



NEAR EAST UNIVERSITY

FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCE

DEPARTMENT OF COMPUTER INFORMATION SYSTEMS

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CIS 200
(Graduation Project)

N&T ADVERTISMENT WEB PAGE

Submitted To : Dept. Of C.I.S

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Lefkoşa,
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I. ACKNOWLEDGEMENTS

This project will be prepared by me, with advice of Assist.Prof.Dr. Nadire Çavuş, Assist.Prof.Dr. Yalçın Akçalı to be submitted to Department of Computer Information Systems.

I want to thank :

My parents for their patience, understanding and respect during this hard working . And my friend for their friendship and support.

I - ABSTRACT

Internet came in our life with many comforts in different aspects of life. before internet, it was very difficult for a person to get information about a particular thing. Suppose you want to get information about different plants and their advantages and you do not use internet. Then definitely you will buy books about plants and read all those books but it will take lot of money to buy many books and it will be time consuming for you to search books. Even you will find many books but you will be not sure which books are on the top list.

Now consider you are on internet and you want to do the same task as mentioned above. The same process will be very easy and time consuming on internet. As you just have to open any good search engine for example GOOGLE or YAHOO and you have to type different plants and their advantages. When you will click on the search button then at least hundreds of pages will be open and you can see which information is most relevant. As link of pages on first page of search engine will be best then on 2nd page and so on.

Using internet you can make aware yourself about different news. As there are many websites which provide you latest news about every category. For example you can use www.digg.com to know latest news about whole world. Without internet it is not possible for you to do it. As you can not read newspaper of each country and each city of that country. You can talk to any person in the world completely free of cost by using any messenger services.

The internet and the number of people connecting are growing at a phenomenal rate. More and more people are getting on the internet everyday. As users become familiar with searching the web, the tendency is to search for everything on the web. How many times do you think a potential customer has tried to find your business on the internet but were unable to locate you? The internet has changed the way we buy

and sell products and services and the way we obtain information. With increasing usage of the internet, prospering in today's marketplace requires an internet presence. Being online helps to reach new and existing customers as your website contains all the information about your business they need. They can go online 24 hours a day, seven days a week to get answers and information about your business, even if your business is closed for the day. In addition to being convenient, another reason people are increasingly turning to the internet is that marketing is done by providing information, not by persuasion. More and more people prefer to do business and make decisions in this way. Creating your online presence does not have to be difficult or costly. It can be as simple as having a one page website explaining your business to a potential customers.

This project is "N&T Advertisement Web Page". The aim of the This project is to inform people about the quality of the advertisement .

In the web-site, you can find information about the N&T advertisement, information about our services, for example : boards, digital printing, web services, etc...Information about references such as who works with us .

Finally you can also find telephone numbers of the N&T Advertisement, fax numbers of the business, e-mail addresss of the company, and location(addresss) of the company.

This website is beneficial for businessmen, administrators and tradesmen.

III. INTRODUCTION

Life in the 21st century is full of technological advancement and in this technological age it is very difficult for a business to survive without a website. Businesses without a website in today's date tend to lose large number of its potential customers. Each and every individual from a kid to an elderly person prefer the internet to look out for their desired products. The number of search engines is increasing day by day and if your business is not on these engines you tend to loose your customers to your competitors.

Every businessman has the same question on his mind; I have fared well without a website so far, why would I need one now? The answer is simple, for advertising. Advertising plays a very important role in luring customers to buy your products thus enhancing your business. As times have changed the media of advertising have modified, starting from print media to televisions and radios it has now reached to computers. The business has to change as per the latest trends to remain flourishing in the market. As it is said

“Something that is permanent in this world is ‘Change’ ”

A website has now become the means of generating more business than any other medium of advertising. Internet today is being used 24 / 7 and is accessible from every house. People are highly dependant on the internet for small and inconspicuous things like a pin or a paper. Today everything you need is achieved at the click of a button. Online shopping trends have totally changed the traditional way of shopping.

The million dollar question is, Are you smart enough to spend some money on building an attractive website to enhance your business? The answer should be yes! Having a website in today's date is equivalent to having a record of your company in yellow pages (back in 10- 15 yrs). A website for your business can serve several different purposes. It can give your customers a detailed description about your company and its products as well as it can be used as a brochure to advertise your products. And the biggest advantage

is it is available to view 24 / 7 for 365 days a year.

Existing customers can also keep in touch with the latest offers or products etc through the website. Newsletters can be sent to the customers who have signed up on the website for the same so they get the updates regularly. In fact having a news section on the website is also an option which can be updated periodically, when it's not possible to send newsletters. Thus it's ultimately beneficial to both your existing as well as new customers.

In short to brief up all, a website for your business is essential to increase your profits by generating new business and also keeping your existing customers up-to-date with any changes or product ranges.

This project is “ **N&T ADVERTISEMENT WEB PAGE**” . The main aim of this project is to inform people about the advertisement and the quality of the advertisement. Besides to inform people about benefits of a website for a business .

In the web-site, you can find information about the **N&T ADVERTISEMENT**, services, references and contacts details such as company telephone number, fax numbers, and e-mail address of the company .

The web side also includes boards, digital printing, printing office works, organization works, promotion products, design of coupes, medals, private designs and web designs .

I have written this project by using Macromedia Dreamweaver and HTML programming language. The processes in main menu can be declared as ;

1. ABOUT THE N&T ADVERTISEMENT

The aim of the company. First aim of the company is customer satisfy and importance to mark, what does company do.

2. COMPANY SERVICES

You can find all company services that provides. Such as preparing a web-site, digital printing, billboards(lightended and not lightended), printing office works, design of the coupe, medal, plaque.

3. REFERENCES

You can find all the company works such as who works/worked with the company in this page.

4. CONTACTS

You can find telephone numbers, address and e-mail of the company.

IV. DESIGN OF THE SYSTEM

EXPLANATION

The Minimum requirements of the system are as follows :

Intel Pentium III processor

550 Mhz

128 MB of RAM

50 GB harddisk

15" Monitor

Microsoft Windows 2000

Mouse or compatible pointing device

Ethernet Adapter

The Recommended requirements of the system are as follows :

