

**PROJECT SYNOPSIS
OF MINI PROJECT II
BACHELOR OF TECHNOLOGY
Computer Science**

Title Of The Project – The Grocers Market

Mini Project Group Members :-

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| 1. Ankit (G/181500096) | 2. Krishna Gupta (A/181500330) |
| 3. Mukul Agrawal (A/181500397) | 4. Nitin Kumar (A/181500433) |

Project Supervisor: Ms. Ruchi Gupta Senior Trainer at GLA University, Mathura (U.P.)

The Problem Statement

E-commerce provides an easy way to sell products to a large customer base. However, there is a lot of competition among multiple e-commerce sites. When users land on an e-commerce site, they expect to find what they are looking for quickly and easily. Also, users are not sure about the brands or the actual products they want to purchase. They have a very broad idea about what they want to buy. Many customers nowadays search for their products on Google rather than visiting specific e-commerce sites. They believe that Google will take them to the e-commerce sites that have their product.

The purpose of any e-commerce website is to help customers narrow down their broad ideas and enable them to finalize the products they want to purchase.

Reason For Selecting The Topic

Today the era has changed completely and the people are not much interested in going to local stores rather they prefer to shop online. This trend has made a revolutionary change in online shopping industry and today every business organization has their own online store. It has become one of the biggest industries in terms of revenue and customers.

This huge demand has also put pressure on e-Commerce web development companies and latest technologies have being used to provide web stores. Today online stores are the best way to increase the business of any organization in commercial sector.

As per the trend there is no better way to create revenue and to build brand image than opting for e-Commerce web portals. Business houses are opting for online stores because it helps them in many ways as mentioned below.

- With online stores there is no need of business organizations to have physical stores at every place.
- E-Commerce platforms gives easy chance to the business organization to increase their reach to customers who are not able to visit their physical store.
- Marketing becomes very easy for the company and they get more loyal and repeated customers.
- E-Commerce platform gives option to the business owners to know about the interest of the customer and using this information it becomes easy for them to convince the buyers by providing offers in their interested items.

Objectives Of The Project

1. Reduce management costs

Businesses aim at reducing the costs incurred for the betterment of their revenue. Automating the ecommerce business can help in reducing the management cost significantly. Moreover, the right use of digital marketing can help in reducing the cost spent on driving customers to such an extent that businesses can bring customers for free of cost.

2. Developing business relations

With ecommerce as the primary use, business development can be easily achieved. The direct communication between a company and the customer, the business relationship can be boosted. Eventually, the ecommerce market shall be expanded.

3. Providing a unique customer experience

Uncountable ecommerce businesses are functioning out there in the market. When a customer searches for a certain product (for instance, shampoo), they will probably click on the first three links that are shown on the Google Search Engine Results Page. All the rest links are either avoided, never seen, or are visited by a few. This itself shows the competition in the ecommerce market.

One of the best ways to stand out from the crowd is by providing a unique customer experience. This includes giving a personalized experience to each customer or visitor of your online store, website, or mobile app. Some other pointers to consider are round the clock customer service, immediate responses to the queries rose, engaging with the customers, and so on.

4. Increasing the number of loyal customers

Customers are the core of all business strategies. Therefore, ensuring the great customer experience is of prime importance for the growth of the business. We need to meet our customers where they spend their time. More than 60% of consumers look for purchasing goods and services online. If we meet our customers where they are already active, the chances of them, interacting with our business increases two folds. We can increase the number of loyal customers by giving the best experience to our already existing customers as well as bring in newer customers.

5. Increasing sales

The objective of increasing sales will always remain continuous and constant for an ecommerce business. In order to thrive in the e-commerce industry, you need to boost your sales, constantly. For instance, the products that are sold the most, ideally the best seller can be used for remarketing and grab more attention. Any marketing strategy you used earlier including the email targeting. Based on the above-mentioned objectives and the marketing tactics that actually worked for us, we need to design our marketing plan.

Literature Survey / Feasibility Study

Recent years have seen an exceptional evolution in the way India trades and shops. E-commerce is one of the rapidly growing sectors, stimulating an entire generation of entrepreneurs, large scale manufacturing of small and medium-sized enterprises. E-commerce has enabled helped reduce barriers and bring the manufacturer closer to the customer. India is one of the largest markets of e-commerce players. With giants like Amazon, Flipkart, Snapdeal and new entrants like PayTm Mall, etc are also establishing a strong hold in the Indian market.

