# Tribhuvan University

## Faculty of Humanities and Social Sciences

## A PROJECT REPORT ON

## Shoes Store E-Commerce

### Submitted to:

**Department of Computer Application**

**Sungava College, Khairahani Chitwan**

***In partial fulfillment of the requirements for the***

***Bachelors of Computer Application***

### Submitted by:


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**Date: Feb-21-2023**

# Tribhuvan University

## Faculty of Humanities and Social Sciences

## Sungava College

## LETTER OF APPROVAL

This is to certify that this project prepared by Kumar Chaudhary and Kabin Chaudhary entitled **"Shoes Store E- commerce"** in partial fulfillment of the requirements for the degree of Bachelor in Computer Application has been evaluated. In our opinion it is satisfactory in the scope and quality as a project for the required degree.

| | |
|---|---|
| _____ | _____ |
| **Signature of Internal Examiner** | **Signature of External Examiner** |
| **Hari Sapkota** | **Name:** |
| **Subject Teacher** | **External Examiner** |
| **Sungava College** | |

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**Thank you!**

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**Signature:**

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**Signature:**

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# CHAPTER 1: INTRODUCTION

## 1. 1 Introduction to E-commerce

E-commerce, which stands for electronic commerce, is the process of buying and selling goods and services over the internet. This has become a preferred method for businesses to reach their customers and for consumers to purchase goods from the comfort of their own homes. E-commerce encompasses a variety of forms, such as digital storefronts, online marketplaces, and mobile commerce. The introduction of e-commerce has revolutionized the shopping experience and the way business is conducted. Customers can shop and purchase products from anywhere in the world, at any time of the day, and with a wide range of payment options. For businesses, e-commerce provides the opportunity to access a global market, reduce overhead costs, and streamline the buying and selling process. Today, some of the largest companies in the world are e-commerce platforms, and the popularity of e-commerce is predicted to continue growing as technology advances, which will give rise to new business models, innovative products, and increased competition.

## 1. 2 Introduction to MIS

The term MIS stands for Management Information Systems, which is a field of study that concentrates on the utilization of technology to enhance business operations and decision-making. MIS amalgamates computer science, management, and business knowledge to develop, design, and execute systems that help organizations accomplish their goals and objectives. The scope of MIS covers several activities, including data analysis, information management, and decision support. The fundamental aim of MIS is to provide decision-makers with precise, relevant, and timely information that assists them in making well-informed decisions. This objective is accomplished through the use of diverse technologies, such as databases, analytics software, and business intelligence tools. The significance of MIS in modern organizations cannot be overstated, as it enables them to be more competitive, responsive, and adaptable to the ever-evolving business environment. It allows organizations to enhance communication, streamline operations, reduce costs, and strengthen their ability to make decisions based on data. In summary, MIS is a multidisciplinary field that integrates technology, business, and management to build systems that enable organizations to thrive in

today's dynamic and fast-paced business world.

## 1. 3 Introduction to Shoe Store

The shoe store, built on the Laravel platform, offers a wide range of shoes for customers to choose from. The store provides a convenient online shopping experience, enabling customers to browse and purchase shoes with ease. With a variety of styles available, customers can find the perfect pair of shoes to suit their needs. The store offers high-quality shoes from trusted brands, ensuring customers receive durable and comfortable footwear. The website also includes features such as user login, registration, and validation, along with the ability to add items to a cart and calculate the total amount. Additionally, customers can send messages and provide feedback through the site, while admin users have the ability to review user activity and manage orders. With these features, the shoe store built on Laravel provides a seamless and secure shopping experience for customers looking for high-quality shoes online.

# CHAPTER 2:Planning

## 2. 1 Introduction

In the field of Management Information Systems (MIS), planning refers to the process of defining goals, devising strategies, and identifying the necessary resources to accomplish those goals. This includes establishing a framework of processes and procedures to ensure that the organization's objectives are achieved through the effective use of information technology. Planning in MIS involves identifying the needs of the organization and determining how technology can be used to address them. This involves evaluating the current state of the organization's information systems, identifying areas that need improvement, and developing plans to address them. The planning process also involves identifying the resources needed to implement the plan, such as hardware, software, personnel, and training. It involves evaluating the costs and benefits of different technology solutions to determine the best course of action for the organization.

## 2. 2 The E-commerce planning process

The planning process in MIS involves a series of steps that help to ensure that technology solutions are aligned with the organization's goals and objectives. The following are the steps involved in the planning process:

1. Define the goals: Determine the overall objectives of the E-commerce website, such as selling shoes, providing an easy-to-use shopping experience, and ensuring customer satisfaction.

