

MYNTRA REPLICA

A MINI PROJECT REPORT

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE IN-HOUSE INTERNSHIP
CUM TECHNICAL TRAINING

Master of Computer Application
MCA

SUBMITTED TO

Dayananda Sagar College of Engineering
Department of MCA

SUBMITTED BY

Pallavi K B	(1DS21MC063)
Rahul	(1DS21MC075)
Ravi	(1DS21MC081)

SUPERVISED BY

Prof. Mahendra Kumar

Internal (MKB) and External (Shilpa)

May 2023



Dayananda Sagar College of Engineering,
Department of MCA, Bangalore

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ACKNOWLEDGEMENT

I would like to place on record my deep sense of gratitude to **DR. Smitha Khaiyum**, HOD-Dept. of MCA, Dayananda Sagar College of Engineering, India for his generous guidance, help and useful suggestions. Placement – Cell - Mr. GuruVenkatesh – VP – Placement & Training – Quality control. Mr. Rajeev Enhanced Knowledge Works, Bengaluru – Mrs/Ms. Shilpa – Corporate Trainer & Freelance Trainer. I express my sincere gratitude to Prof. Mahendra Kumar, Dept. of MCA, Dayananda Sagar College of Engineering India, for his stimulating guidance, continuous encouragement and supervision throughout the course of present work.

Pallavi K B

Rahul

Ravi

CERTIFICATE

I hereby certify that the work which is being presented in the MCA, Mini Project Report entitled “**Myntra Replica**”, in partial fulfillment of the requirements for the award of the In-House Internship cum Technical Training and submitted to the **Department of MCA, Dayananda Sagar College of Engineering, Bangalore** is an authentic record of my own work carried out during a period from **April 2023 to May 2023 (IV semester)** under the supervision of Prof. **Mahendra Kumar, Department of MCA**.

The matter presented in this Project Report has not been submitted by me for the award of any other degree elsewhere.

Pallavi K B

Rahul

Ravi

This is to certify that the above statement made by the student(s) is correct to the best of my knowledge.

Signature of Supervisor(s)

Prof. Mahendra Kumar

Date: - 04 /May/2023

Signature

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INTRODUCTION

Basic Introduction of Project

Myntra is a one stop shop for all your fashion and lifestyle needs. Being India's largest e-commerce store for fashion and lifestyle products, Myntra aims at providing a hassle free and enjoyable shopping experience to shoppers across the country with the widest range of brands and products on its portal. The brand is making a conscious effort to bring the power of fashion to shoppers with an array of the latest and trendiest products available in the country. Supply chain management (SCM) is the management of a network of interconnected businesses involved in the ultimate provision of product and service packages required by end customers(Harland, 1996). Supply chain management spans all movement and storage of raw materials, work-in-process inventory, and finished goods from point of origin to point of consumption (supply chain). Myntra was established by Mukesh Bansal, Ashutosh Lawania and Vineet Saxena in February 2007. Myntra's headquarter is in Bangalore, with regional offices in New Delhi, Mumbai and Chennai. It began its operations in the B2B (business to business) segment with the personalization of gifts, which included :- clothing, footwear, cosmetics In 2010, the company shifted its strategy to becoming a B2C (business to customer) oriented firm, expanding its catalogue to fashion and lifestyle products.

Myntra.com is ranked among the top 10 e-commerce companies in India . In the last 3 years, Myntra has become the most popular destination for personalized products in the country. Myntra.com is into the e-commerce (online shopping) business. It is an online retailer of fashion and lifestyle products in India. It began its operations in the B2B (business to business) segment with the personalization of gifts, which included :- clothing, footwear, cosmetics In 2010, the company shifted its strategy to becoming a B2C (business to customer) oriented firm, expanding its catalogue to fashion and lifestyle products. Myntra.com is ranked among the top 10 e-commerce companies in India . In the last 3 years, Myntra has become the most popular destination for personalized products in the country. •

Myntra pioneered the personalization of sports jerseys and offered sports jerseys of several cricket and football teams such as Team India, IPL & FIFA . These jerseys could be personalized with a name and number of the customer's choice. Online advertising, also called online marketing or Internet advertising is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to

bedisplayed on the publisher's content. Other potential participants include advertising agencies that help generate and place the ad copy, an ad server which technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser. Online advertising is a marketing strategy that involves the use of the Internet as a medium to obtain website traffic and target and deliver marketing messages to the right customers. Online advertising is the use of internet as an advertising medium where promotional messages appear on a computer screen. Since the communication software or the browser reveals sufficient information about the site's visitors, online advertising can be custom-tailored to match user preference. Many common online advertising practices are controversial and increasingly subject to regulation.

Objective

To find out the mode by which the customer became aware of myntra.com

- To reveal the satisfaction level of the customer
- To improve the services provided by the company for motivating the customer
- To analyze the customer perception regarding the price of the products

Scope

Finding out the strengths and weakness of the Myntra. COM

- Finding the number of future purchases
- Finding the customer satisfaction and their means of awareness of Myntra.com
- Finding the position among the competitors
- Finding out the perception of the customers about Myntra.com
- The main target is stronger supply chain and aggressive acquisitions.

Tools and Technologies used

Frontend: HTML, CSS, BOOTSTRAP5 and JavaScript.

Internet Information Server [IIS]

IIS server includes a broad range of administrative features for managing web sites and the web server. you can create and deploy scalable, flexible web applications.

Features of IIS:

Support of Internet standards:

The features include HTTP support and standard internet services such as:

- **World Wide Web (WWW):** It supports HTTP allowing users to publish content to the internet. Files can be placed in folders on our websites so that users can view them with a web browser. We can install business applications and publish them in HTML.
- **File Transfer Protocol:** It is an industry-standard protocol used for transferring files between computers on a TCP/IP network. FTP enables to use one computer to host multiple domain names.
- **Simple Mail Transfer Protocol (SMTP):** It is a standards-based, secure and scalable email server. It supports a distributed email server using SMTP and Post Office Protocol (POP3).