1. Amazon

Amazon is one of the biggest online stores with a global presence. It not only provides a variety of product choices but also provides a great user experience and splendid customer service. It operates in India as a marketplace rather than a retailer.

Amazon has started two new initiatives for sellers in India: the 'Self Service Registration (SSR)' and 'Amazon Easy Ship'. Amazon SSR allows sellers to self-register in Amazon marketplace, irrespective of location and size of the catalog. It enables sellers to start selling within a day without any third party intervention. With Amazon Easy Ship, the seller has to pack the shipment and confirm to Amazon that they are ready to ship. Amazon Logistics ensures that the pack is delivered to the customers within two to three working days. By reducing the shipping time, Amazon keeps both retailers and customers happy and increases customer stickiness on the website. Right from mobile phones, to fashion products, electrical appliances, books, and grocery, Amazon has become a one-stop shop for all consumer needs.

2. Flipkart

Flipkart is an Indian based e-commerce venture and over the years, it has garnered a lot of interest in the minds of Indian consumers. It has opened up the scope for Indian e-tail market in a tremendous way. It has been continuously developing and improving the customer experience. The website is easy to browse, hassle-free, and convenient.

Two of the most important reasons for Flipkart's grand success are the discounts and the option of Cash- on- Delivery which makes consumers more confident in purchasing products. Flipkart has an amazing customer retention rate with 70% of repeat customers. Apart from the shopping experience, Flipkart's biggest online shopping festival – Big Billion Days is one of the most successful campaigns and it churns out millions of orders during that shopping season.

3. PayTm

PayTm is the second largest e-commerce platform in India and has also made its way to the list of unicorn startups. Primarily started as a mobile wallet, in 2016, PayTm entered the e-commerce industry with PayTm Mall. As the name suggests, it is an online market place for products ranging from electronics to daily consumer needs.

One of the attractive features of PayTm has been its cashback feature. Consumers are given a variety of discount coupons to choose from and also provide good savings on the purchase of goods. PayTm Mall is finding new ways to enhance the buying experience. It takes the customer through an online shopping experience with attractive discounts. Thus, India is a growing marketplace and e-commerce industries are bound to flourish.

Future Scope

In terms of future of e-commerce in the 21st century, experts predict the promising and glorious figures. In the foreseeable future, e-commerce will be confirmed as the major tool of sale for the goods and services. Successful e-commerce will become the notion which will be inseparable from the web because e-shopping is becoming more and more popular and natural. Thus, prevailing to future trends, e-commerce will have huge potential growth in sales and promotion.

Each year, there is a continuous growth in e-commerce deals. The volumes of sales for online store are much higher than the brick and mortars. To the present day, the internet sales boom the foundation for magnificent e-commerce future. To attract more customers, owners will not only have to increase the number of services available to them but also have to pay more attention to such elements like design, good presentation, etc.

India is developing rapidly towards e-commerce market trends day by day. The internet user base in India might still be mere 300 million which is much less as compared to the other developed countries but its surely expanding day by day. As per the last three years there is a rapid change in the scenario of ecommerce in India. More than 200 million users has been added during last three years. Growth of internet users is increasing very rapidly in India.

App only Approach

Statistics suggest the future of internet lies in mobiles. Experts say more than 580 million people in India will use the Internet and 70-80% of them will access the Web on mobile phones. This will cause all major players to switch to app only model. About two-thirds of its online traffic of Flipkart comes from users in small cities and towns. Flipkart's app-only approach assumes larger significance in these places where most people don't own desktop computers and have limited access to broadband.

Methodology

How we work

Our methodology is designed to help you take maximum advantage of the internet technologies. It incorporate all aspects related to your website and allows us to ensure that the final product is of the highest standards. Below are the steps we will take to ensure that all your deliverables are completed in time.

1. Requirements analysis

The first step for us is to analyze target market's requirements. Who will be visiting our website, what will be the purpose of their visit, what is the primary goal of our website, how can our team best cater to their needs etc. Many such questions are analyzed for the Needs Analysis stage.

We will analyze our online target audience and assess our differentiation strategy to best attract and retain our online visitors.

