

E-Commerce Website

Project report in partial fulfillment of the requirement for the award of the degree of

Bachelor of Technology

In

Computer Science Engineering

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CERTIFICATE

This is to certify that the project titled **E-Commerce** submitted by **Anubhab Roy**(University Roll No. **12020009023029**), **Ankit Shrivastwa**(University Roll No. **12020009023026**), **Aniket Verma**(University Roll No. **12020009022180**), **Krisnanath Saha**(University Roll No. **12020009001233**), **Labani Jash**(University Roll No. **12020009029011**), **Tamoghna Kumar Parua**(University Roll No. **12020009023027**) and **Trisha Saha**(University Roll No. **12020009022030**) students of UNIVERSITY OF ENGINEERING & MANAGEMENT, KOLKATA, in partial fulfillment of the requirement for the degree of Bachelor of Computer Science Engineering, is a bonafide work carried out by them under the supervision and guidance of Prof. Dr. Maumita Chakraborty & Prof. Neepa Biswas during 4th Semester of the academic session of 2020 - 2024. The content of this report has not been submitted to any other university or institute. I am glad to inform you that the work is entirely original and its performance is found to be quite satisfactory.

Signature of Guide

Signature of Guide

Signature of Head of the Department

ACKNOWLEDGEMENT

We would like to take this opportunity to thank everyone whose cooperation and encouragement throughout the ongoing course of this project remain invaluable to us.

We are sincerely grateful to our guides Prof. Dr. Maumita Chakraborty and Prof. Neepa Biswas of the Department of Computer Science, UEM, Kolkata, for their wisdom, guidance, and inspiration that helped us to go through with this project and take it to where it stands now.

Last but not the least, we would like to extend our warm regards to our families and peers who have kept supporting us and always had faith in our work.

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Ankit Shrivastwa

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ABSTRACT

Electronic Commerce is the method of doing business using computer networks. A person sitting on his chair in front of a computer can access all the facilities of the Internet to buy or sell the products.

Unlike traditional commerce which is carried out physically with an effort of a person to go & get products, e-commerce has made it easier for a human to reduce physical work and save time. Security is the challenge facing e-commerce today & there is still a lot of advancement made in the field of security.

The main advantage of e-commerce over traditional commerce is that the user can browse online shops, compare prices, and order goods sitting at home using their PC.

For increasing the use of e-commerce in developing countries B2B e-commerce is implemented for improving access to global markets for firms in developing countries. For a developing country advancement in the field of e-commerce is essential. The research strategy shows the importance of e-commerce in developing countries for business applications.

INTRODUCTION

1. **E-COMMERCE:** The term electronic commerce (e-commerce) refers to a business model that allows companies and individuals to buy and sell goods and services over the Internet. Ecommerce operates in four major market segments and can be conducted over computers, tablets, smartphones, and other smart devices. Nearly every imaginable product and service is available through e-commerce transactions, including books, music, plane tickets, and financial services such as stock investing and online banking. As such, it is considered a very disruptive technology.
2. **E-BUSINESS:** Electronic business (e-business) refers to the use of the Web, Internet, intranets, extranets, or some combination thereof to conduct business. E-business is similar to e-commerce, but it goes beyond the simple buying and selling of products and services online. E-business includes a much wider range of business processes, such as supply chain management, electronic order processing, and customer relationship management. E-business processes, therefore, can help companies to operate more effectively and efficiently.
3. **BUSINESS MODEL:** The E-Commerce or Electronic Commerce business model can be generally categorized into the following categories:
 - a. **Business-to-Business (B2B)**
 - b. **Business-to-Consumer (B2C)**
 - c. **Consumer-to-Consumer (C2C)**
 - d. **Consumer-to-Business (C2B)**
 - e. **Business-to-Government (B2G)**
 - f. **Government-to-Government (G2G)**
 - g. **Government – to – Citizen (G2C)**

LITERATURE SURVEY

1. E-commerce in literature:

E-commerce or E-business involves carrying on a business with the help of the internet and by using information technology like Electronic Data Interchange (EDI). More simply put, E-Commerce is the movement of business onto the World Wide Web.

