As the national chains have invested in the development of a larger store in the area,, the local traders have joined hands and resolved to make a joint e-commerce portal to their shops. The local traders seem to be fully aware of the possible conflict that may arise along with the competition with the larger supermarket, hence a well-built e-commerce platform would be hugely beneficial for the traders to avoid that and expand their market. Additionally, traders would get the chance to save their money that may have been used for the physical store, and the customer management system is the right tool for running an efficient business. Furthermore, there is a possibility that the shop opening hours and the working hours of the local customers in the area coincide, resulting in lower customer retention. Thus, a web-based shopping system would be the solution for this problem as it would provide a 24/7 shopping zone resulting in the increase of customer count and retention. The e-commerce business carries the potential to grow immensely, thus the existing business of the local traders would have the chance to thrive and expand continuously along with numerous opportunities for newer traders.