Intel Pentium IV processor

800 Mhz

1 GB RAM

80 GB harddisk

17" Monitor

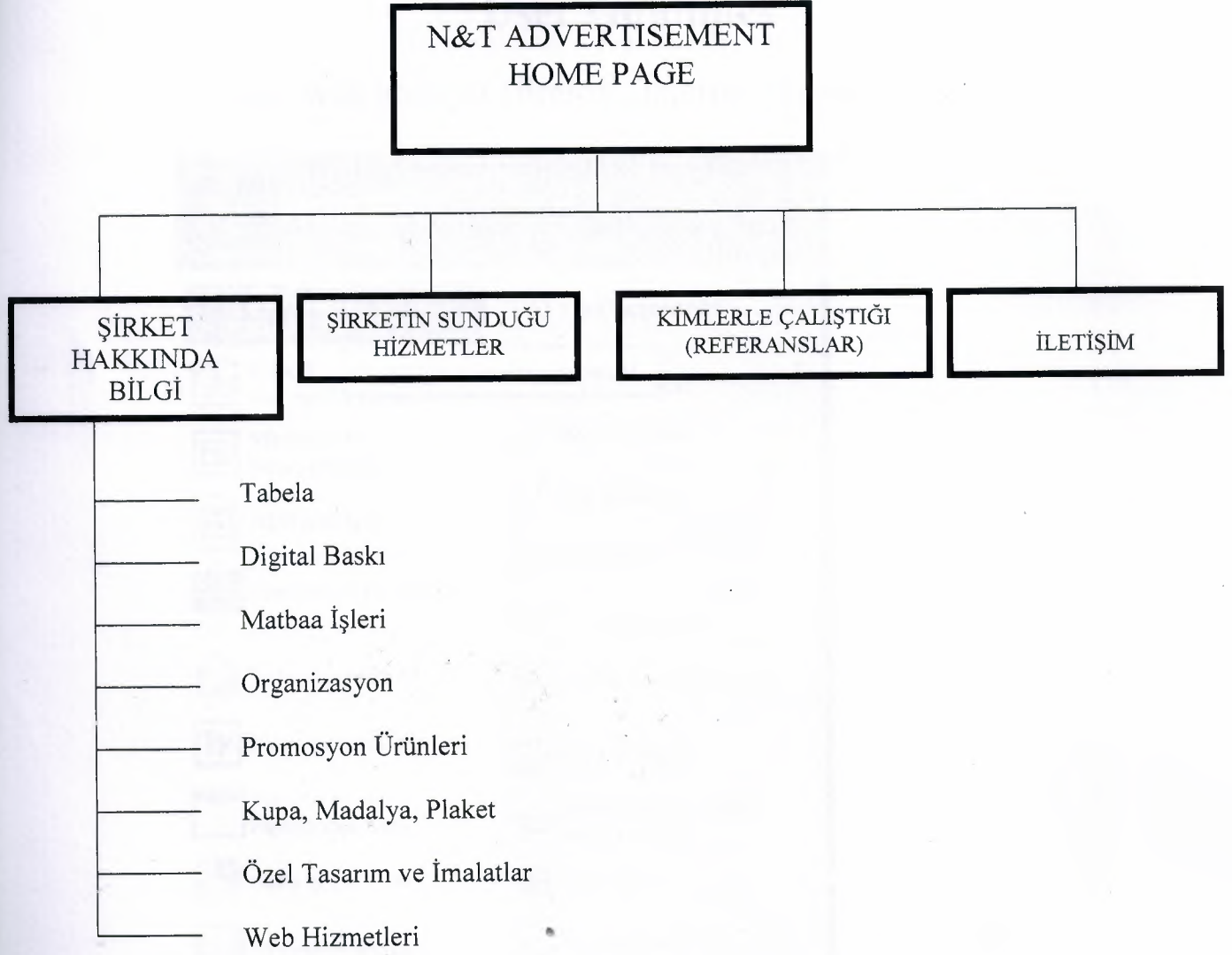
Microsoft Windows XP Professional

Mouse or compatible pointing device

Ethernet Adapter

IV. DESIGN OF THE SYSTEM

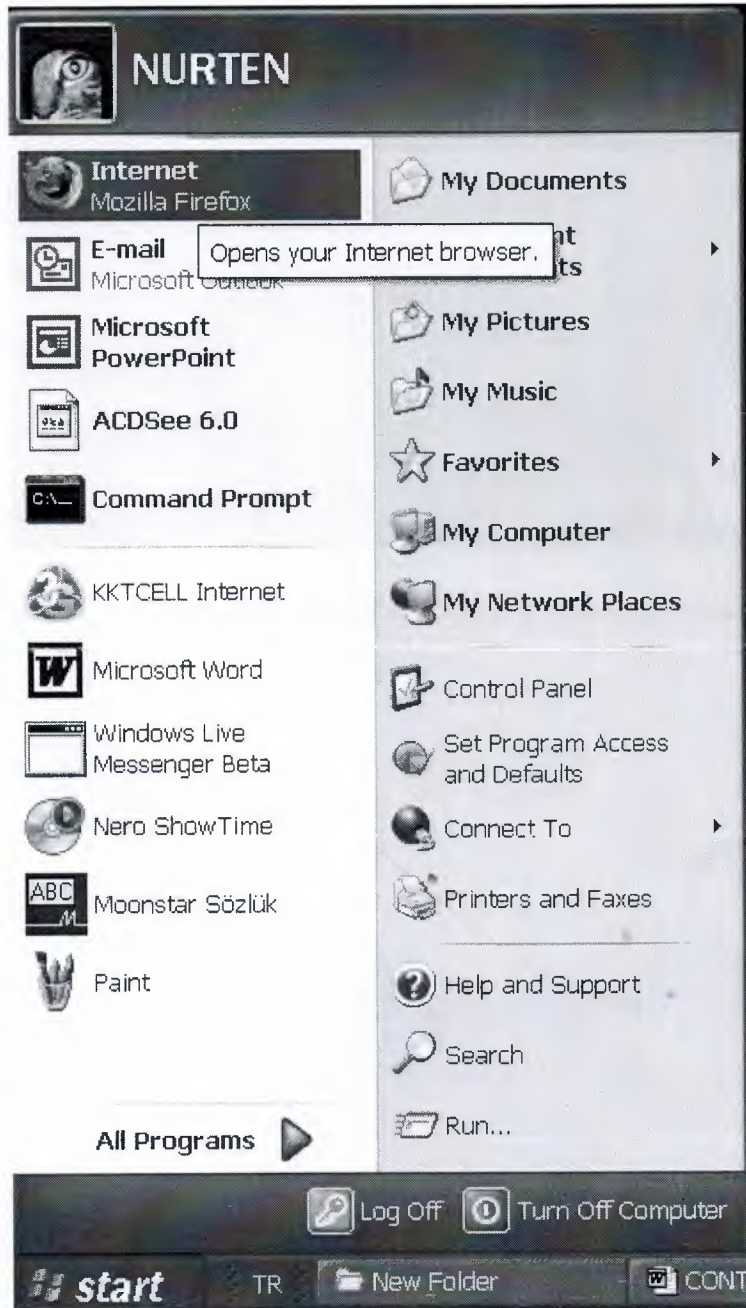
SYSTEM BLOCK DIAGRAM



V. USER MANUAL

User Guidelines

1. Open web browser (firefox , internet explorer , etc...)



2. Enter URL (Web Page Address) : http://localhost/



SCREEN OUTPUT

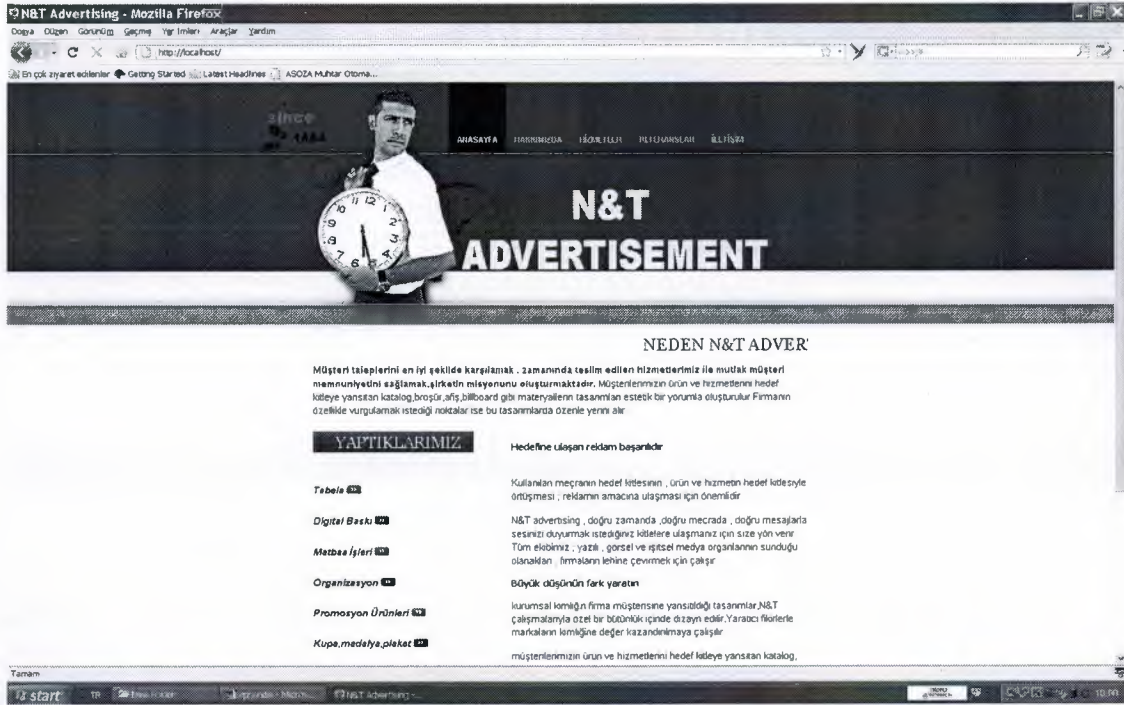


Figure 1: Homepage

This homepage contains information about the important facts and the aim of N&T Advertisement Company. It also contains subtitles that provide you with information on each service. From the homepage you can also find tabs that contain information about the company and it's services, references, and contacts that can be reached at all times. There is also a link on the homepage which provides customers with a personal e-mail contact.

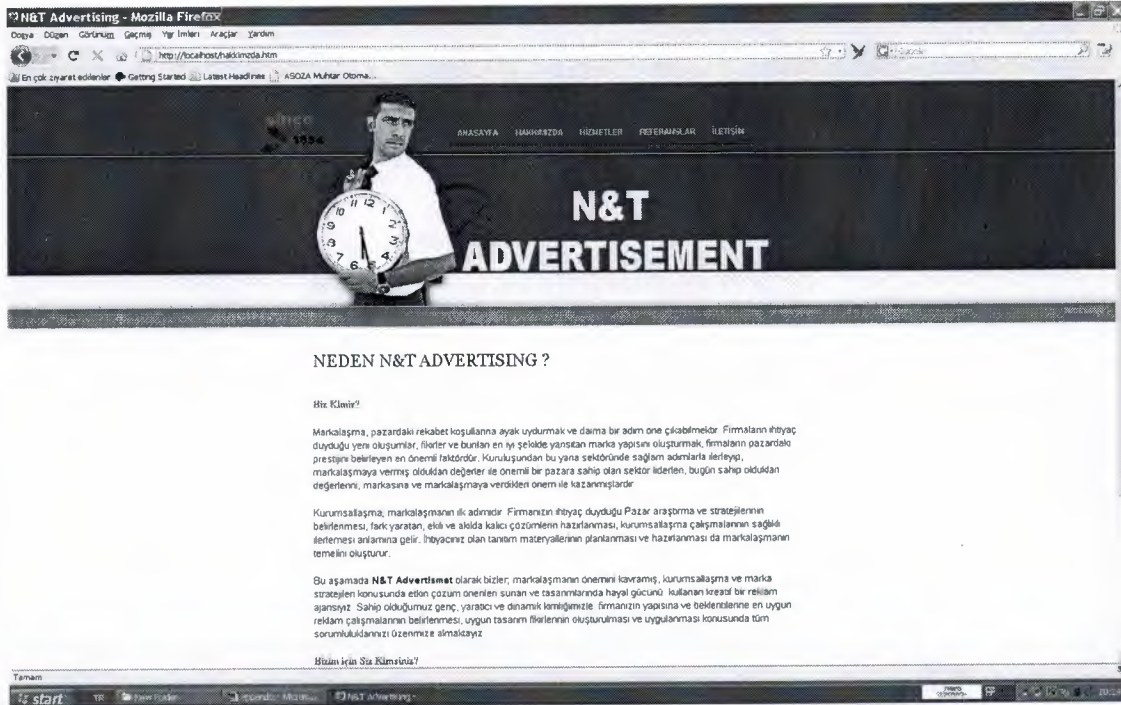


figure 2: Hakkımızda

This page contains detailed information about the company such as, what the company is about, what the company provides and the importance that it shows towards its customers.

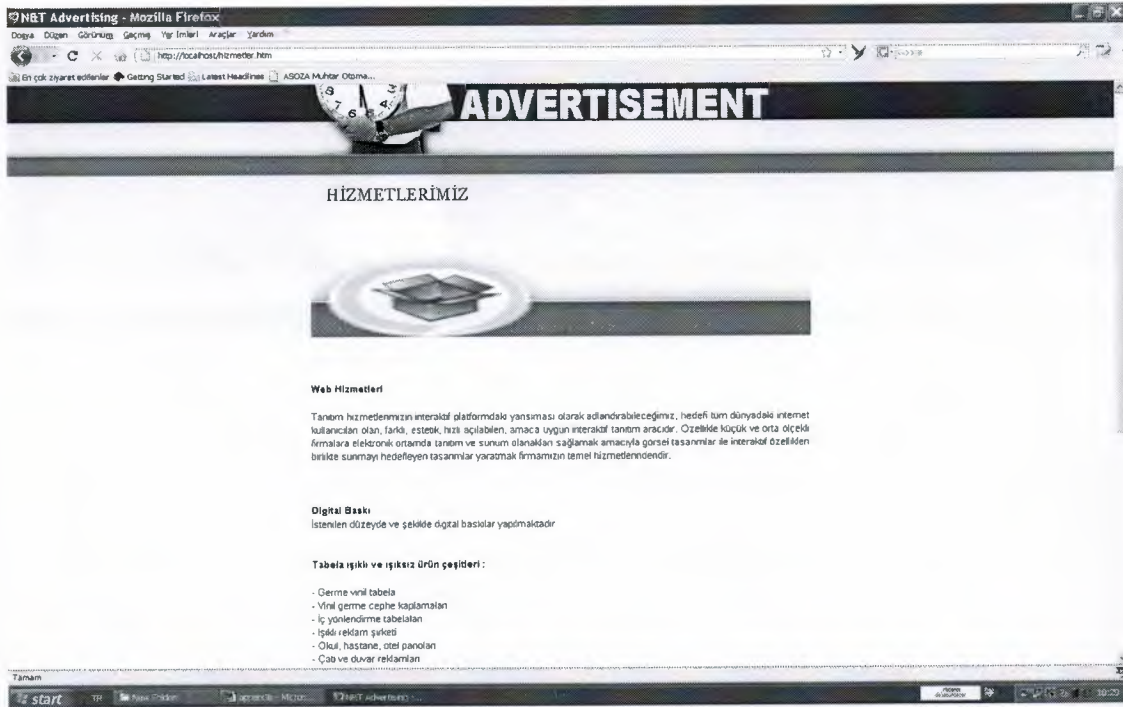


figure 3: services

This page contains information about the importance of the web-site for a customer(or a company), importance of creation of web-site and detailed services that N&T Advertising provides .

