

MakeMargins

A SUMMER INTERNSHIP REPORT

On

(Offline Internship)

Submitted by

Dhairvi Shah. (1803201332051)

Margins Digital LLP

Navdeep Goyal

(Mentor)

Maulik Dave

(Co-Mentor)

*In fulfillment for the award of degree of Bachelor of Engineering in
Information & Communication Technology*



**INFORMATION & COMMUNICATION TECHNOLOGY
DEPARTMENT**

**L. J. INSTITUTE OF ENGINEERING AND TECHNOLOGY
GUJARAT TECHNOLOGICAL UNIVERSITY
AHMEDABAD**

YEAR, 2020-21

STUDENT'S DECLARATION

I hereby declare that the Summer Internship Project Report titled “_MAKEMARGINS_” in Margins Digital LLP is a result of my own work and my indebtedness to other work publications, references, if any, have been duly acknowledged. If I am found guilty of copying from any other report or published information and showing as my original work, or extending plagiarism limit, I understand that I shall be liable and punishable by the university, which may include **Failing me in examination or any other punishment that university may deem fit.**

Enrollment no.	Name	Signature
180320132051	Dhairvi Shah	

Place: Ahmedabad

Date: 9th July 2021

L. J. INSTITUTE OF ENGINEERING AND TECHNOLOGY

INFORMATION & COMMUNICATION TECHNOLOGY DEPARTMENT

YEAR, 2020-21



CERTIFICATE

This is to certify that the Summer Internship “**Offline internship**” submitted by **Dhairvi Shah**, towards the fulfillment of the requirements for the degree of Bachelor of Engineering in Information & Communication Technology of L.J. Institute of Engineering and Technology, Ahmedabad, under the Gujarat Technological University, Ahmedabad is the record of work carried out by him/her under my supervision and guidance. In my opinion, the submitted work has reached a level required for being accepted for examination. The results embodied in this project, to the best of my knowledge, haven't been submitted to any other university or institution for award of any degree or diploma.

Prof.Urmi Shah

(Name of Guide)

Prof.Mitesh Thakkar

(HOD - IT/ICT)

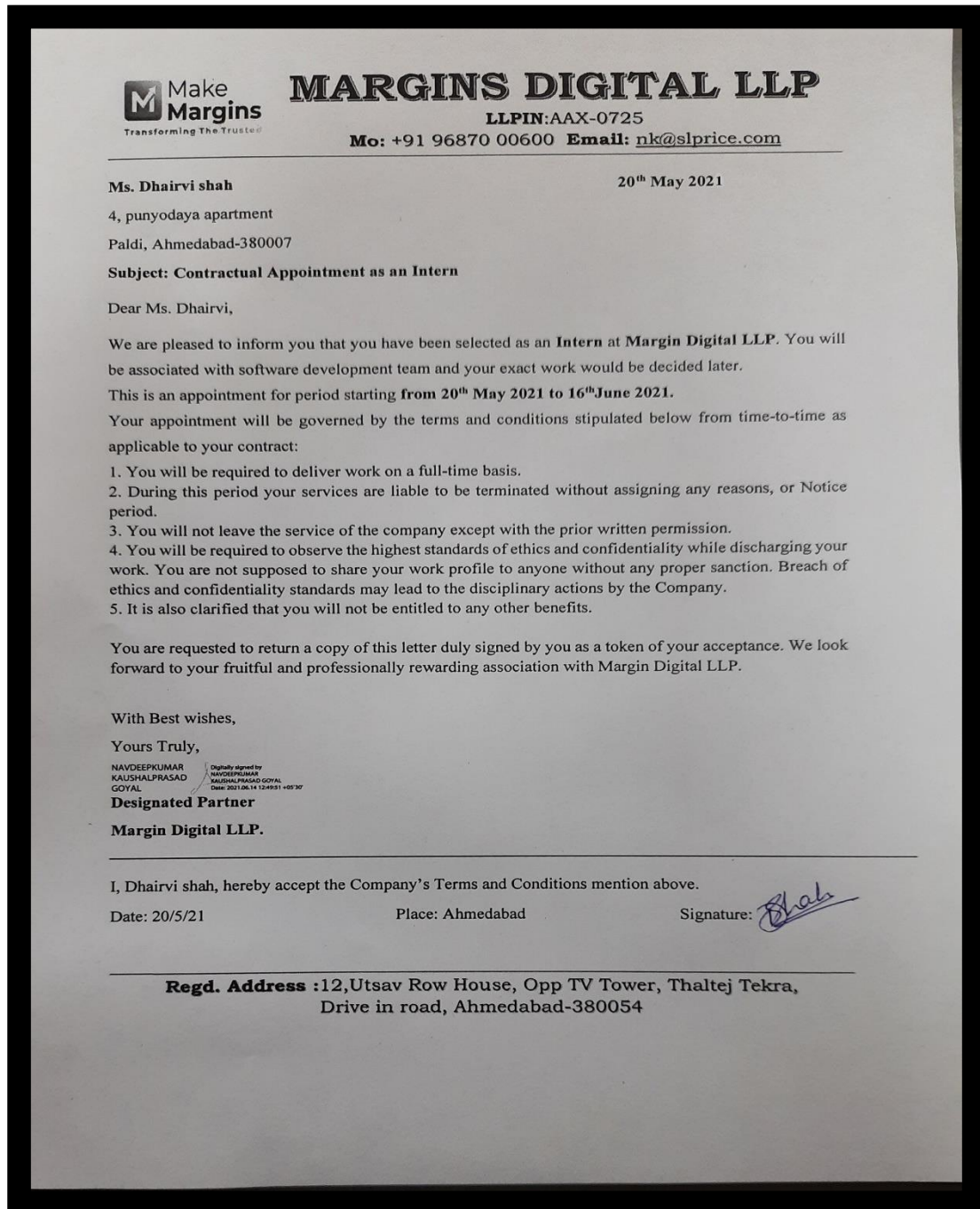

JOINING LETTER

Fig.1 Joining Letter

RELIEVING LETTER

**Make Margins**
Transforming The Trusted

MARGINS DIGITAL LLP
LLPIN:AAX-0725
Mo: +91 96870 00600 Email: nk@slprice.com

June 16, 2021

To Whom So Ever It May Concern

This is to certify that **Ms. Dhairvi Shah** a student of Bachelors of engineering in Information and Communication Technology from LJ Institute of Technology, Ahmedabad undergone B.E. Academic Project Training with our organization **from 20th May 2021 to 16th June 2021** with software development department.


Throughout her project she has shown full devotion in handling assignment entrusted upon her.

During her tenure with us, she was found to be sincere and focused.

We wish her all the best for her career.

