



Tribhuvan University
Faculties of Humanities and Social Sciences

DNK STORE: A DNK E-COMMERCE SITE

A PROJECT REPORT

**Submitted to Department of Computer Application Ratna RajyaLaxmi
Campus Pradarshanimarga, Kathmandu**

In partial fulfillment of the requirements for the Bachelors in Computer Application

Submitted by

(Name)

February 2024

Under the Supervision of

Mr.Ananda KC



Tribhuvan University
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SUPERVISOR'S RECOMMENDATION

I hereby recommend that this project was prepared under my supervision by ASHA KHADKA "DNK Store: A DNK E-commerce Site" in partial fulfillment of the requirements for the degree of Bachelor of Computer Application is recommended for the final evaluation.

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LETTER OF APPROVAL

This is to certify that this project was prepared by ASHA KHADKA entitled " **DNK Store: A DNK E-commerce Site** " 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.

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ABSTRACT

The concept of E-Commerce has been around since the invention of Internet in the 1990s. DNK Store is based on the same concept to encourage online shopping and to implement the learned concepts during the completion of Introduction to MIS & E- Business course in Fifth Semester.

Keywords: DNK , Software's, CMS, E-Commerce, B2C,

ACKNOWLEDGEMENT

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Name:- =====

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List of Abbreviations

CMS – Content Management System

B – Business

G – Government

C – Commerce

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Chapter 1: Introduction

1.1 Introduction to E-Commerce

Commerce is a division of trade or production which deals with the exchange of goods and services from producer to final consumer. E-commerce is the purchasing, selling & exchanging goods and services over computer network or internet through which transactions or terms of sale are performed electronically.



Figure 1.1 E-Commerce

1.2 Classification of E-commerce

E-Commerce business models can be classified as following:

1. Business-to-business (B2B)
2. Business-to-Consumer (B2C)
3. Business-to-government (B2G)
4. Consumer-to-consumer (C2C)
5. Government to consumer (G2C)
6. Government-to-business (G2B)

B2B e-commerce

B2B e-commerce is simply defined as ecommerce between companies. Website following B2B business model sells its product to an intermediate buyer who then sells the product to the final customer.

As an example, a wholesaler places an order from a company's website and after receiving the consignment, sells the end product to final customer who comes to buy the product at wholesaler's retail outlet

Example: Intel selling microprocessor to Dell

B2C e-commerce

Website following B2C business model sells its product directly to a customer. A customer can view products shown on the website of business organization. The customer can choose a product and order the same. Website will send a notification to the business organization via email and organization will dispatch the product/goods to the customer.

Examples: amazon.com, daraz.com, gyapu.com, flipcart.com.

My e-commerce project is also based on B2C Commerce.

C2C e-commerce

Website following C2C business model helps consumer to sell their assets like residential property, cars, motorcycles etc. or rent a room by publishing their information on the website. Website may or may not charge the consumer for its services. Another consumer may opt to buy the product of the first customer by viewing the post/advertisement on the website.

Examples: hamrobazar.com, olx.com, quikr.com

C2B e-commerce

In this model, a consumer approaches website showing multiple business organizations for a particular service. Consumer places an estimate of amount he/she wants to spend for a particular service. For example, comparison of interest rates of personal loan/ car loan provided by various banks via website.

Business organization who fulfills the consumer's requirement within specified budget approaches the customer and provides its services.

B2G e-commerce

B2G model is a variant of B2B model. Such websites are used by government to trade and exchange information with various business organizations. Such websites are accredited by the government and provide a medium to businesses to submit application forms to the government.

G2B e-commerce

Government uses B2G model website to approach business organizations. Such websites support auctions, tenders and application submission functionalities.

G2C e-commerce

Government uses G2C model website to approach citizen in general. Such websites support auctions of vehicles, machinery or any other material. Such website also provides services like registration for birth, marriage or death certificates. Main objectives of G2C website are to reduce average time for fulfilling people requests for various government services.

1.3 Objectives

- To practically implement the knowledge learnt during the completion of MIS & EBusiness.
- To build a E-commerce site
- To Sell Fashion Related Products Online

Chapter 2: Process of Building a Website

2.1 Steps For Building A website

The process to build a successfully ecommerce website is as follows. They are followed in the completion of this project.

