A

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SAGE University,Bhopal,M.P.

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BTech CSE (Hons) Specializationin

Full Stack Development

I I Semester

By

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SCHOOLOFADVANCEDCOMPUTING

SANJEEV AGRAWAL GLOBAL EDUCATIONAL UNIVERSITY,

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CERTIFICATE

This is to certify that the work embodies in this project entitled **"The D-Mart"**being submitted by Shivansh Sahu – 230699,Priyanshu Ranjan - 232290, Om Malviya – 230973, Rajnish Dubey – 232118 inpartial fulfilment of the requirement for the award of the degree of **BTech CSE(FSD)** to School of Advanced Computing, Sanjeev Agrawal Global EducationalUniversity, Bhopal (M.P) during the academic year **2024-25**is a record ofBonafidepiece of work, undertaken by him under the supervision of theundersigned.

KapilAgarwal Sir   **DrpinakiGhosh**

PBL teacher   **HOS,SSOAC**

(GUIDE)

SANJEEV AGRAWAL GLOBAL EDUCATIONAL UNIVERSITY,BHOPAL

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CERTIFICATEOFAPPROVAL

The Project entitled **"D-MART "**being submitted by ShivanshSahu–230699, PriyanshuRanjan232290, OmMalviya–230973, Rajnish Dubey – 232118 has been examined by usandishere by approved for the award of the degree of **BTech CSE (FSD)** for which it has been submitted. It is understood that by this approval the undersigned do not necessarily endorseor approve any statement made, opinion expressed or conclusion drawn there in, but approve the project only for the purpose for which it has been submitted.

(InternalExaminer)   (ExternalExaminer)

SANJEEV AGRAWAL GLOBAL EDUCATIONAL UNIVERSITY,BHOPAL

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DECLARATION

I hereby declare that the work, which is being presented in this project entitled
"The D-Mart" for fullfillment of the requirements for the award ofthe degree of **BTech CSE (FSD)** submitted in the School of Advanced Computing, SanjeevAgrawal Global Educational University,Bhopal,
M.P. is an authentic record of my own work carried under the guidance of**"Kapil Agarwal Sir"**. I have not submitted the matter embodied in this report for the aard of any other degree.

I also declare that "A check for Plagiarism has been carried out on this report and is found with in the accept able limit."

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ACKNOWLEDGEMENT

It is my proud privile get opresenta projecton**"The D-Mart"**. It take this opportunity to express deep sense of gratitude and would like to give thanks to my guide, "**Kapil AgarwalSir", PBL Guide ,**School of Advanced Computing, Sanjeev Agrawal Global Educational University, Bhopal, M.P. for his valuable guidance, inspiration and encouragement that has ledto successful completion of this work.

I would like to express my heart felt thanks towards **DrPinakiGhosh, HOS, School of Advanced Computing**. I could not have accomplished, what I actually have, without the irguidance. I would like to express my heart felt thanks to **Dr.GouravShrivastava, HOD, School of Advanced Computing,** for his valuable suggestions throughout the project work.

I would like to express my heartfelt thanks and sense of gratitude to "**Kapil Agarwal Sir"** for being a constant source of inspiration. I am also thankful to all faculty members and staff of School of Advanced Computing for the suggestions and support.
I would like to deeply thank my family and friends for all the support and encouragement they have rendered time to time.
Last but not the least, I dedicate my work to almighty God without whose wish and helping hands this work would not have taken the shape it has now and also to my family members whose support and encouragement had led me to complete this task.

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ABSTRACT

Understanding the Basics of a The D-Mart

The provided HTML code represents a webpage layout for an online store named D Mart. Here's an abstract of its structure and functionality:

1. *Meta Information and Title*: Defines metadata such as character set, viewport settings, and includes a title for the webpage.

2. *External Resources*:

   - *CSS*: Links to an external stylesheet (DMART.CSS) for styling.

   - *Font Awesome*: Imports Font Awesome library for icons.

3. *Header Section*:

   - Contains a navigation bar (nav) with:

     - Logo (logo) and location information (location).

     - Delivery details (address).

     - Search functionality (search).

     - Sign-in link (signinpic).

     - Cart details (cart).

4. *Main Navigation*:

   - Dropdown menu (menu) with categories and subcategories.

5. *Slideshow and Promotions*:

   - Banner slideshow (transition) linking to various products and offers.