For, Margins Digital LLP. ,

NAVDEEPKUMAR
KAUSHALPRASAD GOYAL



Digitally signed by
NAVDEEPKUMAR
KAUSHALPRASAD GOYAL
Date: 2021.06.14 12:49:20
+05'30'

Navdeep Goyal
(Designated Partner)

Regd. Address :12,Utsav Row House, Opp TV Tower, Thaltej Tekra,
Drive in road, Ahmedabad-380054

Fig.2 Relieving Letter

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I. ACKNOWLEDGEMENT

I am glad to present my gratitude to our HOD Prof.Mitesh Thakkar who gave me this golden opportunity of gaining work experience and to give reality check on my abilities. I would also like to thank Prof.Urmi Shah who guided me through the summarization of my work and molding it in to the form of this report.

I do owe a debt of gratitude from Margins Digital LLP for hiring me as an intern and to help me in flourishing my abilities. I am grateful to MR. Navdeep Goyal, my mentor who helped me in my overall development and entrusted me with different tasks. Also I would like to thank Mr. Maulik Dave, my co-mentor and the software developer of the company, under whose guidance I sharpened my programming skills and learned to design the attractive and responsive software and webpages.

Lastly I would like to appreciate the support I got from my family as they permitted me to opt for an offline internship as well as coped up with my work schedule.

II. ABSTRACT

Margins Digital LLP has one of its software as MakeMargins. I worked for the development of some of the modules of this software and they are likely to introduce it as a whole in couple of months.

Throughout my work in this company, several of approaches were taken into consideration like hands-on practice or reading relatable materials or through question answer sessions. Different tasks were assigned to me which made use of both technical and non-technical skills. Few days were given to me for understanding of the work and then I was given task for single handedly design the overall modules. Then I was also made to work with developers which helped me in sharpening my programming skills.

Hence, I can say I am satisfied with the experience I got and an opportunity to take the first step towards my career.

III. TABLE OF CONTENT

1. COMPANY'S INFORMATION

Margins Digital LLP is a startup made by Silverline IT Hub in 2020. Company's ownership is shared by Mr. Navdeep Goyal and Ms. Ria Goyal. The main office is at Bodakdev at the moment as its own office is under construction and then soon it will be shifted to Utsav Row House in Thaltej. As it is a startup, it has a group of around 10 employees right now. They are planning in launching their software in early July which I was part of during my internship. The whole project's development in being conducted under guidance of Mr. Navdeep Goyal and Mr. Maulik Dave whereas the marketing team is led by Ms. Ria Goyal.

4. System's Information

- MakeMargins, one of the products provided by Margins Digital LLP is basically an e-commerce platform which will help in bringing retailers and end consumers closer to one another.
- For the first phase it has included the IT products for the platform. Here different retailers will be creating their own website with our help and take their business online to keep up with today's world.
- If anybody has already been on online platform then we will help them to connect to their respective customers more progressively as well as help in making new clients.
- All the retailers of the city are brought together and a customer is recommended one of them depending on their location.
- Mobile application, both Android as well as IOS will be provided to the users.

Later on for second phase B2C portal will be converted to B2B2C portal and more categories would also be included if possible.

In this report I will be describing my work done on first phase modules.



Fig. 4(a) Logo of the software

5. WORK RESPONSIBILITIES

a. DAY 1

1. **TASK**: - Work on Admin Panel of the Product.
2. **ANALYSIS**: - Introduction and understanding of the whole software and about the features and facilities included. I learnt about working of backend for such a huge software and its link with front end.
3. **SCREENSHOT**: -

The screenshot displays the 'Products List' admin panel. On the left is a dark sidebar with the user name 'Navdeep Goyal' and a search bar. Below the search bar is a list of menu items: Admin, Catalog, Attribute List, Retailer List, Supplier List, Brand List, Service Center List, Theme List, Testimonial List, and LogOut. The main content area is titled 'Products List' and includes an 'Add New' button. The form contains several input fields and dropdown menus: Product Name, Product Sku/Part Number, Product Vertical (Select Product Type), Product Unit (Select Product Unit), Brand (Select Brand), Hot Page Active (Select), Is Active (Select), Is Specification Added (Select), and Is Attachment Added (Select). Below the form, there is a 'Show 10 entries' dropdown, a search bar, and buttons for 'Column Visibility', 'Print', 'Copy', 'Export To Excel', and 'Upload Excel'. At the bottom, a table header is visible with columns: Actions, Brand, Product Name, Sku/Part Number, Model Serial Number, Product Unit, ASIN Code, and MRP.

Fig. 5(a) Admin Panel of MakeMargins

b. DAY 2

1. **TASK:** - Work on Admin Panel of the Product and test it.
2. **ANALYSIS:** - I was asked to test admin panel and to find if there were some issues and to coordinate with the backend developers to resolve it. And to make updates as asked by higher officials.
3. **SCREENSHOT:** -

Action	First Name	Last Name	Email	Phone No.	Business Name	Address
	Maulik	Dave	maulik.b.dave@stellanstechnosoft.com	9016641414	Shree InfoTech	Naranpura Road,Ahmedabad-380013,Gujarat
	Navdeep	Goyal	nk@slprice.com	9687006000	SILVERLINE [RETAIL]	NFD CIRCLE,Ahmedabad-380054,Gujarat
	ASHISH	DHANESHA	sales@slprice.com	9998880400	SILVERLINE [RETAIL]	NFD CIRCLE,Ahmedabad-380054,Gujarat
	Dhairvi	Shah	dhairvishah2911@gmail.com	9824488826	personal	NFD CIRCLE,Ahmedabad-380054,Gujarat
	Dhairvi	Shah	dhairvishah2911@gmail.com	9824488826	personal	NFD CIRCLE,Ahmedabad-380054,Gujarat
	Dhairvi	Shah	dhairvishah2911@gmail.com	9824488826	personal	NFD CIRCLE,Ahmedabad-380054,Gujarat
	Dhairvi	Shah	dhairvishah2911@gmail.com	9824488826	personal	NFD CIRCLE,Ahmedabad-380054,Gujarat
	Dhairvi	Shah	dhairvishah2911@gmail.com	9824488826	personal	NFD CIRCLE,Ahmedabad-380054,Gujarat
	Dhairvi	Shah	dhairvishah2911@gmail.com	9824488826	personal	NFD CIRCLE,Ahmedabad-380054,Gujarat

Fig. 5(b) Issue in the panel

myb2bworld.com says
already taken

OK

Owner Details

First Name* Last Name* Email Address* Phone No.*

dhairvi shah dhairvishah2911@gmail.com Phone Number

Business Profile

Business Name* Contact Person* Business Phone*

Business Name dhairvi shah Contact Number

Business Email* Website Business Type* Is Active

dhairvishah2911@gmail.com Website Prop ☐

Address*

Fig. 5(b') Solution of the above issue

c. DAY 3

1. **TASK:** - Generating SSL Certificates.
2. **ANALYSIS:** - I learned about importance of SSL Certificates and types of the same. I worked with the domains and generated the SSL Certificates using Godaddy for another product named slprice.com.
3. **SCREENSHOT:** -

