# A Web Portal for Buying & Selling Coconut Products and Services Domestically

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**Abstract.** The coconut products trade is playing a key role in Sri Lanka. which accounts for roughly 12% of all agricultural production in Sri Lanka. The total land area under farming is 395,000 hectares and about 2,500 million coconuts are produced per year". The research is to create a web portal as an IT solution for, identifying current limitations (Mainly there is not any proper platform for buying & selling coconut products and services domestically) in the coconut products buying and selling industry in Sri Lanka. The portal, which is named eCOCO helps customers, buyers as well pluckers to meet and continue their business requirements efficiently. "eCOCO" allows both buyers and sellers to register with their products or services of interest, together with their name, address, location, contact details etc. Through the web, the portal business enhances customer relationships and also using social media marketing, the business, markets its portal and helps to take market value domestically. That helps sellers (SMEs) to add some kind of value to their products. And also, helps enhance the demand for coconut base products island-wide. That helps to enhance business profit and target customer base. To create a system, suggest using technological methods, PHP Storm IDE for the Scripting Language of PHP, JavaScript and HTML, CSS, and Bootstrap as well as Laravel using as the framework. phpMyAdmin on the XAMPP server and MySQL languages used for the database design. Use as technological methods, PHP Storm IDE for the Scripting Language of PHP, JavaScript and HTML, CSS, and Bootstrap as well as Laravel using as the framework. phpMyAdmin on the XAMPP server and MySQL languages used for the database design. As well as the flow chart of the web portal shows the flow of the suggested structure of the portal.

***Keywords:*** *Social media marketing, E-commerce platform, SME (Small and Medium Entrepreneurs)*