E-MARKETING WEBSITE

Minor Project Synopsis
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in

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by

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Abstract

E-marketing, Internet marketing, Online marketing they refers to advertising and marketing attempts which they use emails and web as their strategy for business. This article describes about how start-up firms utilize networks has focused on direct effects of either the personal network around the entrepreneur or the formal collaboration network around the firm and includes different kinds of brands developing their products using e-marketing The new e- business development is developing an account, growing the business and expanding your services once you've established a client relationship The capability and willingness to develop manage and organize a business venture along with any of its risks in order to make a profit. Which is most obvious example of entrepreneurship is the starting of new e- businesses.

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Chapter 1

Introduction

E-marketing term itself refers to sale and purchase through online, profits and loss advertising and promotion play a key role to employment innovation and competitive advantage. Business discontinue is an important element of economies on the other hand, entries to and exits from businesses are closely correlated. E-markets, trust between interaction partners (buying agents and selling agents) is essential for any transaction to be successful [1-18]. This is a simple way to buy things and widely spreading business in the business market. Field of marketing and consumer ethics has developed considerably over the past 25 years [1]

Chapter 2

Objective of Project

The objective of this project is to create an e-commerce web portal with a content management system which would allow product information to be updated securely using mobile device. The web portal will have an online interface in the form of an e-commerce website that will allow users to buy goods from the merchants. The e-commerce portal will have the following key features:

1. An online shop that will allow online shoppers to buy wares from formal and informal merchants

2. A search engine on the website to allow customers to find specific types of merchandise

3. A secure online transaction system that will allow shoppers to purchase goods safely using their credit cards.

4. A database of merchandise with photos, product descriptions and stock information. This database will also contain all relevant merchant and customer information.

5. A data security system that will ensure that all data that is transmitted between the various system [1]

Chapter 3

Methodology

3.1 Software Development Life Cycle (SDLC)

System development life cycle is a process of developing software on the basis of the requirement of the end user to develop efficient and good quality software. There are various software development approaches defined and designed which are used during development process of software, these approaches are also referred as "Software Development Process Models" (e.g., Waterfall model, incremental model, V-model, iterative model, etc.). Each process model follows a particular life cycle in order to ensure success in process of software development.

3.2 System development

life cycle model describes the phases of the software cycle and the order in which those phases are executed. Each phase produces deliverables required by the next phase in the life cycle. Requirements are translated into design. Code is produced according to the design which is called development phase. After coding and development, the testing verifies the deliverable of the implementation phase against requirements.

Figure 3.1: A software development process is the process of dividing software development work into distinct phases to improve design, product management, and project management. It is also known as a software development life cycle. The methodology may include the pre-definition of specific deliverables and artifacts that are created and completed by a project team to develop or maintain an application.

Most modern development processes can be vaguely described as agile. Other methodologies include waterfall, prototyping, iterative and incremental development, spiral development, rapid application development, and extreme programming.

Some people consider a life-cycle "model" a more general term for a category of methodologies and a software development "process" a more specific term to refer to a specific process chosen by a specific organization. For example, there are many specific software development processes that fit the spiral life-cycle model. The field is often considered a subset of the systems development life cycle.
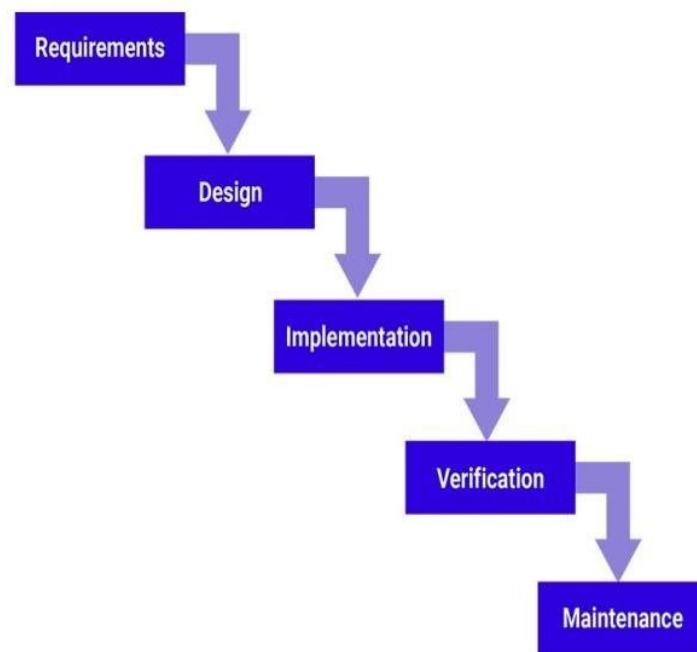
Figure 3.2:

3.3   Hardware and Software Requirements

3.3.1   Hardware Requirements

- Processor : Pentium 4 or above

- Processor Speed: 2.00 GHz CPU

- RAM : 1 GB 0r above

- Hard disk utilization : 300 MB or above

3.3.2   Software Requirements

- Front End : HTML,CSS,Bootstrap,Java Script,J Query

- Back End : Python

- Framework : Django

- Operation System : Windows or any equivalent

- Application Server : WSGI Server

Chapter 4

Module of The Project

4.1 Candidate Module

A candidate can register himself/herself, after registration; he/she will be directed to homepage. Here, they can update his profile, change password and see the requirement details and all. A candidate is given the following options:

- Home Page

- Category Page

- Search Engine

- View Profile

- View Order

- Change Password

- Registration Page

- Check order delivery status

- Add to cart

- Login/Logout

4.2 Administrator Module

Administrator has the full authority over the website. Admin can view the entire registered user and have the power to delete them. Admin can edit the Webpages and update them, also view all the company details.

- Have a permission to Add, Update, Delete the user

- Create groups of them

- Login/Logout

- Update delivery status

4.3   Working of Project

Any member can register and view available product.

- Only registered member can purchase multiple products regardless of quantity.

- ContactUs page is available to contact Admin for queries.

- There are three roles available: Visitor, User and Admin.

    Visitor can view available products.

    User can view and purchase products.

    An Admin has some extra privilege including all privilege of visitor and user.

- Admin can add products, edit product information and add/remove product.

- Admin can add user, edit user information and can remove user.

- Admin can ship order to user based on order placed by sending confirmation mail.
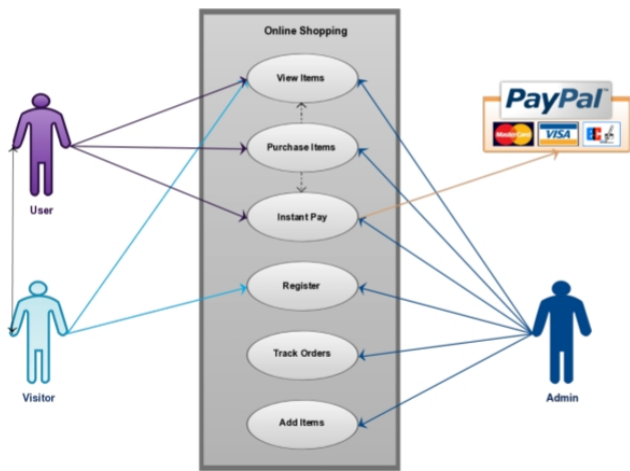
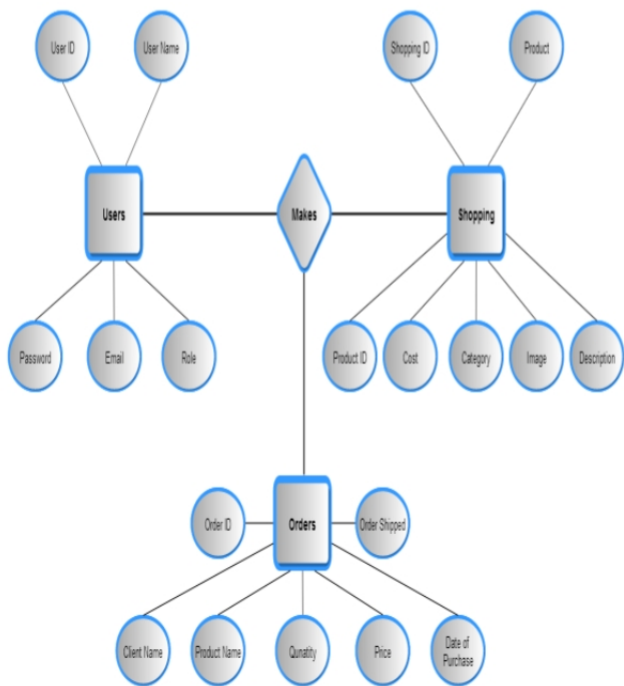# 4.4   Flow Diagram

Figure 4.1: Figure a

Figure 4.2: Figure b

References

[1] F. Rahimnia and J. F. Hassanzadeh, "The impact of website content dimension and e-trust on e-marketing effectiveness: The case of iranian commercial saffron corporations," *Information & Management*, vol. 50, no. 5, pp. 240–247, 2013.