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# E-COMMERCE WEB PAGE

**An Internship Report submitted in partial fulfilment of the requirements for the award of the degree of**

**BACHELOR OF TECHNOLOGY**

**IN**

**COMPUTER AND SCIENCE ENGINEERING**

**Submitted by**

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**DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING**

**GITAM**

**(Deemed to be University)**

**VISAKHAPATNAM**

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**DECLARATION**

I solemnly declare that the project report is based on my own work carried out during the course of our study. I assert the statements made and conclusions drawn are an outcome of my research work. I further certify that

1. The work contained in the report is original and has been done by me.
2. The work has not been submitted to any other institution for any other degree/diploma/certificate in this university or any other University of India or abroad.
3. We have followed the guidelines provided by the university in writing the report.
4. Whenever we have used materials (data, theoretical analysis, and text) from other sources, we have given due credit to them in the text of the report and given their details in the references.

   MALLIKARJUN REDDY

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**CERTIFICATE**

This is to certify that this project work entitled

“E-COMMERCE WEB PAGE”

is the Bonafede work carried out by MALLIKARJUN REDDY, Reg-No:121910315001 submitted in Partial fulfilment of the requirement for the Award of Degree of Bachelor of Technology in Computer Science Engineering, during May-June 2022.

The results submitted in this project have been verified and are found to be satisfactory. The results embodied in this thesis have not been submitted to any other university for the award of any other degree/diploma.

**INTERNSHIP REVIEWER 1**

## **Mr. S. N. V. Jitendra M**

##### **(Assistant Professor)**

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# Internship Certificate

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Course Completion Certificate

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**ABSTRACT**

Electronic Commerce is process of doing business through 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 that is carried out physically with effort of a person to go & get products, ecommerce has made it easier for human to reduce physical work and to save time.    E-Commerce which was started in early 1990’s has taken a great leap in the world of computers, but the fact that has hindered the growth of e-commerce is security. 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 the user can browse online shops, compare prices and order merchandise sitting at home on their PC.

For increasing the use of e-commerce in developing countries the 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 the e-commerce in developing countries for business applications.

**ABOUT**



1stop is a robust platform with expansive potential for students from different places and having a keen interest in technology to access cutting-edge Mentorship and Certification Programs. The platform is built by Industry Experts with a larger number of domains and niches to explore learning which in return boosts your career. E-learning has been the fastest growing way for an aspirant to start their journey into pursuing their Dream Career and off to a good start. 1stop aims to bring in a technology-oriented career-driven Industrial Experience into the aspirant’s career with Great Value for the awaiting future. It is a strong platform with immense potential for students from anywhere and anytime to access cutting-edge Mentorship and Certification Program widespread with a larger number of domains and niches to explore learning. E-learning has been the fastest growing way for an aspirant to start their journey into pursuing their Dream Career.

**CHAPTER 1**

**BASIC CONCEPT FOR WEBSITE CREATION**

Creation of a good working website with numerous features requires knowledge of certain tools and some design concepts. These tools and concepts are essential for developing a website that produces an interactive experience for the user. The following tools mentioned below are required for the creation of an adequate website.

● HTML

● CSS

● JS

**HTML:**

HTML stands for Hyper Text Markup Language, which is the most widely used language on the Web to develop web pages. HTML was created by Berners-Lee in late 1991 but "HTML 2.0" was the first standard HTML specification which was published in 1995. HTML 4.01 was a major version of HTML and it was published in late 1999.Currently we are having the HTML-5 version which is an extension to HTML 4.01, and this version was published in 2012.

Why Learn HTML?

Originally, HTML was developed with the intent of defining the structure of documents like headings, paragraphs, lists, and so forth to facilitate the sharing of scientific information between researchers. Now, HTML is being widely used to format web pages with the help of different tags available in HTML language.

Create Web site - You can create a website or customize an existing web template if you know HTML well.

Become a web designer - If you want to start a career as a professional web designer, HTML and CSS designing is a must skill.

Understand web - If you want to optimize your website, to boost its speed and performance, it is good to know HTML to yield the best results.

Learn other languages - Once you understand the basics of HTML then other related

technologies like JavaScript, PHP, or angular are becoming easier to understand.

**Applications of HTML:**

As mentioned before, HTML is one of the most widely used languages over the web. I'm going to list few of them here:

● Web pages development - HTML is used to create pages that are rendered over the web.

Almost every page of the web has html tags in it to render its details in the browser.

● Internet Navigation - HTML provides tags which are used to navigate from one page to

another and is heavily used in internet navigation.

● Responsive UI - HTML pages now-a-days works well on all platforms, mobile, tabs,

desktop or laptops owing to responsive design strategy.

● Offline support HTML pages once loaded can be made available offline on the machine without any need of the internet.

● Game development- HTML5 has native support for rich experience and is now useful in the gaming development arena as well.

**SIMPLE EXAMPLE:**

<!DOCTYPE html>

<html>

<head>

<title>Page Title</title>

</head>

<body>

<h1> Heading</h1>

<p> paragraph.</p>

</body>

</html>

**CSS:**

CSS is used to control the style of a web document in a simple and easy way.

CSS is the acronym for "Cascading Style Sheet". This tutorial covers both the versions

CSS1, CSS2 and CSS3, and gives a complete understanding of CSS, starting from its basics to advanced concepts.

 Why Learn CSS?

Cascading Style Sheets, fondly referred to as CSS, is a simple design language intended to simplify the process of making web pages presentable.

● Create Stunning Website - CSS handles the look and feel part of a web page.

Using CSS, you can control the color of the text, the style of fonts, the spacing

between paragraphs, how columns are sized and laid out, what background images

or colors are used, layout designs, variations in display for different devices and

screen sizes as well as a variety of other effects.

● Become a web designer - If you want to start a career as a professional web

designer, HTML and CSS designing is a must skill.