SYSTEM ANALYSIS

Preliminary analysis & Information gathering

Preliminary analysis is defined as the initial process at the start of a project that determines whether the concept is viable. It looks at economic, market, industry and social trends that influence the success of business endeavors associated with a proposed strategy. Preliminary analysis is repeated in situations where primary investigations trigger updates to plans.

Risk analysis and cost assessments are critical parts of the preliminary analysis phase. This gives leaders an idea of where the major concerns lie in a project. As it is impossible to rule out all problems in the project management life cycle, it is important to anticipate as many of these factors as possible with preliminary analytics.

INFORMATION GATHERING

It is the process of collecting information about something. Allow plenty of time for information gathering as well as for making necessary applications for financial support. Information gathering is carried out by surveying information about similar applications.

Feasibility Study

Hardware Interface

Processor	:	Intel i3, AMD 3 or higher
RAM	:	4GB or higher
Hard Disk	:	40GB or higher
Speed	:	1.2 GHz or higher

Software Interface

Operating System	:	Windows 7 or Higher
IDE	:	Visual Studio
Language	:	HTML, CSS, Javascript
Framework	:	Bootstrap5

Functional Requirements

In software engineering and systems engineering, a functional requirement defines a function of a system or its component. A function is described as a set of inputs, behavior, and outputs. It should include descriptions of data to be entered into the system, operations performed by each system, workflow performed by the system and also how the system meets applicable regulatory requirements.

Modules

Home:

Basically, The home module is nothing but whenever the user click on or visit the Myntra website it will redirect to the home module. The home page consists of Nav bar, Search bar, Login and Sign-Up, deals and many options .

Women:

The woman module can be found in the nav bar which is in the home page. It is one of the category available in Myntra and this module consists of things related to woman Such as linen, dresses, trousers, jeans, tops, shorts and skirts.

Men:

The men module can be found in the nav bar which is in the home page. It is one of the category available in Myntra and this module consists of things related to men Such as shirts, t-shirts, jackets, cargos, torn and blazers.

Home and Living:

The home and living module can be found in the nav bar which is in the home page. It is one of the category available in Myntra and this module consists of home decors and furniture's and all products which are related to furniture's.

Login:

This modules contains all the details about the product that you want to buy where you can choose size, color etc., and you can add that product to cart.

Sign Up:

This module contains all the details about the product that you want to buy where you can choose size, color etc., and you can add that product to cart.

Non-Functional Requirements

Performance requirements

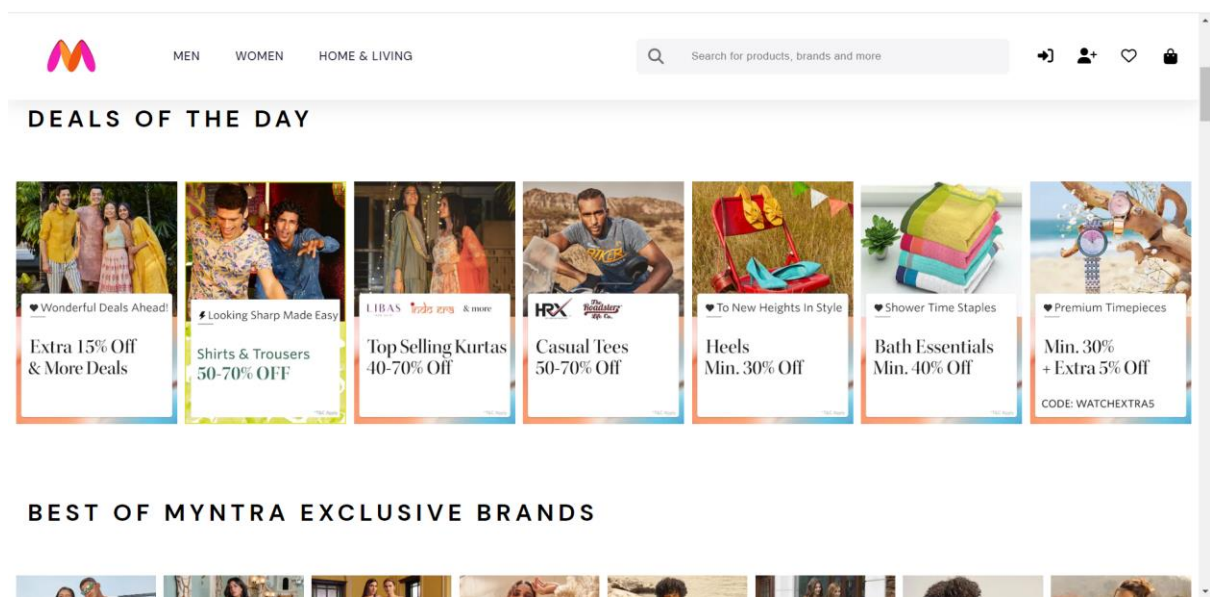
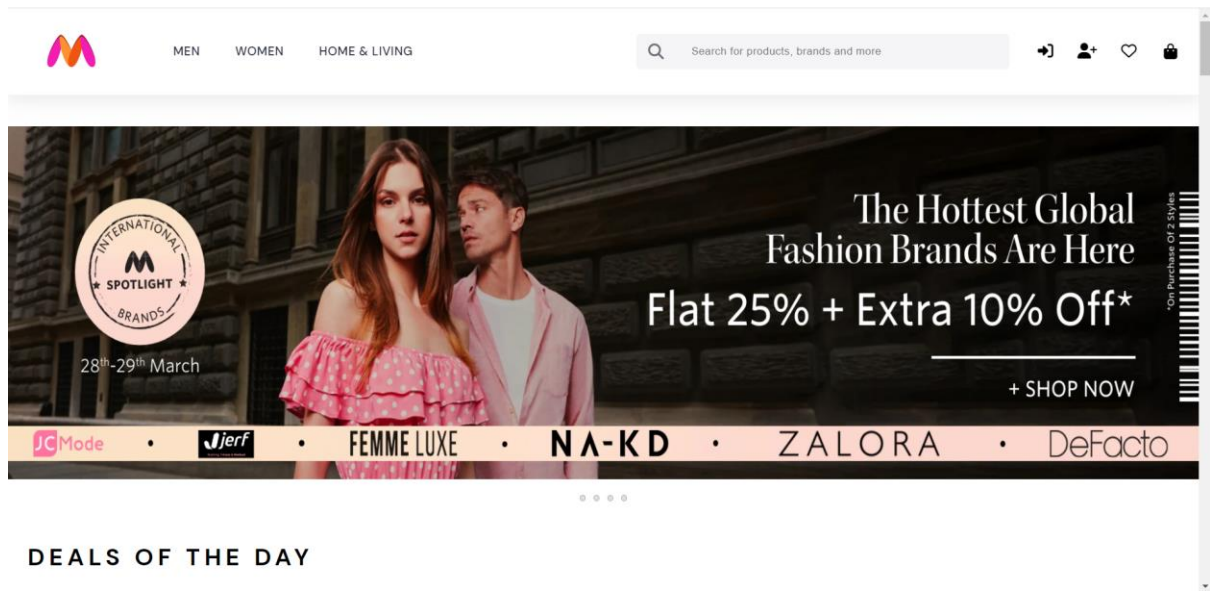
The system shall be based on the web that has to be run from the web server. The system shall take an initial load time depending on the internet connection strength which also depends on the media from which the system is run. The performance shall depend upon the hardware component of the client/customer