In this study, a narrative literature review regarding culture and e-commerce website design has been introduced. The cultural aspect and e-commerce website design will play a significant role in successful global e-commerce sites in the future. The future success of businesses will rely on e-commerce. To compete in the global e-commerce marketplace, local businesses need to focus on designing culturally friendly e-commerce websites. To the best of my knowledge, there has been insignificant research conducted on correlations between culture and e-commerce website design. The research shows that there are correlations between e-commerce, culture, and website design. The result of the study indicates that cultural aspects influence e-commerce website design. This study aims to deliver a reference source for information systems and information technology researchers interested in culture and e-commerce website design and will show less focused research areas in addition to future directions.

2. Abstract & Figures:

E-Commerce implementation is a crucial process for an organization to make it successful and beneficial. As a consequence, intensive research works in the area of e-Commerce implementation from a diverse range of views and findings have been studied by many researchers. However, the aspect of Business-to-Customer (B2C) e-Commerce implementation has yet to be undertaken understandably in the context of a full life cycle of information systems development. This paper provides a systematic literature review of existing research studies on e-Commerce implementation to discover the extent of focus of work based on a theme in the implementation phases: pre-implementation, during implementation, and post-implementation. Sixty-five (65) selected primary research studies have been analyzed based on the implementation phase theme, research approach, and research area. The results show that the majority of papers discussed B2C e-Commerce in the pre-implementation phase (49%) and applied the quantitative approach (63%) as the most popular research method. Two other implementation phases namely during the implementation phase and post-implementation phase have not been sufficiently addressed in the existing literature. Furthermore, existing literature has significantly addressed factors related to e-Commerce implementation but was not mapped to the appropriate implementation phases. These factors list remains on the surface without a clear direction in which the e-Commerce implementation process is crucial for organizations. Thus, through a systematic literature review, this study suggests that more research is needed for understanding the complex process of e-Commerce implementation more holistically. In addition, there is a need for the study to screen these factors to a particular and more accurately “map” in the process of e-Commerce implementation.

PROBLEM STATEMENT

1. PROBLEM:

E-commerce provides an easy way to sell products to a large customer base. However, there is a lot of competition among multiple e-commerce sites. When users land on an e-commerce site, they expect to find what they are looking for quickly and easily. Also, users are not sure about the brands or the actual products they want to purchase. They have a very broad idea about what they want to buy. Many customers nowadays search for their products on Google rather than visiting specific e-commerce sites. They believe that Google will take them to the e-commerce sites that have their product.

The purpose of any e-commerce website is to help customers narrow down their broad ideas and enable them to finalize the products they want to purchase. For example, suppose a customer is interested in purchasing a mobile. His or her search for mobile should list mobile brands, operating systems on mobiles, the screen size of mobiles, and all other features as facets. As the customer selects more and more features or options from the facets provided, the search narrows down to a small list of mobiles that suit his or her choice. If the list is small enough and the customer likes one of the mobiles listed, he or she will make the purchase.

2. CHALLENGES OF E-COMMERCE:

The major challenges faced by the buyer and the seller when carrying out business transactions through a website are as follows-

- a. Now Private and Public organizations work separately but if they do business jointly, the e-commerce business will be developed flourishingly in near future.
- b. As we know that most e-commerce website doesn't have proper cyber security for this their system is not reliable & secure. If the website is hacked, the consumer will lose their money as well as the marketer too.
- c. In developing countries like Bangladesh, there is a tradition of buying goods or products by bargaining price with the seller but in e-commerce, it is quite impossible.
- d. Another biggest challenge is to make a low price on the internet and cut down the short-ranged validity or expiry date. The authorities spread the high cost of internet which should be stopped.
- e. Lack of quality trainers to teach the e-commerce knowledge. Lack of Government laws, rules, and regulations.
- f. Our country's telecommunication service is insufficient about 60% of lines are mainly analog and the quality of services is comparatively poor.

PROPOSED SOLUTION

1. Data Capitalization Solution: The e-commerce function needs to be integrated and turned into an important component of the business as a whole. Instead of focusing on this as a separate, compartmentalized function, e-commerce needs to be integrated properly to track the cross-digital performance of the company.