● Control web - CSS is easy to learn and understand but it provides powerful control

over the presentation of an HTML document. Most commonly, CSS is combined

with the markup languages HTML or XHTML.

**Applications of CSS:**

As mentioned before, CSS is one of the most widely used style languages over the web.

CSS saves time - we can reuse the same sheet in multiple HTML pages. You can define a style for each HTML element and apply it to as many Web pages as you want.

● Pages load faster - If you are using CSS, you do not need to write HTML tag

attributes every time. Just write one CSS rule of a tag and apply it to all the

occurrences of that tag. So, less code means faster download times.

● Easy maintenance - To make a global change, simply change the style, and all

elements in all the web pages will be updated automatically.

● Superior styles to HTML - CSS has a much wider array of attributes than HTML,

so you can give a far better look to your HTML page in comparison to HTML

attributes.

● Multiple Device Compatibility - Style sheets allow content to be optimized for

more than one type of device. By using the same HTML document, different

versions of a website can be presented for handheld devices such as PDAs and cell

phones or for printing.

● Global web standards - Now HTML attributes are being deprecated and it is being

recommended to use CSS. So it's a good idea to start using CSS in all the HTML

pages to make them compatible with future browsers.

**\*\*** CSS includes key concepts such as Bootstrapping and SCSS

**SCSS:**

SCSS stands for the Sassy Cascading Style Sheets. The more advanced variant of CSS is SCSS.

It was created by Chris Epstein and Natalie Weinbaum and designed by Hampton Catlin. It is also referred to as Sassy CSS due to its advanced features. It is a pre-processor language that is compiled or interpreted into the CSS. It has a file extension of sass.

We may add several extra features to CSS using SCSS, including variables, nesting, and many more. All of these extra features may make writing SCSS much simpler and quicker than writing the standard CSS. SCSS may use the CSS code and function. SCSS is entirely compliant with the CSS syntax, though also supporting the full power of SASS.

**ADVANTAGES:**

Various advantages of SCSS are as follows:

1. It helps users to write clean, quick, and less CSS code in a program structure.

2. There are fewer codes in it so that we can write CSS faster.

3. SCSS offers nested functions so that we can use the nested syntax and useful functions,

including color manipulation, math functions, and many other functions.

4. It consists of variables that help reuse the values as many times as in the CSS.

5. All versions of CSS are compatible with it. So, we can use any CSS library available.

6. SASS is versatile with feedback, but any good developer would prefer the inline

documentation available in SCSS.

**BOOTSTRAPPING:**

● Bootstrap is the most popular HTML, CSS and JavaScript framework for developing a

responsive and mobile friendly website.

● It is absolutely free to download and use.

● It is a front-end framework used for easier and faster web development.

● It includes HTML and CSS based design templates for typography, forms, buttons, tables, navigation, modals, image carousels and many others.

● It can also use JavaScript plug-ins.

● It facilitates you to create responsive designs.

**BOOTSTRAPPING METHODS:**

● Scaffolding: Bootstrap provides a basic structure with Grid System, link styles, and

background.

● CSS: Bootstrap comes with the feature of global CSS settings, fundamental HTML

elements style and an advanced grid system.

● Components: Bootstrap contains a lot of reusable components built to provide

iconography, dropdowns, navigation, alerts, pop-overs, and much more.

● JavaScript Plugins: Bootstrap also contains a lot of custom jQuery plugins. You can

easily include them all, or one by one.

● Customize: Bootstrap components are customizable and you can customize Bootstrap's

components, LESS variables, and jQuery plugins to get your own style.

**JAVA SCRIPT:**

JavaScript is a lightweight, interpreted programming language. It is designed for creating

network-centric applications. It is complementary to and integrated with Java. JavaScript is very easy to implement because it is integrated with HTML. It is open and cross-platform.

Why to Learn JavaScript?

JavaScript is a MUST for students and working professionals to become a great Software

Engineer specially when they are working in Web Development Domain. I will list down some of the key advantages of learning JavaScript:

● JavaScript is the most popular programming language in the world and that makes

it a great programmer's choice. Once you learn JavaScript, it helps you develop great front-end as well as back-end software’s using different JavaScript based frameworks like jQuery, Node.JS etc.

● JavaScript is everywhere, it comes installed on every modern web browser and so

to learn JavaScript, you really do not need any special environment setup. For example, Chrome, Mozilla Firefox, Safari and every browser you know as of today, supports JavaScript.

● JavaScript helps you create really beautiful and crazy fast websites. You can develop your website with a console like look and feel and give your users the best Graphical User Experience (GUI).

● JavaScript usage has now extended to mobile app development, desktop app development, and game development. This opens many opportunities for you as a

JavaScript Programmer.

● Due to high demand, there is tons of job growth and high pay for those who know

JavaScript. You can navigate over to different job sites to see what having

JavaScript skills look like in the job market.

● Great thing about JavaScript is that you will find tons of frameworks and Libraries

already developed which can be used directly in your software development to

reduce your time to market.

There could be 1000s of good reasons to learn JavaScript Programming. But one thing for sure, to learn any programming language, not only JavaScript, you just need to code, and code and finally.

CHAPTER 2

**CONCEPTS AND TOOLS USED**

**MEAN STACK:**

The MEAN stack is JavaScript-based framework for developing web applications. MEAN is named after MongoDB, Express, Angular, and Node, the four key technologies that make up the layers of the stack.

● MongoDB - Document database

● Express(.js) - Node.js web framework

● Angular(.js) - a client-side JavaScript framework

● Node(.js) - the premier JavaScript web server

The MEAN stack is one of the most popular technology concepts for building web applications.

**Advantages of the MEAN Stack:**

MEAN applications can be used in many ways with a cross platform write once approach. While MEAN is particularly suited to real-time applications, particularly those running natively in the cloud and single-page (dynamic) web applications built in Angular.js, it can be used for other use cases such as:

● Workflow management tools.

● News aggregation sites.

● Todo and calendar applications.