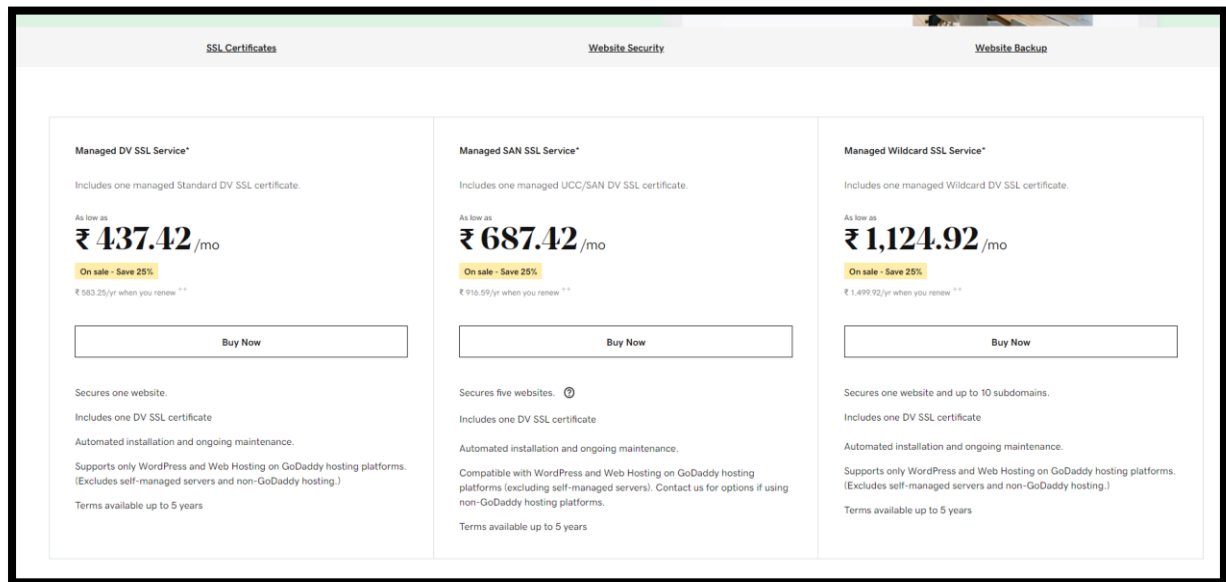


Fig. 5(c) SSL Certificate Types



Fig. 5(c') After generating SSL successfully

d. DAY 4

1. **TASK:** - Work on pre-existing e-commerce site.
2. **ANALYSIS:** - I learned about the complex programming of an ecommerce site which was made using HTML, CSS and JavaScript also how the raw designing of any website is done.
3. **SCREENSHOT:** -

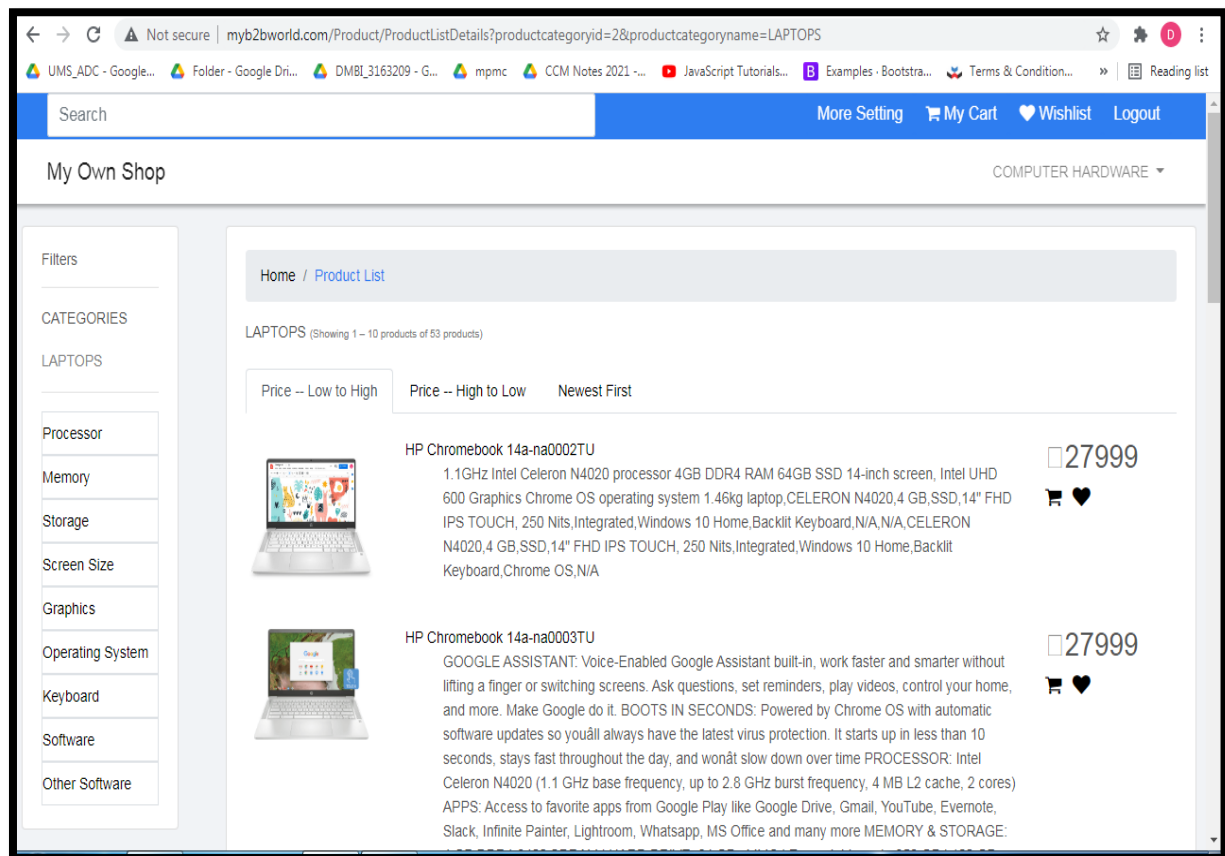


Fig.5 (d) E-commerce site

e. **DAY 5**

1. **TASK:** - Designing MakeMargins homepage.
2. **ANALYSIS:** - Designed overall home page including portions of About Us and Contact Us.
3. **SCREENSHOT:** -