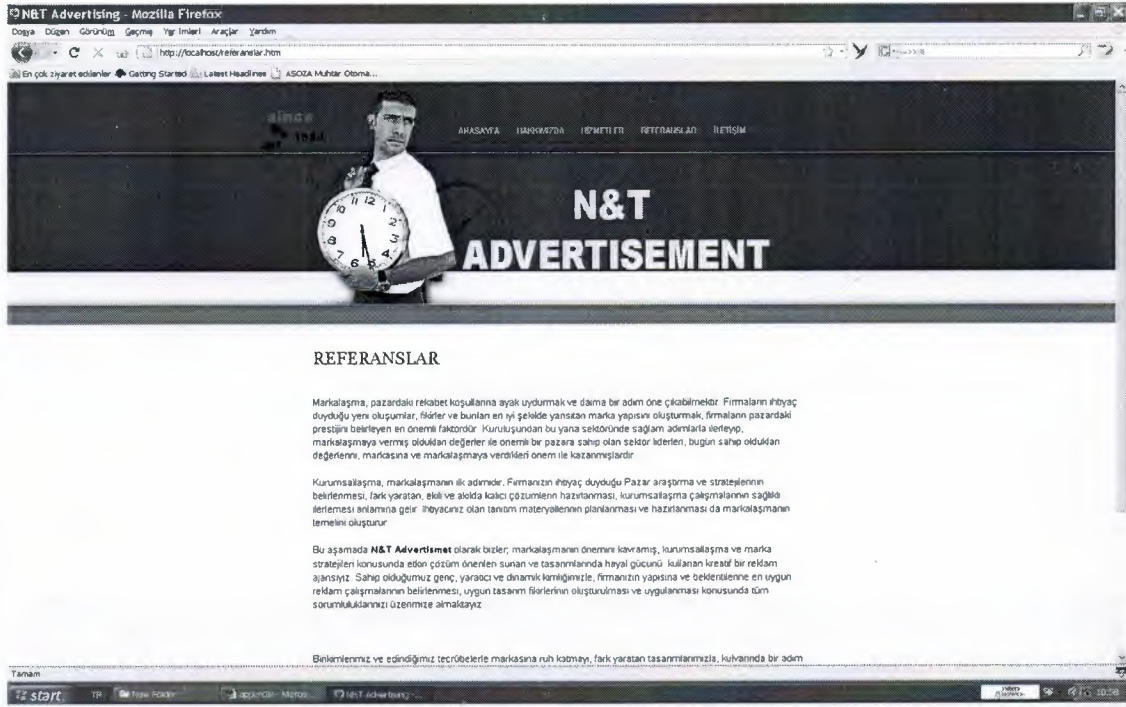


figure 4: references

This page contains list of books and web-sites in alphabetical order .

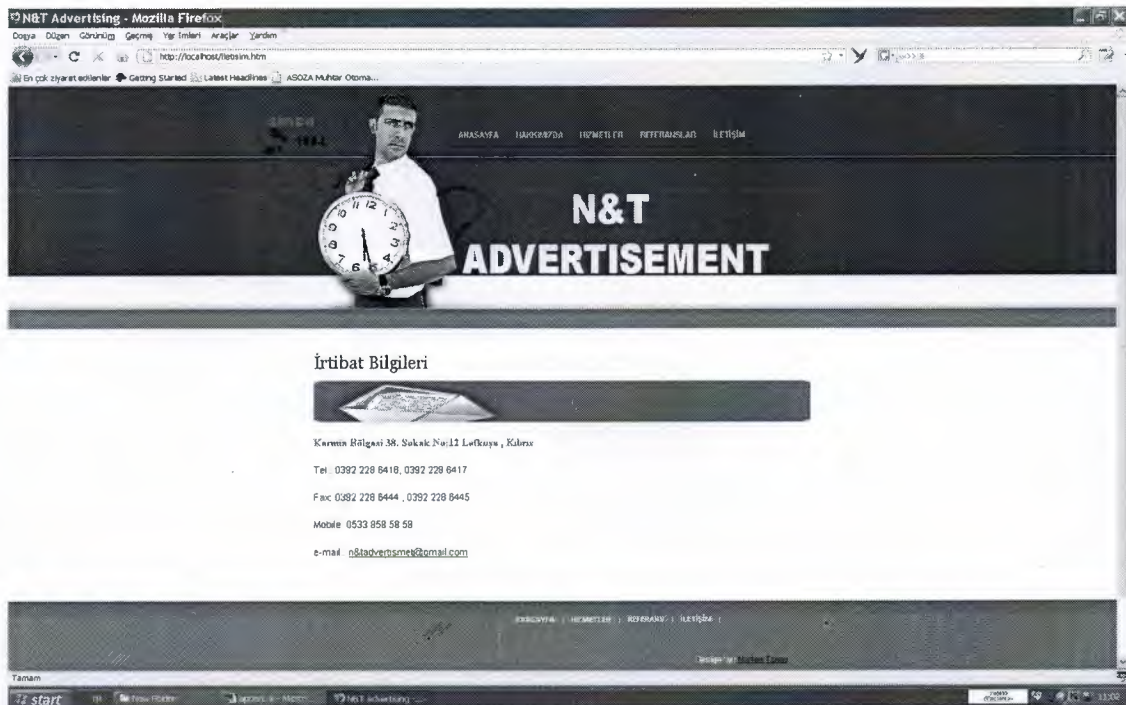


figure 5: contacts

This page contains contact informations such as, company telephone numbers, fax numbers and company's e-mail address .



figure 6: Tabela

This page contains information about billboards and you can also find some billboards that company provides their customers.

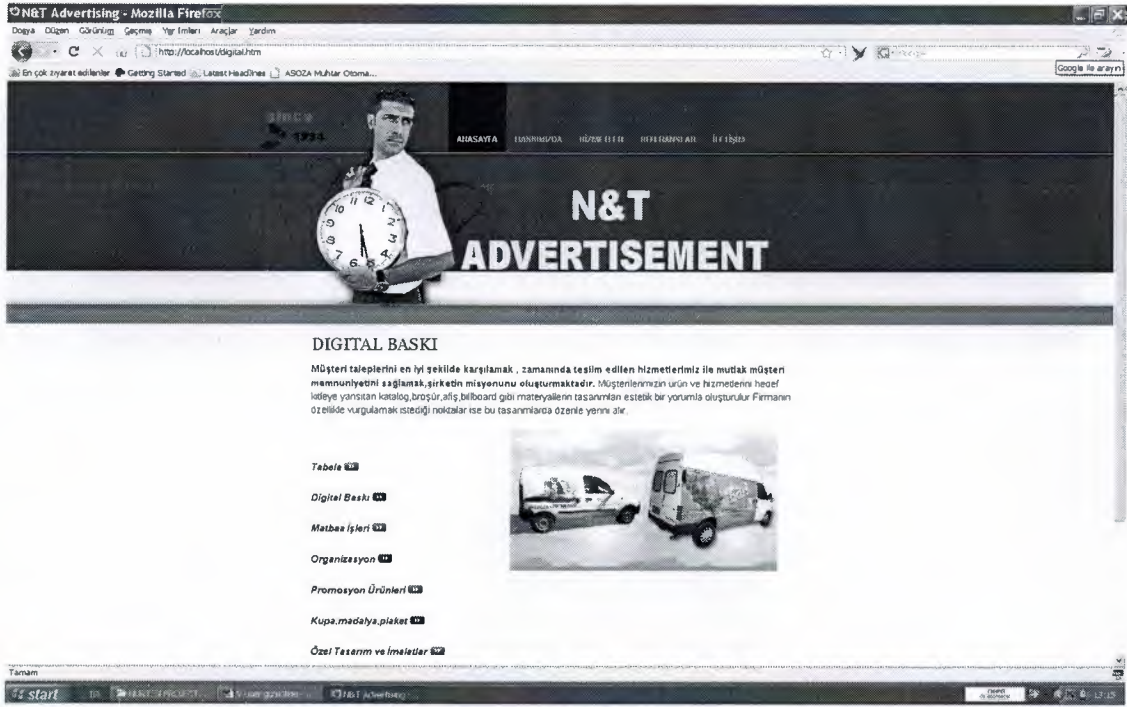


figure 7: Digital Baskı

This page includes information about digital printing and you can also find some digital printing that company provides their customers.



figure 8: Matbaa İşleri

This page includes information about printing office works such as brochure, written announcement, poster, calling/visting card, label/stickers that company provides their customers.

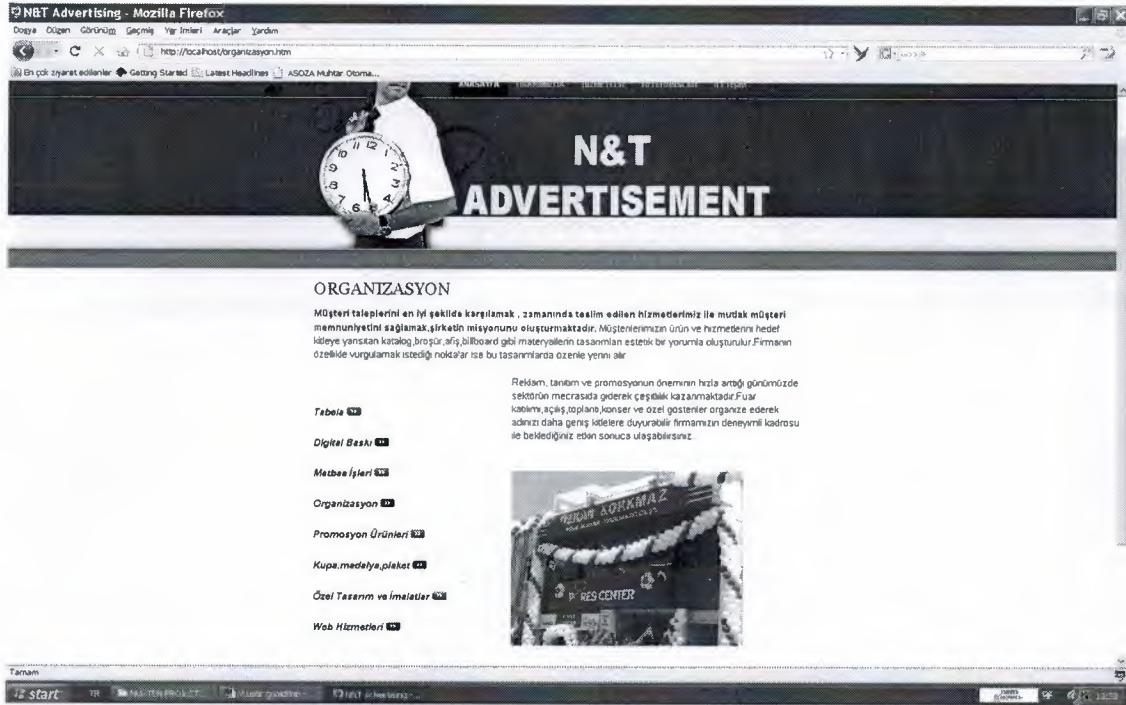


figure 8: Organizasyon

This page includes information about organization that company provides their customers.

