“Analysis of Retail Market & Development of ‘E-commerce’ Website”

Website :- ‘VEND-UP’

Project Id : 4B4-2022

Team mates:

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Objectives:-

1. To identify needs wants and demand of the customer services.
2. Analysis and survey of retail market.
3. Become familiar with graphics design principles that relates to web design.
4. Developing website by using HTML and CSS.
5. To build communication skill by communicating with local vendor and shopkeeper.
6. To get financial knowledge.

Brief Introduction of Project :

* It is a students initiative for students wellfare.
* Comparative study of digital marketing and traditional marketing.
* Study of Advertisening ideas.
* So basically the project is based on the Engg Graphics instruments. The instuments of second year student may be useful to the freshers who cant afford it due to some reason.
* Digital Marketing’ is also known as ‘online marketing’
* Or ‘web marketing’. It is also known as ‘internet marketing’ because with rise of the internet there is also a high growth of digital marketing that marketer can sell their product or services 24hours and 365 days, lower cost , efficiency gain , to motivate the constumer services . It helps many to many communications because of it expensive degree of conectivity and generally completed to sell services or product in a timely , relevent ,non public and cost power manner .

Instruments under our project –

* Roller
* French Curve
* Sets Square
* Drafter
* Board clip
* Dust pan

Important table—

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Istruments** | **Total Price** | **Purchasing from seniors** | **Sell it to freshers** | **Profits** |
| Roller | 75 | 37.5 | 56.25 | 18.75 |
| French Curve | 12 | 6 | 9 | 3 |
| Set Square | 60 | 30 | 45 | 15 |
| Drafeters | 300 | 150 | 225 | 75 |
| Board clips | 25 | 12.5 | 18.75 | 6.25 |
| Dust pan |  |  |  |  |
| Totals | 470 | 236 | 354 | 118 |

Consider for FE 4

Total Profit = 70 X 118 = 8260 Rs

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