● Interactive forums

**TypeScript:**

--> TypeScript is a superset of JavaScript.

--> TypeScript builds on top of JavaScript. First, you write the TypeScript code. Then, you compile the TypeScript code into plain JavaScript code using a TypeScript compiler.

Once you have the plain JavaScript code, you can deploy it to any environments that JavaScript runs.

--> TypeScript files use the .ts extension rather than the .js extension of JavaScript files.

--> TypeScript uses the JavaScript syntaxes and adds additional syntaxes for supporting Types.

If you have a JavaScript program that doesn’t have any syntax errors, it is also a TypeScript program. It means that all JavaScript programs are TypeScript programs. This is very helpful if you’re migrating an existing JavaScript codebase to TypeScript.

The main goals of TypeScript are:

● Introduce optional types to JavaScript.

● Implement planned features of future JavaScript, a.k.a. ECMAScript Next or ES Next to the current JavaScript.

**●** TypeScript improves your productivity while helping avoid bugs.

**●** TypeScript brings the future JavaScript to today.

**Node.js:**

Node.js is an open source and cross platform JavaScript runtime environment. It is a popular tool for almost any kind of project.

Node.js runs the V8 JavaScript engine, the core of Google Chrome, outside of the browser. This allows Node.js to be very performant.

Node.js is intended to run on a dedicated HTTP server and to employ a single thread with one process at a time. Node.js applications are event based and run asynchronous. Code built on the Node platform does not follow the traditional model of receive, process, send, wait, receive.

Instead, Node processes incoming requests in a constant event stack and sends small requests one after the other without waiting for responses.

A Node.js app runs in a single process, without creating a new thread for every request. Node.js provides a set of asynchronous I/O primitives in its standard library that prevent JavaScript code from blocking and generally, libraries in Node.js are written using non-blocking paradigms, making blocking behaviour the exception rather than the norm.

When Node.js performs an I/O operation, like reading from the network, accessing a database or the filesystem, instead of blocking the thread and wasting CPU cycles waiting, Node.js will resume the operations when the response comes back.

This allows Node.js to handle thousands of concurrent connections with a single server without introducing the burden of managing thread concurrency, which could be a significant source of bugs.

Node.js has a unique advantage because millions of frontend developers that write JavaScript for the browser are now able to write the server-side code in addition to the client-side code without the need to learn a completely different language.

**Express.js:**

Express.js is a web application framework for Node.js. It provides various features that make web application development fast and easy which otherwise takes more time using only Node.js.

Express.js is based on the Node.js middleware module called connectwhich in turn uses http module. So, any middleware which is based on connect will also work with Express.js.

It is used to build a single page, multipage, and hybrid web application. It's a layer built on the top of the Node js that helps manage servers and routes. It’s a layer built on the top of the Node js that helps manage servers and routes. Express was created to make APIs and web applications with ease.

**Advantages of Express.js:**

● Makes Node.js web application development fast and easy.

● Easy to configure and customize.

● Allows you to define routes of your application based on HTTP methods and URLs.

● Includes various middleware modules which you can use to perform additional tasks on

request and response.

● Easy to integrate with different template engines like Jade, Vash, EJS etc.

● Allows you to define an error handling middleware.

● Easy to serve static files and resources of your application.

● Allows you to create a REST API server.

● Easy to connect with databases such as MongoDB, Redis, MySQL.

**Limitations of Express.js:**

● Sometimes, there is no structural way to organize things, and the code becomes

non-understandable.

● There are so many issues with call-backs.

● The error messages that will come are challenging to understand.

**Some of the core features of Express framework:**

● It can be used to design single-page, multi-page and hybrid web applications.

● It allows setting up middleware’s to respond to HTTP Requests.

● It defines a routing table which is used to perform different actions based on HTTP

method and URL.

● It dynamically renders HTML Pages based on passing arguments to templates.

**Angular JS:**

AngularJS is a structural framework for dynamic web applications. It lets you use HTML as your template language and lets you extend HTML's syntax to express your application components clearly and succinctly. Its data binding and dependency injection eliminate much of the code you currently have to write. And it all happens within the browser, making it an ideal partner with any server technology.

**General Features:**

The general features of AngularJS are as follows:

● AngularJS is an efficient framework that can create Rich Internet Applications

(RIA).

● AngularJS provides developers an option to write client-side applications using

JavaScript in a clean Model View Controller (MVC) way.

● Applications written in AngularJS are cross-browser compliant. AngularJS

automatically handles JavaScript code suitable for each browser.

● AngularJS is open source, completely free, and used by thousands of developers

around the world. It is licensed under the Apache license version 2.0.

● Overall, AngularJS is a framework to build large scale, high-performance, and

easy to maintain web applications.

**Core Features:**

The core features of AngularJS are as follows:

● **Data-binding** − It is the automatic synchronization of data between model and

view components.

● **Scope** − These are objects that refer to the mode. They act as a glue between controller and view.

● **Controller** − These are JavaScript functions bound to a particular scope.

● **Services** − AngularJS comes with several built-in services such as $http to make

XMLHttpRequests. These are singleton objects which are instantiated only once in

the app.

● **Filters** − These select a subset of items from an array and return a new array.

● **Directives** − Directives are markers on DOM elements such as elements,

attributes, CSS, and more. These can be used to create custom HTML tags that

serve as new, custom widgets. AngularJS has built-in directives such as ngBind,

ngModel, etc.

● **Routing** − It is the concept of switching views.

● **Deep Linking** − Deep linking allows to encode the state of application in the URL

so that it can be bookmarked. The application can then be restored from the URL

to the same state.

● **Dependency Injection** − AngularJS has a built-in dependency injection

subsystem that helps the developer to create, understand, and test the applications

easily.

**Nodemon:**

Nodemon is a tool that helps develop Node.js based applications by automatically restarting the node application when file changes in the directory are detected.

Nodemon does not require any additional changes to your code or method of development.