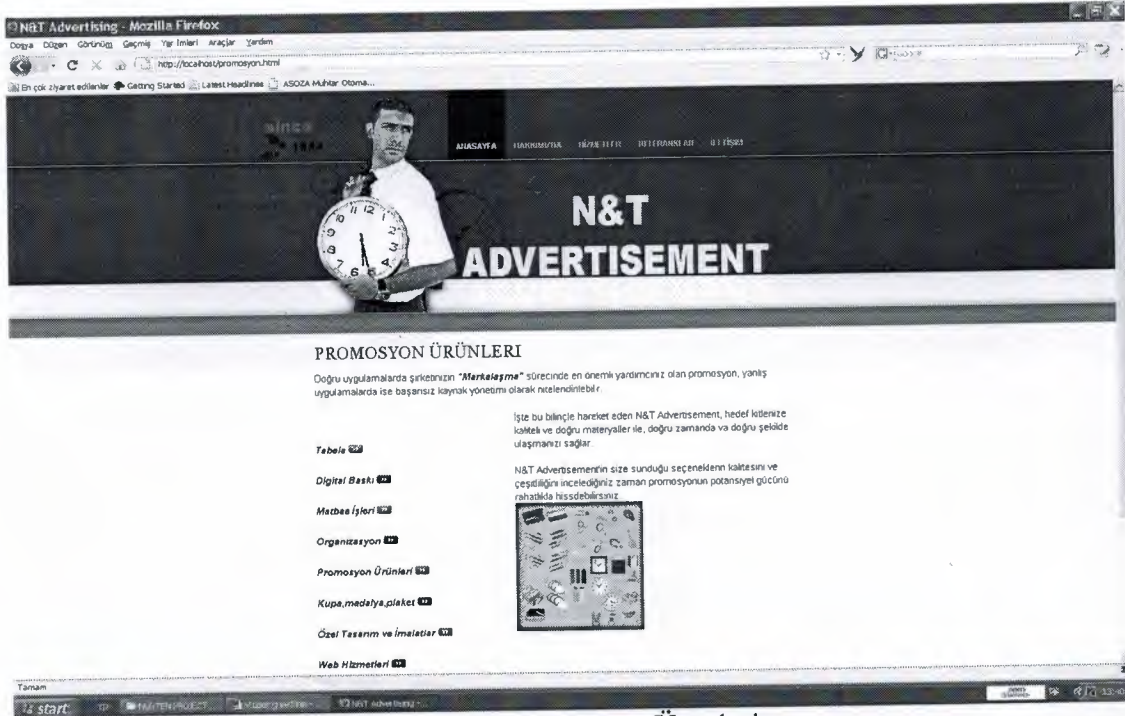


figure 8: Promosyon Ürünleri

This page includes information about promotional products such as firm logo on pencil, pen, ashtray, analog clock and key holder.

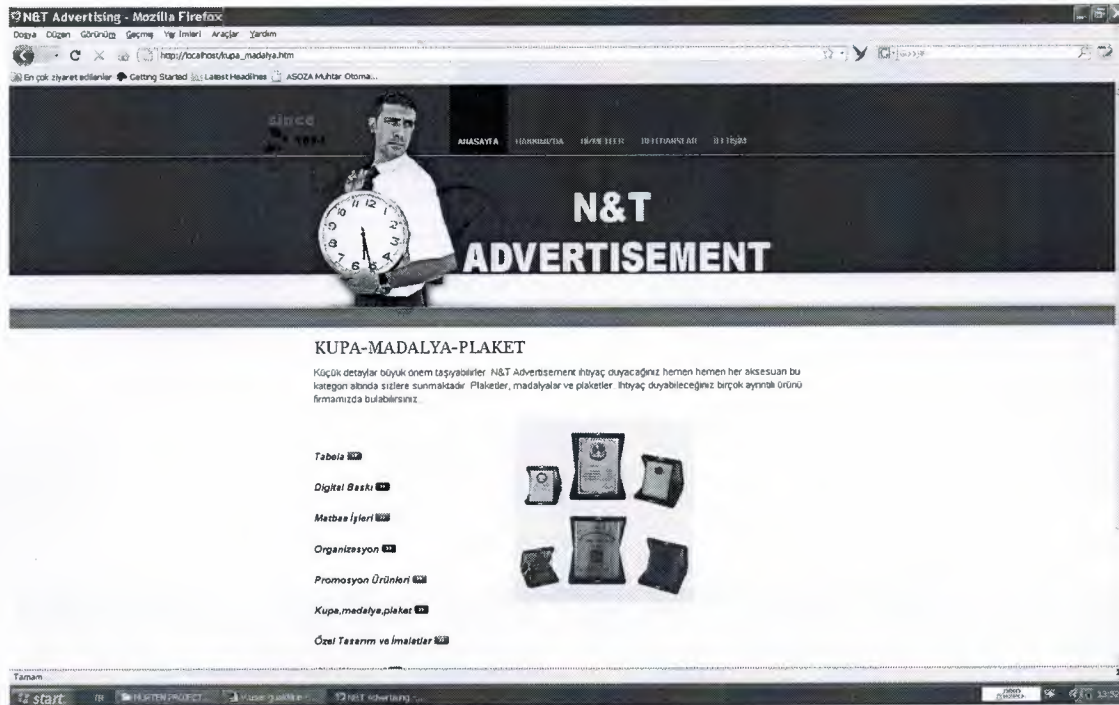


figure 9: Kupa, Madalya, Plaket

This page includes information about design of cups, medals and plaques and, you can also find some plaque designs that N&T Advertisement provides their customers.

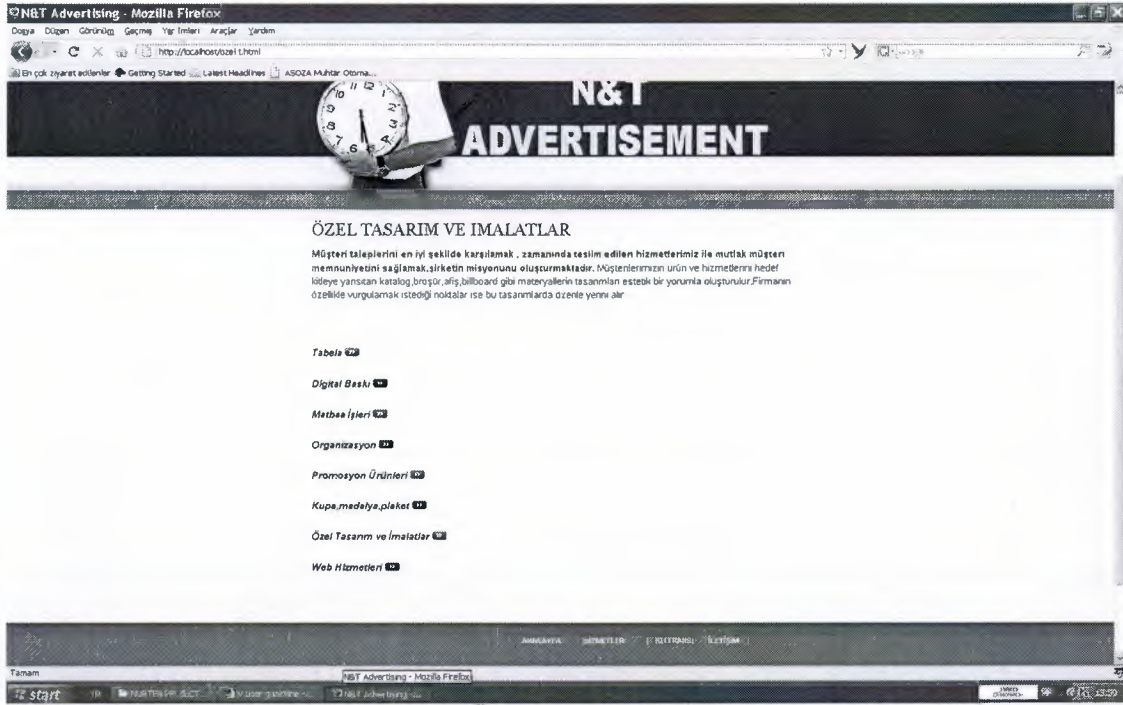


figure 10: Özel Tasarım ve İmalatlar

This page provides information about special designs of company that provides their customers.