   - Additional promotional images and links (transitiontwo, image123).

6. *Product Categories*:

   - Popular categories (pro1) with links to specific product categories.

- Special offers and curated collections (pro1).

7. *Individual Products*:

   - Display of specific products with images, names, prices, and discount details.

   - Each product includes an "Add to Cart" button.

8. *Short Links*:

   - Quick access links (shortimg) to specific product categories or features.

9. *Additional Promotions*:

   - More promotional sections (pro1) showcasing specific offers and products.

10. *Footer Section*:

    - Contains additional promotional links (product111) and product details.

    - Each product includes a description, price details, and an "Add to Cart" button.

11. *Scripts*:

    - JavaScript files (dmart.js, dmart1.js, dmart2.js) included for dynamic functionality.

Summary: This webpage is structured to provide a comprehensive online shopping experience for various products available at D Mart. It includes navigation, search functionality, product categorization, promotional elements, and individual product listings with pricing and purchase options

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The D-Mart

Chapter–01

The D-mart

This chapter gives an overview about the aim and objective of this project.

1.1 The D-mart :-

D'Mart is an Indian chain of hypermarkets established by DMart owner Radhakishan Damani on May 15, 2002. DMart has 214 stores in 72 cities across 11 states in India including Maharashtra, Andhra Pradesh, Telangana, Gujarat, Madhya Pradesh, Chhattisgarh, Rajasthan, National Capital Region, Tamil Nadu, Karnataka, Uttar Pradesh, Daman, and Punjab. So, let's get started with the D'mart case study.

Mumbai headquartered DMart is owned and operated by Avenue Supermarts Ltd. (ASL). After the IPO posting (as Avenue Supermarts Ltd.), it made a record opening on the National Stock Exchange(NSE). DMart's valuation rose to ₹39,988 crore after the close of the stock on 22 March 2017. This made DMart the 65th most significant Indian firm, followed by Britannia Industries, Marico, and Bank of Baroda. As of 21 November 2019, the market capitalization of DMart was around ₹114,000 crore, taking it on 33rd position of all recorded organizations on the Bombay Stock Exchange.

This article will shed insights on the supply chain model of DMart, its business model, marketing strategies, How DMart was started, key financial highlights of DMart, growth and future of DMart in India & more.

DMart Logo(L) and a DMart Store(R)

❖ **What is the vision and mission of Dmart?**

The mission and vision of D-Mart is "to provide the best possible value for consumers so that every penny spends on shopping gives them more value for money than they would get anywhere else," as per the vision and mission statement of D-mart.

About D-Mart

COMPANY NAME	D MART
Founder	**Radhakishan Damani**
Founded	**15 May 2002**
Headquarters	**Mumbai**
MumbaiAvenue Avenue	**E-Commerce Limited,** **Food Plaza Private Limite**
Parent Company Limit	**Avenue Supermarts**

Foundation of DMart& Why DMart is Successful?

Unlike Flipkart was established by two 25-year old youngsters toward the beginning of their professions, DMart's establishing story couldn't have been more extraordinary as DMart was established in 2002 by a then-45-year-old Radhakishan Damani at a moment that he'd effectively made his millions. When he established DMart, Damani was an incredible name in Indian securities exchanges. He had already got a few worth stocks that surpassed Gillette and HDFC Bank's valuations.

Damani, who dropped out of a trade degree after the primary year, had first joined his dad's metal rollers business, yet had begun putting resources into stocks when he was 32. He wound up getting to be one of the greatest stock financial specialists of the 90s, and current securities exchange bull Rakesh Jhunjhunwala believes him to be a tutor. In any case, after an effective financial exchange profession putting resources into shopper confronting organizations, Damani chose to begin his own.

On May 15, 2002, Damani established grocery store chain DMart and embraced techniques that were one of a kind to Indian retail. Up to that point, most retail chains rented their stores, yet DMart picked carefully do its exploration and possessed its very own stores by and large. That technique appears to have worked as DMart has never needed to close down a store since it's opened in every one of the long periods of its activity.

While other retail players forayed into different classifications, including hardware and design, DMart stayed focussed on its center sustenance and basic food item business. What's more, when other store chains are on the whole propelling their very own private brands in an offer to improve edges, DMart still stocks just outsider items.

