

Online Marketing System for Sarah Defeo's Fashion Shop

**A Thesis presented to
the Faculty of the College of Communication and Information Technology
Ramon Magsaysay Technological University
Castillejos Campus
Castillejos, Zambales**

APPROVAL SHEET

The thesis project entitled "Online Marketing System for Sarah Defeo's Fashion Shop" prepared and submitted by Albeza, Cyndie, Ceballo, Joel, Mendoza, Kurth Christian and Raguni, Mark Joshua (s) in partial fulfillment of the course requirement for the degree of Bachelor of Science in Computer Science has been reviewed and recommended for oral examination.

**In Partial fulfillment
of the Requirements for the Degree of
Bachelor of Science in Computer Science**

Approved by the Panel of Examiners
with a rating of _____

By
Albeza, Cyndie
Ceballo, Joel A.
Mendoza, Kurth Christian
Raguni, Mark Joshua

IRATIS DILEN A. CRUZ
Member - Panelist

ALIBEN M. BAGASINA
Member - Panelist

MARIE CELJA B. AGLIBOT
Chair - Panelist

Accepted and approved as a requirement for the degree of **BACHELOR OF SCIENCE IN COMPUTER SCIENCE**

March 2017

EMMAC VENTURA, Ed. D.
Campus Director

March 22, 2017
Date

RAMON MAGSAYSAY TECHNOLOGICAL UNIVERSITY

Castillejos Campus
Castillejos, Zambales



APPROVAL SHEET

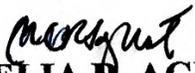
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MICHAEL G. ALBINO
Thesis Adviser

Approved by the Panel of Examiners
with a rating of _____%


IRATUS GLENN A. CRUZ
Member - Panelist


ALDRIN M. BAGASINA
Member- Panelist


MARIE CELIA R. AGLIBOT
Chair – Panelist

Accepted and approved as a requirement for the degree of **BACHELOR OF SCIENCE IN COMPUTER SCIENCE.**

EMMA C. VENTURA, Ed. D.
Campus Director

March 22 , 2017
Date

ABSTRACT

The researchers designed and developed a management system entitled "Online Marketing System for Sarah Defeo's Fashion Shop" to prove that an online marketing system is more effective and efficient to use compared to the existing system in terms of speed and reliability.

The research proposal is a web based system that will provide more convenient features to overcome the stated problem of the researchers. The researchers should provide 2 to 3 computer in order to simulate the stated process. The first computer which information should be updated as the programmer edits from another computer. The system should also provide all information about fashion and accessories.

Based on the researchers' statistical results which are gathered through a series of tests and surveys conducted on a total of 125 respondents, composing of owner's personal customers and cosmetics and accessory users, the researchers concluded that the Online Marketing System for Sarah Defeo's Fashion Shop is a success in terms of convenience.

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