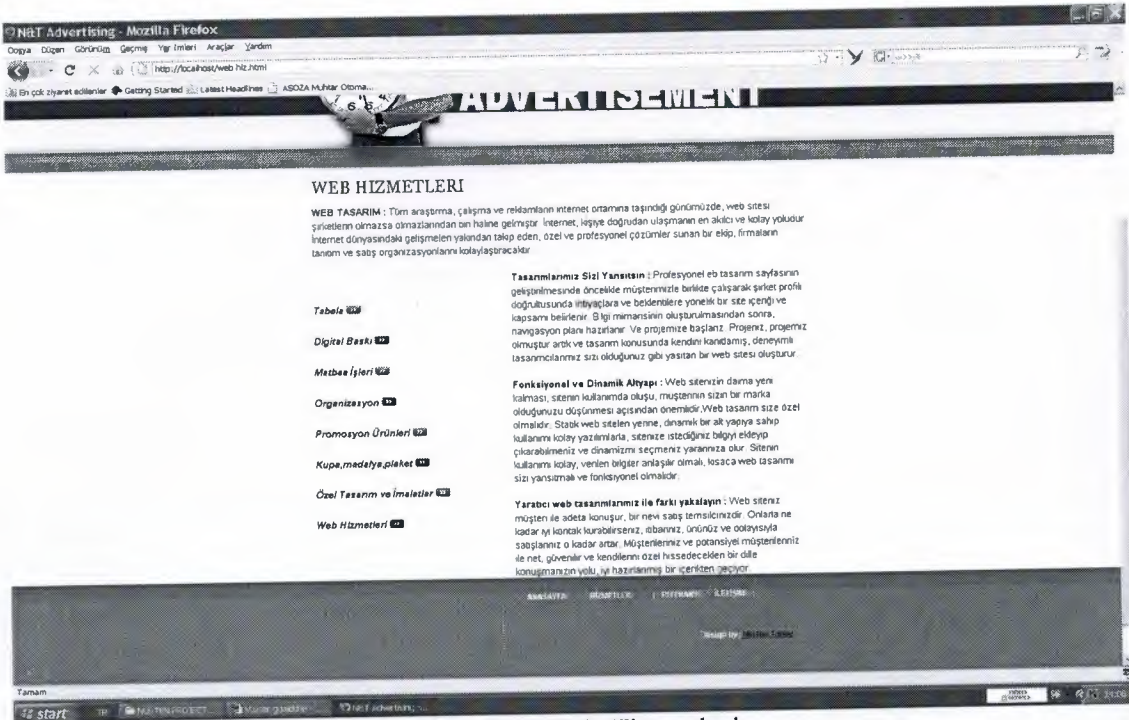
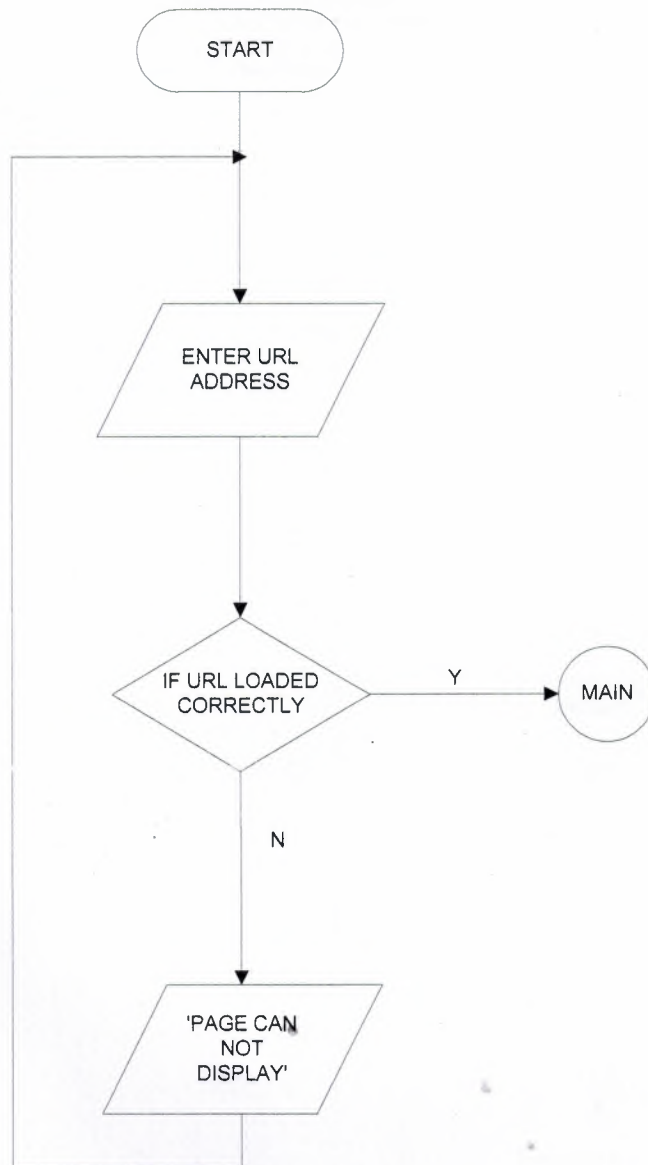
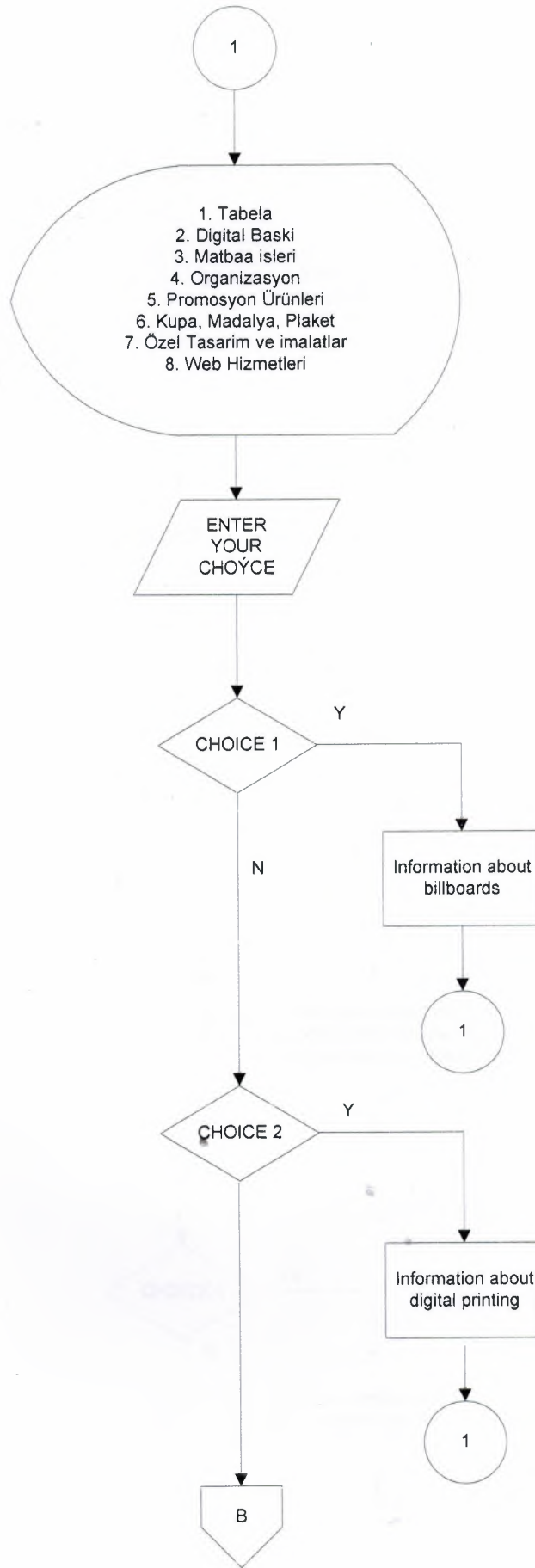


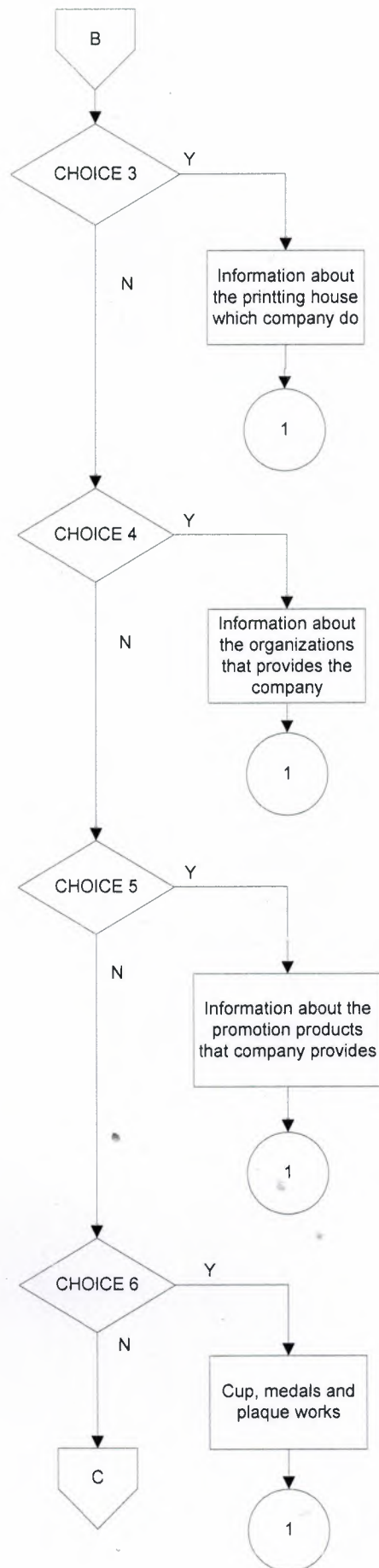
figure 11: Web Hizmetleri

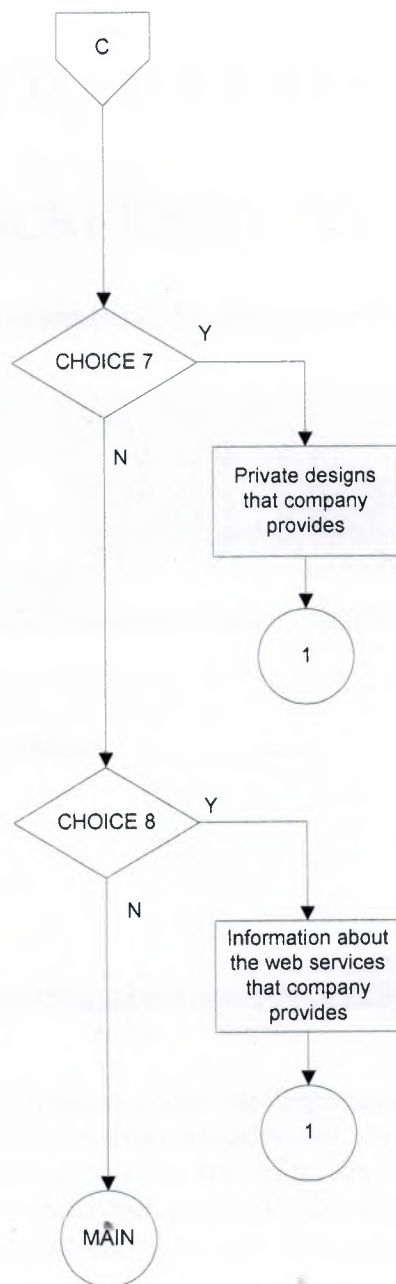
This page provides information about web designs of company that provides their customers

