

Master Thesis

Subject: „Online portal, linking Bulgarian beekeepers with honey buyers in the European Union”

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Resume

Bulgarian bee honey is one of the highest quality in the world market. Beekeepers, who have developed their business in our country, have the difficult task of producing honey, protecting the bee population, and finding a market for the end product by themselves. Finding buyers is most often done by word of mouth or by posts on different forums.

The online portal, which is subject of this thesis, aims to facilitate Bulgarian beekeepers in finding new markets for their production in our country and the European Union. This platform will also help buyers of honey when choosing a high quality product.

The objectives of this thesis include:

- To investigate the real problems with finding a market by Bulgarian beekeepers
- To make a research and find out if other solutions of their problems exist and to compare already available solutions to the online portal
- To design and develop a web application which solves the problem of finding new markets for the Bulgarian honey
- To develop a testing plan among selected beekeepers

In order to achieve the objectives above, the following tasks are performed:

- Discussions with beekeepers and Members of European Parliament were conducted in order to identify the real problems of Bulgarian bee producers
- Through a survey conducted among Bulgarian beekeepers and end users of honey, the most useful functionalities for the online platform have been established and prioritized
- An overview of online trade has been carried out; The possibilities and conditions for the sale of honey in the European Union were explored
- Two solutions, offering different approaches for expanding the market for Bulgarian honey have been explored – one is an information system for retailing bee honey and the other one is an online shop for fresh food directly from a producer

- A comparative analysis of the existing solutions has been made and it has come to the conclusion that the two approaches need to be combined into one such as the realization of the online portal
- Web application with the features mentioned in the survey was designed and developed
- A plan has been prepared to test the application among selected beekeepers and collect feedback from them to smooth out any problems in its realization

After analyzing the business requirements from the survey it was found that the target group of the online portal are Bulgarian beekeepers and buyers of honey and other healthy foods aged between 26 and 55 years.

For development of the web application are used technologies based on Microsoft .NET such as – ASP.NET Core MVC 2.0, Microsoft SQL Server and Entity Framework Core in combination with HTML5, CSS and jQuery library for the front end.

The developed online platform will help for promoting our beekeepers not only in Bulgaria, but also in the European Union.