A

Project Report

On

"E-COMMERCE WEBSITE USING WORDPRESS"

In partial fulfillment of the requirements for the degree of

Bachelor of Computer Applications

Submitted by:

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Under the esteemed guidance of

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FACULTY OF HUMANITIES AND SOCIAL SCIENCE

SWASTIK COLLEGE

CHARDOBATO, BHAKTAPUR, NEPAL

DECLARATION

I hereby declare that the project titled **"Shoplio – An E-Commerce Website Using WordPress"**, submitted in partial fulfillment of the requirements for the **Bachelor of Computer Applications (BCA) 5th Semester** under the subject **Management Information System (MIS) and E-Business**, is the result of my own work.

This project has not been submitted previously, in whole or in part, for the award of any degree, diploma, certificate, associateship, or other academic recognition. All sources of information and assistance have been duly acknowledged in the report.

I take full responsibility for the originality and authenticity of the content presented in this project.

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Date: 2082/05/06

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Signature of the Student:

ACKNOWLEDGEMENT

I would like to express my sincere gratitude to Mr. Ivan Suwal, our respected teacher, for his valuable guidance and support throughout the completion of this project. His suggestions and feedback helped me stay on the right track and improve the project step by step.

I am also thankful to my college and the BCA department for giving me the opportunity to work on this project under the course MIS and E-Business. It helped me learn about WordPress and understand how e-commerce websites work in real life.

Lastly, we would like to acknowledge the assistance of our peers and the availability of various resources, which have provided us with the information needed to make progress in this project. Their contributions and insights have been a helpful part of this journey.

ABSTRACT

This project is an e-commerce website built using WordPress for an online clothing store. The main goal of the website is to sell clothing and fashion-related products for men, women, and kids, including accessories, through a user-friendly online platform.

The website provides customers with a product catalog where they can browse items, view details, and make purchases. It is designed to make shopping easy and convenient from any device. WordPress, as a content management system (CMS), is used to manage the website's content, structure, and features, along with necessary plugins for e-commerce functionalities.

This project aims to show how small or medium businesses can easily set up their online stores without developing a website from scratch. It offers a cost-effective and efficient way to reach customers online and manage products, orders, and customer interactions from a single dashboard.

Keywords: *E-commerce Website, Online Clothing Store, WordPress, Fashion Products, Content Management System, WooCommerce, User-Friendly Interface, Product Catalog, Online Shopping*

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Chapter 1: Introduction

1.1 Introduction

In today's digital world, starting and growing a small business has become both a challenge and an opportunity. With large brands dominating the market, small businesses often struggle to reach a wide audience—even when their products are of high quality. One major reason is the lack of a strong online presence. Traditional stores are limited by location and often require high investment to maintain, whereas online stores offer a simpler and more cost-effective way to reach customers.

This project focuses on developing an online clothing store using WordPress. The website is designed to offer a variety of fashion items for men, women, and kids, including accessories. Customers can browse through products, check details, and make purchases from the comfort of their homes. Online shopping saves time, gives users more choices, and offers better prices compared to offline stores.

By using WordPress as the platform, the website becomes easy to manage and flexible to update. It helps small or new businesses to step into the digital market without needing deep technical knowledge. The goal of this project is to provide a simple, attractive, and efficient online store that connects quality products with customers through a smooth and user-friendly shopping experience.

1.2 What is E-Commerce:

Electronic commerce (e-commerce) refers to the buying and selling of goods and services through the internet. It includes all online business activities such as product display, placing orders, digital payments, and customer support. E-commerce has transformed how businesses operate, allowing even small sellers to reach a global audience without needing a physical store. Whether it's a fashion retailer, a bookstore, or a gadget seller, e-commerce offers endless possibilities to showcase products and attract customers.

E-commerce websites work in a simple but effective way. A user visits the website and browses through various products. When they decide to buy something, they add it to their cart and proceed to checkout. During this process, the system collects important details like the delivery address and payment method. All sensitive information, such as card numbers or personal data, is encrypted for safety using Secure Socket Layer (SSL) technology. The payment details are then sent through a secure payment gateway, which connects with the customer's bank (issuing bank) and the merchant's bank (acquiring bank). Within seconds, the transaction is either approved or declined, and the order is confirmed.

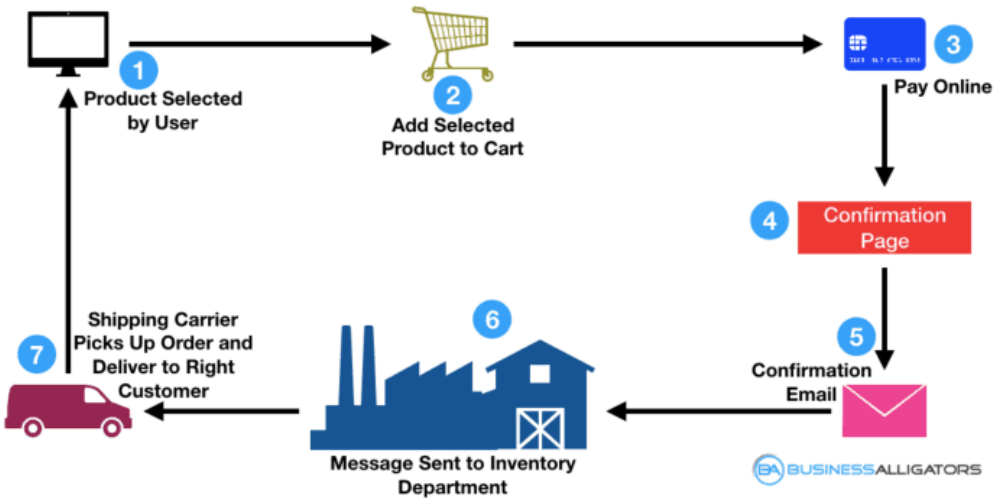

Figure 1.1.1: Flow of an E-Commerce Transaction

To make this process smooth and secure, e-commerce platforms use technologies that can handle thousands of transactions every day. These systems include reliable hosting servers,

integrated payment gateways (like Razorpay, PayPal, or Stripe), and order management tools. WordPress, with plugins like WooCommerce, simplifies the setup of such systems by providing built-in features for product listings, shopping carts, checkout, and order tracking. It ensures that even users with minimal technical knowledge can run a full-fledged online store with ease.