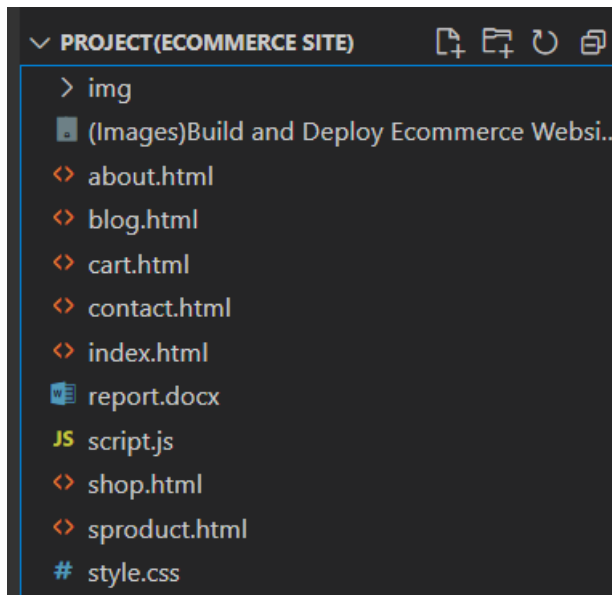
One effective way to do this is to use a POS system that integrates efficiently with your e-commerce platform as well, allowing you to track payments from multiple channels and analyze performance more accurately. It's one of the best ways to overcome major e-commerce problems.

2. Increased Customer Expectations Solution: A careful understanding of modern web design trends is necessary if you want to overcome this issue for your e-commerce business. An in-depth analysis of existing trends will help you understand what changes you need to make, and help your business adapt accordingly.
3. Logistics Issues Solution: Depending upon the nature of your business, you need to figure out which shipping method works best for you. For instance, should you work with a fulfillment center, or handle shipping in-house? It's important to try out a few shipping options to ensure that you are in the clear. Make sure you don't let shipping cut too deep into your profitability, though!
4. Challenges Associated with Store Agility Solution: To overcome such e-commerce challenges, you need to take a more holistic approach to your business model. Ideally, you need all the parts working smoothly, and that includes your marketing, manufacturing or sourcing division, and logistics. Make sure you can adapt to external and internal changes quickly. This requires cohesion between the teams, and strong organizational culture, so work on building that!
5. Hosting Issues Solution: The best way to overcome such e-commerce problems is to choose cloud hosting. Cloud ways offer scalable cloud hosting, giving you a choice between 5 IaaS providers. It's a fantastic solution for businesses that are looking to scale vertically after a while and want a managed solution that doesn't require them to have much technical knowledge. You can easily overcome online shopping challenges by choosing a good host.
6. Personalizing Your E-commerce Store Solution: You must focus on building a close relationship with your customers to overcome such e-commerce problems. This is only possible when you first decide on the right objectives. What do you want people to think of when they think of your e-commerce store? You must maintain a consistent tone and brand voice on different channels, including email and social media.

EXPERIMENTAL SETUP AND RESULT ANALYSIS

1. Experimental Setup:

We have used Visual Studio Code (VS Code) for our project.



These are the list of all .html, .css, and .js files used while preparing our work.

a. index.html:

```

<!DOCTYPE html>
<html>
  <head>
    <link rel="stylesheet" href="https://pro.fontawesome.com/releases/v5.10.0/css/all.css"/>
    <link rel="stylesheet" href="style.css">
  </head>
  <body>
    <section id="header">...
  </section>
  <section id="hero">...
  </section>
  <section id="feature" class="section-p1">...
  </section>
  <section id="product1" class="section-p1">...
  </section>
  <section id="banner" class="section-m1">...
  </section>
  <section id="product1" class="section-p1">...
  </section>
  <section id="sm-banner" class="section-p1">...
  </section>
  <section id="banner3">...
  </section>
  <section id="newsletter" class="section-p1 section-m1">...
  </section>
  <footer class="section-p1">...
  </footer>
  <script src="script.js"></script>
</body>
</html>