Design Constraints

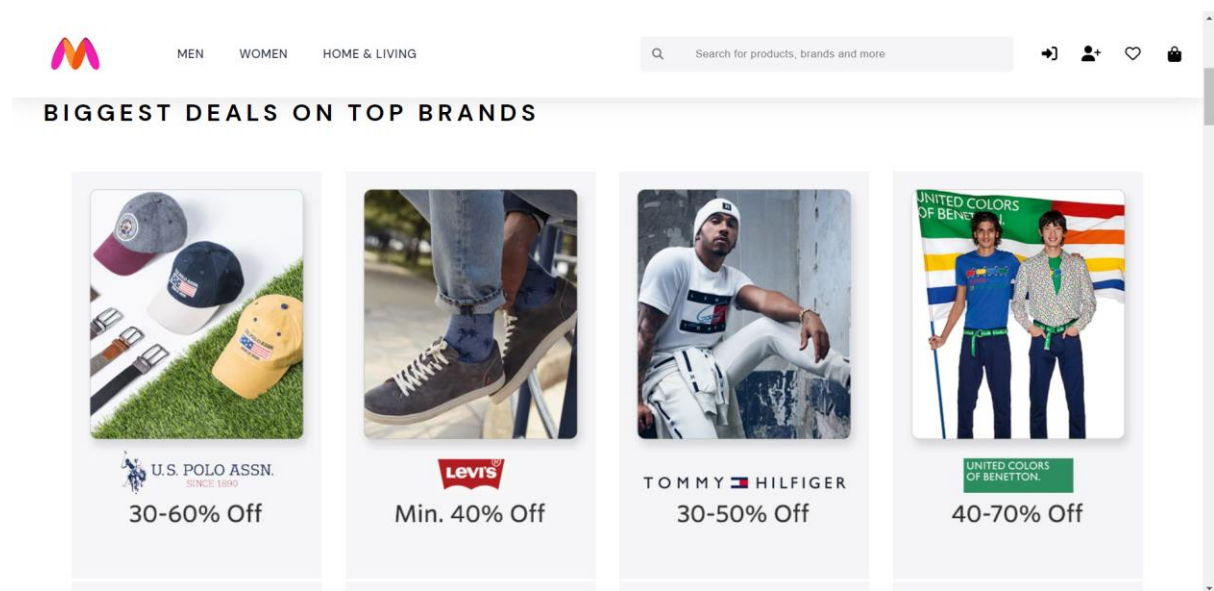
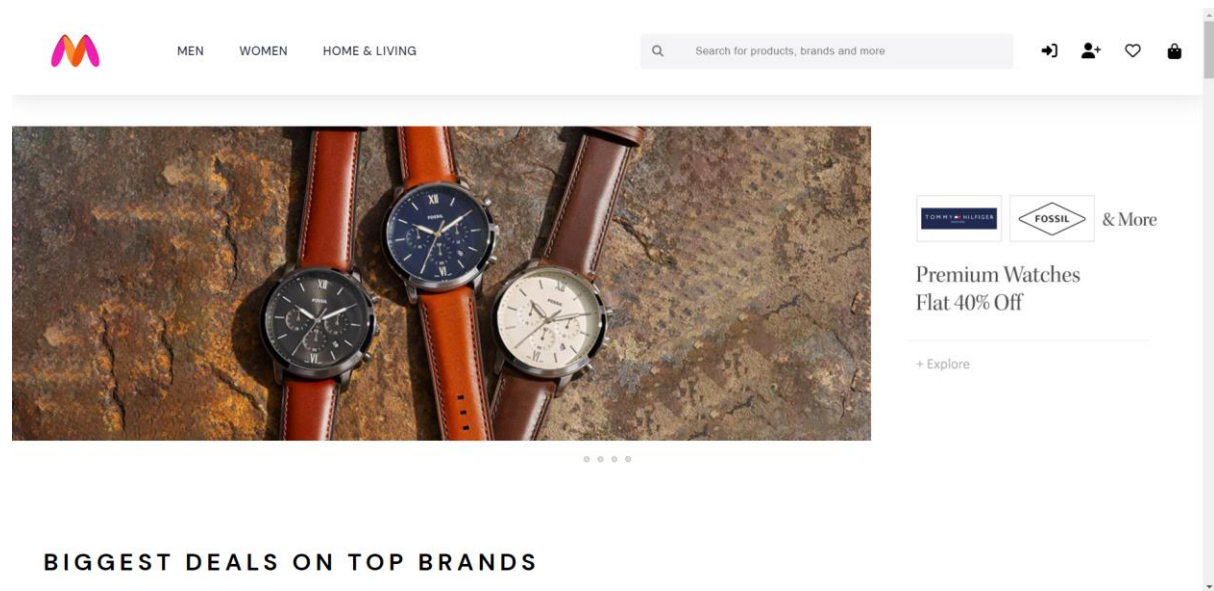
The system shall be built using standard web page development too. The system must be stored in such a way that allows the client easy access to it. Response time for loading the system should take no longer than a few minutes