Nodemon is a replacement wrapper for node to use nodemon to replace the word node on the command line when executing your script.

Nodemon is a utility depended on by over 1.5 million projects, that will monitor for any changes in your source and automatically restart your server. Perfect for development.

Swap nodemon instead of node to run your code, and now your process will automatically restart when your code changes.

To install, get Node.js, then from your terminal run:

npm install -g nodemon

**MongoDB:**

MongoDB is an open-source NoSQL database management program. NoSQL is used as an alternative to traditional relational databases. NoSQL databases are quite useful for working with large sets of distributed data. MongoDB is a tool that can manage document-oriented information, store or retrieve information.

● MongoDB stores data in flexible, JSON-like documents, meaning fields can vary from

document to document and data structure can be changed over time

● The document model maps to the objects in your application code, making data easy to work with.

● Ad hoc queries, indexing, and real time aggregation provide powerful ways to access and analyze your data

● MongoDB is a distributed database at its core, so high availability, horizontal scaling, and geographic distribution are built in and easy to use

● MongoDB is free to use.

NoSQL databases like MongoDB are a good choice when your data is document-centric and doesn't fit well into the schema of a relational database, when you need to accommodate massive scale, when you are rapidly prototyping, and a few other use cases.

Below are the few of the reasons as to why one should start using MongoDB:

1. **Document-oriented** – Since MongoDB is a NoSQL type database, instead of having data in a relational type format, it stores the data in documents. This makes MongoDB very flexible and adaptable to real business world situations and requirements.

2. **Ad hoc queries** – MongoDB supports searching by field, range queries, and regular

expression searches. Queries can be made to return specific fields within documents.

3. **Indexing** – Indexes can be created to improve the performance of searches within

MongoDB. Any field in a MongoDB document can be indexed.

4. **Replication** – MongoDB can provide high availability with replica sets. A replica set

consists of two or more mongo DB instances. Each replica set member may act in the

role of the primary or secondary replica at any time. The primary replica is the main

server which interacts with the client and performs all the read/write operations. The

Secondary replicas maintain a copy of the data of the primary using built-in replication.

**Basic Commands:**

**HOW TO CREATE PROJECT:**

You develop applications in the context of an Angular workspace. A workspace contains the files for one or more projects. A project is the set of files that comprise an application or a library. For this tutorial, you will create a new workspace.

To create a new workspace and an initial application project:

1. Ensure that you are not already in an Angular workspace folder. For example, if you have previously created the Getting Started workspace, change to the parent of that folder.

2. Run the CLI command ng new and provide the name project-name, as shown here:

ng new <project-name>

**● COMPONENT:**

To create a component,

● Install the Angular CLI

● From a terminal window, navigate to the directory containing your application.

● Run the ng generate component <component-name> command, where <component-name> is the name of your new component.

ng generate component <component-name>

**● SERVICE:**

services in Angular let you define code or functionalities that are then accessible and reusable in

many other components in your Angular project. Services help you with the abstraction of logic

and data that is hosted independently but can be shared across other components.

ng generate service- name

**npm:**

*Package Manager:*npm 8.5.5

npm is the package manager for the Node JavaScript platform. It puts modules in place so that node can find them, and manages dependency conflicts intelligently. It is extremely configurable to support a wide variety of use cases. Most commonly, it is used to publish, discover, install, and develop node programs.

● npm is the world's largest Software Registry.

● The registry contains over 800,000 code packages.

● Open-source developers use npm to share software.

● Many organizations also use npm to manage private development.

**ng:**

The ng new command creates an Angular workspace folder and generates a new application skeleton. A workspace can contain multiple applications and libraries. The initial application created by the ng new command is at the top level of the workspace.

It builds the application and starts the web server. And ng serve is the reason behind the auto compilation when changes are made (i.e., when saved). It is related with angular cli.

This format is a recommended way of building Angular libraries and distributing the packages.

Libraries which are built using this format will be handled properly by the Angular applications and node packages.

It compiles and packages angular libraries in angular package format.

CHAPTER 3

**ABOUT THE PROJECT**

The following project is developed as E-commerce website that can be accessible by the user to access content that is connected via the backend of the website