2. Identify the target market: Determine the specific customer base for the shoe store, such as age, gender, and location, to design a website that meets their needs.

3. Determine the features and functionality: Decide on the features and functionality that the website will include, such as product search, shopping cart, payment gateway, and

shipping options.

4. Choose the appropriate technology: Choose the appropriate technology stack for the project, such as the Laravel framework for the backend development, MySQL for the database management system, and HTML, CSS, and JavaScript for the frontend development.

5. Develop a project plan: Develop a detailed project plan that includes the development stages, timelines, and milestones.

6. Create a wireframe: Create a wireframe that outlines the layout and functionality of the website.

7. Develop the website: Develop the website based on the project plan and wireframe, ensuring that it meets the needs of the target market and includes all the necessary features and functionality.

8. Test the website: Test the website to ensure that it is user-friendly, functional, and free of bugs.

9. Deploy the website: Deploy the website to a web server or hosting platform.

10. Promote the website: Promote the website through various marketing channels, such as social media, search engine optimization, and email marketing, to increase visibility and drive traffic to the website.

## 2. 3 Budget

| S. N | Name | Pricing | Duration |
|---|---|---|---|
| 1. | Free Domain (. com.np) | Free | Life time |
| 2. | Top-level Domain(.com) | Rs.1k | Yearly(renew) |
| 3. | Web cloud hosting | Rs.5k | Yearly(renew) |
| 4. | Maintenance | Rs.500 to 1000/hour | Hour/monthly |

In Nepal user (. com.np) domain has free for business.

## 2. 4 Grant chart

| Task | Day1 | Day2 | Day3 | Day4 | Day5 | Day6 |
|---|---|---|---|---|---|---|
| Requirement Analysis | | | | | | |
| Ui/UX Design | | | | | | |
| Header and footer | | | | | | |
| Pages development | | | | | | |
| Admin / User panel + Khalti integration | | | | | | |
| Testing | | | | | | |

## 2. 5 Feasibility Analytics

Feasibility analytics is a critical component in determining the potential success of shoes e-commerce site. It will involve a thorough analysis of factors such as market demand for shoes, the competition in the online shoe industry, the target audience for the site, revenue models, and marketing strategies. This analysis will help in identifying the strengths and weaknesses of the business model, and determine the viability of the e-commerce site.

To determine the market demand, an assessment of the demand for shoes in general and specific types of shoes such as sneakers, dress shoes, sandals, and boots is necessary. The analysis will involve researching the online market for shoes, the popularity of different styles and brands of shoes, and the buying behavior of consumers.

The competition in the online shoe industry will also be analyzed, including the dominant players in the market, their strengths and weaknesses, and the strategies they use to attract customers. This will help in identifying the areas where your e-commerce site can differentiate itself from the competition.

The target audience for your shoe e-commerce site will also be identified, including their demographics, purchasing behavior, and preferences. This will help in creating a site that appeals to the target audience and meets their needs.

The revenue models for the site will also be assessed, including revenue streams such as sales of shoes, affiliate marketing, and advertising. The analysis will help in determining the most viable revenue models for the site.

Finally, the marketing strategies for the e-commerce site will be developed, including tactics for search engine optimization, social media marketing, and email marketing. The analysis will help in determining the most effective marketing strategies to drive traffic and sales to the site.

Overall, feasibility analytics is an essential step in developing a successful shoes e-commerce site. It will help in identifying potential risks and obstacles and suggest strategies for mitigating them, ensuring the long-term success of the site.

# CHAPTER 3:Network Infrastructure

## 3. 1 Network Infrastructure

The success of a shoes e-commerce website is highly dependent on its network infrastructure, which is responsible for managing critical aspects such as website capacity, speed, reliability, and security. The components that constitute the network infrastructure of a shoes e-commerce website are essential and must be carefully selected and maintained to ensure the website's overall success.

- A web server, such as Apache or Nginx, is necessary to serve web pages to clients over the internet.
- A database server, like MySQL or PostgreSQL, is needed to store and retrieve data for the website, including product listings and customer information.
- A load balancer, such as HAProxy or Nginx, is important to distribute incoming network traffic across multiple web servers to handle high volumes of traffic.
- A content delivery network (CDN), such as Cloudflare or Akamai, can improve site performance by caching the site's content and serving it from the server closest to the client.
- A firewall, such as iptables or UFW, can monitor and control incoming and outgoing network traffic based on predetermined security rules to protect the website from malicious traffic.
- Monitoring and logging tools, such as Nagios, Zabbix, or Prometheus, can be used to track website performance and log errors or issues.
- By utilizing a combination of these components, the network infrastructure of a Laravel-based e-commerce site can ensure accessibility, reliability, and security for customers.

