

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 requirements 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 OLLEN A. CRUZ
Member - Panelist

ALDRIN M. BAGASINA
Member - Panelist

MARIE CELJA B. AGUIROT
Chair - Panelist

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

March 2017

EMMA C. VENTURA, Ed. D.
Campus Director

March 22, 2017
Date

RAMON MAGSAYSAY TECHNOLOGICAL UNIVERSITY

Castillejos Campus
Castillejos, Zambales





APPROVAL SHEET

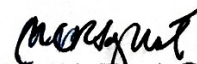
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MICHAEL G. ALBINO
Thesis Adviser

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

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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.

REVIEW OF RELATED LITERATURE AND STUDIES

Related Literature

10-13

Related Studies

13-15

Chapter III - RESEARCH DESIGN AND METHODOLOGY

Research Design

16

Respondents of the Study

17

Locale of the Study

17

Research Instrument

18-19

Validation of Instrument

19-20