SCREENSHOTS

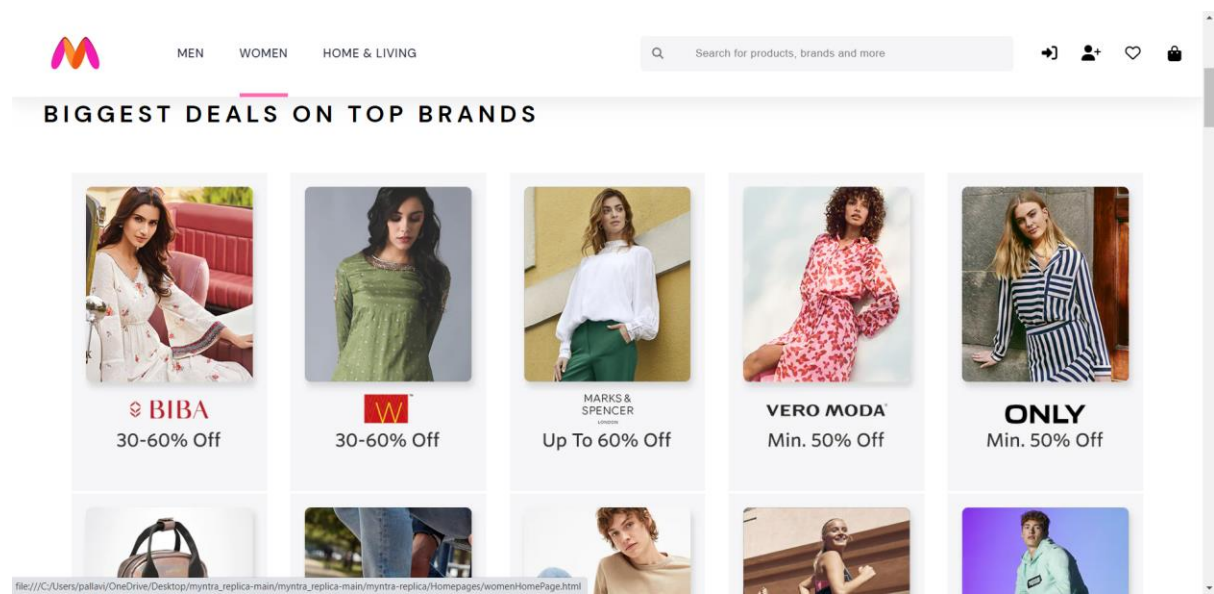
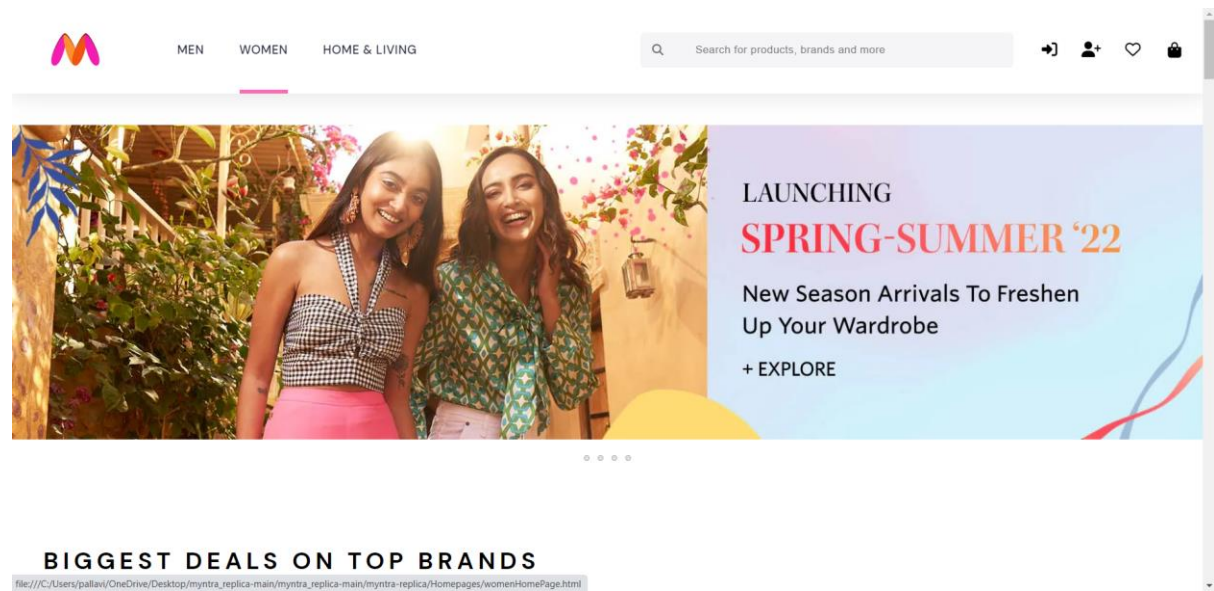
Home Page