USER FLOWCHARTS









VII. APPENDIX

SCREEN OUTPUT

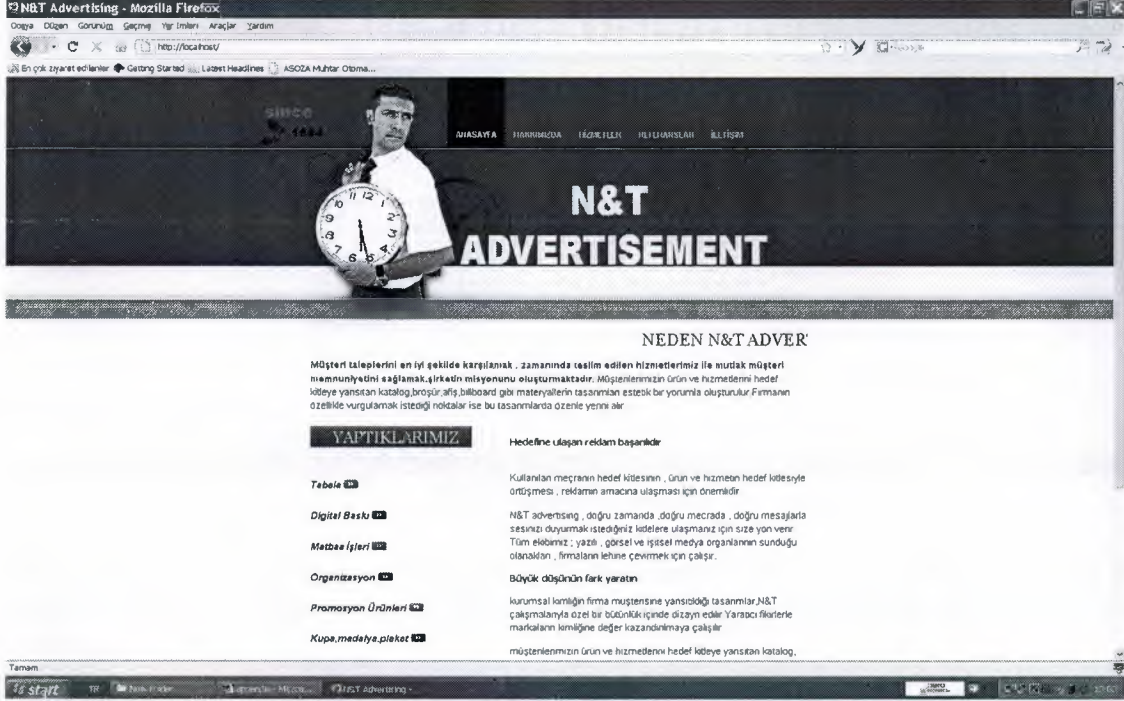


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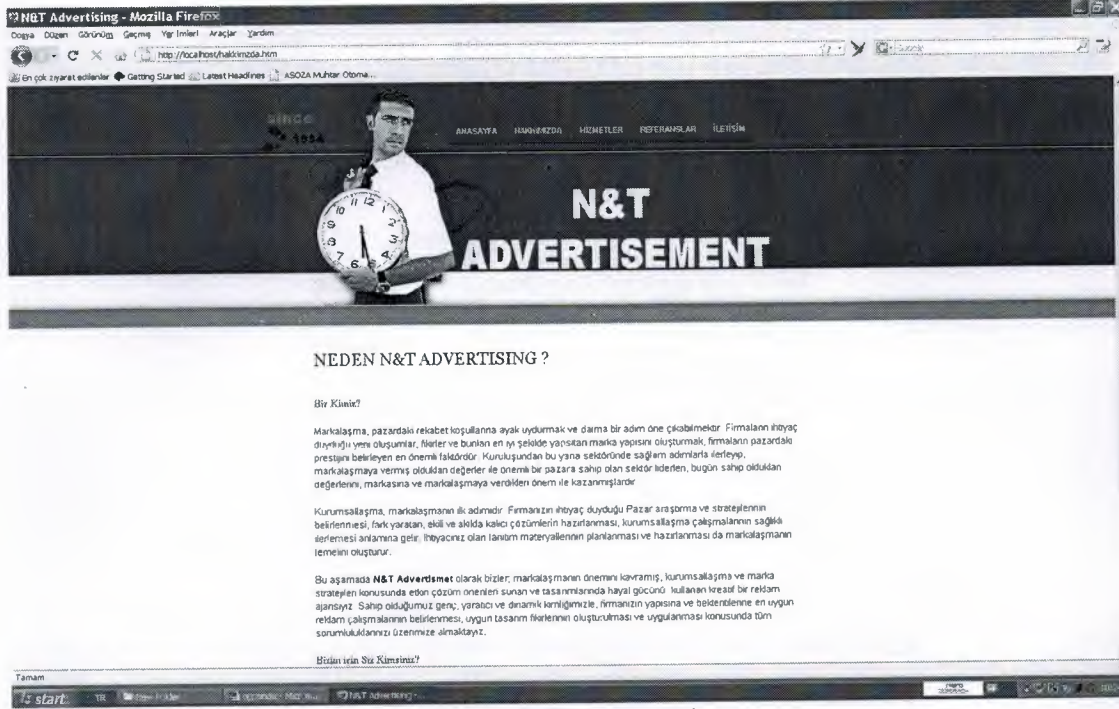


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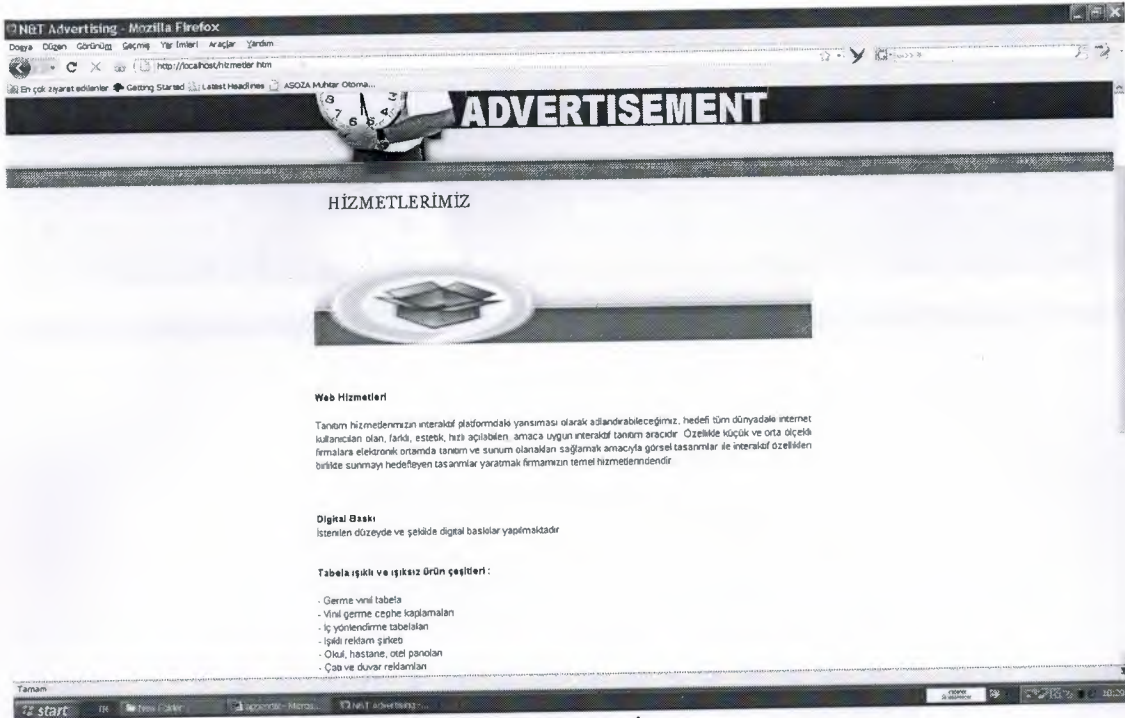


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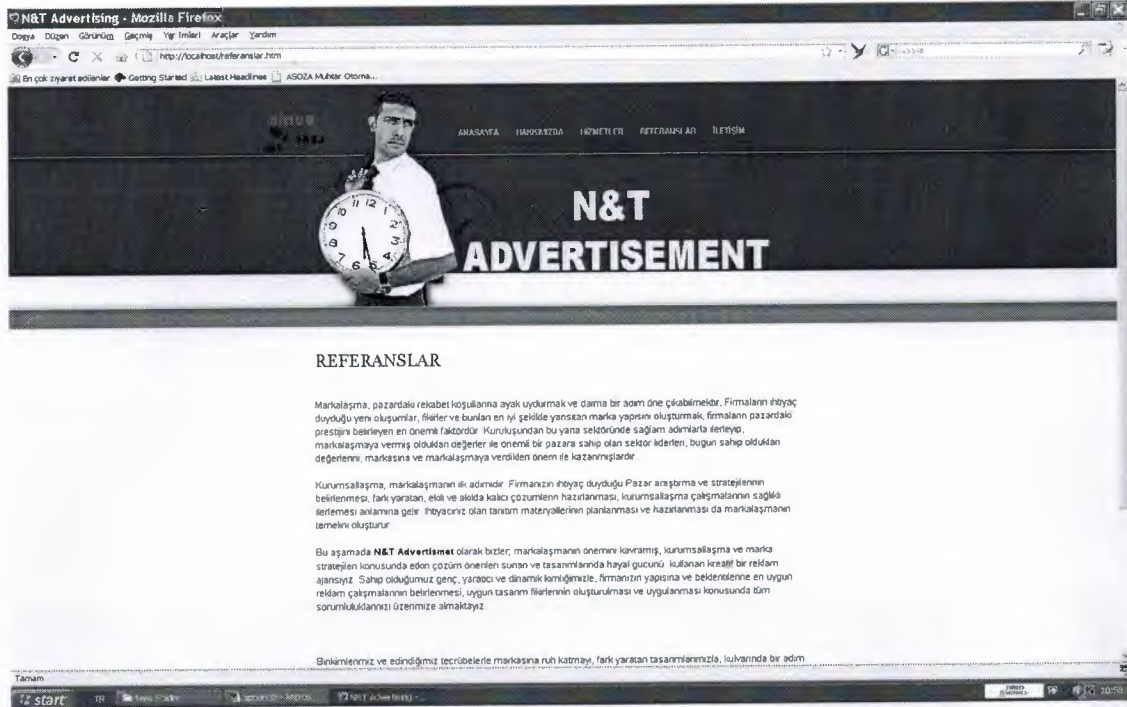


