1. User Registration.
2. User Login.
3. User Authentication.
4. Product searching and filtering.
5. Shopping cart.
6. Streamlined order management for both users and administrators.
7. Personalized product recommendations based on user history and preferences.
8. Comprehensive product reviews and ratings with user-generated content.
9. Order tracking.
10. Wishlist for saving favorite products.
11. Social media sharing options to promote products.
12. Responsive design for seamless mobile and tablet experiences.
13. Product comparison feature with side-by-side analysis.
14. Gift card redemption and purchase options.
15. Inventory management for administrators with stock alerts.
16. Multiple Payment Methods.
17. Secure process transactions.
18. Product customization options (e.g., size, color).
19. Product availability notifications for out-of-stock items.
20. Integration with popular social media platforms for marketing.

These features can make your e-commerce website comprehensive and competitive, offering a wide range of functionalities to cater to user needs and preferences.