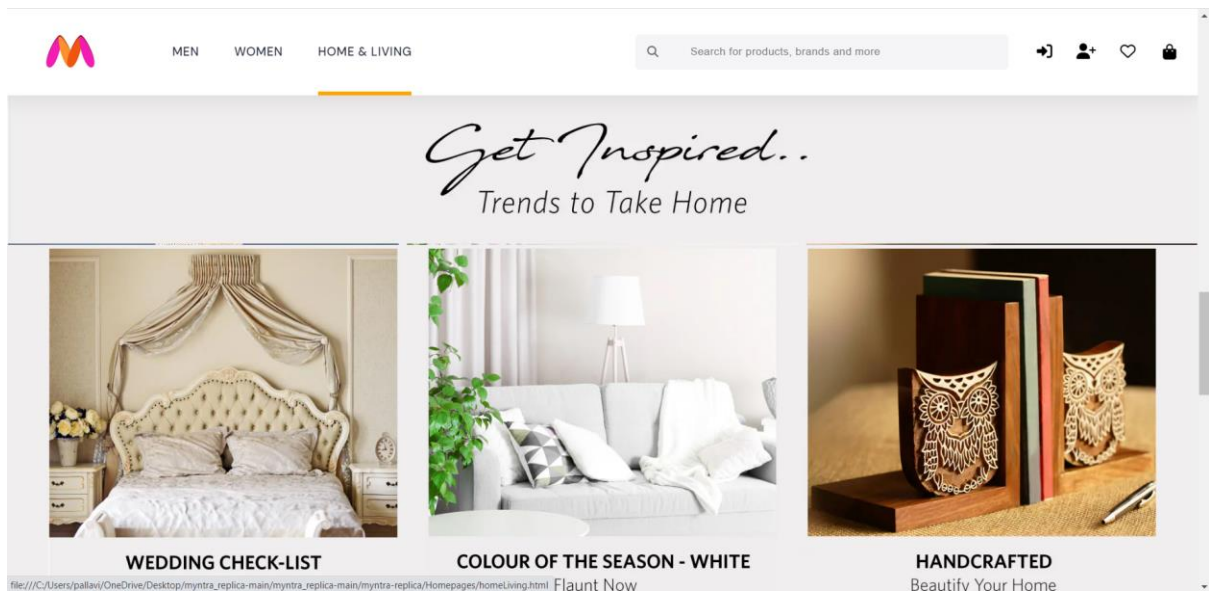
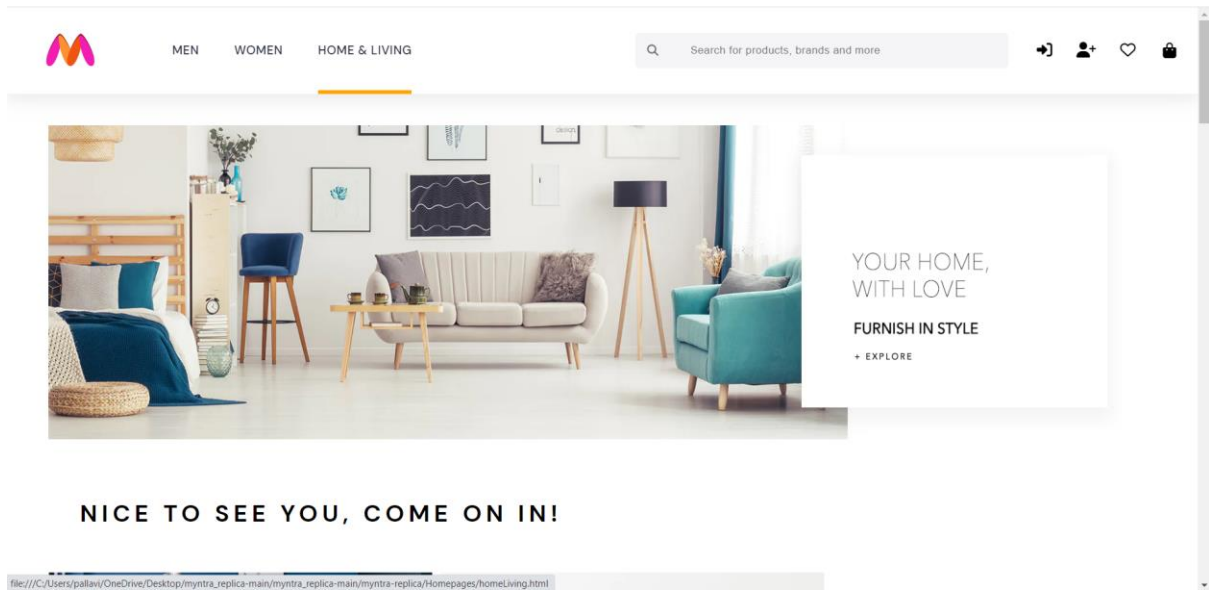
Men's Page



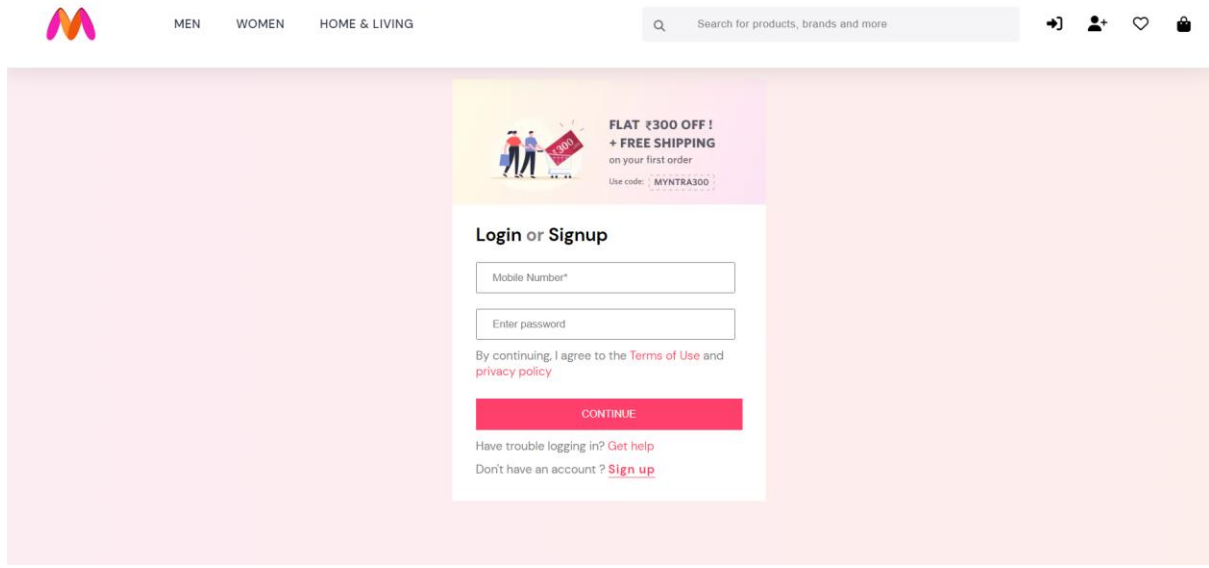
Women's Page



Home And Living Page



Login Page



The login page features a header with the Myntra logo, navigation links for MEN, WOMEN, and HOME & LIVING, a search bar, and icons for user profile, heart, and shopping bag. A promotional banner for a ₹300 discount and free shipping is displayed. The main content area contains a 'Login or Signup' form with fields for Mobile Number and Password, a 'CONTINUE' button, and links for help and sign-up.

