

**Name Of The Project :** E-Shopping Website

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**Name Of The Mentor :** Mr.Satindra Bose

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**OBJECTIVE**

At present, E-Commerce  is the most vast and popular business sector. Its an online buying and selling process so its needs are as simple as the business means. Customer reaching, High sales, Products quality and on time delivery are some of the needs of any E-commerce business. And when we talk about its objectives so basically its objectives are for fulfilling its needs.

I Would Like To Gather Few Points :-

* High reachability - The main objective and at the same time need is traction on your web store. Of,course if you are selling products online what you require are customers. If you are getting good reachability then your business will definitely grow. Therefore one of the objective is high reachability.
* High Conversions - if people are coming on your web store and purchasing something then it will calculate as conversions and from the number of people who are buying stuff from your web store we can calculate the conversion rate.
* Customer Satisfaction - Customer is the main part of any E-commerce business so its very important to make your customer happy and satisfied. By providing quality and desirable products, on time delivery, 24\*7 customer support, and timely sale & best deal offers you can make your customer happy. It is one of the main objectives of E-commerce.
* Social popularity - Unless and until you are not famous and popular among people you cannot establish your brand. social presence with Television Channel  is essential for any E-commerce business.