1.2 Types of E-commerce

- **Business-to-Consumer (B2C)**
- **Consumer-to-Consumer (C2C)**
- **Business-to-Business (B2B)**
- **Business-to-Government (B2G)**
- **Government-to-Business (G2B)**
- **Government-to-Consumer (G2C)**

- **Business-to-Consumer (B2C)**

B2C is the most common type of e-commerce model. It involves businesses selling directly to individual customers. Your fashion website follows this model because it sells clothes and accessories directly to end-users (men, women, kids). For Example:

- Myntra selling clothes to a customer
- Amazon selling shoes to an individual
- Your website selling jackets to a teenager

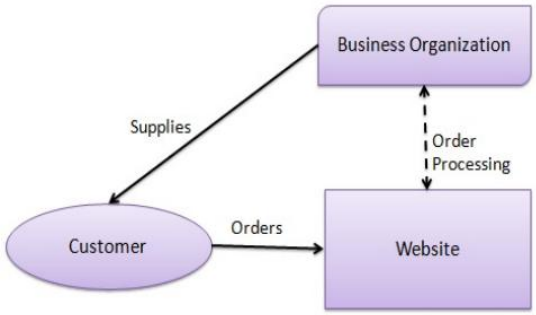

Fig 1.2.1

- **Consumer-to-Consumer (C2C)**

In this model, people sell items to each other directly, often through platforms like OLX or eBay. Though your current site is not C2C, you can mention it as a common type of e-commerce. For Example:

- A user selling a used t-shirt on OLX
- One person buying handmade jewelry from another person on Etsy

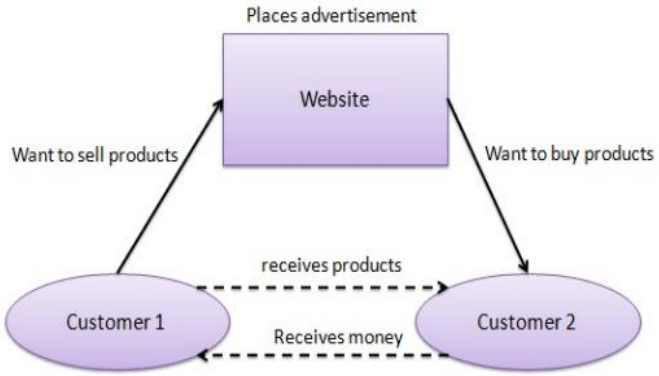

Fig 1.2.2

- **Business-to-Business (B2B)**

This involves transactions between two businesses. For example, a fashion brand purchasing bulk fabric from a supplier or a clothing brand selling wholesale items to another retailer. For Example:

- A fabric manufacturer selling materials to a garment brand
- Shopify selling its platform service to small business owners

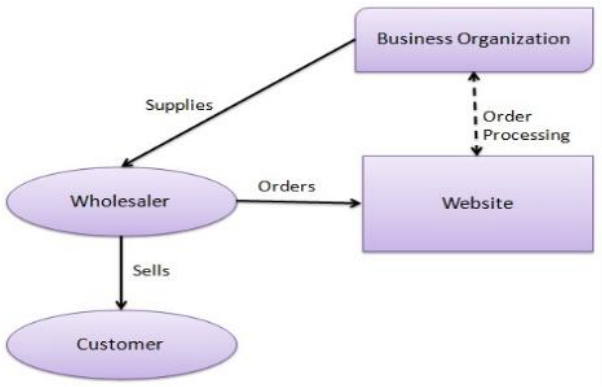

Fig 1.2.3

- **Business-to-Government (B2G)**

B2G is when businesses provide products or services to the government. For example, a fashion company might sell uniforms to a government school or army unit. For Example:

- A clothing brand supplying uniforms to a public school
- A company offering customized merchandise to a government event

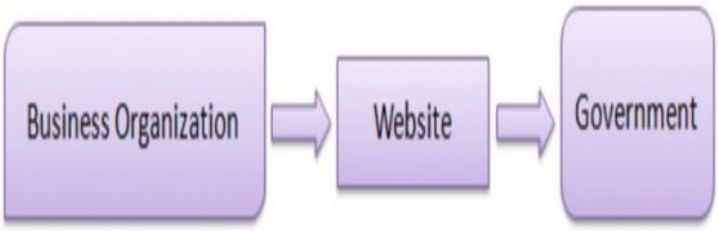

Fig 1.2.4

- **Government-to-Business (G2B)**

This model involves government services or portals designed to support business operations. Businesses interact with government portals to apply for licenses, submit taxes, or bid in tenders. For Example:

- A clothing business applying for a GST number
- Participating in a government tender for supplying school uniforms

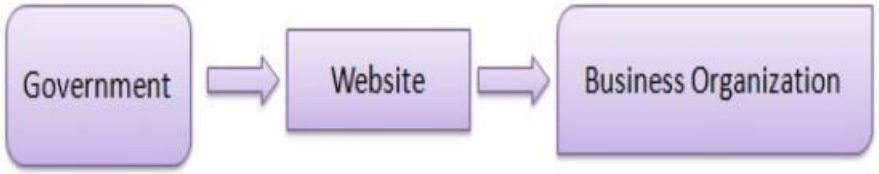

Fig 1.2.5

- **Government-to-Consumer (G2C)**

In this model, the government provides services or information directly to citizens. It can be welfare schemes, forms, or other essential updates through online portals. For Example:

- A citizen downloading a subsidy form from a government site
- Accessing fashion export/import regulations

Fig 1.2.6

1.3 Problem Statement

In today's competitive and fast-paced digital world, many people prefer online shopping due to its convenience, variety, and time-saving nature. However, small and growing fashion retailers often struggle to reach wider audiences without a proper online presence. Many existing e-commerce platforms are either too expensive, lack customization, or do not offer user-friendly features. Customers also face difficulties in easily browsing products, filtering categories, and making secure transactions. This creates a gap in the market for a simple, affordable, and accessible online clothing store that caters to men, women, and kids with a smooth and organized shopping experience.

1.4 Objectives

The main objectives of this project are as follows:

i. To develop an online platform where users can browse and purchase clothing and accessories for men, women, and kids.
ii. To implement product categorization for easy navigation and better user experience.
iii. To provide a secure and efficient checkout process using reliable payment methods.
iv. To design a responsive and user-friendly interface suitable for all devices.
v. To enable business owners to manage products, orders, and customer details easily through WordPress.

1.5 Scope and Limitation

1.5.1 Scope of the Project:

The E-commerce Clothing Store project aims to build a user-friendly and responsive online shopping platform that offers a wide range of clothing and accessories for men, women, and kids. Developed using WordPress, the site will allow users to browse products by category, view detailed information, and make purchases securely. The admin will have access to a simple dashboard for managing inventory, orders, and customer information. The platform supports essential e-commerce features such as product filtering, cart management, and payment integration to ensure a smooth and efficient shopping experience.

1..2 Limitation of the Project:

Some of the limitations of the Shopilo (e-commerce website):

- Limited payment options (only electronic payment and cash on delivery).
- No advanced user profiles or multiple shipping address management.
- Basic inventory management without automatic stock alerts.
- No real-time delivery or GPS tracking for orders.
- Limited customization options for users.
- Security depends mainly on WordPress and plugins, lacking custom advanced features.

Chapter 2: System Analysis

2.1 System Analysis

During the system analysis phase, both functional and non-functional requirements were gathered to build an efficient, user-friendly online shopping experience tailored for the **Shoplio** e-commerce platform. The goal is to ensure smooth product browsing, purchasing, and order management while supporting additional features like coupons and newsletters to enhance user engagement.

2.1.1 Requirement Analysis

A. Product Perspective

The online shopping-cart application is designed as a web-based system, which means it does not require any additional software installation on the user's device. Customers only need an internet connection and a standard web browser to access the system. It is compatible with commonly used browsers such as Internet Explorer 8.0 and above, Mozilla Firefox 2.0, Google Chrome, and other modern browsers. This ensures that users can conveniently browse products, add items to their cart, and make purchases without facing compatibility issues. The system is developed with the aim of providing a simple, user-friendly, and reliable shopping experience for both customers and store administrators.

B. Functional Requirements

- Admin can add, update, or delete product listings, including images, price, description, and inventory.
- Users can browse products by category, apply filters, and search items.
- Add to cart functionality enables users to select and manage products before checkout.
- At checkout, users provide shipping and billing details; returning customers' details are remembered for convenience.

