6BUIS020C – Final Project Report

Batik Serendip

A Platform for Customize Batik Products and Prediction Price According to The Customized Design

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This report is submitted in partial fulfillment of the requirements for the

BSc (Hons) Business Information Systems

Business School

Informatics Institute of Technology, Sri Lanka

in collaboration with

University of Westminster, UK

Date :10th May 2023

Abstract

The Batik Serendip platform was developed in response to the challenges faced by the batik industry, which has experienced a downturn in recent years. The platform aims to revitalize the batik market by providing a digital platform for sellers to promote and sell their products and for customers to explore and purchase various batik designs. Batik Serendip offers a unique feature that allows customers to create their own batik clothing, providing a personalized experience that sets them apart from traditional batik suppliers. It also offers a price prediction part as well that allows customers to receive an estimate of the cost of their custom-designed dress depending on parameters such as fabric, Size, design, and colours.

The platform's digital approach also allows batik sellers to overcome limitations associated with traditional storefronts, such as geographic location and limited visibility. By expanding their reach through an online platform, batik suppliers can increase their sales and grow their business.

Overall, the Batik Serendip platform offers a comprehensive solution to the batik industry's difficulties by employing digital technology to link sellers with customers and bring back the market through unique features and personalized shopping experiences.

Keywords: Batik, Batik in Sri Lanka, Batik product customization, Batik Products, Batik Customization Platform