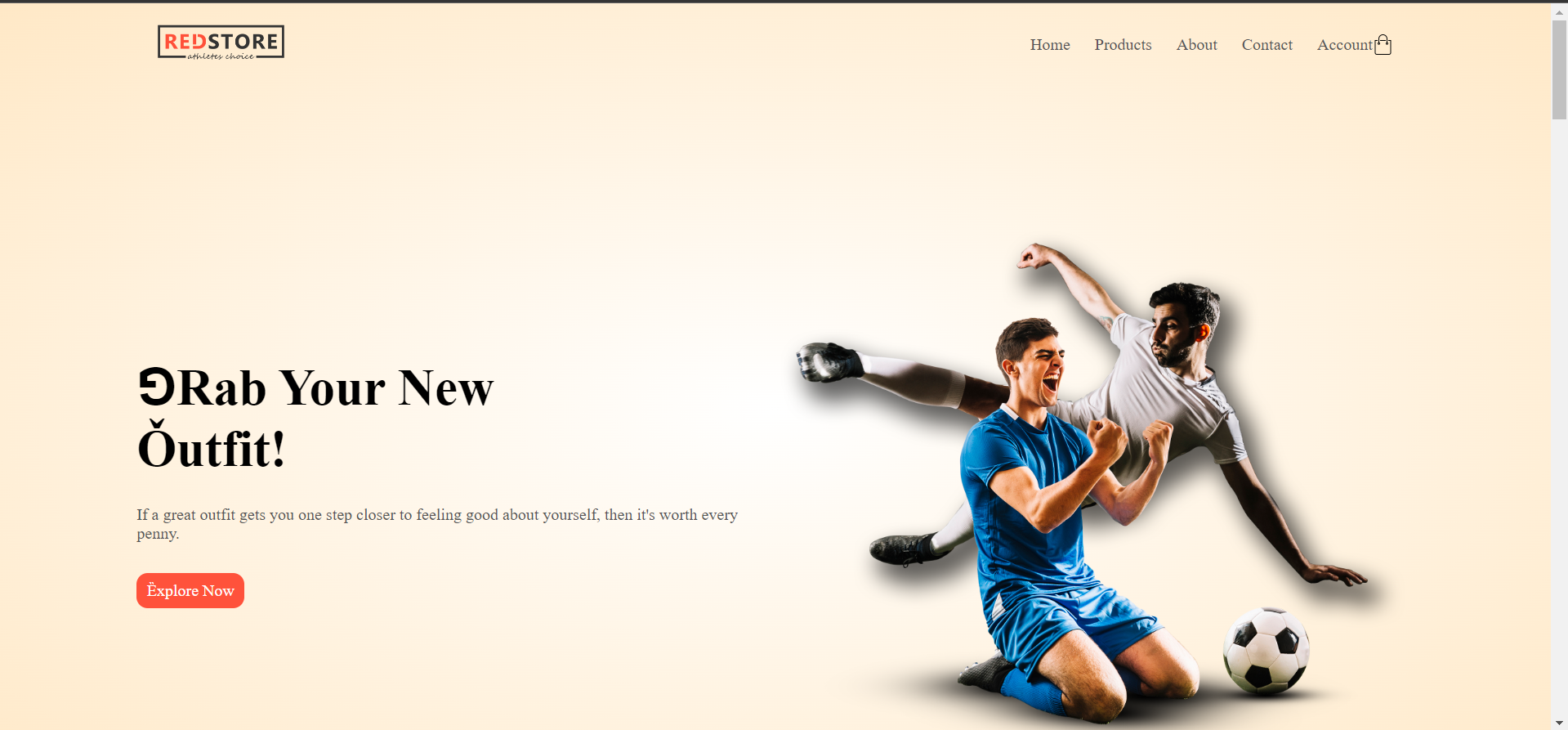
● Building real-world projects with MEAN Stack.

● Building complex APIs, login interfaces, and authentications.

● Using JSON Web Tokens to authenticate.

● Understanding database patterns, tokens, and sessions.

● Working with modern Angular frameworks.



**ABOUT:**

An e-commerce website is one that allows people to buy and sell physical goods, services, and digital products over the internet rather than at a brick-and-mortar location. Through an e-commerce website, a business can process orders, accept payments, manage shipping and logistics, and provide customer service.

**PROCESS FOR E LEARNING:**

E-learning is the use of technology to enable people to learn anywhere and anytime. E-learning is

created taking into account adult learning principles, learning styles, and instructional design

principles. The stages in e learning design and development.

**Technologies Used:**

* HTML
* CSS
* JavaScript (Js)
* Bootstrap

**Code:**

<!DOCTYPE html>

<html lang="en">

    <head>

        <meta charset="UTF-8">

        <meta name="viewport" content="width=device-width,initial-scale=1.0">

        <title>Aryan Store</title>

        <link rel="stylesheet" href="style.css">

        <link rel="stylesheet" href="https://stackpath.bootstrapcdn.com/font-awesome/4.7.0/css/font-awesome.min.css">