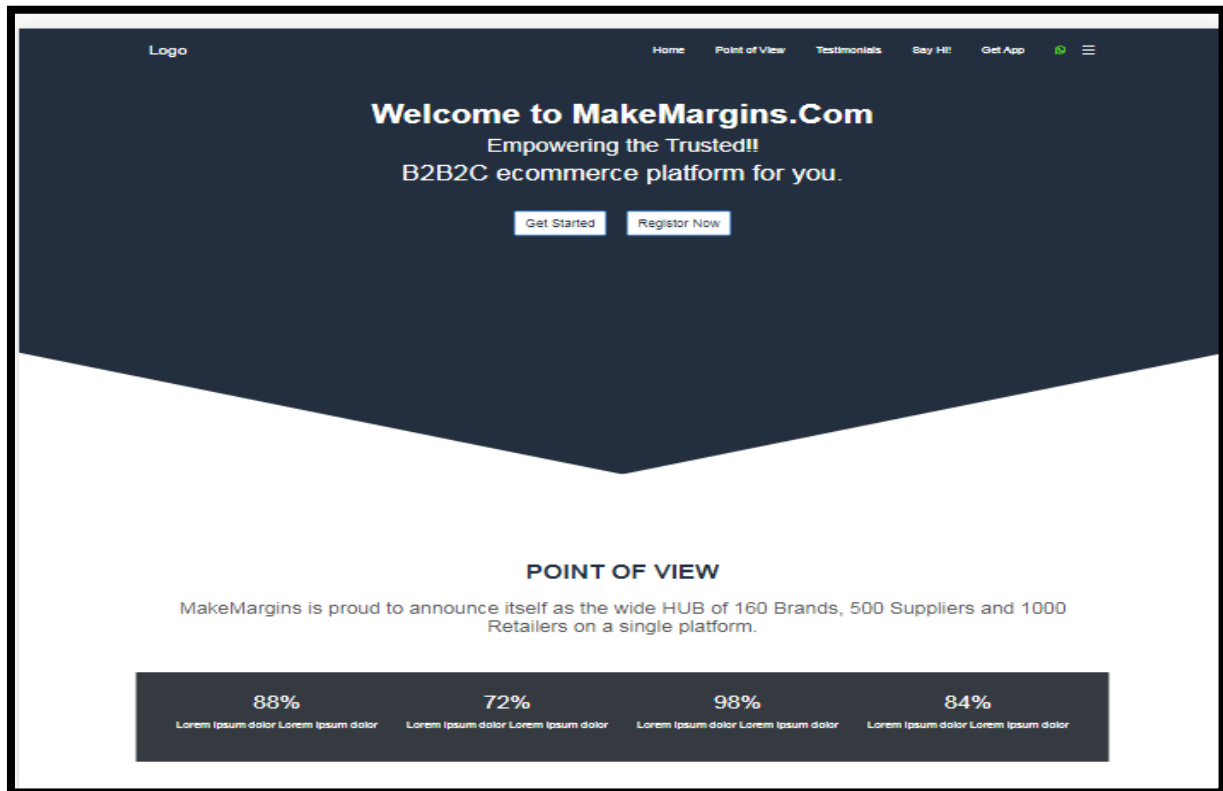


Fig.5 (e) Home page with About Us

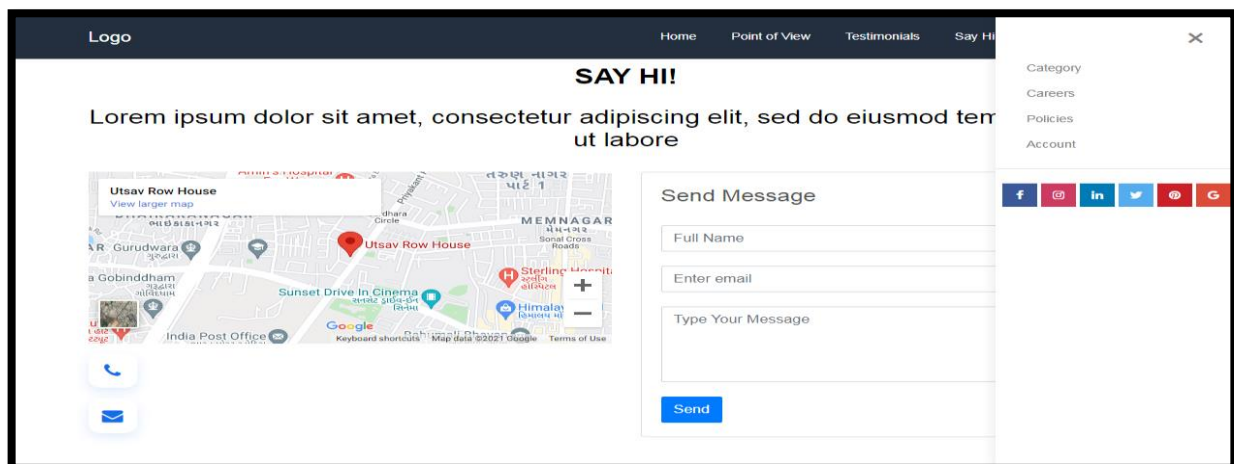


Fig.5 (e') Contact Us and Vertical Header

f. DAY 6

1. **TASK**: - Designing MakeMargins homepage.
2. **ANALYSIS**: - Designed Testimonials and Download Link for mobile application.
3. **SCREENSHOT**: -