It's this moderate methodology that has worked for DMart. Other retail chains were picking development, yet for the initial 15 years, Dmart just worked its stores in 4 states. Indeed, even today, the company has 214 stores in 72 cities across 11 states. DMart had a benefit to-deals proportion of 3.7%.

In correlation, other significant Indian retailers don't passage very also Future Group has a benefit to deals proportion of 0.21%, Spencer's Retail had a negative benefit to deals proportion of - 8.9%, and Reliance Retail which works high-edge classifications including hardware and adornments and has more than double the incomes of DMart just dealt with a benefit to deals proportion of 1.6%.

DMart's traditionalist yet beneficial approach is by all accounts demonstrated after its author. Damani is famously media-bashful and gives no meetings. He's said to be modest, all things considered, also he doesn't appear to talk much, yet is evidently a decent audience, engrossing a lot of data rapidly, and afterward following up on it.
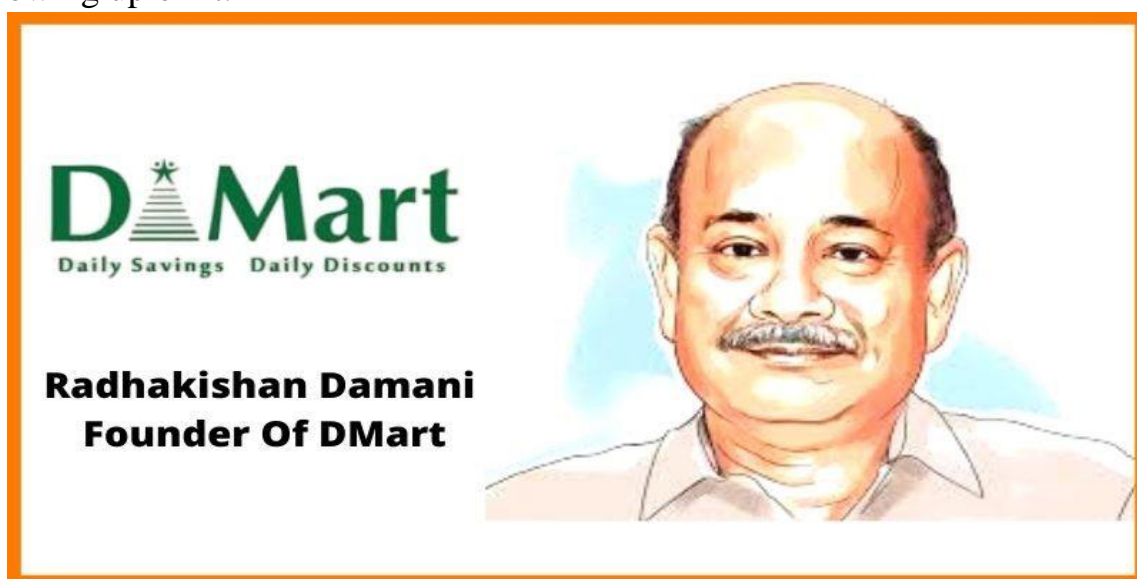
Founder of D-Mart - Radhakishan Damani

And keeping in mind that Damani's success has made him hugely rich because of the flood in DMart's stock value, he's currently worth $15.5 Billion (over Rs 116,200 Crores) regardless he wears a white shirt and white jeans to work, the dress he's been wearing since the 80s. Despite everything, he goes for night strolls on Girgaum Chowpatty in Mumbai and unconditionally converses with the outsiders who approach him after his Dmart's open achievement.

Strategic & Organization Structure of DMart -

The ultimate start with DMart needs to make a picture among the majority of a rebate store that offers the vast majority of the items from over every single real brand. Fundamentally, a store that offers an incentive for cash! Presently, since individuals for the most part come to DMart on the grounds that they all what they need under one rooftop; consequently, DMart stores are operational in high rush hour gridlock territories and crosswise over three organizations including Hypermarkets that are spread crosswise over 30,000-35,000 sqft, Express group, that is spread more than 7,000-10,000 sqft and in conclusion, the SuperCenters, that are set up at more than 1 lakh sqft.

What's more, Dmart's intended interest group being the center pay gathering, it uses Discount offers as a special instrument for baiting the clients and expanding deals too. Generally speaking – Dmart's prosperity is centered around three things: Customers, Vendors, and Employees! Take Customers. Since Dmart is focusing on center salary family units, every one of their stores is in, or near, neighborhoods and not in shopping centers.