    </head>

<body>

<div class="header">

    <div class="container">

        <div class="navbar">

            <div class="logo">

                <img src="logo.png" width="125px">

            </div>

            <nav>

                <ul id="MenuItems">

                    <li><a href="">Home</a></li>

                    <li><a href="product.html" target="\_blank">Products</a></li>

                    <li><a href="">About</a></li>

                    <li><a href="">Contact</a></li>

                    <li><a href="">Account</a></li>

                </ul>

            </nav>

            <img src="cart.png" width="20px" height="20px">

            <img src="menu.png" class="menu-icon" onclick="menutoggle()">

        </div>

        <div class="row">

            <div class="col-2">

                <h1>&#8513;Rab Your New<br>&#465;utfit!</h1>

                    <p>If a great outfit gets you one step

                        closer to feeling good about yourself,

                        then it's worth every penny.</p>

                        <a href="" class="btn">&#516;xplore Now</a>

            </div>

                <div class="col-2">

                    <img src="image1.png">

                </div>

            </div>

        </div>

    </div>

<!-- Featured Categories -->

<div class="categories">

   <div class="small-container1">

     <div class="row">

       <div class="col-3"><img src="category-1.jpg"></div>

       <div class="col-3"><img src="category-2.jpg"></div>

       <div class="col-3"><img src="category-3.jpg"></div>

     </div>

    </div>

</div>

<!-- Featured Products -->

 <div class="small-container">

    <h2 class="title">Featured Products</h2>

    <div class="row">

        <div class="col-4">

            <img src="product-1.jpg" >

            <h4>Red Printed T-Shirt</h4>

            <div class="rating">

                <i class="fa fa-star"></i>

                <i class="fa fa-star"></i>

                <i class="fa fa-star"></i>

                <i class="fa fa-star"></i>

                <i class="fa fa-star"></i>

            </div>

            <p>$89.00</p>

        </div>

        <div class="col-4">

            <img src="product-2.jpg" >

            <h4>HRX</h4>

            <div class="rating">

                <i class="fa fa-star"></i>

                <i class="fa fa-star"></i>

                <i class="fa fa-star"></i>

                <i class="fa fa-star"></i>

                <i class="fa fa-star-o"></i>

            </div>

            <p>$60.00</p>

        </div>

        <div class="col-4">

            <img src="product-3.jpg" >

            <h4>Charcoal Grey Track Pants</h4>

            <div class="rating">

                <i class="fa fa-star"></i>

                <i class="fa fa-star"></i>

                <i class="fa fa-star"></i>

                <i class="fa fa-star"></i>

                <i class="fa fa-star-half-o"></i>

            </div>

            <p>$55.00</p>

        </div>

        <div class="col-4">

            <img src="product-4.jpg" >

            <h4>PUMA <br> Graphic Iii Blue Mens Polo</h4>

            <div class="rating">

                <i class="fa fa-star"></i>

                <i class="fa fa-star"></i>

                <i class="fa fa-star"></i>

                <i class="fa fa-star-half-o"></i>

                <i class="fa fa-star-o"></i>

            </div>

            <p>$15.00</p>

        </div>

    </div>

        <h2 class="title">Latest Products</h2>

        <div class="row">

            <div class="col-4">

                <img src="product-5.jpg" >

                <h4>ROADSTORE <br> Men Black Textured Sneakers</h4>

                <div class="rating">

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star-o"></i>

                </div>

                <p>$59.00</p>

            </div>

            <div class="col-4">

                <img src="product-6.jpg" >

                <h4>PUMA <br> Printed Men Round Neck Black T-Shirt</h4>

                <div class="rating">

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star-half-o"></i>

                    <i class="fa fa-star-o"></i>

                </div>

                <p>$70.00</p>

            </div>

            <div class="col-4">

                <img src="product-7.jpg" >

                <h4>HRX by Hrithik Roshan <br>

                    Men Solid Ankle Length  (Pack of 3)</h4>

                <div class="rating">

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star-o"></i>

                    <i class="fa fa-star-o"></i>

                </div>

                <p>$4.00</p>

            </div>

            <div class="col-4">

                <img src="product-8.jpg" >

                <h4>Fossil <br>

                    Men Black Analogue Watch FS5455</h4>

                <div class="rating">

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star-half-o"></i>

                </div>

                <p>$99.00</p>

            </div>

            <div class="col-4">

                <img src="product-9.jpg" >

                <h4> ROADSTER <br> Belmont Watch | Black</h4>

                <div class="rating">

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                </div>

                <p>$10.00</p>

            </div>

            <div class="col-4">

                <img src="product-10.jpg" >

                <h4>HRX by Hrithik Roshan Men Core 1.0 Running Navy Blue Shoes</h4>

                <div class="rating">

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                </div>

                <p>$99.00</p>

            </div>

            <div class="col-4">

                <img src="product-11.jpg" >

                <h4>URBAN SPORT Delta Platform Slip-On</h4>

                <div class="rating">

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star-o"></i>

                    <i class="fa fa-star-o"></i>

                </div>

                <p>$20.00</p>

            </div>

            <div class="col-4">

                <img src="product-12.jpg" >

                <h4>Nike <br>Men Black Solid AS M NSW TRK SUIT FLC Tracksuit</h4>

                <div class="rating">

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star-half-o"></i>

                </div>

                <p>$50.00</p>

            </div>

            <div class="col-4">

                <img src="product-17.jpg" >

                <h4>Tech-1 K Start V2 Shoes | Alpinestars</h4>

                <div class="rating">

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                </div>

                <p>$170.00</p>

            </div>

            <div class="col-4">

                <img src="product-14.jpg" >

                <h4>GLACIER <br> Sports Wear Mens High Neck Sport Shoes</h4>

                <div class="rating">

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star-o"></i>

                </div>

                <p>$150.00</p>

            </div>

            <div class="col-4">

                <img src="product-15.jpg" >

                <h4>ALP DX1 Nano Badminton Clothes Set Tennis Tops Women T-shirt Men Shorts Quick Dry Sports (2 Pcs)</h4>

                <div class="rating">

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star-o"></i>

                    <i class="fa fa-star-o"></i>

                </div>

                <p>$80.00</p>

            </div>

            <div class="col-4">

                <img src="product-16.jpg" >

                <h4>Sugoi Men's SubZero Zap Tights</h4>

                <div class="rating">

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star-half-o"></i>

                    <i class="fa fa-star-o"></i>

                </div>

                <p>$50.00</p>

            </div>

        </div>

    </div>

<!-- offer -->

<div class="offer">

    <div class="small-container">

        <div class="row">

            <div class="col-2">

                <img src="exclusive.png" class="offer-img">

            </div>

            <div class="col-2">

                <p>Exclusively Available on Aryan Store</p>

                <h1>Smart Brand 4</h1>

                <small>

                    The Mi Smart Band 4 features a 39.9% larger AMOLED color full-touch

                    display with adjustable brightness, everything is clear as can be. <br></small>

                    <a href="" class="btn">Buy Now</a><br>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star-o"></i></div>

        </div>

    </div>

</div>

 <!-- testimonial -->

 <div class="testimonial">

    <div class="small-container">

        <div class="row">

            <div class="col-3">

                <i class="fa fa-quote-left"></i>

                <p>

                  Loreum Ipsum is simply dummy text of the printing and typesetting

                  industry. Loreum Ipsum has been the industry's standard dummy text ever

                </p><br>

                <div class="rating">

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star-half-o"></i>

                    <i class="fa fa-star-o"></i>

                </div>

                <img src="user-1.png">

                <h3>Sean Parker</h3>

            </div>

            <div class="col-3">

                <i class="fa fa-quote-left"></i>

                <p>

                  Loreum Ipsum is simply dummy text of the printing and typesetting

                  industry. Loreum Ipsum has been the industry's standard dummy text ever

                </p><br>

                <div class="rating">

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                    <i class="fa fa-star"></i>