**FLAT ₹300 OFF !
+ FREE SHIPPING**
on your first order
Use code: **MYNTRA300**

Login or Signup

Mobile Number*

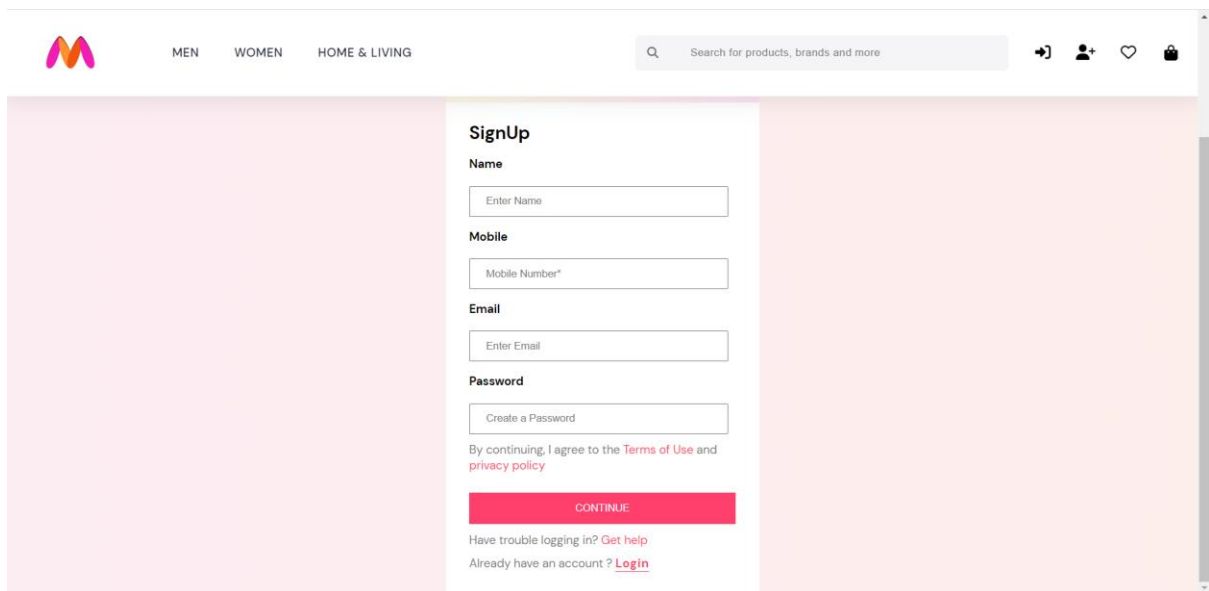
Enter password

By continuing, I agree to the [Terms of Use](#) and [privacy policy](#)

CONTINUE

Have trouble logging in? [Get help](#)
Don't have an account ? [Sign up](#)

Sign-Up page



The sign-up page features the same header as the login page. The main content area contains a 'SignUp' form with fields for Name, Mobile Number, Email, and Password, a 'CONTINUE' button, and links for help and login.

SignUp

Name

Enter Name

Mobile

Mobile Number*

Email

Enter Email

Password

Create a Password

By continuing, I agree to the [Terms of Use](#) and [privacy policy](#)

CONTINUE

Have trouble logging in? [Get help](#)
Already have an account ? [Login](#)

TESTING

Software testing is performed to verify that the completed software package functions according to the expectations defined by the requirements/specifications. The overall objective is not to find every software bug that exists but to uncover situations that could negatively impact the customer, usability and/or maintainability.

PURPOSE OF TESTING

- Finding defects that may get created by the programmer while developing the software.
- To prevent defects.
- To make sure that the end result meets the business and user requirements.
- To ensure that it satisfies the BRS that is Business Requirement Specification and SRS that is System Requirement Specifications.
- To gain the confidence of the customers by providing them with a quality product.

TYPES OF TESTING

There are two types of testing. They are:

1. White Box Testing
2. Black Box Testing

WHITE BOX TESTING

It is a software testing method in which the internal structure/design/implementation of the item being tested is known to the tester. The tester chooses inputs to exercise paths through the code and determines the appropriate outputs. Programming know-how and implementation knowledge are essential. This method is named so because the software program, in the eyes of the tester, is like a white/transparent box; inside which one clearly sees. Internal software and code working should be known for this type of testing. Tests are based on coverage of code statements, branches, paths, and conditions. Also known as structural testing and Glass box Testing.

BLACK BOX TESTING

Internal system design is not considered in this type of testing. Tests are based on requirements and functionality. This method is named so because the software program, in the eyes of the tester, is like a black box; inside which one cannot see. Black box testing is a testing

technique that ignores the internal mechanism of the system and focuses on the output generated against any input and execution of the system. It is also called functional testing.

LEVELS OF TESTING

There are four **levels of software testing**.

1. UNIT TESTING

Unit Testing is a level of the software testing process where individual units/components of a software/system are tested. The purpose is to validate that each unit of the software performs as designed.

2. INTEGRATION TESTING

Integration Testing is a level of the software testing process where individual units are combined and tested as a group. The purpose of this level of testing is to expose faults in the interaction between integrated units.

3. SYSTEM TESTING

System Testing is a level of the software testing process where a complete, integrated system/software is tested. The purpose of this test is to evaluate the system's compliance with the specified requirements.

System Testing is a level of the software testing process where a complete, integrated system/software is tested. The purpose of this test is to evaluate the system's compliance with the specified requirements.

4. ACCEPTANCE TESTING

Acceptance Testing is a level of the software testing process where a system is tested for acceptability. The purpose of this test is to evaluate the system's compliance with the business requirements and assess whether it is acceptable for delivery.

Acceptance testing or User Acceptance Testing (UAT) is a level of the software testing process where a system is tested for acceptability. The purpose of this test is to evaluate the system's compliance with the business requirements and assess whether it is acceptable for delivery.

