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DEVELOPMENT OF A SUBSCRIPTION INITIALIZATION SUBSYSTEM IN A CORPORATE E-COMMERCE PROJECT

Рассмотрены вопросы разработки подсистемы инициализации подписки в проекте корпоративной электронной коммерции.

The development of various ways of monetizing applications and services has led to the emergence of a new type of it – a subscription model. We can say that the subscription model was most relevant for paying for content aggregators: music streaming services, sites with films, books, and educational materials. But the history of subscriptions did not begin in the

digital world: it originally distributed periodicals and other physical goods. This model is more attractive for any manufacturer.

In a corporate e-commerce project, this model was implemented in a slightly modified form. The subscription consists of a set of products that will come to the buyer every month at a specific time. Sets are of two types: grocery and category. The grocery set contains the products specified by the store administrator. While the categorical program includes a list of products of a certain category, among which the user selects the necessary ones. The minimum amount is usually limited. The cost of the goods that are included in the subscription will be full, but it is possible to add some discount, for example, specifically for a specific customer or for those users who use this opportunity constantly.

The subscription initialization process itself consists of several stages. The required subscription is selected first. In the next step, a list of possible delivery methods is provided. After choosing a suitable method, a list of already available payment types appears again. For the subscription model, currently only card payments are available. At the fourth step, the buyer chooses the date of the second payment convenient for him. Further, every month on the selected date a certain amount will be debited for the subscription. The last step is the stage of checking the selected parameters and confirming that the data was entered correctly.

The main advantage of the subscription model in this case is that the buyer places an order once, choosing all the necessary parameters. This saves him from having to go through the entire checkout process in a new way every month. Also, for those who run their own business, selling products presented in this e-shop.