**Proposal of E-commerce: Gifty**

# 1. INTRODUCTION

## 1.1 Background of Study

Electronic Commerce or e-commerce is business transactions that take place by communication networks. It is a process of buying and selling products, services, and information over the computer network. E-commerce is a set of dynamic technologies, applications and business process that link organizations, customers, suppliers, and communities through electronic transactions and the electronic exchange of information products and services. Electronic commerce that is conducted between businesses and consumers, on the other hand, is referred to as business-to-consumer or B2C. This is the type of electronic commerce conducted by companies such as Amazon. com.

Online shopping is a form of electronic commerce where the buyer is directly online to the seller’s computer usually via the internet. The sale and purchase transaction is completed electronically and interactively in real-time.

With the fast growth of e-commerce in the past few decades, trends are slowly moving towards   
providing a fast-paced shopping experience to buyers. Now, buyers don’t want to spend time   
searching through ten websites to find one item. They want consolidated data that helps them   
with faster decision making and aids in saving time and effort. The answer to this changing   
environment is E-commerce. This is the answer to E-commerce marketers who are looking for ways to improve their store and push it to the next level.

## 1.3 Statement of Problem

* Difficult to know the price of Gift for customer
* Difficult to choose from wide varieties
* Customer wants Online service of Gift and could be delivered directly to their loved ones.

## 1.4 About System

As I am making this system for E-commerce: Gift it will help the customer and the supplier connect with each other. Customer can easily find the Gifts of their choice at affordable prices. They don’t even have to go to the store. In this competition market the price could be competitive so with help of this system customers could compare the price.

## 1.5 Objective

* Helping to reduce middleman
* Easier to know the market price of Gift
* Easier to buy Gift at home

## 1.6 Technology Used

* Backend Development: Java:- IntelliJ IDE
* Database Management: Mysql

## 1.7 Expected Outcomes

* Get More customers
* Recognize Nationwide
* Reduce the cost of fulfilling demand or orders of customers
* Increase the operational value
* Increase flexibility