- An optional or automatic user account system helps manage past orders and saved information.
- Order tracking is supported — admins can update order statuses (*Processing, Shipped, Cancelled,* etc.) and notify users accordingly.
- Multiple payment options are available, including cash on delivery, mobile payment, or bank transfers.
- Users can write product reviews and ratings to share feedback.
- A wishlist feature allows users to save products for later consideration.
- Coupon code functionality allows discounts during checkout.
- A newsletter subscription option is included in the footer to collect user emails and send marketing or update emails.
- Email notifications are sent for order confirmations and status updates.

C. Non-Functional Requirements

- The platform should be responsive and mobile-friendly, working seamlessly across all devices.
- Pages should load quickly, ensuring a smooth shopping experience.
- The user interface should be clean and intuitive, making navigation simple for all users.
- System must ensure data accuracy and consistency during transactions and updates.
- Customer data security must be maintained through secure data handling.
- Supports cross-browser compatibility (e.g., Chrome, Firefox, Edge).
- The system should be modular and scalable, allowing for future feature additions and upgrades.
- The application should be maintainable, with organized code and structured documentation for easy troubleshooting.

2.1.2 Feasibility Study

a. Technical Feasibility

The development of the Shoplio e-commerce website is technically feasible as it uses widely available technologies and platforms. The system is built using a CMS (WordPress with WooCommerce), which simplifies the setup process and eliminates the need to build everything from scratch. Additionally, tools like XAMPP provide a free local development environment, making testing and development accessible even on low-end systems. The overall technical stack requires minimal advanced infrastructure, and all essential resources are open-source or free, ensuring smooth implementation.

b. Economic Feasibility

Shoplio is economically feasible, especially for small-scale or individual developers. Since the system leverages free tools such as WordPress, WooCommerce, and XAMPP, the development cost is virtually zero. There is no requirement for purchasing expensive software licenses or infrastructure at the initial stage. The cost-effective nature of the project makes it an ideal solution for startups or individuals aiming to establish an online presence without significant investment.

c. Operational Feasibility

The operational feasibility of Shoplio is validated by its clean, user-friendly interface and organized layout. Both the admin and the customers can easily interact with the system, whether it's browsing products, managing inventory, or placing orders. Built-in features like order status updates, coupon support, and newsletter management help maintain smooth day-to-day operations with minimal effort. The system requires little training and can be maintained with basic technical knowledge, making it practical for regular use.

d. Schedule Feasibility

The project was designed to be completed within a short development window. Using a CMS platform allowed significant time savings by eliminating the need to code essential

features manually. Built-in templates, plugins, and themes accelerated the development process, allowing the team to meet deadlines effectively. Thus, Shoplio is feasible from a time management perspective, making it suitable for academic, prototype, or small-business deployment.

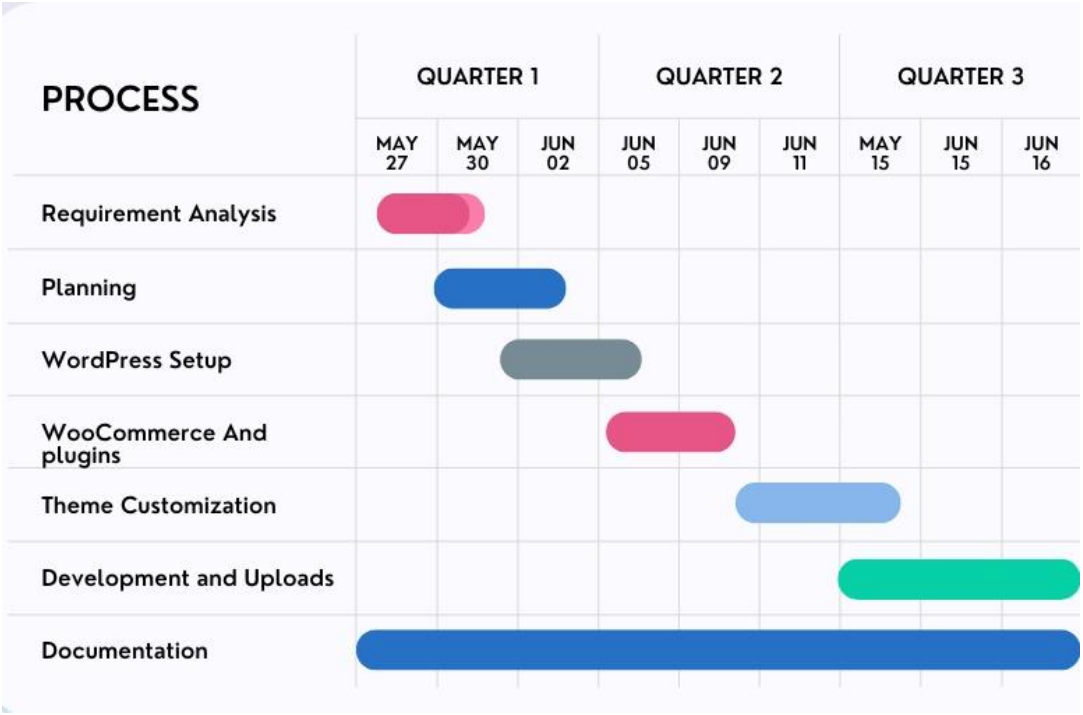

Fig 2.1: Gantt Chart

Chapter 3: Implementation

3.1 Implementation

3.1.1 Tools Used

• **WordPress:**

WordPress is a widely used, open-source content management system (CMS) that simplifies website creation and management. It offers a range of themes, plugins, and customization options that support both blogging and e-commerce functionalities, making it ideal for building the Shoplio online store.

• **WooCommerce:**

WooCommerce is a powerful WordPress plugin that transforms a website into a feature-rich e-commerce platform. It manages products, orders, payments, and shipping, providing seamless integration with WordPress and enhancing the online shopping experience.

• **XAMPP:**

XAMPP is an open-source cross-platform local development environment. It includes Apache, MySQL, PHP, and Perl, and is used to run WordPress websites locally. It allows developers to build and test their websites before deploying them online.

• **Newsletter Plugin:**

A newsletter plugin is used in the footer of the site, allowing users to subscribe for updates and promotional content via email, helping build customer engagement and retention.

3.1.2 Implementation Details of Modules

a. Product Management Module:

This module allows the admin to add new products, update existing product details, manage inventory, and remove discontinued items. Each product includes attributes like price, images, description, and category.

b. Shopping Cart Module:

Users can add desired products to their shopping cart while browsing. They can view the cart, modify quantities, or remove items before proceeding to checkout.

c. Order Processing Module:

After a successful purchase, the system updates order status (e.g., processing, completed, cancelled) and adjusts product inventory. Admins can monitor and manage each order through the WooCommerce dashboard.

d. Payment Gateway Integration:

The platform supports multiple payment methods including electronic payment and cash on delivery (COD), ensuring convenience and flexibility for customers during checkout.

e. User Feedback and Review Module:

This module allows users to rate and review purchased products. These reviews help build trust and assist other customers in making purchasing decisions.

f. Wishlist Module:

Users can save products to a wishlist for future reference. This enhances the shopping experience and increases the likelihood of return purchases.

g. Coupon and Discount Module:

Admins can create and manage promotional codes that users can apply during checkout for discounts. This feature is helpful in marketing campaigns and boosting sales.

h. Delivery Tracking Module:

Admins can update the status of each order (e.g., pending, processing, shipped, delivered). Customers can view these status updates through their order summary, providing transparency and trust.

i. Newsletter Subscription Module:

A subscription form in the footer collects user emails for sending updates, news, or promotional offers. It's a useful feature for customer retention and marketing.

j. Customer Information Handling:

Although users are not required to create an account, their details (name, address, phone number, email) are collected during checkout and stored for future orders, streamlining the repeat purchase process.

