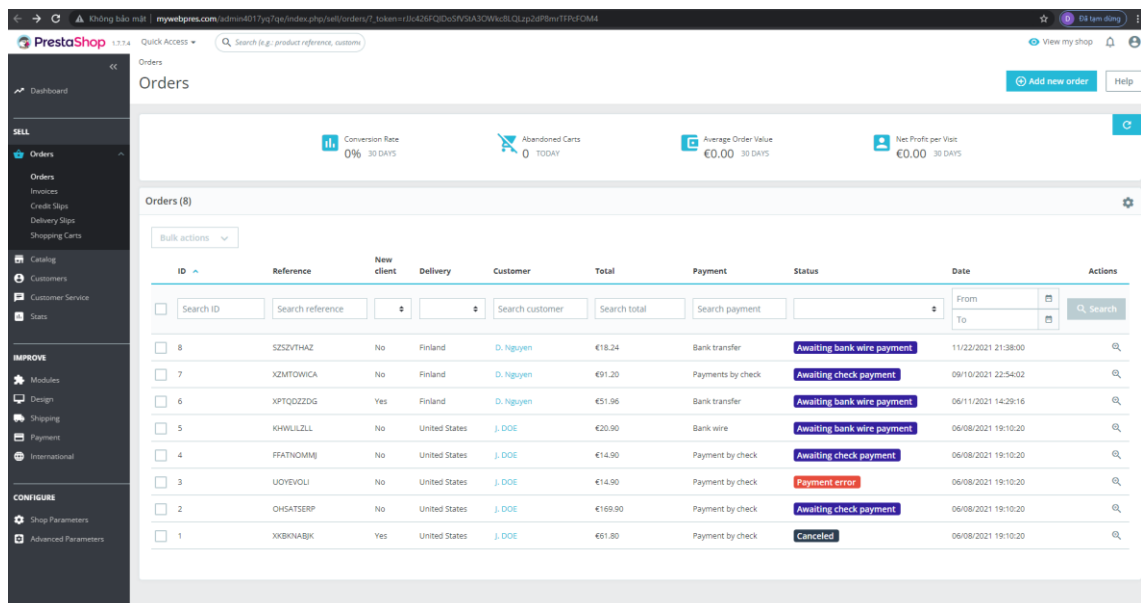


Image 16. Back-office order status management.

8 CONCLUSION

Significant amounts of shopping have become accessible digitally, especially with the rise of e-commerce platforms. As a result, businesses can also provide customers with a smooth, simple shopping experience while also expanding sales channels, increasing income, and increasing brand awareness. The participation of a business on e-commerce platforms has now become a significant aspect that influences its success. The objective of an e-commerce website is relatively straightforward and simple: to supplement or perhaps even replace the physical sales department and generate income for the company, thus decreasing long-term operational costs. The commissioner believe that successful businesses are continuously focusing on improving the online services for expand as well as develop their business through the internet. Furthermore, businesses acknowledge the importance of being updated on new technologies and management technology solutions in order to remain competitive and extend their audience online. The expense of facilities as well as employees is typically a significant concern for business owners. After establishing a web shop online, people simply need to renew the annual cost of hosting and domain names, which is only a fraction of the cost compared to one month's income for one employee or one month's rent for renting space. Small businesses should priorities cost minimization over anything else.

The main goals of using the PrestaShop e-commerce platform are to help Honi Cake88 Shop become more convenient for customers and appropriate for online competitiveness, maintain relationships with patron customers, and be able to promote brand reputation and attract new consumers.

The installation and configuration of the PrestaShop platform were simplistic. Using the Prestashop platform, people should not have any trouble with the official theme back office and module errors except for the free or trial version. All the solutions can be found on the PrestaShop forum. The web shop will release the English version at the beginning and will continuously update the main language for the web shop business in Finnish.