```

b. shop.html and sproduct.html:

```

shop.html X
1  <!DOCTYPE html>
2  <html lang="en">
3  <head>
4      <meta charset="UTF-8">
5      <meta http-equiv="X-UA-Compatible" content="IE=edge">
6      <meta name="viewport" content="width=device-width, initial-scale=1.0">
7      <title>E-commerce Site</title>
8      <link rel="stylesheet" href="https://pro.fontawesome.com/releases/v5.10.0/css/all.css"/>
9      <link rel="stylesheet" href="style.css">
10 </head>
11 <body>
12 > <section id="header">...
25 </section>
26
27 > <section id="page-header">...
33 </section>
34
35 > <section id="product1" class="section-p1">...
314 </section>
315
316 > <section id="pagination" class="section-p1">...
321 </section>
322
323 > <section id="newsletter" class="section-p1 section-m1">...
332 </section>
333
334 > <footer class="section-p1">...
386 </footer>
387
388
389 <script src="script.js"></script>
390 </body>
391 </html>

```

```

sproduct.html X
1  <!DOCTYPE html>
2  <html lang="en">
3  <head>
4      <meta charset="UTF-8">
5      <meta http-equiv="X-UA-Compatible" content="IE=edge">
6      <meta name="viewport" content="width=device-width, initial-scale=1.0">
7      <title>E-commerce Site</title>
8      <link rel="stylesheet" href="https://pro.fontawesome.com/releases/v5.10.0/css/all.css"/>
9      <link rel="stylesheet" href="style.css">
10 </head>
11 <body>
12 > <section id="header">...
25 </section>
26
27 > <section id="prodetails" class="section-p1">...
69 </section>
70
71 > <section id="product1" class="section-p1">...
143 </section>
144
145 > <section id="newsletter" class="section-p1 section-m1">...
154 </section>
155
156 > <footer class="section-p1">...
208 </footer>
209
210 > <script>...
226 </script>
227
228
229
230 <script src="script.js"></script>
231 </body>
232 </html>

```

c. blog.html:

```

blog.html X
1  <!DOCTYPE html>
2  <html lang="en">
3  <head>
4      <meta charset="UTF-8">
5      <meta http-equiv="X-UA-Compatible" content="IE=edge">
6      <meta name="viewport" content="width=device-width, initial-scale=1.0">
7      <title>E-commerce Site</title>
8      <link rel="stylesheet" href="https://pro.fontawesome.com/releases/v5.10.0/css/all.css"/>
9      <link rel="stylesheet" href="style.css">
10 </head>
11 <body>
12 > <section id="header">...
25 </section>
26
27 > <section id="page-header" class="blog-header">...
33 </section>
34
35 > <section id="blog">...
80 </section>
81
82
83
84 > <section id="pagination" class="section-p1">...
89 </section>
90
91 > <section id="newsletter" class="section-p1 section-m1">...
100 </section>
101
102 > <footer class="section-p1">...
154 </footer>
155
156
157 <script src="script.js"></script>
158 </body>
159 </html>

```

d. about.html:

```

<!DOCTYPE html>
<html lang="en">
<head>
    <meta charset="UTF-8">
    <meta http-equiv="X-UA-Compatible" content="IE=edge">
    <meta name="viewport" content="width=device-width, initial-scale=1.0">
    <title>E-commerce Site</title>
    <link rel="stylesheet" href="https://pro.fontawesome.com/releases/v5.10.0/css/all.css"/>
    <link rel="stylesheet" href="style.css">
</head>

<body style="background-color: # beige;">

    <section id="header">...
    </section>

    <section id="page-header" class="about-header">...
    </section>

    <section id="about-head" class="section-p1">...
    </section>

    <section id="about-app" class="section-p1">...
    </section>

    <footer class="section-p1">...
    </footer>

    <script src="script.js"></script>
</body>
</html>

```

e. contact.html:

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❏ contact.html X
1  <!DOCTYPE html>
2  <html lang="en">
3  <head>
4      <meta charset="UTF-8">
5      <meta http-equiv="X-UA-Compatible" content="IE=edge">
6      <meta name="viewport" content="width=device-width, initial-scale=1.0">
7      <title>E-commerce Site</title>
8      <link rel="stylesheet" href="https://pro.fontawesome.com/releases/v5.10.0/css/all.css"/>
9      <link rel="stylesheet" href="style.css">
10 </head>
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12
13 <body style="background-color: ■rgb(227, 251, 243);">
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16 > <section id="header">...
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19 </section>
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29 > <section id="page-header" class="about-header">...
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32 </section>
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39 > <section id="contact-details" class="section-p1">...
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64 > <section id="form-details">...
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98 > <section id="newsletter" class="section-p1 section-m1">...
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109 > <footer class="section-p1">...
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165 <script src="script.js"></script>
166 </body>
167 </html>