CHAPTER 4: CONCLUSION AND RECOMMENDATION

5.1 Conclusion

In conclusion, **Shoplio** serves as a functional and user-friendly e-commerce platform designed to offer a seamless online shopping experience. Developed using WordPress and WooCommerce, the system supports essential features such as product browsing, cart management, secure ordering, and multiple payment options. The platform also integrates user-friendly modules like wishlist management, coupon code application, customer feedback, and newsletter subscription to enhance user engagement and retention.

While the project fulfills its core objectives, it also acknowledges some limitations, such as the lack of advanced user account customization and limited delivery tracking automation. Nevertheless, Shoplio provides a solid foundation for small to medium-sized online retail businesses, combining flexibility, ease of use, and cost-effectiveness.

The successful implementation of Shoplio demonstrates the potential of CMS-based e-commerce development in rapidly deploying efficient and interactive online stores that meet modern consumer expectations.

5.2 Recommendations

To further enhance the system and ensure long-term sustainability, the following recommendations are proposed:

- **Implement Real-Time Delivery Tracking:** Integrating a real-time order tracking system would improve transparency and customer satisfaction by keeping users informed about their order status at every stage.
- **Enable Account-Based Shopping:** While the current system stores user information during purchases, introducing a full-fledged account system with

login/registration could allow users to manage orders, wishlists, and preferences more efficiently.

- **Enhance Security Features:** Implementing additional security measures such as SSL certificates, CAPTCHA for forms, and secure payment gateway integrations would help protect user data and increase trust.
- **Add Advanced Search and Filters:** Integrating multi-criteria filtering (e.g., price range, brand, rating) and advanced search features would significantly improve user navigation and product discovery.
- **Improve UI/UX Design:** Optimizing the layout, typography, and responsiveness across devices would create a more immersive and professional browsing experience.
- **Integrate User Feedback Mechanisms:** A regular feedback system and review analysis dashboard for admins can help in identifying areas for improvement and boosting user satisfaction.
- **Periodic Updates and Maintenance:** Ensuring timely updates to plugins, themes, and WordPress itself will keep the platform stable, secure, and compatible with evolving technologies.