Overall, the network infrastructure for Laravel-based e-commerce site will consist of a combination of web servers, database servers, load balancers, CDNs, firewalls, and monitoring and logging tools to ensure that site is accessible, reliable, and secure for customers.

# CHAPTER 4:PROCESS OF BUILDING WEBSITE

## 4. 1 Process of website building

Some steps involved in building a website:

- First, I needed to install PHP and Composer on my computer since Laravel is a PHP framework. I installed PHP and Composer by following the instructions provided on the official websites.
- Next, I installed Laravel using Composer by running the command "composer create-project --prefer-dist laravel/laravel myproject" in my terminal. This created a new Laravel project in a directory named "myproject".
- Then, I needed to set up the database by creating a new database and configuring it in the .env file of my Laravel application.
- I created routes in the routes/web.php file to map URLs to specific actions in my application.
- Next, I created controllers using the "php artisan make:controller" command to handle the logic for specific actions in my application.
- Then, I created views using the Blade templating engine in Laravel to define the HTML for my application.
- I set up models using the "php artisan make:model" command to represent the data in my application and provide an interface for interacting with the database.
- After that, I migrated the database to create the necessary tables using the "php artisan migrate" command.
- I added authentication to my application using the "php artisan make:auth" command, which provided built-in support for user authentication.
- I also installed and used packages in my application using Composer to add additional functionality.
- Once I built my application, I tested it to make sure everything was working correctly. Finally, I deployed my application to a production environment, which in my case was a live domain with a ".com.np" extension.

These were the steps I followed to build my website using Laravel, but it's important to note that the exact steps may vary depending on the specific requirements of the website.

## 4. 2 For live on Domain

The steps I would follow to deploy my Laravel application on my live domain http://www.kumarchaudhary.lovestoblog.com/, which is hosted on Infinity Hosting Services for free:

- Purchase a domain: Since my domain is already registered, I can skip this step.
- Sign up for hosting: I have already signed up for web hosting with Infinity Hosting Services.
- Upload my code: Once I have signed up for hosting, I can upload my Laravel code to the server using an FTP client like FileZilla.
- Set up the database: I need to set up a database on the server and configure it in my Laravel application. I can use tools like phpMyAdmin to manage my database.
- Configure my environment: I will need to configure my environment variables to match my live domain. I can do this by editing the .env file on the server.
- Install dependencies: I will need to install the dependencies for my Laravel application on the server using Composer. I can use the composer install command to install the dependencies.
- Migrate the database: Once I have set up my database, I can migrate it to create the necessary tables using the php artisan migrate command.
- Configure the web server: I will need to configure my web server to serve my Laravel application. Since I am using Infinity Hosting Services, I can use the provided cPanel to configure the server settings.
- Test my application: Once I have deployed my Laravel application, I can test it to make sure everything is working correctly.

These are the steps I would follow to deploy my Laravel application on my live domain using Infinity Hosting Services.

# CHAPTER 5:PAYMENT GATEWAY

## 5. 1 Payment Gateway

One of the key components of any e-commerce project is the ability to handle online payments. In this chapter, we will discuss the payment integration system used in our shoes e-commerce project. Specifically, we will focus on the Khalti payment integration services of Nepal, which we used to enable online payments for our customers.

## 5.2 Khalti Payment Integration

Khalti is a popular digital wallet and payment gateway service in Nepal. We chose Khalti as our payment integration service for several reasons, including its ease of use, security features, and popularity among Nepalese customers. Khalti allowed us to integrate our website with their payment gateway and provide our customers with a seamless and secure online payment experience.

## 5.3 Other Payment Integration Services in Nepal

There are several other payment integration services available in Nepal. We conducted research and compared different services based on several factors, including ease of integration, security features, transaction fees, and customer support. Here are some of the other payment integration services we considered:

- eSewa
- Fonepay
- ConnectIPS

In conclusion, we chose Khalti as our payment integration service for our shoes e-commerce project in Nepal. We found that Khalti offered the right balance of ease of use, security features, and popularity among Nepalese customers. However, we also compared other payment integration services in Nepal and found that each service has its own advantages and disadvantages based on factors like transaction fees, customer support, and ease of integration. Ultimately, the choice of payment integration service will depend on the specific needs and requirements of each e-commerce project.

