**E-Commerce Website**

**A. Introduction:**

1. **Stakeholders-**
   1. Buyers:
      1. These include all the end users who will visit the website with the intention to buy a product.
   2. Suppliers:
      1. This will include all suppliers based on a combination of both *Inventory Model* and *Marketplace Model*.
      2. The *Inventory Model* includes all the brands who will supply their products directly from their inventories.
      3. The *Marketplace Model* includes all merchants who will supply their products from the marketplace to be displayed on the website.
   3. Employees:
      1. This project will be worked on by a total of four employees, responsible for everything starting from the documentation to the web development.
2. **Problem Statement-**
   1. Current e-commerce websites have their homepages cluttered with offers and upcoming products.
   2. They fail to recognize the fact that the websites are generally visited by users with intention to buy a specific product in mind.
   3. Therefore, to tackle this problem, our website will focus on providing a more streamlined and user-friendly UI.

**B. Project Scope:**

The following features will be provided in the e-commerce website at the completion of the project:

1. **Clean UI**
   1. The website will focus on providing a streamlined and clutter-free user experience to the end users.
2. **User Account Sign In**
   1. The website will allow users to sign in to the websites using their Google accounts.
3. **Search Option with Sort and Filter Feature**
   1. For a smoother user experience, the website will provide a search feature further equipped with sort and filter options.
4. **Payment Methods**
   1. The website will be integrating in itself various methods of payments ranging from UPI, Debit cards and Credit cards to cash on delivery.
5. **Easy Checkout**
   1. A complicated checkout process is one of the major reasons for cart abandonment, therefore the website will focus on providing a simple and easy checkout to the end users.

**C. Methodology and tools used for feasibility study:**

1. For conducting the feasibility study a combination of brainstorming technique, surveying and interface analysis was used.
2. During the brainstorming session, factors like the expectation of the system and market rules were the main focus.
3. While surveying regular users of e-commerce websites, the main focus was finding a scope of improvement for the current available e-commerce options.
4. Interface analysis is used to review the system, people, and processes. This analysis is used to identify how the information is exchanged between the components. Therefore, a study on the operational and legal aspects of the current system of the e-commerce industry was conducted.
5. While analyzing the market, the main focus was to study the competition so as to create a distinguishing factor for our product.

**D. Observations and Findings:**

1. **Technical Feasibility**
   1. We will need to create a user-friendly website that is capable of performing online transactions. We'll also need to work with payment processors, logistics providers will also be required.
   2. We determined that it is technically feasible to develop the platform using modern web technologies such as React, Node.js, Express.js and mongoDB with Mongoose after evaluating the various technologies available.
2. **Legal Feasibility**
   1. Our proposed model of e-commerce website will adhere to all relevant regulations regarding data privacy and security.
   2. To protect customer data, the system will have strict security measures in place, and customers will be required to provide informed consent before making any transaction.
   3. Our website will strictly sell only third party products adhering to the [Consumer Protection (E-Commerce) (Amendment) Rules, 2021](https://consumeraffairs.nic.in/sites/default/files/Consumer%20Protection%20%28E-Commerce%29%20%28Amendment%29%20Rules%2C%202021.pdf).
3. **Schedule Feasibility**
   1. The project is allocated four months in total for everything from the documentation to the delivery of the final product.
   2. After factoring the time required for the development of the above-mentioned feature it is determined that it is feasible to develop the product in four months.
4. **Economic Feasibility**
   1. For developing an E-commerce website the cost of production includes the cost of development, cost of maintenance and cost of advertisement.
   2. This will include the wages of the employees over the development period of four months and after development for maintaining the website.
   3. Since, the product will be designed to act only as a facilitator between the supplier and the buyers, it is determined that the project is economically feasible to develop.

**E. Challenges:**

1. The field of E-Commerce is highly competitive and the market is already saturated with a lot of competition.
2. In such a saturated market it is hard for a new website to flourish due to the lack of reputation.
3. It is determined that the project is one with a high risk and high chance of failure due to the above-mentioned reasons.
4. This risk can be mitigated by efficient advertising and focusing on our distinguishing factor during the marketing campaigns.

**>>Team Name:**

**Team ASAP**

**>>Student Names:**

* Priyal Ingle (21bcs086)
* Aditya Sethiya (21bcs005)
* Siddhant Sidola (21bcs117)
* Aryan Puranik (21bcs087)

**>>References:**

* [**https://consumeraffairs.nic.in/en/theconsumerprotection/consumer-protection-e-commerce-amendment-rules-2021**](https://consumeraffairs.nic.in/en/theconsumerprotection/consumer-protection-e-commerce-amendment-rules-2021)
* [**https://www.entrepreneur.com/en-in/news-and-trends/e-commerce-marketplace-are-only-allowed-to-sell-third-party/432224**](https://www.entrepreneur.com/en-in/news-and-trends/e-commerce-marketplace-are-only-allowed-to-sell-third-party/432224)
* [**https://smallbusiness.chron.com/ethical-problems-ebusiness-62037.html**](https://smallbusiness.chron.com/ethical-problems-ebusiness-62037.html)