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APPENDICES

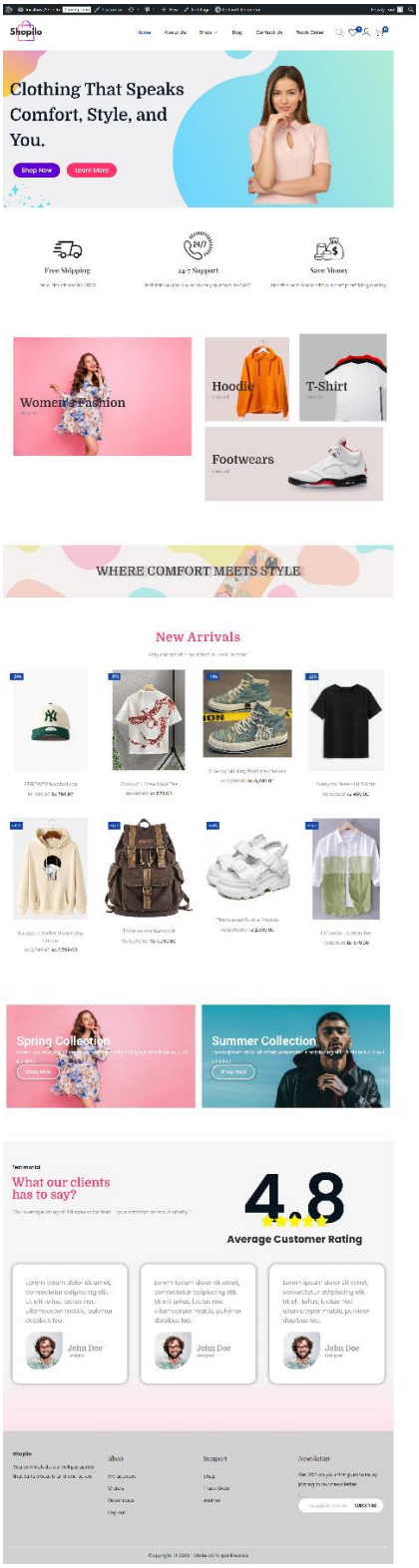

Fig 1: Home page

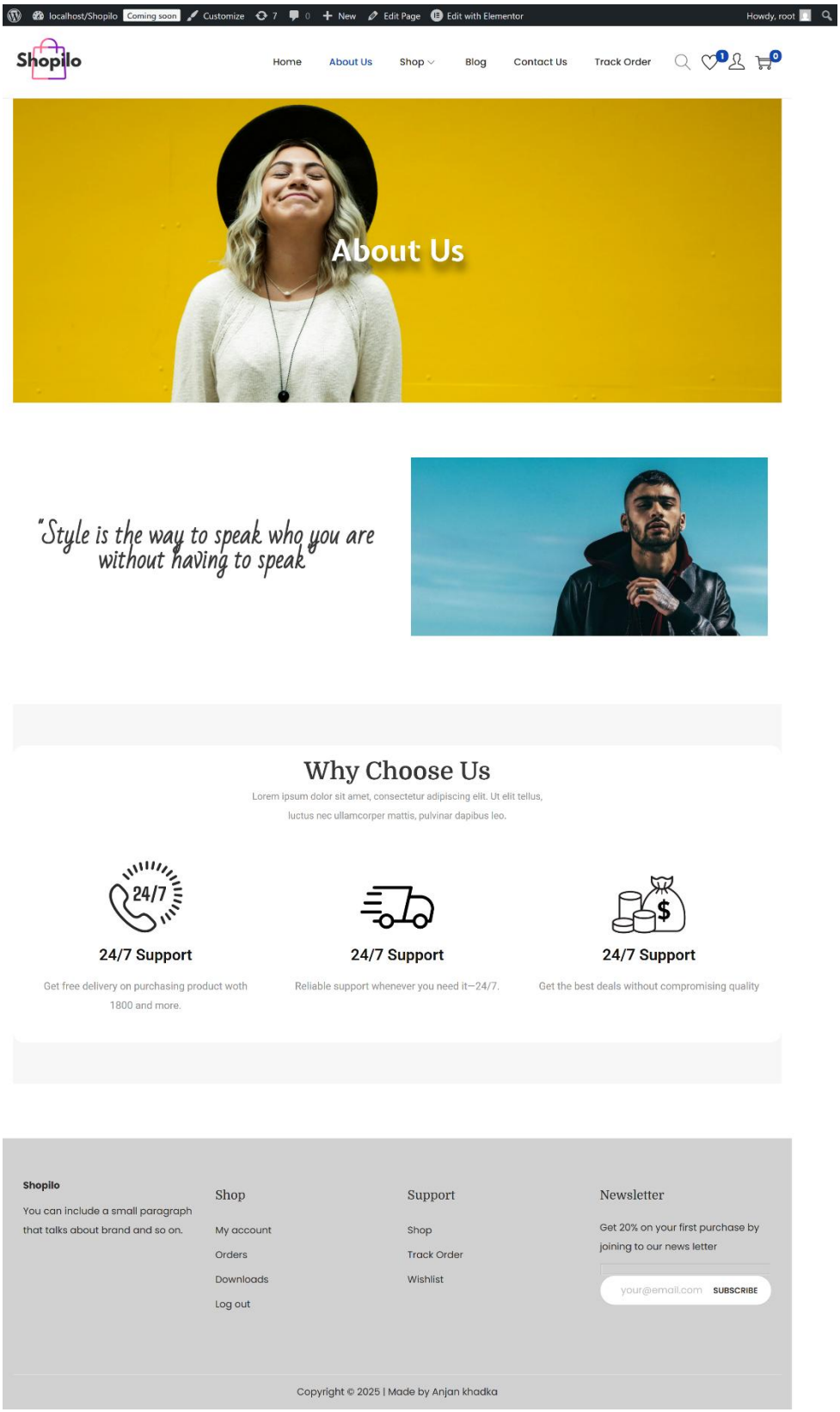

Fig 2: About Us page

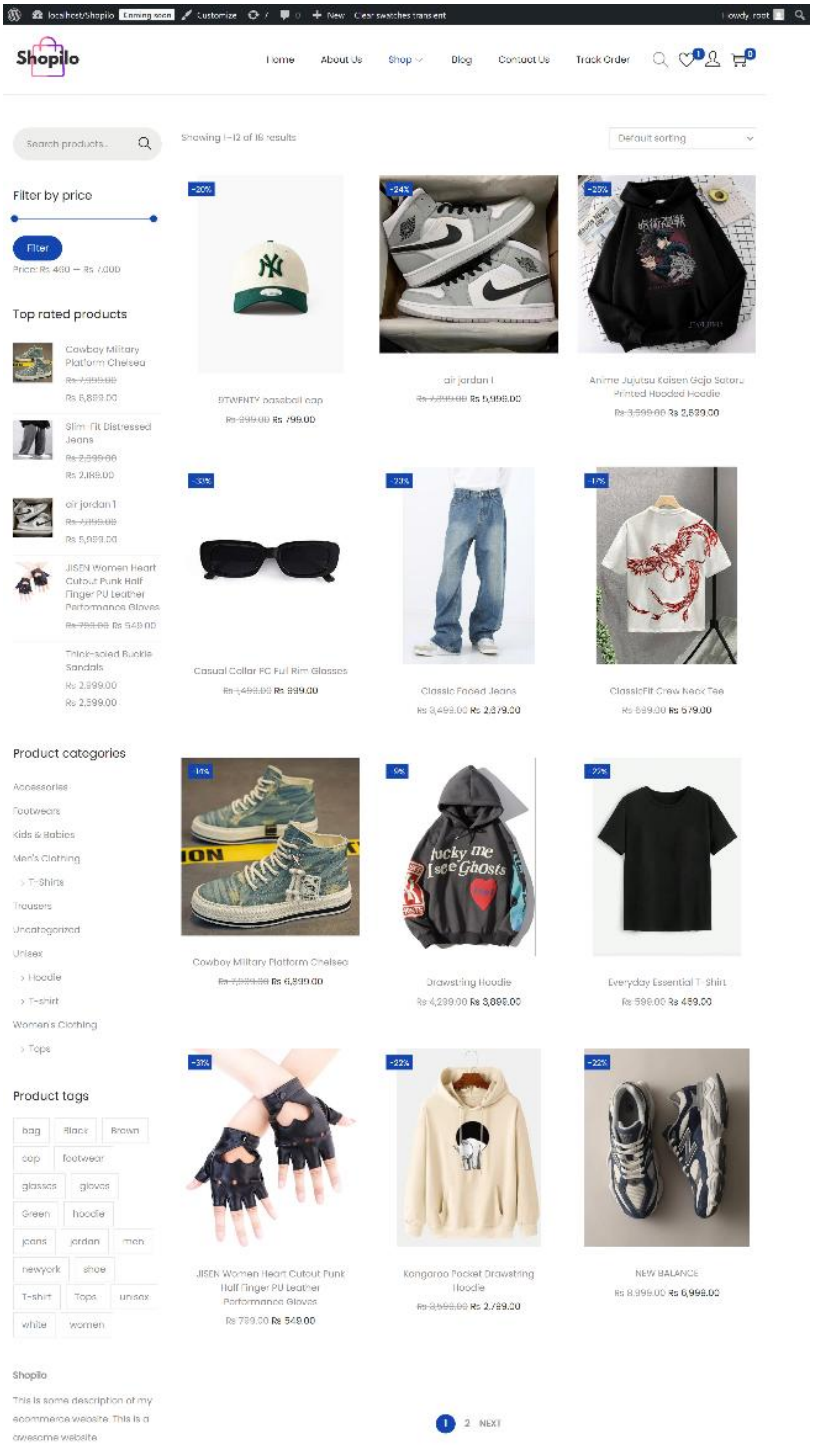