Their thought isn't to meet each customer's need like different contenders, yet rather, Dmart tries to meet most normal shopper needs, while offering some benefit for their cash. Furthermore, since, 90% of these stores are possessed legitimately by Dmart, they don't need to stress over month-to-month rentals and their ascent, or migration chance. Moreover, this is helping them manufacture resources on their books.

This likewise keeps Dmart all around promoted and obligation light, while its tasks produce extra money. All the cash that is spared utilizing this procedure is at the end offered back to the clients as limits! Sellers! Seller

connections are the second mainstay of their model. Since he originates from a dealer foundation, his seller connections have been his greatest quality.

Organization Structure of DMart

The FMCG business has an installment standard of 12-21 days, however, Dmart pays its sellers on the eleventh day itself. This causes him to remain in the great books of the merchants and dodges stockouts. Furthermore, since Dmart purchases in mass and pays its sellers well in time, they additionally get the chance to win higher edges. Essentially, their procedure is to "Get it low, Stack it high and sell it shabby"!Workers! This is the third mainstay of their model. DMart offers great cash, adaptability, strengthening, and loose and effective work culture.

They even proceed to employ tenth standard dropouts with the correct frame of mind and duty. They incline toward procuring crude ability and afterward put intensely in preparing, to shape them according to their prerequisite. Representatives are simply educated once concerning the worth framework and arrangements at D-Mart and after that are enabled by giving them the opportunity to work without someone continually investigating their shoulders. There is outright lucidity on what should be accomplished, yet you don't have to dread targets.

Growth of DMart in India

Avenue Supermarts running the DMart chain of stores in the nation revealed a 21.4 % year-on-year net benefit development and a 32.1 % year-on-year income development for the quarter finished March 31, 2019, (Q4) at Rs 203 crore and Rs 5,033 crore, separately.

For the three months finished December 31, 2018, DMart had announced its slowest net benefit development in eight quarters at 2.1 % as it pondered developing challenges in basic food item retail.

Second from last quarter income development came in at 33 % (year-on-year), which is likewise a merry quarter, said experts, suggesting the organization had figured out how to keep up its pace of development as far as the top line in Q4 in the midst of focused power. The numbers were comprehensively in accordance with Street gauges. A survey by investigators of Bloomberg had pegged net benefit at Rs 211 crore and income at Rs 5,122 crore for the quarter under audit.

Income before intrigue, duty, deterioration, and amortization (Ebitda) for Q4 was at Rs 377 crore, up 27.9 % throughout the year-prior period and again extensively in accordance with Street assessments of Rs 395 crore. Yet, Ebitda edges contracted for the third straight quarter, however, the drop was negligible at 20 premise focuses to 7.5 % from a year sooner.

This is additionally the most reduced as far as Ebitda edges for DMart in 75%. While the organization did not indicate same-store deals development for Q4, examiners said it was somewhere in the range of 15 and 18 % for the period under audit.

Same-store deals development is the development of a similar deal of stores for one year or more. For the entire year finished March 31, 2019, (FY19), Neville Noronha, overseeing executive (MD) and (CEO), Avenue Supermarts, said same-store deals development was 17.8 % even as income grew 32 % year-on-year to Rs 19,916 crore and net benefit went up 19 % from a year sooner to Rs 936 crore.

The FY19 same-store deals development was higher than the 14.2 % revealed for FY18, division examiners stated, as the firm drove higher deals throughput at its stores. Income from deals per square feet at DMart stores remained at Rs 35,647 for FY19 against Rs 32,719 in FY18, an ascent of about 9 %. The organization additionally included 21 stores in FY19, of which 12 were included in Q4 alone, taking the aggregate to 176 for the monetary year.

Future of DMart

Avenue Super marts runs the D-Mart grocery store chain of stores. If in any case, the nation experiences a crisis, financial specialists question whether the organization shows enough strength during these intense occasions. But examiners in a note from Systematix Shares and Stocks (India) Ltd. said, " The continuous crisis in utilization and higher aggressive force in staple retail should confine development in determining deals per square feet to 7% in the financial year 2020 from 13% in FY19."

While speculators will intently follow how that works out in the coming quarters, Avenue Supermarts' income development of almost 27% in the June quarter is nothing to get surprised at. Obviously, it should likewise be referenced at the same time that high development rates are a basic for the DMart share, which is one of the most costly stocks in the nation.