2. Formulate digital strategy

Based on the needs analysis, we will determine the factors that will best serve our website. We look at the trends in the market to ensure that we have the well-known technology, components and elements.

3. Web-page conceptualization

We consider this stage to be one of the most crucial factors in any project. We will justify every single aspect of the design to ensure that each element is serving a specific need and the website is truly designed to attract, retain and enhance the end user-experience.

Many thought processes and brainstorming will go into this process to create a design that is serving your existing needs as well as is sustainable with the future growth.

The finalized concepts or templates will then be used to give you an understanding of how internal content intensive pages will look.

4. Web Development

Once we have received concrete idea of the detailed design, we proceed to the development phase. In development phase we will first design the frond-end site using HTML, CSS, JavaScript and then we will attach the different product database using PHP and use MySQL for database operations. We will use XAMPP server to host the website.

5. Testing phase

Once the website has been ready, we will setup the site on the server where it is going to be deployed. Once setup on your server, website undergoes testing to ensure that data-integrity and quality of deliverables are maintained.

6. Website handover

Once the site is setup on your destination server, upon your approval we make the website live. One final set of testing is done on the live website for the quality assurance purposes. We then hand over the control of the site to you.

Testing Technologies To Be Used.

Once all developments are done, we proceed to the Testing phase, where features of your website is tested. Once the temporary testing is done, we then proceed to the multi-browser test, where your website is tested over major browsers such as IE, Firefox & Safari as a standard practice.

Technologies To Be Used

Front-End Technologies-

- HTML
- CSS
- JavaScript

Back-End Technologies

- PHP
- MySQL
- Xampp Server

What Contribution Would The Project Make And Where

Overcome Geographical Limitations

If you have a physical store, you are limited by the geographical area that you can service. With an e-commerce website, the whole world is your playground. Additionally, the advent of m-commerce, i.e., e-commerce on mobile devices, has dissolved every remaining limitation of geography.

Gain New Customers with Search Engine Visibility

Physical retail is driven by branding and relationships. In addition to these two drivers, online retail is also driven by traffic from search engines. It is not unusual for customers to follow a link in search engine results and land on an e-commerce website that they have never heard of. This additional source of traffic can be the tipping point for some e-commerce businesses.

Eliminate Travel Time and Cost

It is not unusual for customers to travel long distances to reach their preferred physical store. E-commerce allows them to visit the same store virtually, with just a few mouse clicks

Enable Deals, Bargains, Coupons, and Group Buying

Though there are physical equivalents to deals, bargains, coupons, and group buying, online shopping makes it much more convenient. For instance, if a customer has a deep discount coupon for turkey at one physical store and toilet paper at another, she may find it infeasible to avail of both discounts. But the customer could do that online with a few mouse-clicks.

Remain Open All the Time

Store timings are now 24/7/365. E-commerce websites can run all the time. From the merchant's point of view, this increases the number of orders they receive. From the customer's point of view, an "always open" store is more convenient.

Scope For Extension Into A Major Project

Though there are a number of challenges, still the e-commerce industry is expected to reach heights. The e-commerce industry is growing at an unexpected rate. So, the scope is limitless. This is why experts say that a lot of new e-Commerce trends will be soon seen emerging in the industry. What are these?

Social Media Influence

let us decide to get our products across all the social media platforms. Some of the social media platforms are already supporting online business.

Mobile Apps

By now, almost all businesses are implementing their businesses across mobile apps. This would trigger the e-commerce zone in time.

Drone

The latest in the e-commerce industry is the drone system. It would bring about the delivery of these products on the same day avoiding the wait and headache of the traditional systems.

Artificial Intelligence (AI)

This would be another major aspect that would influence the scope of e-commerce. Role of AI in e-Commerce will be inevitable in the near future. Investors are on a quest to invest in innovative technologies. AI is one means to improvising e-commerce.

App-only Approach

As we are aware, most reports indicate the fact that we are heading toward a world where we cannot live without mobile devices. So these days, most people are switching to creating mobile apps though they have a website. Many businesses are already switching to the app-only approach.

Conclusion

The internet has opened so many opportunities for doing business online, and e-commerce is one of the most popular ones. Not only does it require low investment, it actually is a type of business that does not require a full-time commitment, especially if you are selling a limited number of products. You just make an online presence and promote the business here and there using both free and paid methods.