Fig 3: Shop page

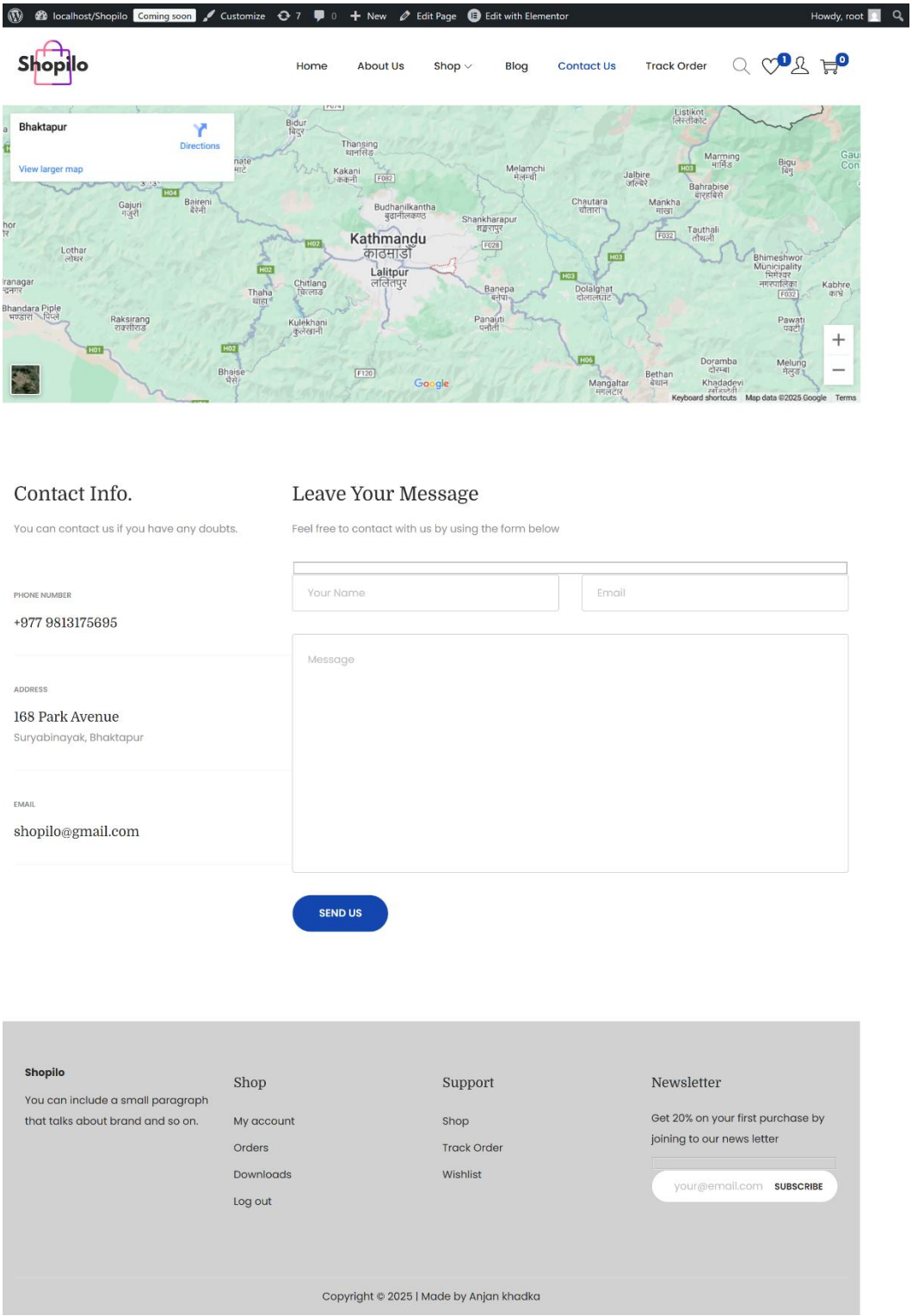

Fig 4: Contact Us page

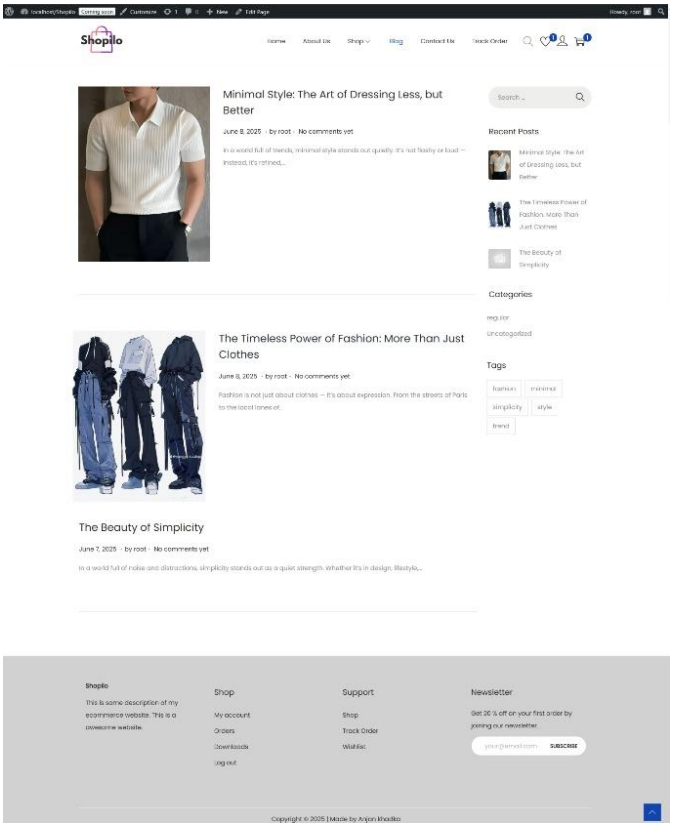

Fig 5: Blog page

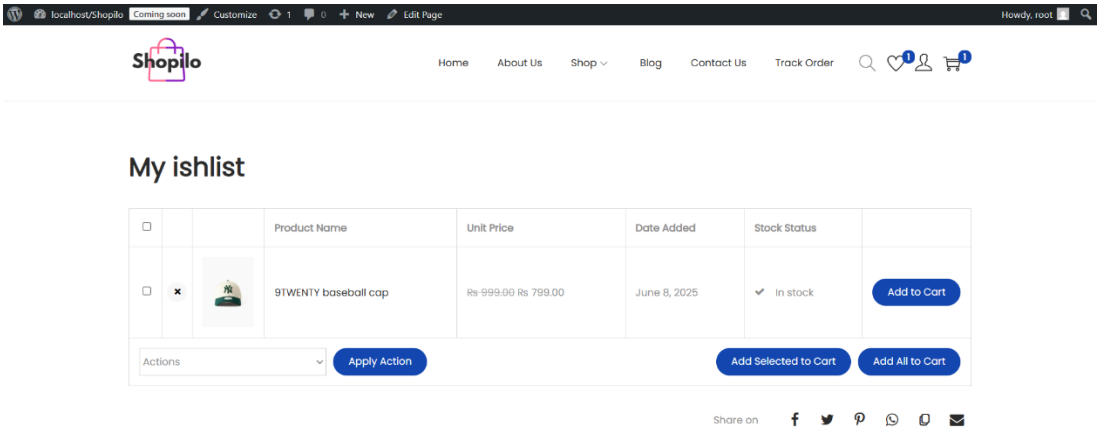

Fig 6: Wishlist page

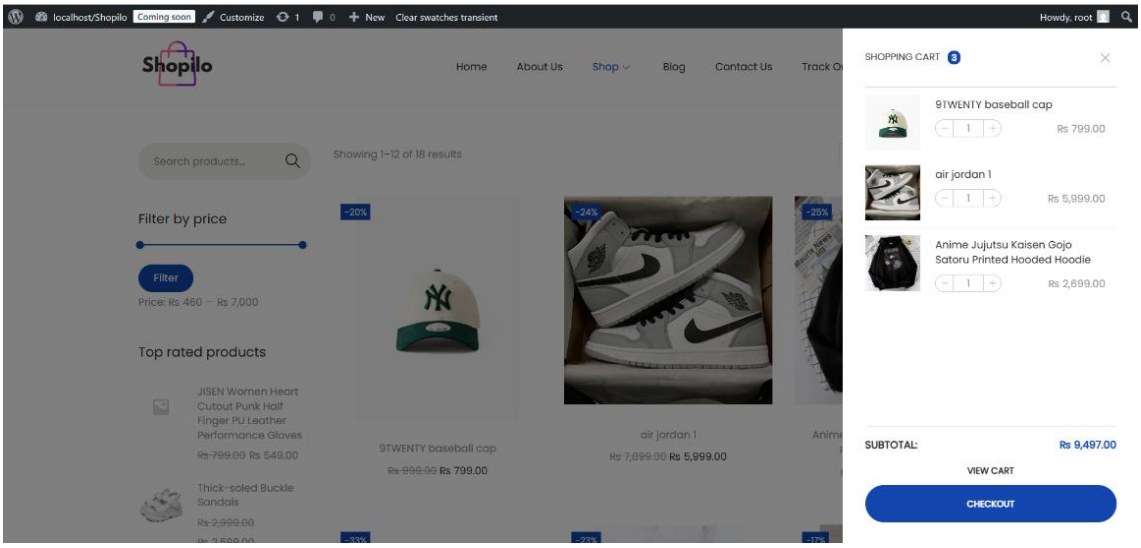