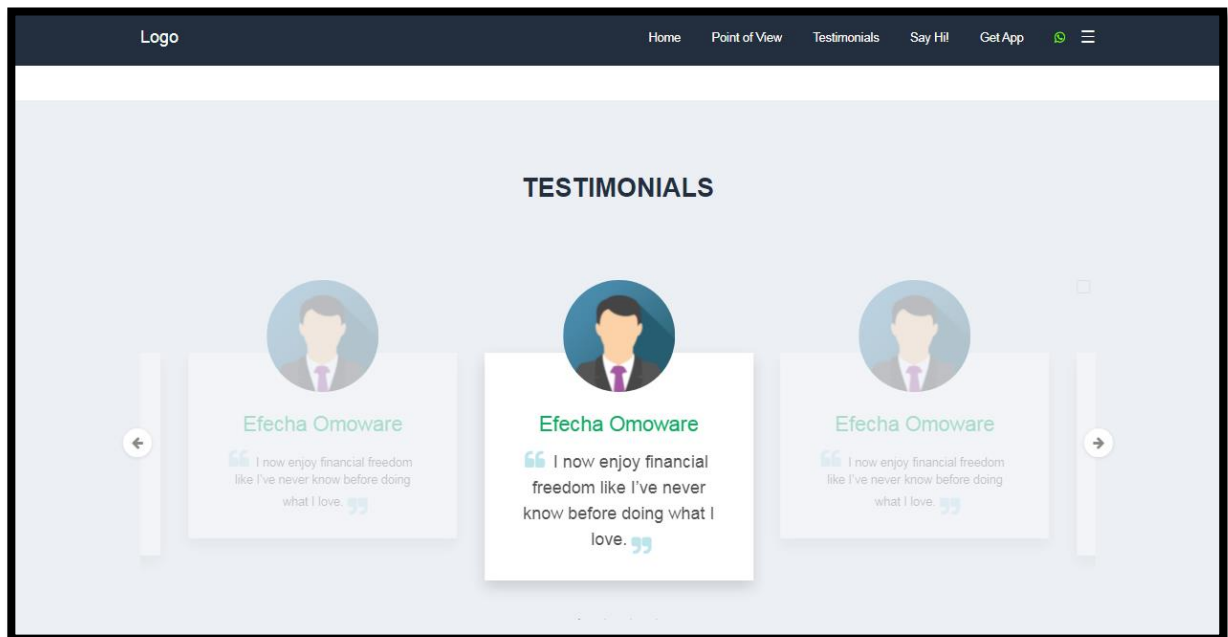


Fig.5 (f) Testimonials

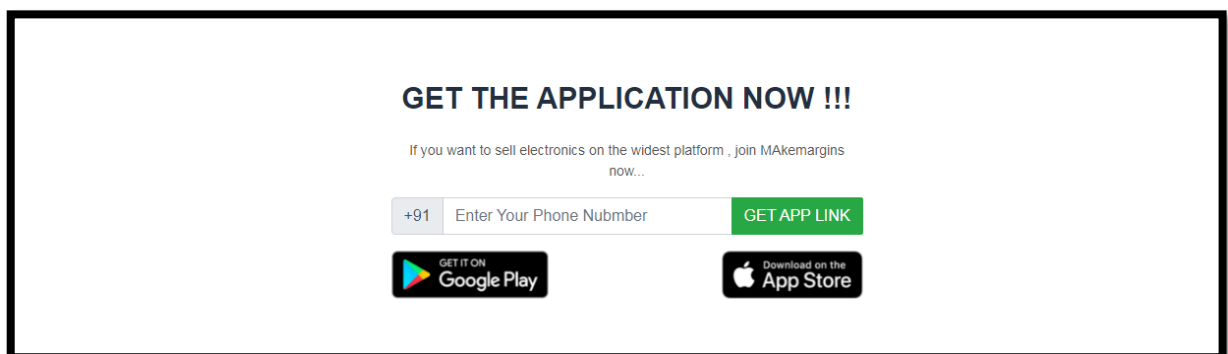


Fig.5 (f') Get App Link

g. **DAY 7**

1. **TASK:** - Designing Career's page.
2. **ANALYSIS:** - Job profiles present at MakeMargins and different posts people can apply to.
3. **SCREENSHOT:** -

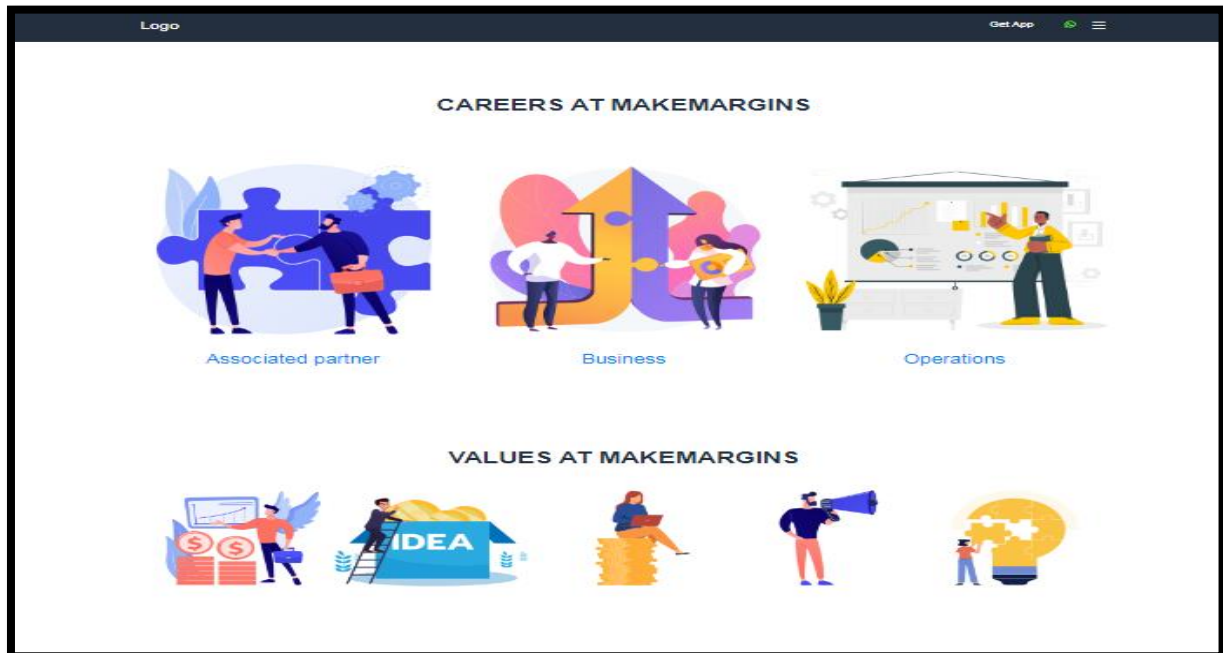


Fig.5 (g) Careers at MakeMargins

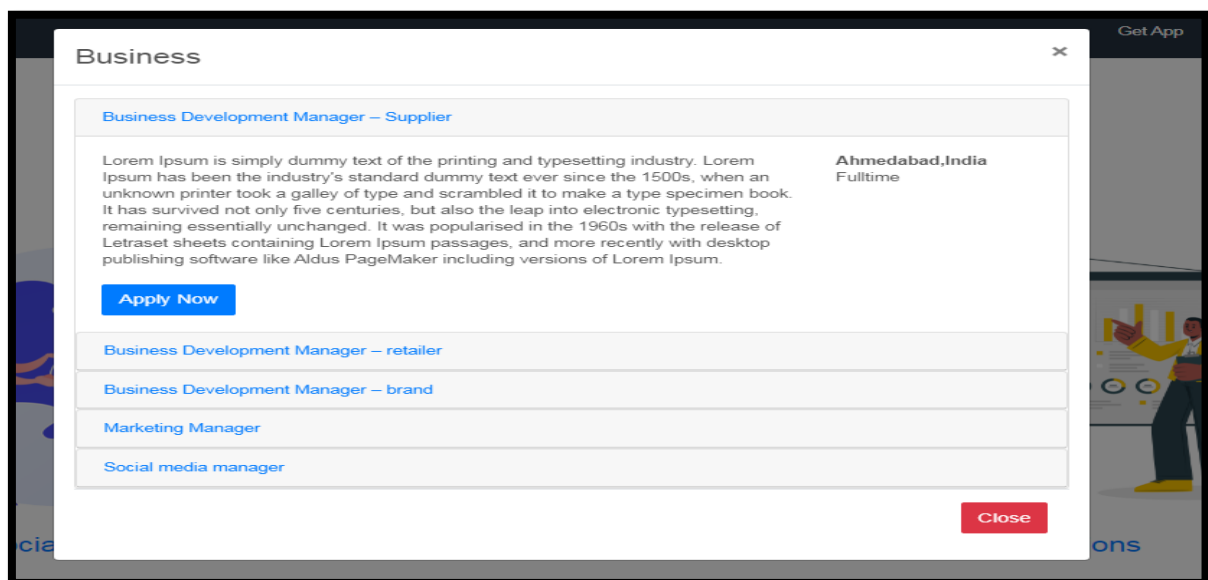


Fig.5 (g') First step to apply

form.

Not [dhairvishah2911@gmail.com](#)? [Switch account](#)

* Required

Phone Number

Your answer

Which role are you interested in?