User Acceptance Testing (UAT) is performed by Users or on behalf of the users to ensure that the Software functions in accordance with the Business Requirement Document. UAT focuses on the following aspects:

- All functional requirements are satisfied.
- All performance requirements are achieved.
- Other requirements like transportability, compatibility, error recovery etc. are satisfied.
- Acceptance criteria specified by the user is met.

REGRESSION TESTING

The purpose of regression testing is to confirm that a recent program or code change has not adversely affected existing features. Regression testing is nothing but full or partial selection of already executed test cases which are re-executed to ensure existing functionalities work fine. This testing is done to make sure that new code changes should not have side effects on the existing functionalities. It ensures that old code still works once the new code changes are done.

Regression testing is the process of testing changes to computer programs to make sure that the older programming still works with the new changes. Regression testing is a normal part of the program development process and, in larger companies, is done by code testing specialists. Test department coders develop code test scenarios and exercises that will test new units of code after they have been written. These test cases form what becomes the test bucket. Before a new version of a software product is released, the old test cases are run against the new version to make sure that all the old capabilities still work. The reason they might not work is because changing or adding new code to a program can easily introduce errors into code that is not intended to be changed.

IMPLEMENTATION

This application is implemented using HTML, CSS, Bootstrap, JavaScript language. Programming is an approach that provides a way of modularizing programs by creating partitioned memory areas for both data and functions that can be used as templates for creating copies of such modules on demand.

Code Implementation:

Home page:

```
<!DOCTYPE html>
<html lang="en">

<head>
  <meta charset="UTF-8">
  <meta http-equiv="X-UA-Compatible" content="IE=edge">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <title>www.myntra.com</title>

  <link rel="shortcut icon" type="image/png" href="../Common
Files/image/favicon.png">

  <link rel="stylesheet" href="../Common Files/style.css">
  <link href='https://unpkg.com/boxicons@2.1.2/css/boxicons.min.css'
rel='stylesheet'>
  <link rel="stylesheet" href="navbar.css">
  <link rel="stylesheet" href="header.css">

  <script src="https://kit.fontawesome.com/72215895a8.js"
crossorigin="anonymous"></script>
  <style>
    #section_1 img {
      width: unset;
    }

    ol>li>span {
      color: #505050;
      font-weight: 700;
    }
  </style>
</head>

<body>
```

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```
<div id="left">
  <div>
    <h4>online shopping</h4>
    <p>men</p>
    <p>women</p>
    <p>home & living</p>
    <p>beauty</p>
    <p>gift cards</p>
    <p>myntra insider<span id="latest">New</span></p>
  </div>
</div>
<div id="right">
  <div>
    
    <p><span>100% ORIGINAL</span> guarantee for all products at
myntra.com</p>
  </div>
  <div>
    
    <p><span>Return within 30days</span> of receiving your order</p>
  </div>
</div>
</section>
<section id="section_2">
  <h4>popular searches</h4>
  <div></div>
</section>

</section>
<section id="section_6">
  <h4>men's shopping made easy at myntra</h4>
  <p>Myntra is the most convenient men's online store, what with our simplified
shopping and payment
    procedures. With just a few clicks of the mouse or taps on your smartphone,
you can buy your favorites
    from the best men's brands right away.</p>
</section>
</footer>
</body>
</html>
<script src="deals.js"></script>
<script src="/Common Files/headerMenu.js"></script>
<script src="/Common Files/corousel.js"></script>
<script src="../Common Files/hyperlinks.js"></script>
<script src="../Common Files/main.js"></script>
```

MEN MODULE

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta http-equiv="X-UA-Compatible" content="IE=edge">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <title>Men Shopping Online - Shop for Mens Clothing & Accessories in India |
Myntra</title>
  <link rel="shortcut icon" type="image/png" href="../Common
Files/image/favicon.png">
  <link rel="stylesheet" href="../Common Files/style.css">
  <script src="https://kit.fontawesome.com/24c494a6b6.js"
crossorigin="anonymous"></script>
  <link href='https://unpkg.com/boxicons@2.1.2/css/boxicons.min.css'
rel='stylesheet'>
</head>
<body>
  <header>
    <div id="logo">
      
    </div>
    <ul id="nav_bar">
      <li id="megamenu_container"><a
href="../Homepages/menHomePage.html">men</a></li>
      <li><a href="../Homepages/womenHomePage.html">women</a></li>
      <li><a href="../Homepages/homeLiving.html">home & living</a></li>
    </ul>
    <div id="search">
      <input type="text" id="search_bar" placeholder="Search for products, brands
and more">
      <i class="fa-solid fa-magnifying-glass" id="search_icon"></i>
    </div>
    <div id="right_icon"><div>
```


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WOMEN MODULE

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta http-equiv="X-UA-Compatible" content="IE=edge">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <title>Online Shopping for Women - Shop For Women Clothes, Shoes, Bags &
More</title>
  <link rel="shortcut icon" type="image/png" href="../Common Files/image/favicon.png">
  <link rel="stylesheet" href="../Common Files/style.css">
  <script src="https://kit.fontawesome.com/24c494a6b6.js"
crossorigin="anonymous"></script>
  <link href='https://unpkg.com/boxicons@2.1.2/css/boxicons.min.css' rel='stylesheet'>
</head>
<body>
<div class="slider">
  <div id="slides">
    <!--radio buttons start-->
    <input type="radio" name="radio-btn" id="radio1">
    <input type="radio" name="radio-btn" id="radio2">
    <input type="radio" name="radio-btn" id="radio3">
    <input type="radio" name="radio-btn" id="radio4">
  </div>
  <div class="navigation-manual">
    <label for="radio1" class="manual-btn"></label>
    <label for="radio2" class="manual-btn"></label>
    <label for="radio3" class="manual-btn"></label>
    <label for="radio4" class="manual-btn"></label>
  </div></div>
  <h1 class="brand_heading">biggest deals on top brands</h1>
  <div id="topBrand_women" class="container">
```