Fig 7: view cart section

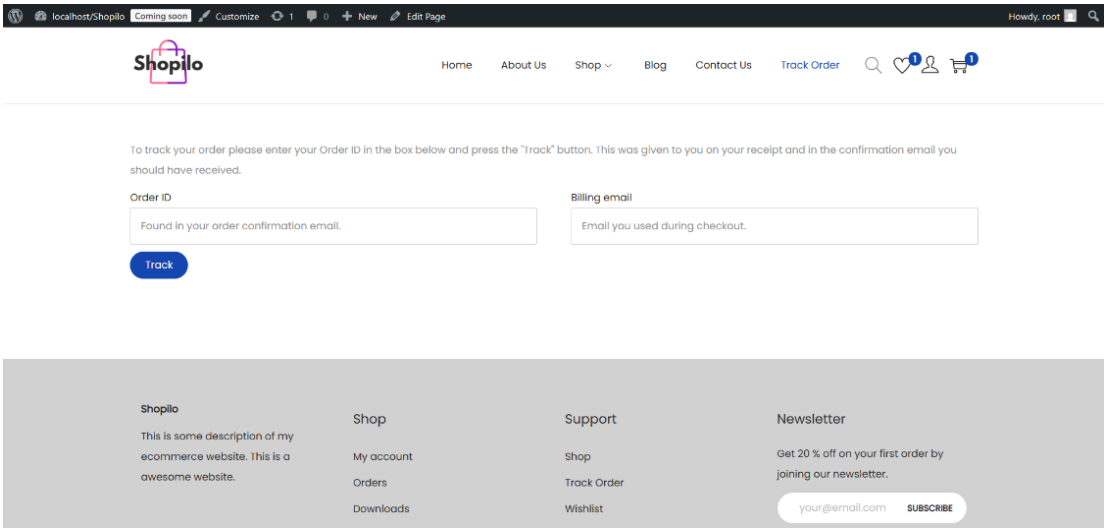

Fig 8: Track Order page

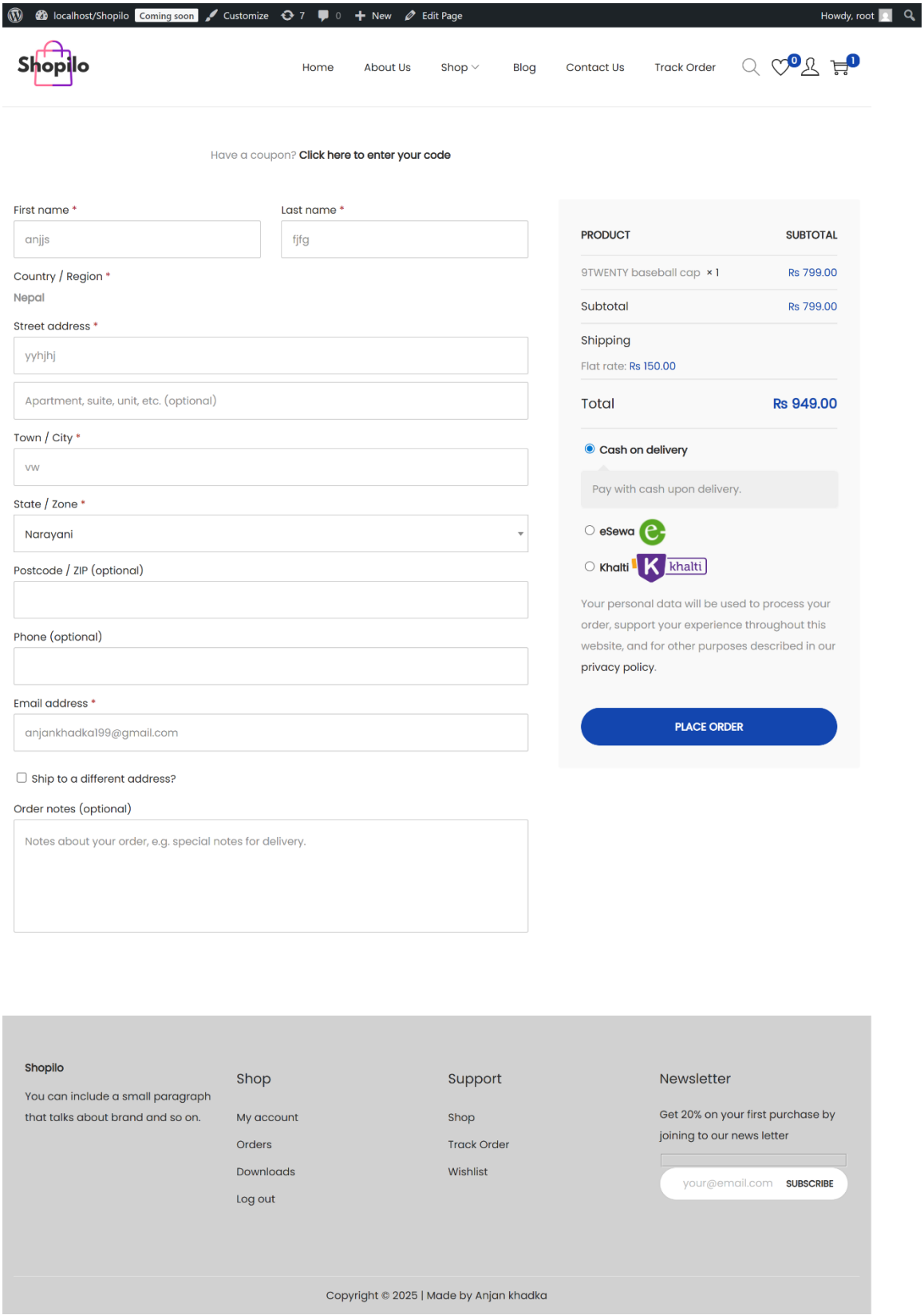

Fig 9: Checkout page

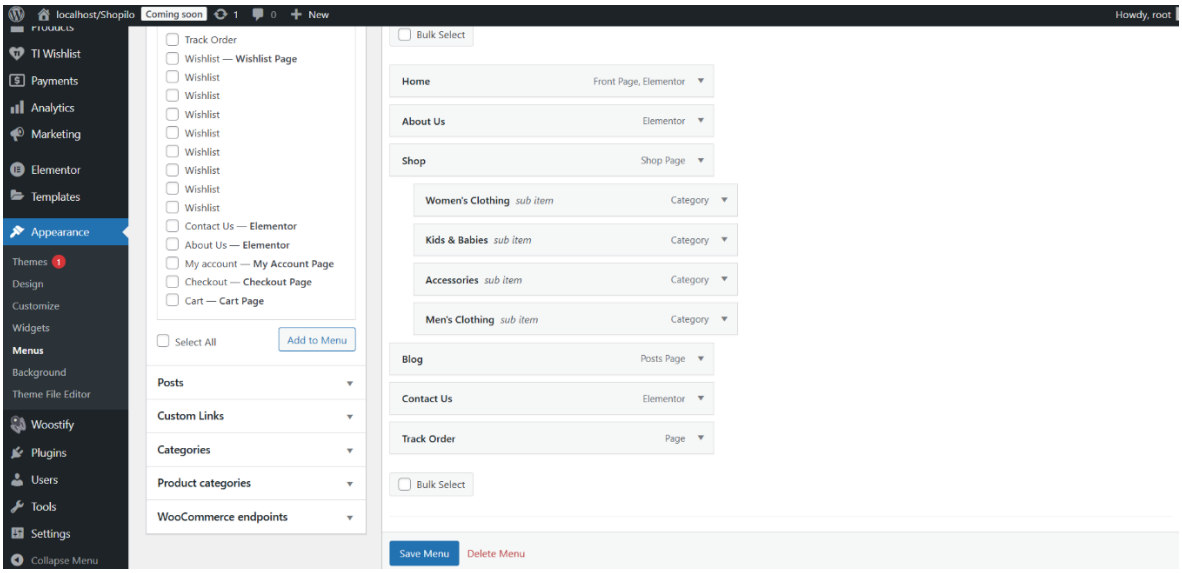

Fig 10: Menus