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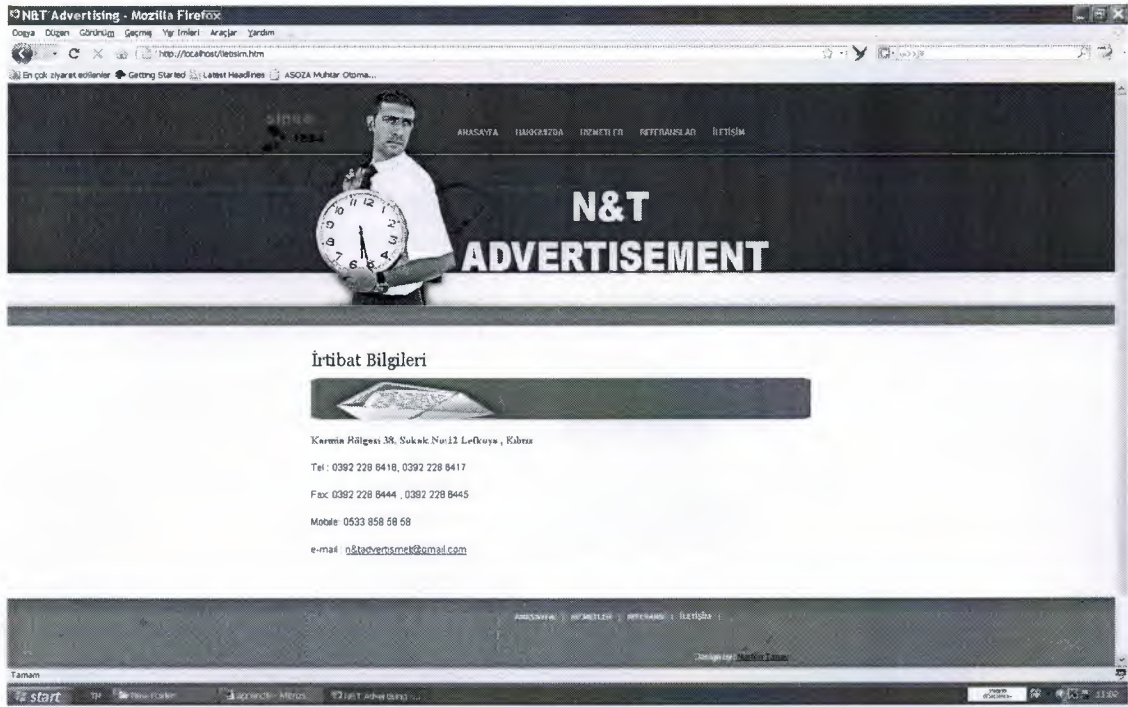


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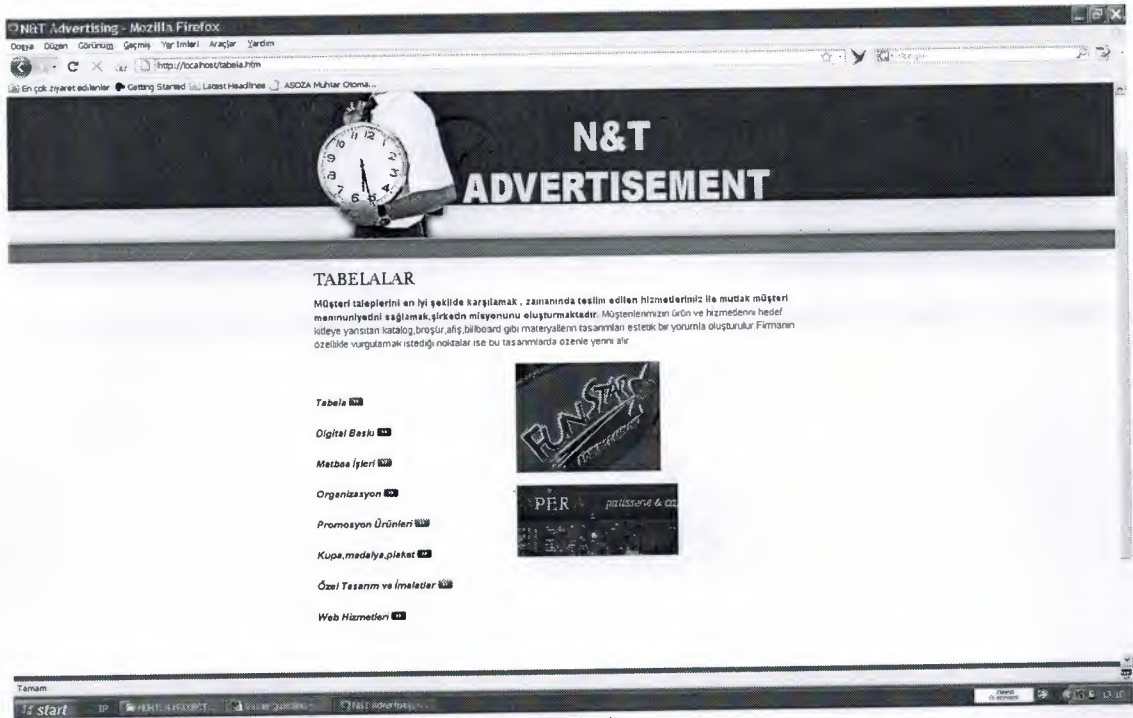


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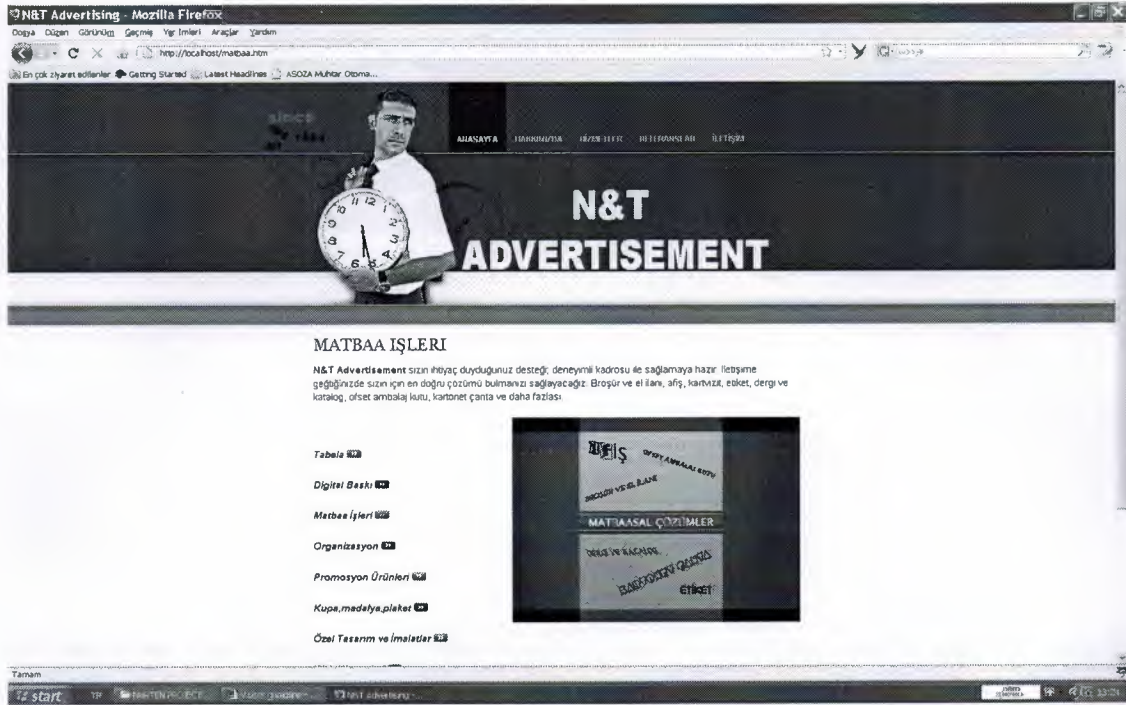


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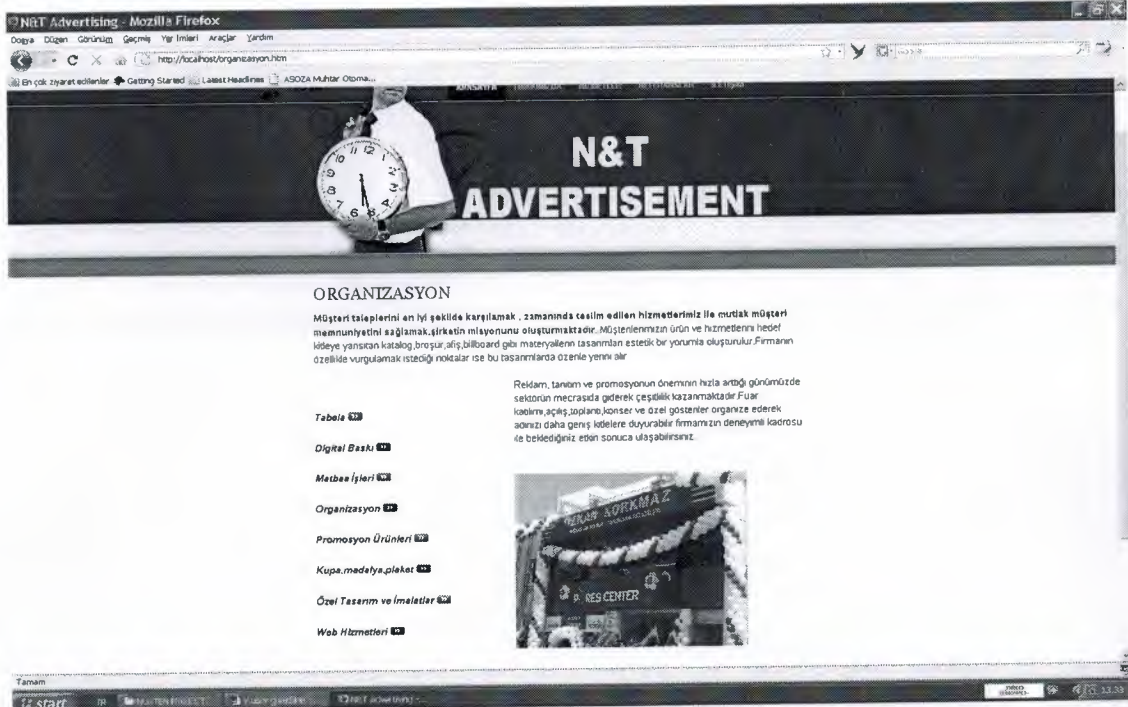