Choose

Please upload your Resume

[Choose File](#) No file chosen

Fig.5 (g”) Second Step to apply

h. DAY 8

1. **TASK:** - Designing Categories' page.
2. **ANALYSIS:** - Categories Available and steps to order.
3. **SCREENSHOT:** -



Fig.5 (h) Categories at MakeMargins

i. DAY 9

1. **TASK**: - Retailer Admin.
2. **ANALYSIS**: - To make an Excel sheet regarding features and headers in Retailer Admin Site.
3. **SCREENSHOT**: -

A	B	C
SR NO.	MAIN HEAD	SUBHEAD
1	ACCOUNT MANAGEMENT	MY PROFILE BUISNESS DETAILS BANK DETAILS TEAM MEMBER'S DETAILS
2	WEB STORE MANAGEMENT	PRODUCT SELECTION PRODUCT BASED MARGIN CATEGORY BASED MARGIN
3	PURCHASE MANAGEMENT	NEW ORDER ORDER SHIPPED ORDER DELIEVERED ORDER ON HOLD ORDER REJECTED
4	SALE MANAGEMNET	NEW ORDER RECEIVED PAYMENT STATUS ORDER SHIPPED ORDER ON HOLD ORDER CANCELLED ORDER REJECTED ORDER DELIEVERY CONFIRMRD
5	MY CUTOMERS	FULL DATA ON CUSTOMERS

Fig.5 (i) One of the header for Retailer admin

j. **DAY 10**

1. **TASK:** - Retailer Admin.
2. **ANALYSIS:** - Designing raw retailer admin and providing to developers for implementing
3. **SCREENSHOT:** -

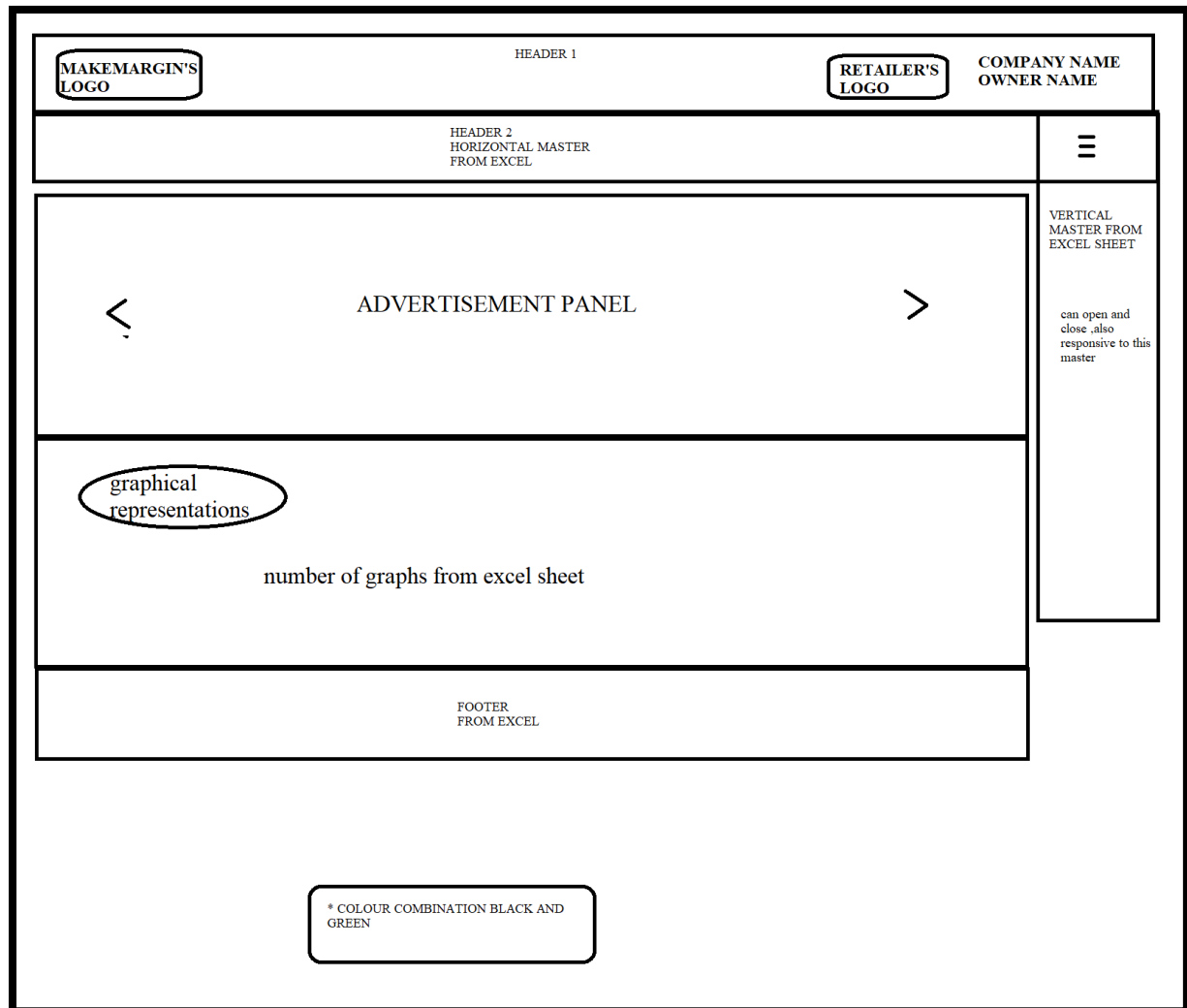
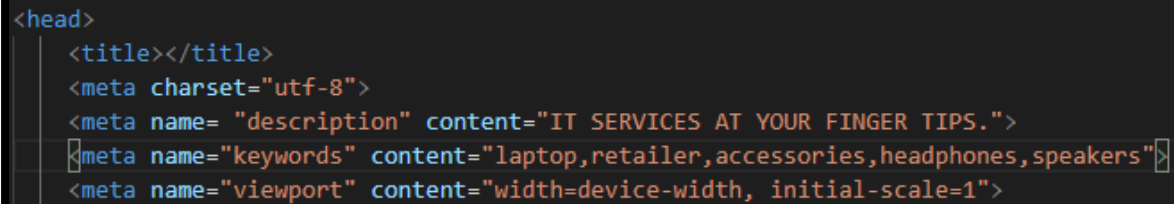


Fig.5 (j) Raw Retailer Admin Panel

k. DAY 11

1. **TASK**: - SEO Generations
2. **ANALYSIS**: - Learnt about what SEO is, different types of SEO is and how to generate keywords.
3. **SCREENSHOT**: -

A screenshot of a code editor showing HTML code for the head section of a document. The code is as follows:

```
<head>
  <title></title>
  <meta charset="utf-8">
  <meta name= "description" content="IT SERVICES AT YOUR FINGER TIPS.">
  <meta name="keywords" content="laptop,retailer,accessories,headphones,speakers">
  <meta name="viewport" content="width=device-width, initial-scale=1">
```