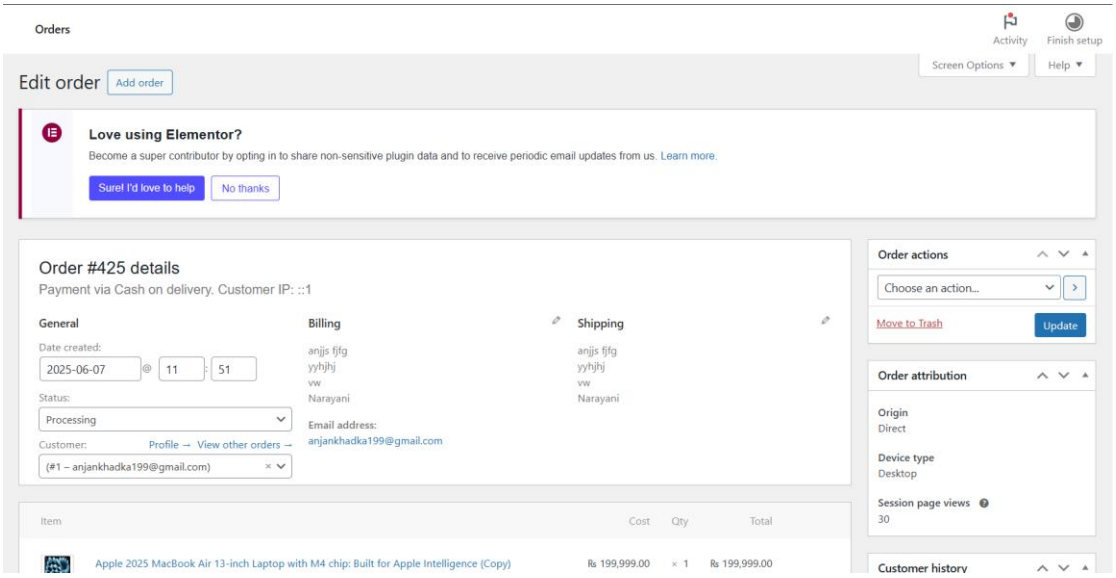

Fig 11: Woocommerce Order Managemenr

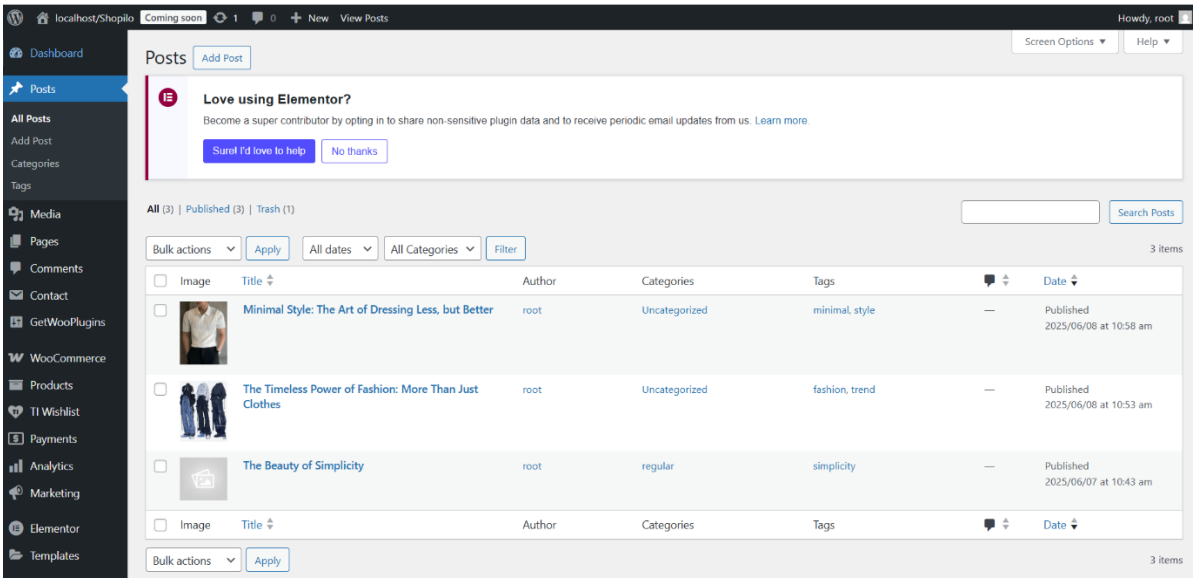

Fig 12: Blog Post Management Section

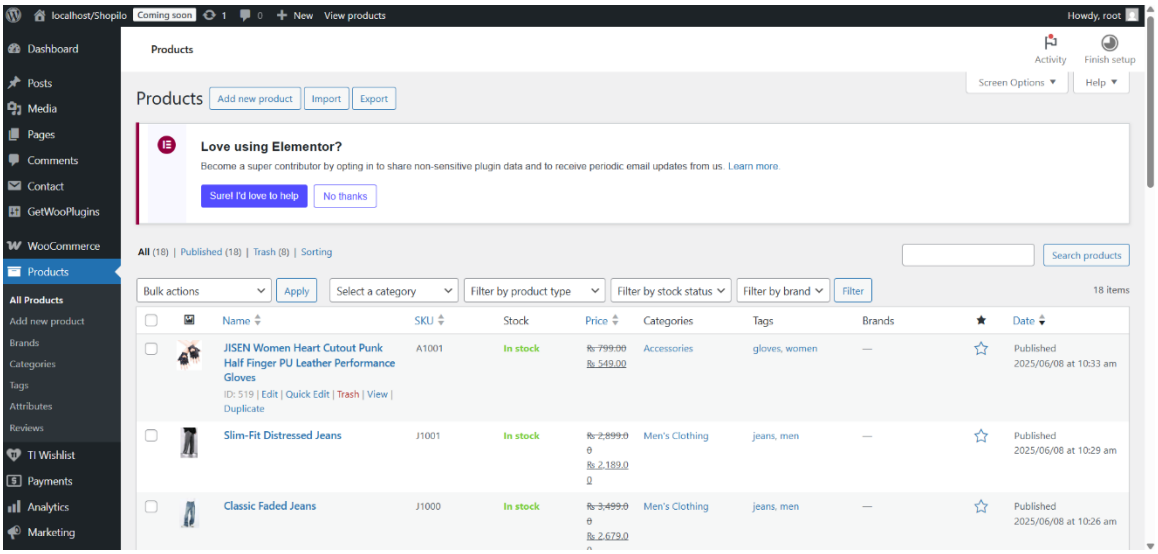

Fig 13: Product Management Section