

Design An E-Marketing Website on Agricultural Products

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Abstract: *The objective of the Agricultural Website Design for E-Farming Marketing System is to automate the existing manual system using computerized equipment and software, thereby storing valuable information/data for an extended period and enabling easy access and manipulation. The required hardware and software are readily available and user-friendly. The "Agricultural Website Design for E-Marketing product" is a system associated with E-Farming Management that ensures error-free, secure, reliable, and efficient management. By automating record-keeping tasks, users can focus on other activities, optimizing resource utilization. Computerized records eliminate redundancy and allow users to access relevant information without distraction. Technological advancements have played a crucial role in decision-making across various sectors, including agriculture. However, the agricultural sector has faced challenges due to limited knowledge and environmental changes. This study aims to raise awareness among farmers regarding e-Agriculture and assess their perception and usage of this technology. Statistical survey design was employed to collect data, revealing a low level of awareness and highlighting the need for e-Agriculture as a supportive tool in the farming community. e-Agriculture serves as a platform for marketing agricultural products. The objective is to develop an online platform that facilitates the sale of farmers' agricultural products while providing guidance on best farming practices.*

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