# CHAPTER 6:HANDLING SECUTITY ISSUE

## 6. 1 Handle security issue

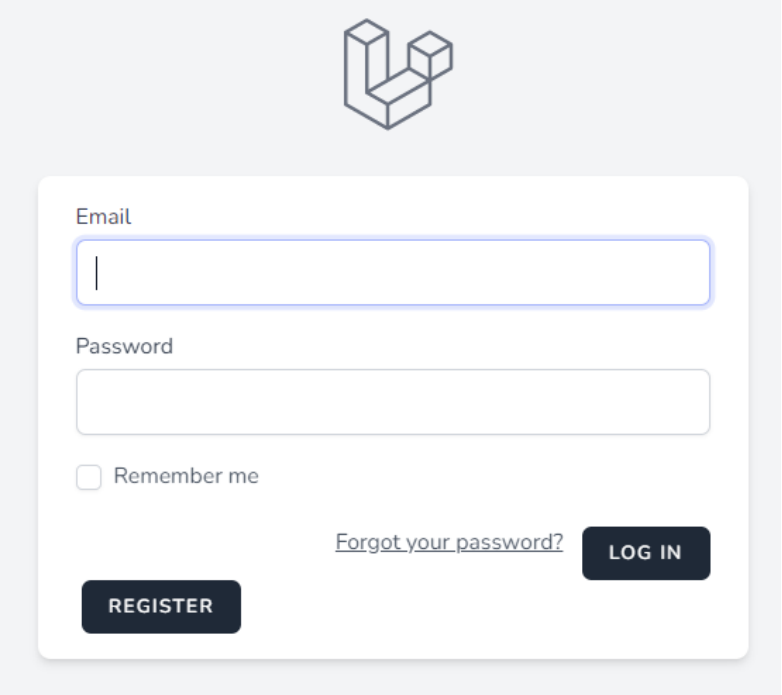
In my shoes e-commerce project, security was of utmost importance. To ensure the safety of my website, I implemented several layers of security in the admin panel. To access the admin panel, I required users to enter the correct name, email, and password, which were stored in the database. If the email and password entered did not match the database, the user would be unable to log in.

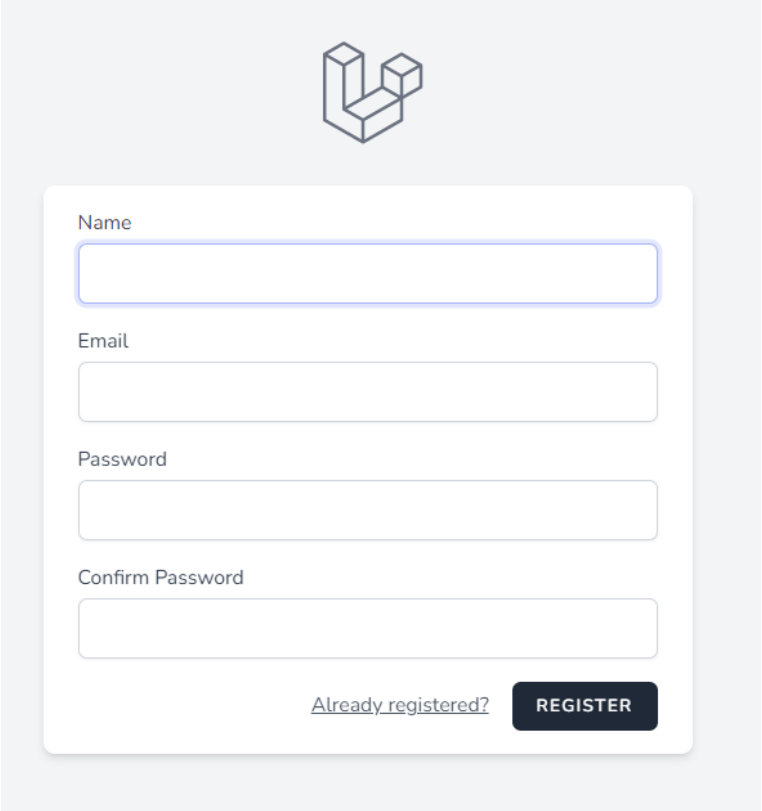
Similarly, for the consumers, I implemented the same process for logging in to their dashboard panel for purchasing a product. I used Laravel Breeze for authentication to ensure a secure and reliable authentication process.