                </div>

                <img src="user-2.png">

                <h3>Mike Smith</h3>

            </div>

            <div class="col-3">

                <i class="fa fa-quote-left"></i>

                <p>

                  Loreum Ipsum is simply dummy text of the printing and typesetting

                  industry. Loreum Ipsum has been the industry's standard dummy text ever

                </p><br>

                <div class="rating">

                <i class="fa fa-star"></i>

                <i class="fa fa-star"></i>

                <i class="fa fa-star"></i>

                <i class="fa fa-star-o"></i>

                <i class="fa fa-star-o"></i>

                </div>

                <img src="user-3.png">

                <h3>Mabel Joe</h3>

            </div>

        </div>

    </div>

 </div>

  <!--- brands product section start-->

  <div class="brands">

    <div class="small\_container">

       <div class="row">

          <div class="col5"> <img src="logo-coca-cola.png"> </div>

          <div class="col5"> <img src="logo-godrej.png"> </div>

          <div class="col5"> <img src="logo-oppo.png"> </div>

          <div class="col5"> <img src="logo-paypal.png"> </div>

          <div class="col5"> <img src="logo-philips.png"> </div>

       </div>

    </div>

 </div>

 <!--- brands product section end-->

 <!--- footer product section start-->

 <div class="footer">

    <div class="container">

       <div class="row">

          <div class="footer\_col\_1">

             <h3>Download Our App</h3>

             <p>Download Our App for mobile and ios</p>

             <div class="app\_logo"> <img src="app-store.png" width="100px"> <img src="play-store.png" width="100px"> </div>

          </div>

          <div class="footer\_col\_2">

             <img src="logo.png" width="200px">

             <p>Our purposes is to sustainaly p Lorem ipsum dolor sit amet consectetur adipisicing elit. Eius, eaque.</p>

          </div>

          <div class="footer\_col\_3">

             <h3>Usefull Links</h3>

             <uL>

                <li>Coupons</li>

                <li>Blog Post</li>

                <li>Return Policy</li>

                <li>Join Affiliate</li>

             </uL>

          </div>

          <div class="footer\_col\_4">

             <h3>Follow us</h3>

             <uL>

                <li>Facebook</li>

                <li>Twitter</li>

                <li>Instragram</li>

                <li>Youtube</li>

             </uL>

          </div>

       </div>

       <hr>

       <p class="copyright">&copy; 2022 all reserved by Mallikarjun Reddy</p>

    </div>

 </div>

 <!-- js for toggle menu -->

 <script>

    var MenuItems=document.getElementById("MenuItems");

    MenuItems.style.maxHeight="0px";

    function menutoggle(){

        if(MenuItems.style.maxHeight =="0px")

        {

            MenuItems.style.maxHeight="200px";

        }

        else

        {

            MenuItems.style.maxHeight="0px";

        }

    }

 </script>

</body>

</html>

**BOOTSTRAPPING METHODS:**

Bootstrap: ^5.1.3

● Scaffolding: Bootstrap provides a basic structure with Grid System, link styles, and

background.

● CSS: Bootstrap comes with the feature of global CSS settings, fundamental HTML

elements style and an advanced grid system.

● Components: Bootstrap contains a lot of reusable components built to provide

iconography, dropdowns, navigation, alerts, pop-overs, and much more.

● JavaScript Plugins: Bootstrap also contains a lot of custom jQuery plugins. You can

easily include them all, or one by one.

● Customize: Bootstrap components are customizable and you can customize Bootstrap's

components, LESS variables, and jQuery plugins to get your own style.

CHAPTER 4

**CASCADE STYLE SHEET**

\*{

    margin:0;

    padding:0;

    box-sizing:border-box;

}

.navbar{

    display: flex;

    align-items: center;

    padding: 20px;

}

nav{

    flex: 1;

    text-align: right;

}

nav ul{

    display: inline-block;

    list-style-type: none;

}

nav ul li{

    display: inline-block;

    margin-left: 20px;

}

a{

    text-decoration: none;

    color: #555;

}

p{

    color: #555;

}

.container{

    max-width: 1300px;

    margin: auto;

    padding-left:25px;

    padding-right: 25px;

}

.row{

    display: flex;

    align-items: center;

    flex-wrap: wrap;

    justify-content: space-around;

}

.col-2{

    flex-basis: 50%;

    min-width:300px;

}

.col-2 img{

    max-width: 100%;

    padding: 50px 0;

}

.col-2 h1{

 font-size: 50px;

 line-height: 60px;

 margin: 25px 0;

}

.btn{

    display: inline-block;

    background:#ff523b;

    color: #fff;

    padding: 8px 10px;

    margin: 30px 0;

    border-radius:11px ;

    transition: 0.7s;

}

.btn:hover{

    background: black;

}

.header{

    background: repeating-radial-gradient(#fff,#fdaa);

}

.header .row{

margin-top: 70px;

}

.categories{

    margin: 70px 0;

}

.col-3{

    flex-basis: 30%;

    min-width:250px;

    margin-bottom:30px;

}

.col-3 img{

    width: 100%;

}

.small-container1{

    max-width: 1080px;

    margin: auto;

    padding-left:27px;

    padding-right: 25px;

}

.small-container{

    max-width: 1080px;

    margin: auto;

    padding-left:25x;

    padding-right: 25px;

}

.col-4{

        transition: .5s;

        flex-basis: 25%;

        min-width: 200px;

        margin: 50px 0px;

        padding: 0px 16px;

        text-align: center;

}

.col-4 img{

    width:100%;

    max-height: 100%;

    margin: 0 10px;

}

.title{

    text-align: center;

    margin: 0 auto 8px;

    position: relative;

    line-height:60px;

    color: #555;

}

.title::after{

    content: '';

    background: #ff523b;

    width: 80px;

    height: 5px;

    border-radius: 5px;

    position: absolute;

    bottom:0;

    left:50%;

    transform: translateX(-50%);

}

h4{

    color: #555;

    font-weight: normal;

}

.col-4 p{

font-size: 14px;

}

.rating .fa{

    color:#ff523b;

}

.col-4 :hover p{

    transform:translateY(-5px);

}

/\* .move{

    padding-left:6px ;

} \*/

/\* Offer \*/

.offer{

    background: repeating-radial-gradient(#fff,#fdaa);

    margin-top: 80px;

    padding: 30px 0;

}

.col-2 .offer-img{

    padding:50px;

}

small{

    color: #555;

}

/\* testimonial \*/

.testimonial{

    padding-top: 100px;