2.1.1 Select a Web host: One of the first decisions that an online business will face is where to place its website on the Internet. The website may be included in a virtual shopping mall, such as 3d-berlin.com, the-virtualmall.com, or pointshop.com/mall. Alternatively, a web store can be hosted in a marketplace that is a collection of independent web stores like Yahoo! (smallbusiness.yahoo.com), Amazon.com, Etsy, or eBay However, many medium and large-sized businesses build their own websites with either an independent hosting service or through self-hosting arrangements.

Apache Server and MySQL is used

2.1.2 Register a domain name: In a mall or web store, the business's name may be an extension of the host's name. A stand-alone website will need its own domain name, and decisions will have to be made about which top-level domain name to use and whether the domain name includes the business name or only some aspect of branding. Registering domain names is essential to a business.

<http://localhost/1word>

<https://www.chessstore.com.np>

(futureplans)

2.1.3 Create and manage content: The website also needs content – the text, catalog, images, sound, and video – that delivers the information that visitors need and expect. Content can come from a variety of sources, but getting the right content in place, making it easy for viewers to find, delivering it effectively, and managing the content so it remains accurate and up-to-date are critical success factors.

I used WordPress which is a great Content Management System(CMS).

2.1.4 Design the website: This important task is design the web site. Stores in a mall or those using store builders may have limited options, but the stand-alone websites have many options.

I used Sydney Theme of WordPress which was free of cost and modified a starter website into a Chess E-commerce Site using Elementor and WooCommerce

2.1.5 Construct the website and test: Businesses must also decide whether to design and construct the website internally, contract it out to a Web design firm, or a combination of both. When the business owners are satisfied with the website, it is transferred to the website host. At this point, the website is open for business, but it requires final testing to ensure that all the links work and that the processes function as expected (e.g., acceptance of credit cards).

We used Pay on Delivery as it is free ,for adding payment through payment platforms such as Khalti, Esewa we need Merchant private and public key. We tested insertion of Products such as chessboard, books , etc.

2.1.6 Market and promote the website: At this stage, the business promotes the location of the website, both online and offline. A business can use any of (online or offline) advertising strategies.

Promotion is left and is the final step in launching after successful testing of website.

2.2 Procedures During Design of Chess Store

2.2.1 Adding Products

Figure 2.1 Adding Products

2.2.2 Adding Categories

Figure 2.2 Adding Categories

2.2.3 Adding Payments

Figure 2.3 Adding Payments

2.2.4 Adding Nepali Currency in WooCommerce

Figure 2.4 Adding Currency

2.3 Steps of Online Shopping

The steps involved in this process is as follows:-

2.3.1 Add to Cart

Figure 2.5 Product Page

2.3.2 Cart Page

Figure 2.6 Cart Page

2.3.3 Checkout Page

Figure 2.7 Proceed to Checkout

2.2.5 Billing Address and Delivery Address

Figure 2.8 Billing Address

2.3.5 Confirmation

Figure 2.9 Confirmation

2.4 Tracking Order of Products

2.4.1 Accepting Orders

Figure 2.10 Orders tab

2.4.2 Viewing list of Orders

Figure 2.11 Viewing of Orders

2.4.3 Updating Order

Figure 2.12 Updating Order I

Figure 2.13 Updating Order II

Figure 2.14 Order Completed

Chapter 3: Conclusion and Future Recommendations

3.1 Lesson Learnt

After finishing our project entitled DNK STORE: A DNK E-COMMERCE SITE, We could gladly say that We've received a tremendous amount of understanding about how the ecommerce site is made in actual life. We have not been able to do this project at the start because of a lack of information in some the area however with remarkable support, We could ultimately complete our project. Even though the project We have developed isn't ideal in each thing however the experience We've got competing this project is appreciable.

3.2 Conclusion

Based on the facts and on the data gathered, the conclusion is that the website is built on the concepts taught in the MIS & E-business. It is not perfect but with more resources such as Elementor Pro, Payment Services it can be improved.

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Appendices

CHESS STORE

Chess For All

Shop now



CHESS STORE

Chess For All

Shop now

Top products



ChessBase 17 and Mega 2023 are here
~~NPR 10,000.00~~
NPR 8,999.00



ChessBase India Notebook + King of Words Notebook (Combo)
~~NPR 590.00~~
NPR 499.00



ChessBase India Premium Chess Set
~~NPR 1,500.00~~
NPR 1,000.00

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