```
<div></div>
<div></div>
<div></div>
<div></div>
<div></div>
<div></div>
<div class="forWeb"></div>
<div class="forWeb"></div>
<div class="forWeb"></div>
<div class="forWeb"></div>
</div>
<h1 class="brand_heading">categories to bag</h1>
<h1 class="brand_heading">trending in indian wear</h1>
<div class="container builder">
  <div></div>
  <div></div>
  <div></div>
  <div></div>
  <div></div>
</div>
<h1 class="brand_heading">trending in sports wear</h1>
<div class="container builder">
  <div></div>
  <div class="forMob"></div>
  <div></div>
  <div class="forWeb"></div>
  <div class="forWeb"></div>
</div>
</body>
</html>
```

HOME AND LIVING MODULE

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta http-equiv="X-UA-Compatible" content="IE=edge">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <title>Home and Living - Buy Interior Decoration Products and Accessories Online
in India</title>
  <link rel="shortcut icon" type="image/png" href="../Common
Files/image/favicon.png">
  <link rel="stylesheet" href="../Common Files/style.css">
  <link rel="stylesheet" href="../Common Files/homeLiving.css">
  <script src="https://kit.fontawesome.com/24c494a6b6.js"
crossorigin="anonymous"></script>
  <link href='https://unpkg.com/boxicons@2.1.2/css/boxicons.min.css'
rel='stylesheet'>
</head>
<body>
<section id="banner">
  <div>
    
    
  </div>
</section>
<main>
  <div id="content">
    <h1 class="brand_heading" id="content_head">nice to see you, come on
in!</h1>
    <div id="category">
      <div></div>
      <div></div>
      <div></div>
      <div></div>
```

```
<div></div>
<div></div>
</div>
</div>
<aside>
</aside>
</main>

<section class="wrapper">
  <div></div>
  <div class="container">
    <div></div>
    <div></div>
    <div></div>
  </div>
</section>

<section class="wrapper">
  <div></div>
  <div class="container">
    <div></div>
    <div></div>
    <div></div>
    <div></div>
    <div></div>
  </div>
</section>
</body>
</html>
```

LOGIN MODULE :

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta http-equiv="X-UA-Compatible" content="IE=edge">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <title>Login</title>
  <link rel="shortcut icon" type="image/png" href="../Common
Files/image/favicon.png">
  <link rel="stylesheet" href="profile.css">
  <link rel="stylesheet" href="../Common Files/style.css">
  <script src="https://kit.fontawesome.com/24c494a6b6.js"
crossorigin="anonymous"></script>
  <link href='https://unpkg.com/boxicons@2.1.2/css/boxicons.min.css'
rel='stylesheet'>
</head>
<body>
  <div>
    <a href="../Profile/profile.html"> <i title="Sign in" class="fa fa-sign-in" aria-
hidden="true"></i>
    </a>
  </div>
  <div>
    <a href="../Profile/signup.html"><i title="Sign up" class="fa fa-user-plus"
aria-hidden="true"></i>
    </a>
  </div>
  <div>
    <a href="#"> <i title="Wishlist" class="fa-regular fa-heart"></i>
    </a>
  </div>
  <div>
    <i title="Bag" class="fa-solid fa-bag-shopping"></i>
```

```
</div>
</div>
<div id="toggle">
  <i class='bx bx-menu dropbtn' onclick="myFunction()"></i>
  <div id="myDropdown" class="dropdown-content">
    <div class="top">
      <a href="../Homepages/menHomePage.html">men</a>
      <a href="../Homepages/womenHomePage.html">women</a>
      <a href="../Homepages/homeLiving.html">home & living</a>

      <a href="../Profile/profile.html"><span class="icons">Sign in</span> <i
class="fa fa-sign-in"
      aria-hidden="true"></i>
    </a>
    <div class="horz">
      <a href="../Profile/signup.html"><span class="icons">Sign up</span><i
class="fa fa-user-plus"
      aria-hidden="true"></i>
    </a>
      <a href="#"><span class="icons">Wishlist</span> <i class="fa-regular
fa-heart"></i>

    <div class="signin">

    <h2>Login <span>or</span> Signup</h2>

  </div>
</body>
</html>

<script src="profile.js"></script>
<script src="/Common Files/headerMenu.js"></script>
<script src="../Common Files/hyperlinks.js"></script>
```

CONCLUSION AND FUTURE ENHANCEMENT

Conclusion:

Summing up everything, a clear story of Myntra can be sketched – Success from day one! Yes, this has been possible only because of change adaptability. Myntra remained an icon on e-commerce platform in India, recognized for the random and rapid changes. It changed its strategy in marketing and promotions, from time to time and worked intelligently there. It changed its platform from 31 B2B to B2C at the right time, when the expansion was knocking at their door. They opened up the windows to the government for making a partnership, to giant e-commerce platforms like Flipkart. They actually offered for a merger and even to hundreds of brands to increase their gallery size.

In one word, they proved themselves as the leader of the ecommerce fashion world in the Indian market. Myntra is a perfect example for all companies with their clear message. They could make them realize that well-knitted strategy and flexibility in approach can easily transform a company to Monopoly.

E- Business signifies a complete new & profitable way to do business, providing the all requirements as desired. The Internet is equivalent to online world where all the resources are not fully exploited and where customers may gain advantages. Here corporations may upsurge their profits further and users may find the desired product or service easily without stress of shopping around. Customers keep coming back only if earlier shopping experiences have been pleasant and successful. In this intricate business world, the e-retailing will become tremendous business strategic concept. Most profitable method of business process in coming decade to the textile and garment industries

Future Enhancements:

The researcher has made personal contact with the respondents who have purchased products and services through online. It is concluded that most of the respondents have a good opinion about online shopping, though there are so many problems to be improved by the vendors and service providers.

- As there are no proper laws for online purchases, they have to be implemented to prevent the anonymous intruders. This will help to maintain security and private information properly concerning the respondents. So the website developers and service providers should take necessary steps to overcome this problem.
- Web based technologies upgrades creative conceptualization that would improve the response from technology savvy consumers. So the firms have to invest in such new technologies.
- Internet environment has to be improved in the areas of art, dynamic and interactive techniques. This improvement will give more visual appeal.
- The vendors and service providers should avoid hidden charges. This will help to avoid increase in price of product.

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