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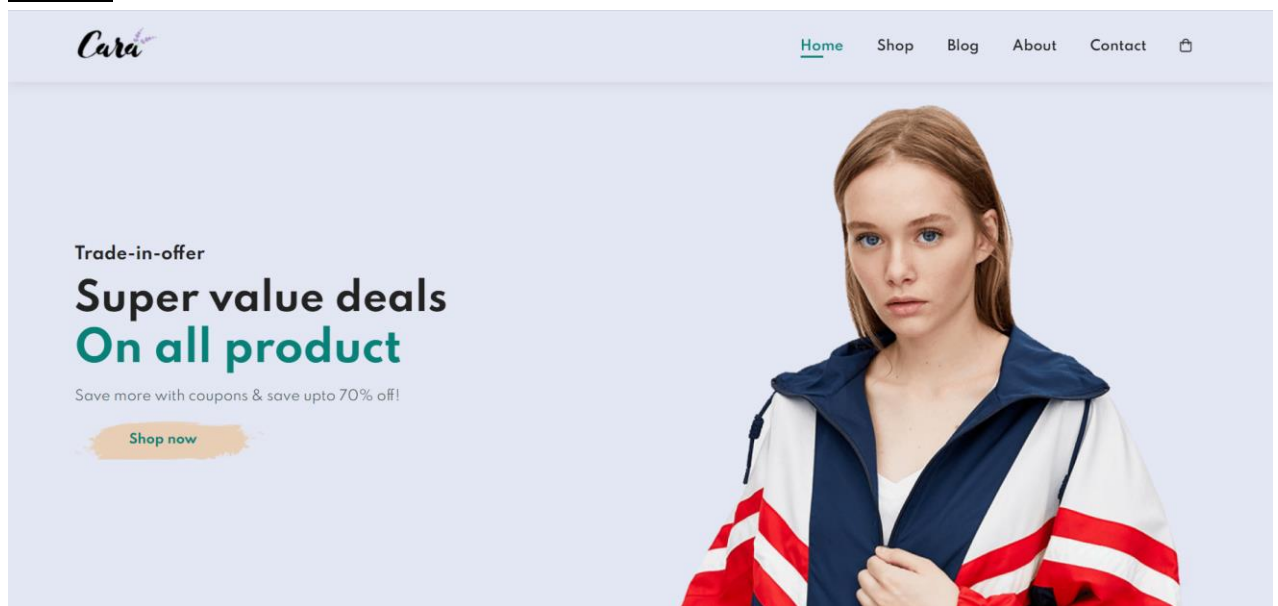
f. cart.html:

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❏ cart.html X
1  <!DOCTYPE html>
2  <html lang="en">
3  <head>
4      <meta charset="UTF-8" />
5      <meta http-equiv="X-UA-Compatible" content="IE=edge" />
6      <meta name="viewport" content="width=device-width, initial-scale=1.0" />
7      <title>Cara</title>
8      <link
9          rel="stylesheet"
10         href="https://pro.fontawesome.com/releases/v5.15.4/css/all.css"
11     />
12
13     <link rel="stylesheet" href="style.css" />
14 </head>
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16 <body>
17 > <section id="header">...
18
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33 > <section id="page-header" class="cart-header">...
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77 > <section id="cart" class="section-p1">...
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105 > <section id="cart-add" class="section-p1">...
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JS script.js X
1  const bar = document.getElementById('bar');
2  const close = document.getElementById('close');
3  const nav = document.getElementById('navbar');
4
5  if (bar){
6      bar.addEventListener('click', () => {
7          nav.classList.add('active');
8      })
9  }
10
11  if (close){
12      close.addEventListener('click', () => {
13          nav.classList.remove('active');
14      })
15  }
```

2. Result:



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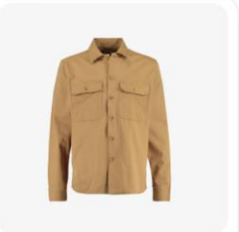
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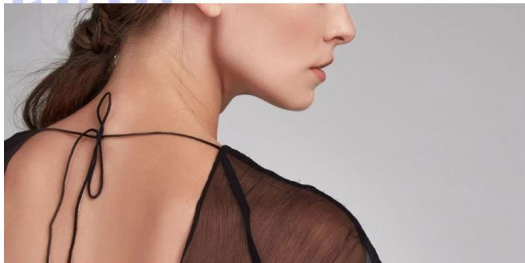
Details

Secondary Color- Red and Closure -Button,Fit-Regular,Fabric-Pure Cotton,Sleeve -Full Sleeve, Pattern - Solid, Reversible - No, Collar - Spread

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13/01



The Cotton Jersey Zip-Up Hoodie

Kicksarter man braid godard coloring book. Reclette waistcoat selfis yr wolf chartreuse hexagon irony, godard...

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13/04



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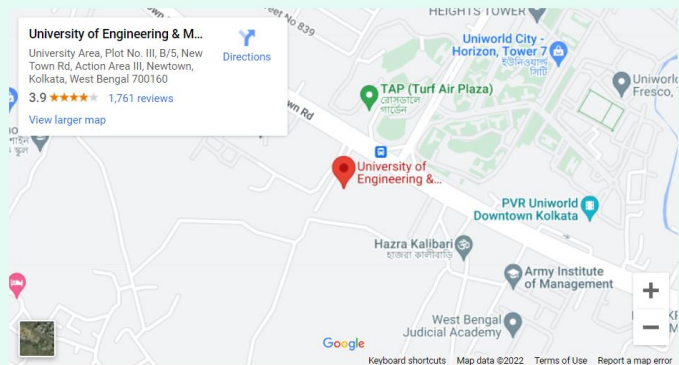
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#Cart

ADD a coupon & save upto 70% Off !

REMOVE	IMAGE	PRODUCT	PRICE	QUANTITY	SUBTOTAL
		Cartoon Astronaut T-Shirts	Rs. 118.19	<input type="text" value="1"/>	Rs. 118.19
		Cartoon Astronaut T-Shirts	Rs. 118.19	<input type="text" value="1"/>	Rs. 118.19
		Cartoon Astronaut T-Shirts	Rs. 118.19	<input type="text" value="1"/>	Rs. 118.19

CONCLUSION & FUTURE SCOPE

1. Conclusion:

After careful observation, it has come to my conclusion that e-commerce has undeniably become an important part of our society. The worldwide web is and will have a large part in our daily lives. It is therefore critical that small businesses have their own to keep in competition with the larger websites.

A conclusion is a final piece of writing in a research paper, essay, or article that summarizes the entire work. The conclusion paragraph should restate your thesis, summarize the key supporting ideas you discussed throughout the work, and offer your final impression of the central idea.

In general, today's businesses must always strive to create the next best thing that consumers will want because consumers continue to desire their products, services, etc. to continuously be better, faster, and cheaper. In this world of new technology, businesses need to accommodate the new types of consumer needs and trends because it will prove to be vital to their business' success and survival. E-commerce is continuously progressing and is becoming more and more important to businesses as technology continues to advance and is something that should be taken advantage of and implemented.

From the inception of the Internet and e-commerce, the possibilities have become endless for both businesses and consumers. Creating more opportunities for profit and advancements for businesses, while creating more options for consumers. However, just like anything else, e-commerce has its disadvantages including consumer uncertainties, but nothing that can not be resolved or avoided by good decision-making and business practices.

Several factors and variables need to be considered and decided upon when starting an e-commerce business. Some of these include types of e-commerce, marketing strategies, and countless more. If the correct methods and practices are followed, a business will prosper in an e-commerce setting with much success and profitability

2. Future Scope:

Online selling and purchasing offer innumerable benefits to both sellers and buyers, and these advantages are also the reasons for the rising scope of eCommerce. As of 2017, the total value of the e-commerce business in India was USD 38.5 billion, according to IBEF, and it is expected to hit USD 200 billion by 2026

New studies projected that worldwide retail eCommerce sales will reach a new high by 2021. Ecommerce businesses should anticipate a 265% growth rate, from \$1.3 trillion in 2014 to \$4.9 trillion in 2021. This shows a future of steady upward trend with no signs of decline.

Bibliography

We have taken help from google as well as YouTube to complete our project successfully and we also want to thank our respected teachers to guide us throughout the project.