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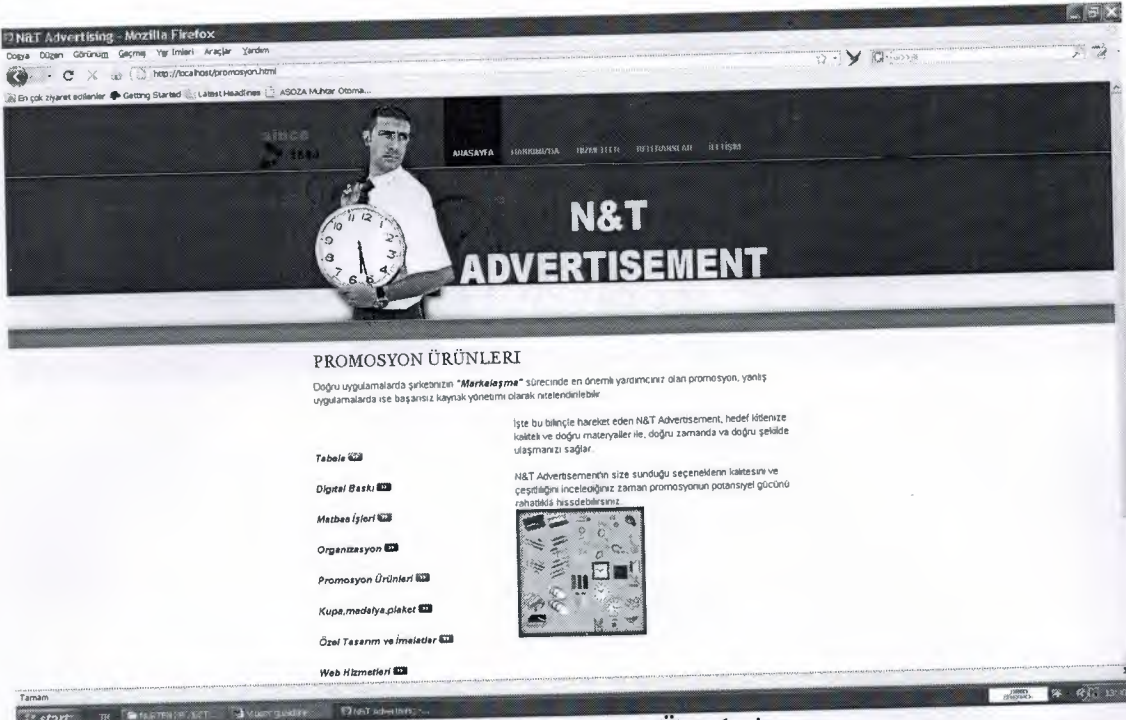


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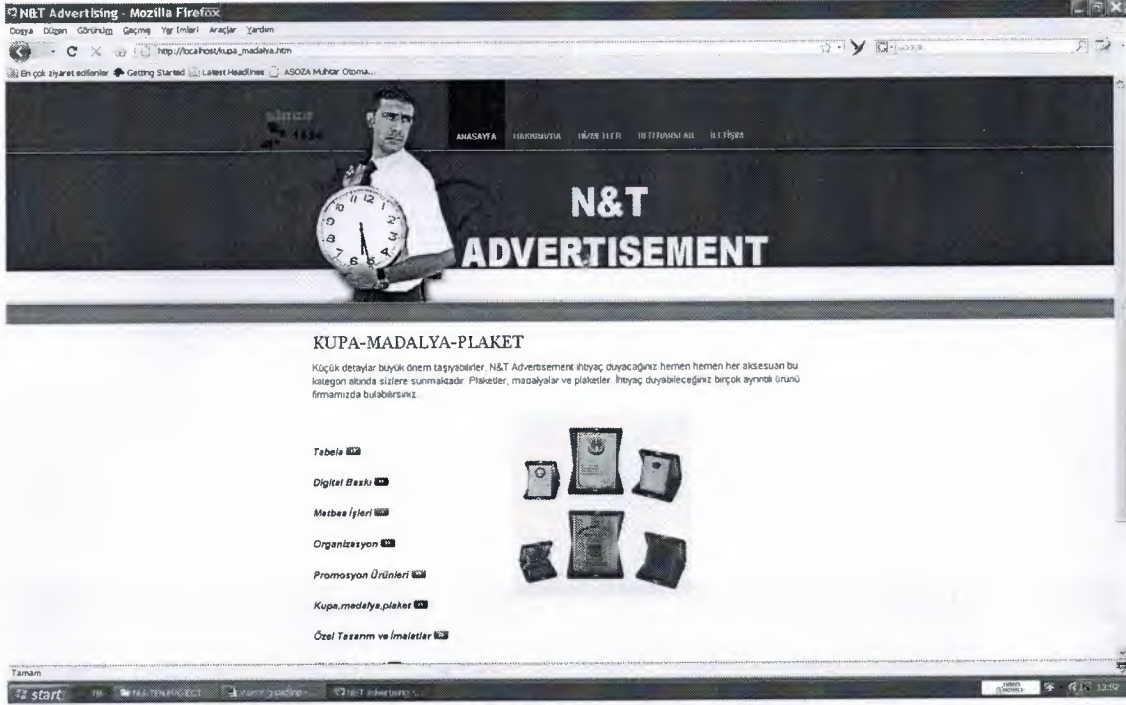


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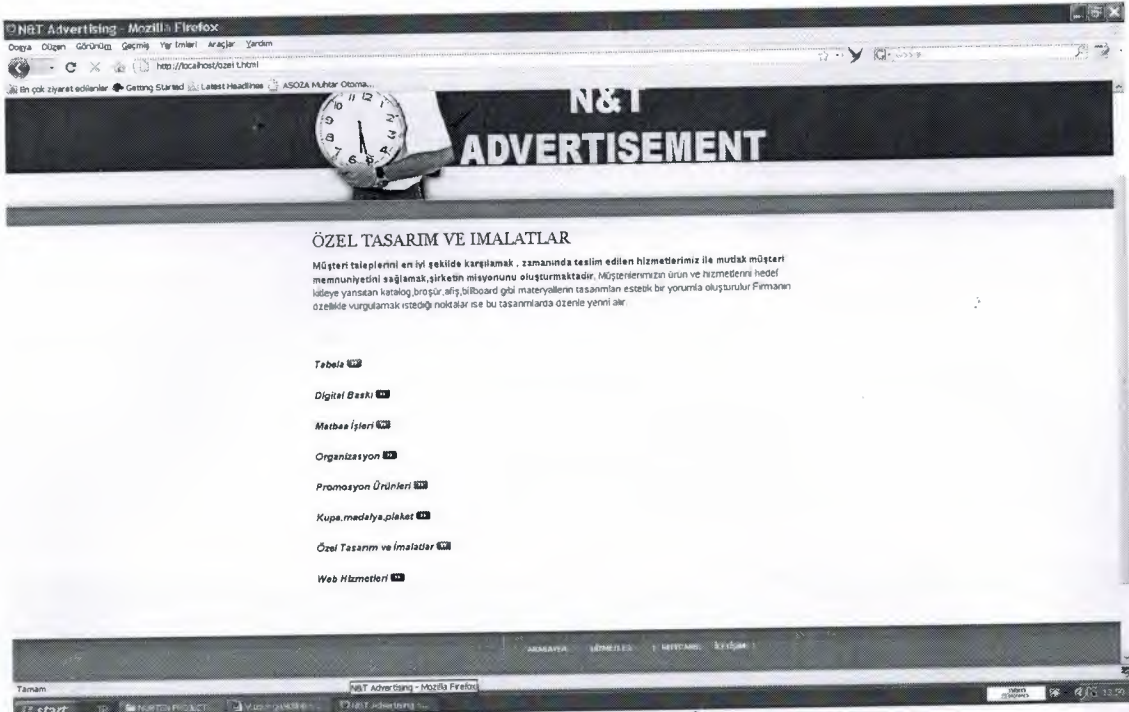


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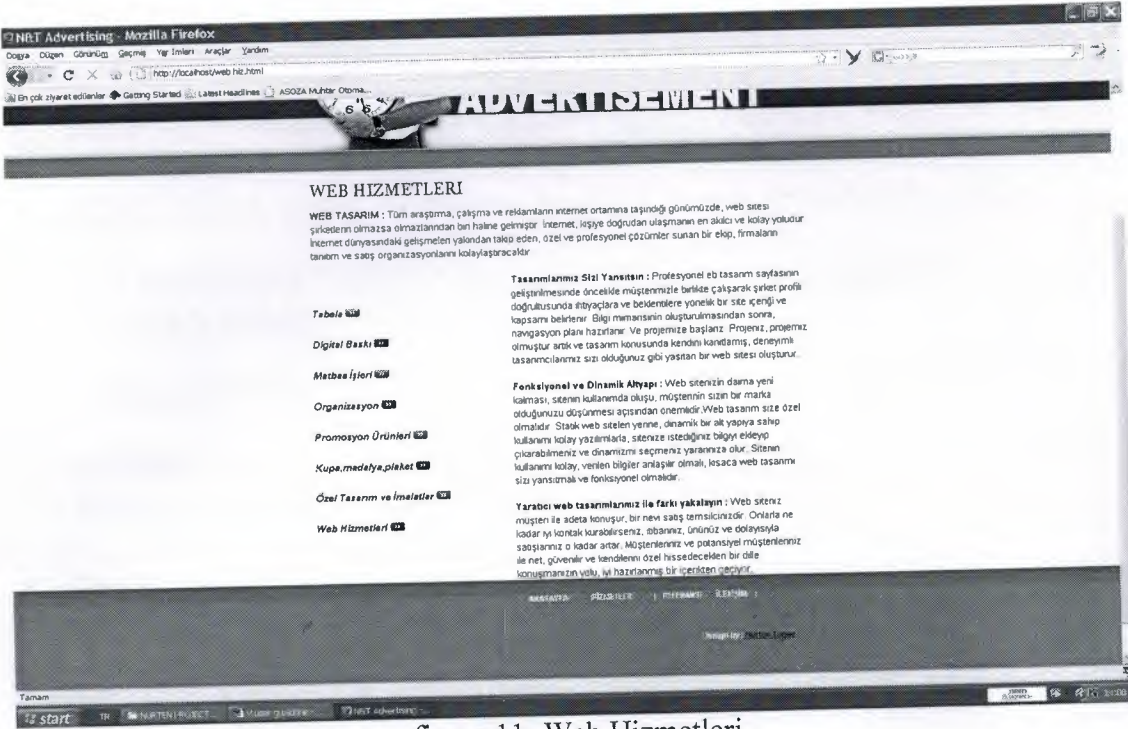


figure 11: Web Hizmetleri

This page provides information about web designs of company that provides their customers

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Web Sites

1. <http://www.htmldersleri.info/>
2. http://www.htmldersleri.org/index.php?getir=html_intro&ID=1
3. http://www.htmldersleri.org/index.php?getir=html_tabels&ID=9
4. http://www.htmldersleri.org/index.php?getir=html_images&ID=12
5. <http://www.umutdogan.com/2006/09/28/html-dersleri-1-ilk-html-sayfamiz/>
6. <http://www.webdersleri.com/sayfa.asp?id=564>
7. <http://kralforumcu.com/html-dersleri-giris.html>