Fig.5 (k) SEO entry in html

1. DAY 12

1. **TASK:** - Text Local
2. **ANALYSIS:** - SMS gateway and Whatsapp integration for MakeMargins.
3. **SCREENSHOT:** -

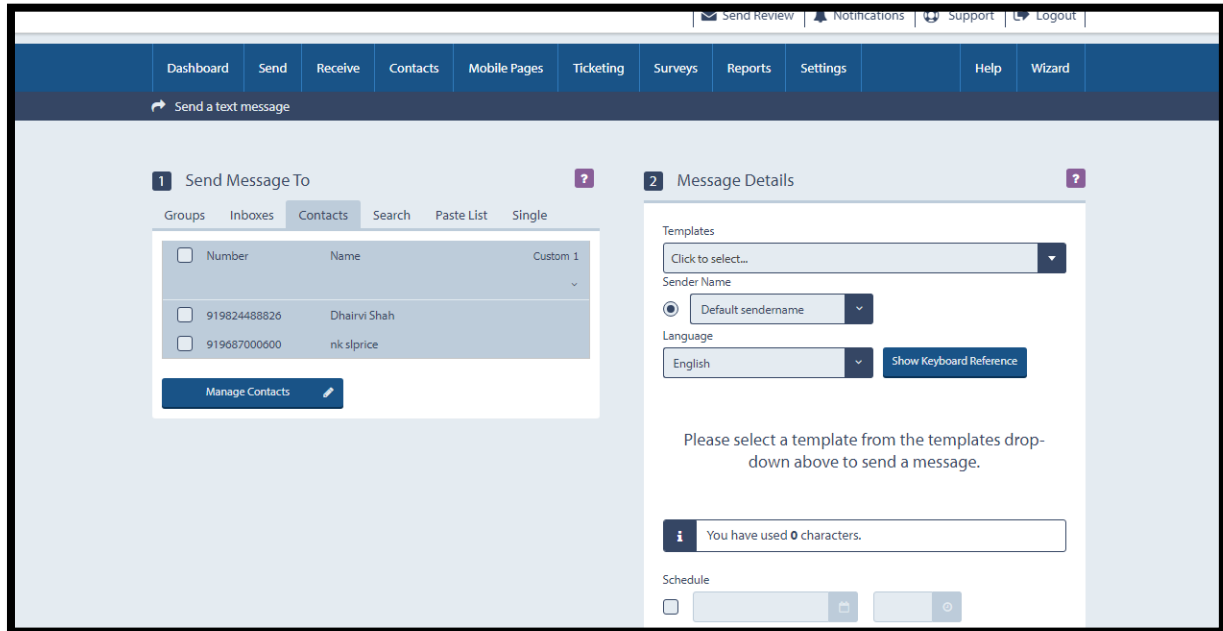


Fig.5 (l) Text Local

m. DAY 13

1. **TASK:** - Retailer Admin.
2. **ANALYSIS:** - Designing retailer admin page.
3. **SCREENSHOT:** -