}

.testimonial .col-3{

    text-align: center;

    padding: 40px 20px;

    box-shadow:0 0 20px 0px rgba(0,0,0,0.1) ;

    cursor: pointer;

    transition:transform 0.5s;

}

.testimonial .col-3 img{

    width: 50px;

    margin-top: 20px;

    border-radius:50% ;

}

.testimonial .col-3:hover{

    transform: translateY(-10px);

}

.fa .fa-quote-left{

    font-size: 34px;

    color: #ff523b;

}

.col-3 p{

    font-size: 12px;

    margin: 12px 0;

    color: #777;

}

.testimonial .col-3 h3{

    font-weight: 600;

    color: #555;

    font-size: 16px;

}

/\* testimonial ends \*/

/\*---------brand start-------------\*/

.brands{

    margin: 100px auto;

}

.col5{

    width: 160px;

}

.col5 img{

    width:100% ;

    cursor: pointer;

}

.brands .col5{

    margin: 20px;

}

/\*---------brand section end-------------\*/

/\*---------footer start-------------\*/

.footer{

    background:black;

    padding: 60px 0 20px;

    color: white;

    font-size: 14px;

}

.footer p{

color:white ;

}

.footer h3{

    color: white;

    margin-bottom: 20px;

}

.footer\_col\_1, .footer\_col\_2, .footer\_col\_3, .footer\_col\_4{

    min-width: 250px;

    margin-bottom:20px;

}

.footer\_col\_1{

    flex-basis: 30%;

}

.footer\_col\_2{

    flex: 1;

    text-align: center;

    padding: 20px;

}

.footer\_col\_2 img{

width: 180px;

margin-bottom: 20px;

}

.footer\_col\_3, .footer\_col\_4{

    flex-basis: 12%;

    text-align: center;

}

.footer\_col\_3{

    flex-basis: 15%;

    padding: 5px;

}

.footer\_col\_3 ul{

    list-style: none;

    margin-top: 5px;

}

.footer\_col\_4{

    flex-basis: 15%;

    padding: 5px;

}

.footer\_col\_4 ul{

    list-style: none;

    margin-top: 5px;

}

.app\_logo{

    margin-top: 20px;

}

.app\_logo img{

width: 140px;

}

.copyright{

    text-align: center;

    font-size: 16px;

    color: gray;

    margin-top: 10px;

}

/\*---------footer end-------------\*/

/\* --------all products page start-------- \*/

.row-2{

    justify-content: space-between;

    margin: 50px auto 20px;

}

.page\_btn{

    margin:0 auto 80px;

}

.page\_btn span{

    border: 2px solid gray;

    display: inline-block;

    padding: 2px 10px;

    transition: .5s;

   cursor: pointer;

}

.page\_btn span:hover{

    background: #423b3b;

    color: #fff;

    border-radius: 5px;

}

/\* --------all products page end-------- \*/

.menu-icon{

    width: 28px;

    margin-left: 20px;

    display: none;

}

/\* media query for menu \*/

@media only screen and (max-width:800px) {

    nav ul{

        position: absolute;

        top:70px;

        left:0;

        /\* background:#333; \*/

        width: 100%;

        overflow: hidden;

        transition: max-height 0.5s;

    }

    nav ul li{

        display: block;

        margin-right:50px;

        margin-top: 10px;

        margin-bottom: 10px;

    }

    nav ul li a{

        color:black;

    }

    .menu-icon{

        display: block;

        cursor: pointer;

    }

}

/\* all products \*/

.row1{

    justify-content: space-between;

    margin: 100px auto 50px;

}

select{

    border: 1px solid #ff523b;

    padding: 5px;

}

select :focus{

    outline:none;

}

.page\_btn{

    margin: 0 auto 80px;

}

.page\_btn span{

display: inline;

border: 1px solid #ff523b;

margin-left: 10px;

width: 40px;

height: 40px;

text-align: center;

line-height:40px;

cursor: pointer;

}

.page\_btn span:hover{

    background:white;

}

/\* media query for menu less than 600 screen size \*/

@media only screen and (max-width:600px){

    .row{

        text-align: center;

    }

.col-2,.col-3,.col-4{

    flex-basis: 100%;

}

}

CONCLUSION AND FUTURE SCOPE

Before we launch into the future and scope of eCommerce in India, let us first understand what is e-commerce. To put it simply, electronic commerce refers to the purchase and sale of goods online or via the internet.

Sellers make websites where they display images of their products with price and description. Shoppers who buy the products have multiple payment options like COD, e-wallet, net banking, credit card, and so on.

Online sellers have the responsibility of shipping the product to the buyer and ensuring safe and timely delivery.

There are different models of E-Commerce:

* B2C – Business to consumer; this refers to the sale of goods to the end-user directly
* B2B – a business that sells to another business; for example, office equipment, wholesalers, construction equipment sellers.
* B2G – Businesses that sell or deal only with Government organizations.
* C2B – this is when a customer creates something that adds value to a business, and the business consumes it. The best example is positive customer reviews.

Today with the high penetration of the internet and mobile devices – currently there are about 776.45 million internet connections in India – it has also become very easy to buy and sell online.

Well, to put it bluntly, the scope of e-business in the near future looks to be ever-increasing and growing, because the trend has really caught on here. E-commerce giant Amazon is keen to conquer the Indian market and has already invested a great deal, especially with its 49% stake in the Future Group.

Indian online retail giant Flipkart has already opened a few offline stores and plans more stores in smaller cities. They plan to combine online and offline stores to maximize their selling potential.

Google and Tata Trust have launched a joint program ‘Saathi’ to increase internet and mobile penetration among rural women.

The Government of India is also making a huge push for Ecommerce by providing numerous sops to startups, cyber parks, and so on through its Digital India program.

As of now, there are close to 20,000 E-commerce companies in India, with many more expected to join the bandwagon every month. Experts are of the opinion that by 2034, we will outperform the US where online shopping is concerned, becoming the second-largest e-commerce economy in the world.

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