In addition to authentication, I also implemented several other security measures, such as SSL certificates, CSRF protection, and server-side validation of user inputs to prevent SQL injection attacks. I also regularly monitored and updated my website's security to ensure that it remained secure and up-to-date with the latest security standards. By following these security measures, I ensured that my website and user data were protected against potential security threats.

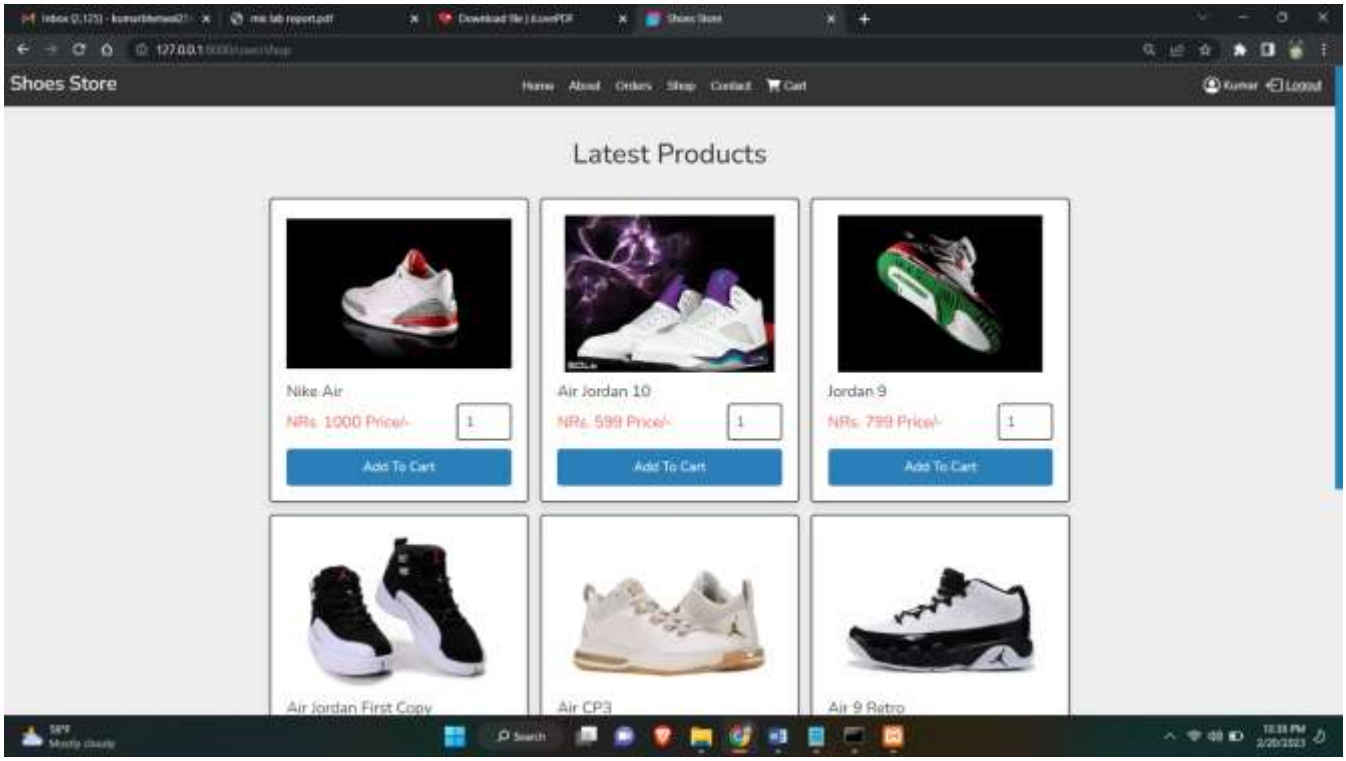
# CHAPTER 7: SCREEN CAPTURE

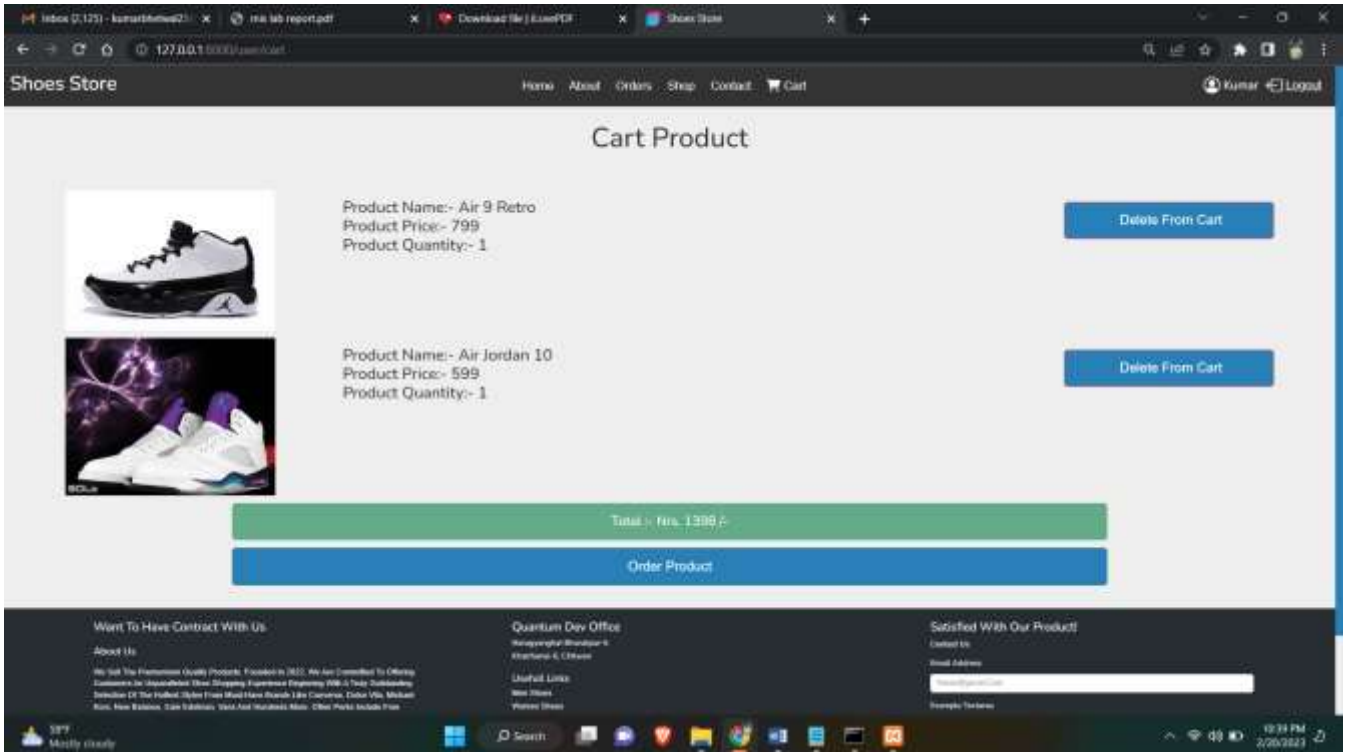
Consumer login and register page



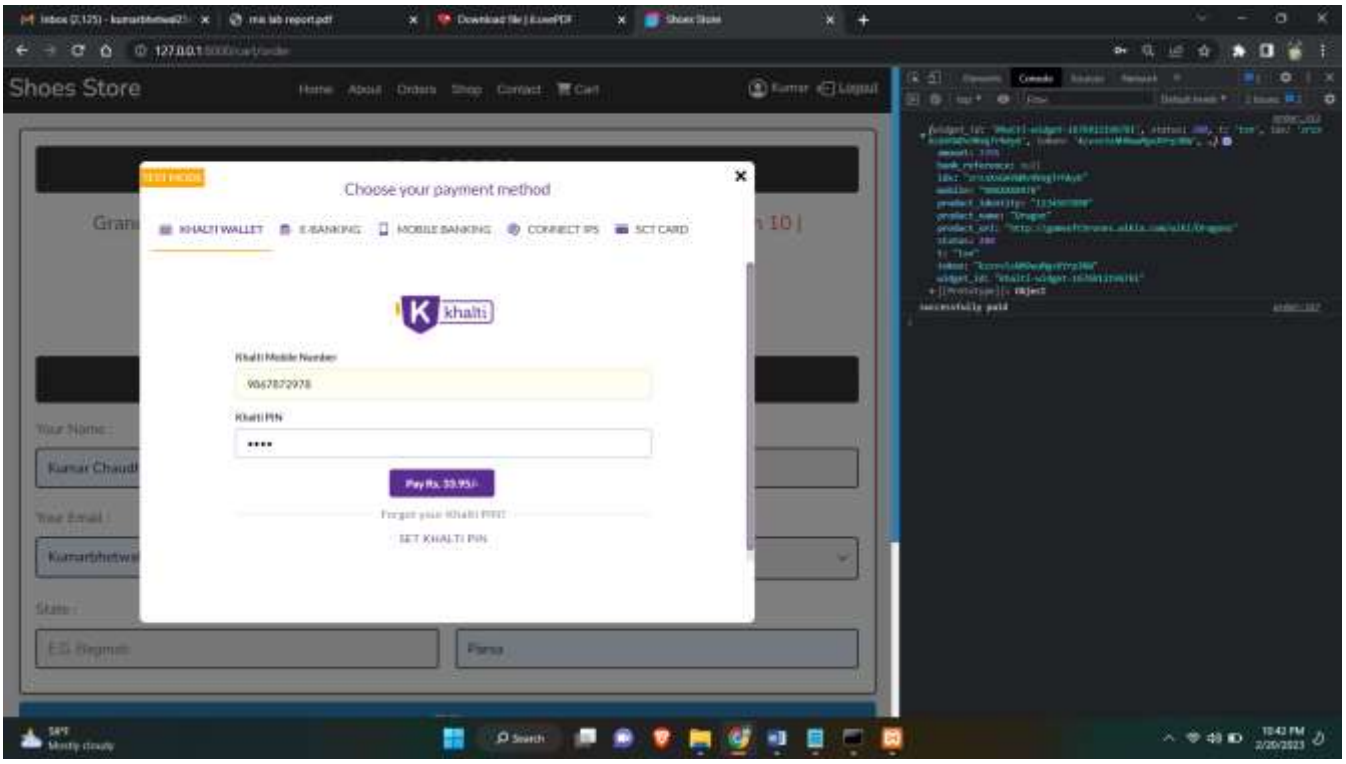



Product page

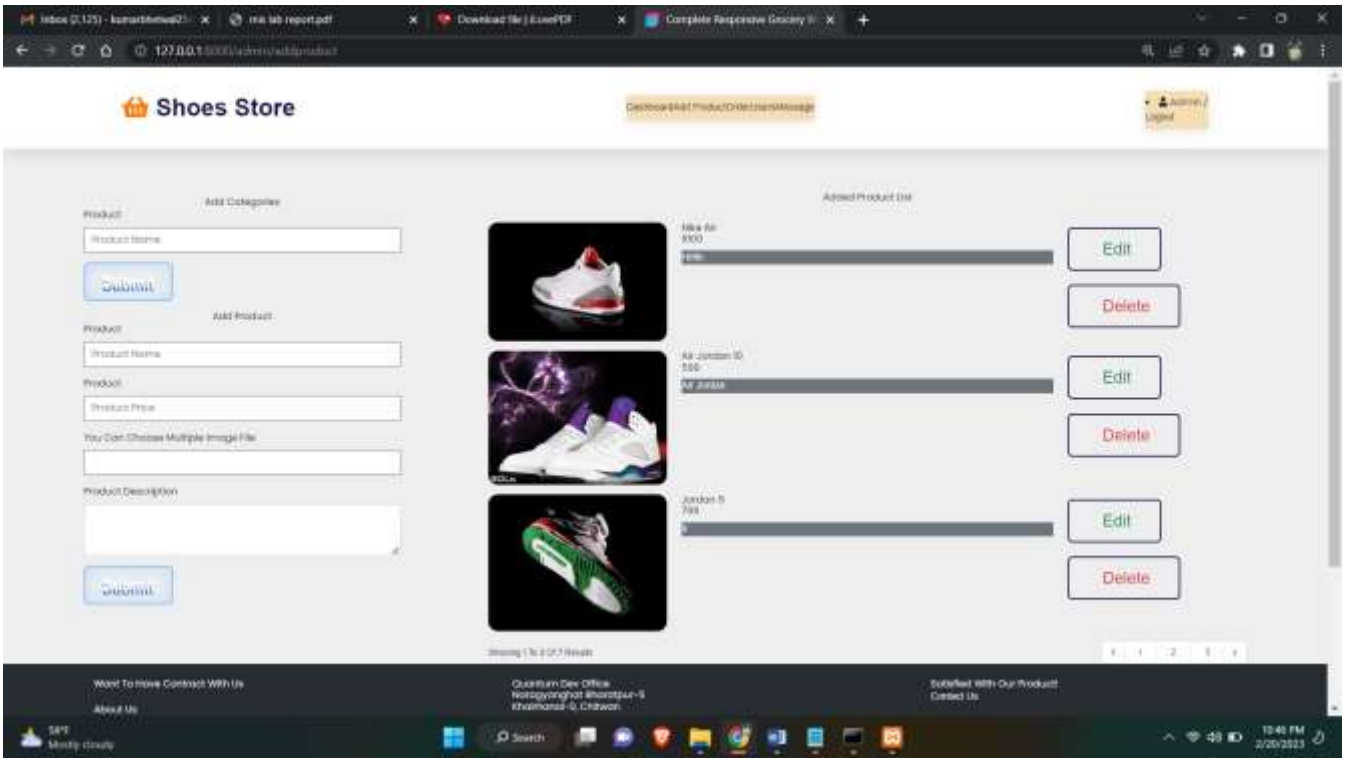


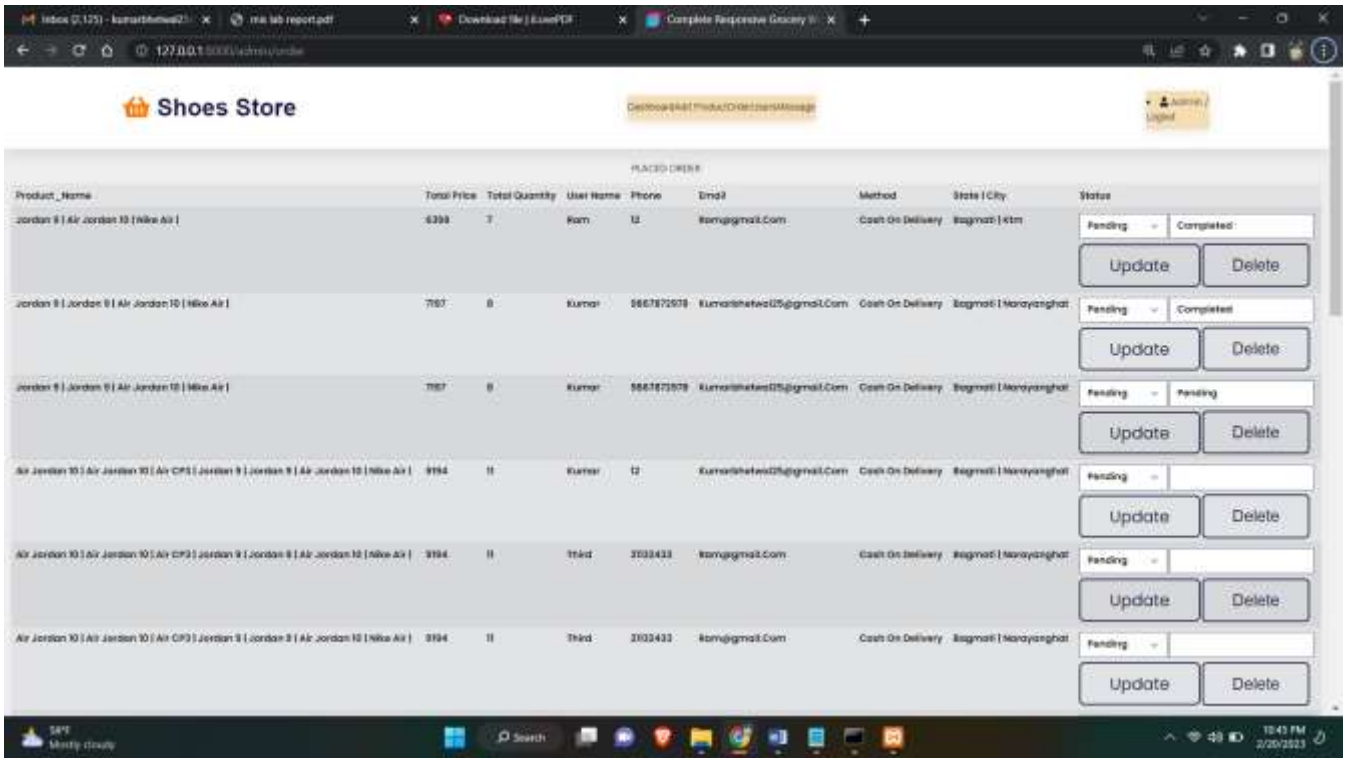
Khalti Integration




Add product page



Admin Order page



# CHAPTER 8: Conclusion

In conclusion, my shoes e-commerce project demonstrated the power of e-commerce as a means of doing business. Through this project, We learned that implementing security measures is of utmost importance to ensure the safety of the website and user data. By using Laravel Breeze for authentication and implementing SSL certificates, CSRF protection, and server-side validation of user inputs, we created a secure environment for both admin panel and consumer dashboard access. Overall, this project has taught me that e-commerce can be a powerful tool for businesses to grow and thrive, but it requires careful planning and execution to be successful.

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