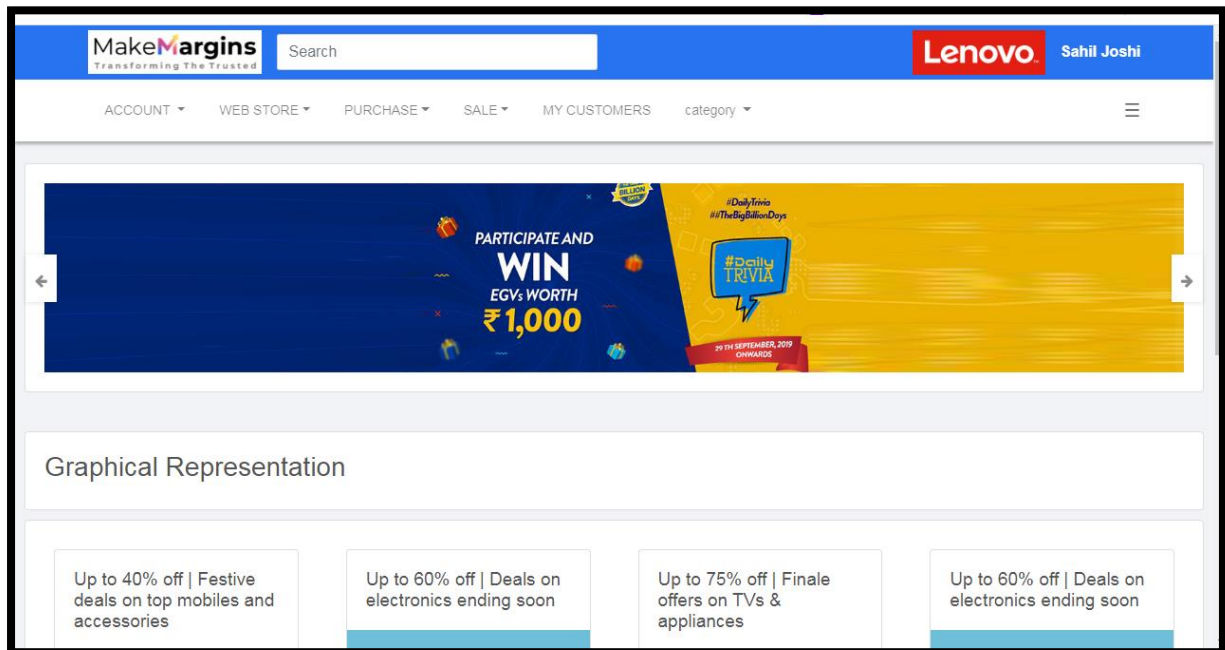


Fig.5 (m) Retailer Admin Panel

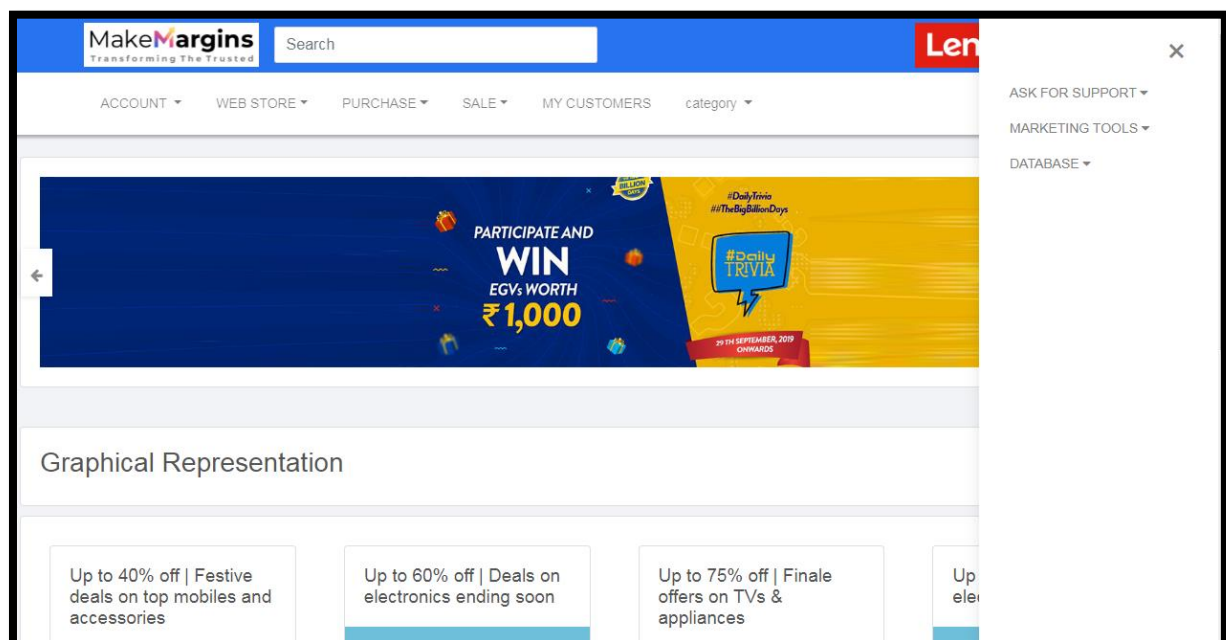


Fig.5 (m') Retailer Admin Panel

n. DAY 14

1. **TASK:** - Supplier Back End
2. **ANALYSIS:** - To work on retailer's order database on supplier's side.
3. **SCREENSHOT:** -

My Own Shop

NIRAV BHAVSAR

Search

Order

Request Models

Pricing

Profile Management

Team Members

LogOut

Order List

Home / Order List

Show 10 entries

Search:

View	Order No	Unit Rate	Total Quantity	Sub Total	Retailer Name
	4	₹80999	1	₹80999	Shree InfoTech
	3	₹77999	1	₹77999	Shree InfoTech
	2	₹77999	1	₹77999	Shree InfoTech
	1	₹35000	1	₹35000	Shree InfoTech

Showing 1 to 4 of 4 entries

Previous 1 Next

Fig.5 (n) Supplier Admin Panel for Orders

o. DAY 15

1. **TASK:** - Supplier Back End
2. **ANALYSIS:** - To work on retailer's order status updates
3. **SCREENSHOT:** -

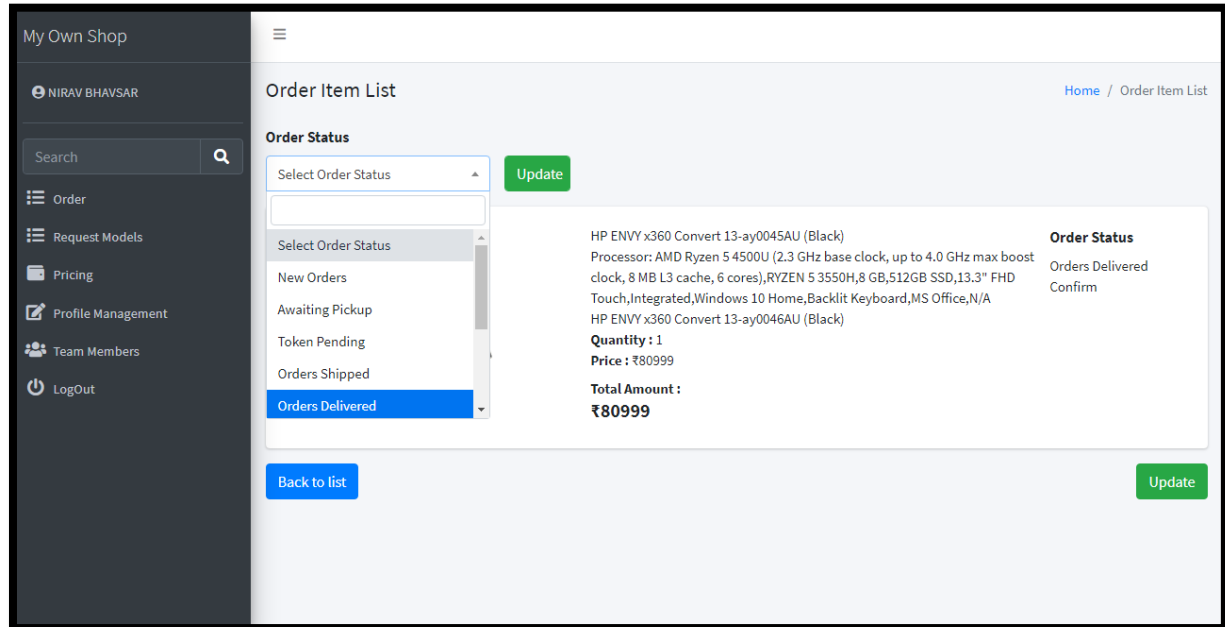


Fig.5 (o) Retailer's order status update

6. EXPERIENCE

- As I was working as a project manager I had a great opportunity to learn how to handle the small projects single handedly and also how to manage and execute different modules.
- I acquired the software development skills working with developers and building up 3 to 4 modules of website.
- I was also able to enhance my designing skills and make the UI as interactive and attractive as possible.
- I also got a great opportunity during my internship to learn few things related to software which I was unaware of like SEO generation, Site survey and analysis and Keyword generation.

7. WORKING MODEL

Kindly visit <http://myb2bworld.com/> to check the temporary hosted retailer module of MakeMargins.

Also to examine the home page and other codes, do visit the given GitHub link <https://github.com/DhairviShah/Summer-Internship.git>.

8. CONCLUSIONS

I would like to present my gratitude towards Margins Digital LLP for providing me with an internship and also to GTU as well as LJET for this opportunity.

- I helped in designing and development of two modules of phase 1 and started with phase 2 of a software.
- I learnt a great deal of skills from this chance and I consider this to be my first step towards my career. I got to enhance my programming and designing skills and also some other ways of working in a corporate environment.
- I am looking forward to another opportunity alike this one and to work my way towards a promising career.

9. REFERENCES

- **For Designing Purpose**

1. <https://in.pinterest.com/>
2. <https://speckyboy.com/>
3. <https://psdfreebies.com/>
4. <https://www.shopify.in/>

- **For HTML**

1. <https://getbootstrap.com/>
2. <https://tailwindcss.com/>
3. <https://tailblocks.cc/>

- **For JavaScript**

1. <https://devdocs.io/javascript/>
2. <https://www.w3schools.com/JSREF/DEFAULT.ASP>
3. <https://jsdoc.app/>

- **Others**

1. <https://github.com/DhairviShah/Summer-Internship.git>
2. <https://github.com/>

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V. LIST OF ABBREVIATIONS

Abbreviation Explanation

LLP	Limited Liabile Partnership
IOS	Iphone OS
B2B	Business to Business
B2B2C	Business to Business to Consumer
HTML	Hyper Text Markup Language
CSS	Cascading Style Sheets
JS	JavaScript
ML	Machine Learning
AI	Artificial Intelligence
SSL	Secured Socket Layers
SEO	Search Engine Optimization