BIBLIOGRAPHY

- Austin, M. 2021. Reasons Why You Should Have an E-Commerce Website for Your Business. Accessed 11 October 2021 <https://www.justwebworld.com/reasons-have-an-ecommerce-website-for-your-business/>
- Brinker, M. 2021. Research Shows Having a Bad Website Can Hurt Your Business. Accessed 14 October 2021 <https://www.markbrinker.com/a-bad-website-can-hurt-your-business>
- Chief. 2015. 7 Main Advantages and Disadvantages of Open-Source Software. Accessed 6 October 2021 <https://connectusfund.org/7-main-advantages-and-disadvantages-of-open-source-software>
- Designrush. 2020. Top 10 Open-Source Software Examples Of 2021. Accessed 2 October 2021 <https://www.designrush.com/trends/open-source-software-examples>
- Diener, D. 2018. How To Set Up Android Development Tools on Linux. Accessed 2 October 2021 <https://www.addictivetips.com/ubuntu-linux-tips/set-up-android-development-tools-on-linux/>
- HCK4FUN. 2013. Apache server installation & configuration on Windows Machine. Accessed 4 October 2021 <http://hck4fun.blogspot.com/2013/12/apache-server-installation.html>
- Investintech. 2000. Pros & Cons of Open Source in Business. Accessed 7 October 2021 <https://www.investintech.com/resources/blog/archives/7975-pros-cons-open-source-business.html>
- K, J 2019. Impact of e-Commerce On Society: Advantages and Disadvantages. Accessed 8 October 2021 https://acowebs.com/impact-ecommerce-society/#Advantages_of_e-Commerce_to_Business
- Kendi, B. 2021. PrestaShop Review 2021: Is It the Best Open-Source Ecommerce Platform? Accessed 7 November 2021 <https://ecommerce-platforms.com/ecommerce-reviews/prestashop-review>
- Khurana, A. 2019. Advantages of E-Commerce Over Traditional Retail. Accessed 9 October 2021 <https://www.thebalancesmb.com/advantages-of-ecommerce-1141610>
- Kiarie, J. 2020. The 8 Best Open-Source Web Servers. Accessed 4 October 2021 <https://www.tecmint.com/best-open-source-web-servers/>
- Kudimov, A. 2020. WHAT IS THE PURPOSE OF AN ECOMMERCE WEBSITE? Accessed 26 September 2021 <https://directlinedev.com/blog/what-purpose-ecommerce-website/>
- Moon, A. 2019. 7 Steps to Starting a Small Business Online. Accessed 23 September 2021 <https://www.entrepreneur.com/article/175242>

Mypresta Modules. 2016. VarchShop Responsive. Accessed 15 October 2021 <https://myprestamodules.com/prestashop-themes/varchshop.html>

MySQL. Accessed 3 October 2021 <https://www.mysql.com/>

Myszczyk, M. 2013. Secured SSL logo for prestashop. Accessed 15 November 2021 <https://mypresta.eu/en/art/developer/secured-ssl-logo-in-prestashop-tutorial.html>

Nielsen, J. 2012. Usability 101: Introduction to Usability. Accessed 18 October 2021 <https://www.nngroup.com/articles/usability-101-introduction-to-usability/>

OpenOffice. Accessed 3 October 2021 <https://www.openoffice.org/product/index.html>

Opensource.com. 2021. What is open source? Accessed 29 September 2021 <https://opensource.com/resources/what-open-source>

Parker, J. 2019. PrestaShop: A Valuable eCommerce Platform or a Wrong Turn? Accessed 11 November 2021 <https://www.knowband.com/blog/prestashop-blog/prestashop-valuable-ecommerce-platform-wrong-turn/>

Pratt, M. 2013. 5 Benefits of Open-Source Software. Accessed 24 September 2021 <https://www.business.org/software/apps/benefits-of-open-source-software/>

PrestaShop. 2007. History and Awards. Accessed 15 October 2021 <https://addons.prestashop.com/en/content/22-history-and-awards>

PrestaShop. 2007. PrestaShop 1.7 User Guide (English version). Accessed 16 October 2021 https://addons.prestashop.com/en/user-guide/26233-prestashop-17-user-guide-english-version.html?_ga=2.211927696.546132271.1634833675-1615234647.1630506567#overview

Richard B. 2021. What is MySQL: MySQL Explained for Beginners. Accessed 2 October 2021 <https://www.hostinger.com/tutorials/what-is-mysql>

Sophia. 2019. Fundamentals of E-commerce Website Design. Accessed 15 October 2021 <https://www.fromdev.com/2019/09/fundamentals-of-ecommerce-website-design.html>

Synopsys. 2021. Open-source software. Accessed 29 September 2021 <https://www.synopsys.com/glossary/what-is-open-source-software.html>

Tax Free Easy. 2018. TAX REFUND PROCESS IN FINLAND. Accessed 4 November 2021 <https://www.tax-free-easy.com/en/portfolios/finland/>

TDP (The Daily Programmer). 2015. Operating Systems: An Introduction. Accessed 3 October 2021 <https://www.thedailyprogrammer.com/2015/01/operating-systems-introduction.html>

Tekshapers. 2018. 7 BENEFITS OF ECOMMERCE TO ORGANIZATION. Accessed 11 October 2021 <https://www.tekshapers.com/blog/7-Benefits-of-Ecommerce-to-Organization>

Varghese, J. 2021. Ecommerce Security: Importance, Issues & Protection Measures. Accessed 15 November 2021 <https://www.getastra.com/blog/knowledge-base/ecommerce-security/>

William, D. 2016. What is OpenOffice and Why Should Your Business Use It? Accessed 3 October 2021 <https://smallbiztrends.com/2016/12/what-is-openoffice.html>