It currently exchanges at amazing multiple times evaluated income for FY20. FY20 has begun an idealistic note for the organization. The development in EBITDA (income before premium, assessment, deterioration, and amortization) edge in the June quarter will mitigate financial specialists' uneasiness about weights on productivity somewhat.

This chapter gives an overview about the aim and objective of this project.

1.1 Aim :

The aim of a DMart clone website wouldn't be to create a perfect replica, but rather to develop an inspired e-commerce platform that captures the essence of DMart's success:

Offering a wide variety of grocery, household, and personal care products at competitive prices.

Providing a convenient and user-friendly online shopping experience.

Here's a breakdown of the key goals:

- **Mimic DMart's product selection:** The website would aim to mirror the extensive product catalog of DMart stores, ensuring users can find a broad range of items at affordable prices.

Translate the in-store experience online: Features like a well-organized product catalog, an intuitive shopping cart, and potentially even optional user accounts would aim to replicate the ease and control of shopping at a DMart store.

Objective :

The objective of a DMart replica wouldn't be a direct copy, but to build an independent e-commerce website that captures DMart's core value proposition:

Providing a vast selection of everyday products at competitive prices.

Offering a convenient and accessible online shopping experience.

Here's a focus on the key objectives:

Replicate DMart's product range: The website would aim to mirror the extensive product variety found in DMart stores, ensuring users can find a broad range of groceries, household essentials, and personal care items at affordable costs.

.

Emulate the in-store experience online: Features like a well-organized product catalog, an intuitive shopping cart, and potentially even optional user accounts would aim to recreate the ease and control of shopping at a DMart store in an online setting.

Prioritize user experience and security: A clean and user-friendly interface would be essential for easy navigation and a smooth shopping experience. Security would be paramount to protect user data and transactions.

Scalability for future development: The initial focus would be on core functionalities, but the platform should be designed to integrate additional features like secure payment gateways and delivery services in the future.

1.2   Scopes and Motivations

➤ **Scope :**

The scope of a DMart replica wouldn't be a full-fledged clone, but rather an e-commerce website focusing on core functionalities that capture DMart's strengths:

➤ **Product Selection**:

Breadth: Aim for a wide variety of products across categories like groceries, household items, and personal care, similar to DMart.

Depth: While offering a vast selection, prioritize including the most popular and essential items within each category in the initial phase.

➤ **User Experience**:

 Intuitive Interface: Design a clean and user-friendly interface with clear navigation and product categorization, making it easy for users to find what they need.

Shopping Cart: Implement a user-friendly shopping cart allowing users to add, remove, and modify items before checkout.

Optional User Accounts: Consider offering user accounts for potential benefits like managing past orders or receiving promotions (similar to DMart loyalty program), but keep guest checkout available for a frictionless experience.

- ➢ **Functionality:**

  - **Search**: Integrate a search function that allows users to find specific products by name, brand, or category.

  - **Product Information:** Provide clear and concise product descriptions, including images and potentially specifications or brand information.

  - ➢ <u>**Initial Focus vs. Future Enhancements:**</u>

Prioritize core functionalities first: Focus on establishing a solid foundation with the features mentioned above before expanding.

Scalability for future development: The platform should be designed to integrate additional features later on, such as:

Secure payment gateways for online transactions.

Delivery services for product fulfillment.

Advanced search filters with product specifications and brand options.

➢ Motivations :

- **Filling a Gap in the Market**: If there's a lack of online retailers offering a similar product selection and value proposition as DMart in a particular region, this replica could provide a convenient option for customers who prefer shopping online but still seek competitive prices and a wide variety of products.

- **Innovation and Learning:** Building an e-commerce platform inspired by DMart can be a great learning experience for aspiring developers and entrepreneurs. It allows them to experiment with e-commerce functionalities, product catalog management, and user interface design in a familiar context.

- **Building a Competitive Alternative:** The replica could introduce healthy competition in the e-commerce market, potentially driving down prices and offering customers a wider range of choices. However, it's crucial to remember to avoid copyright infringement and establish a distinct brand identity.

Convenience for Existing DMart Customers: If a significant portion of DMart's customer base prefers online shopping, this replica could cater to their needs by offering a familiar online experience with a product selection they trust.

Overview of the project
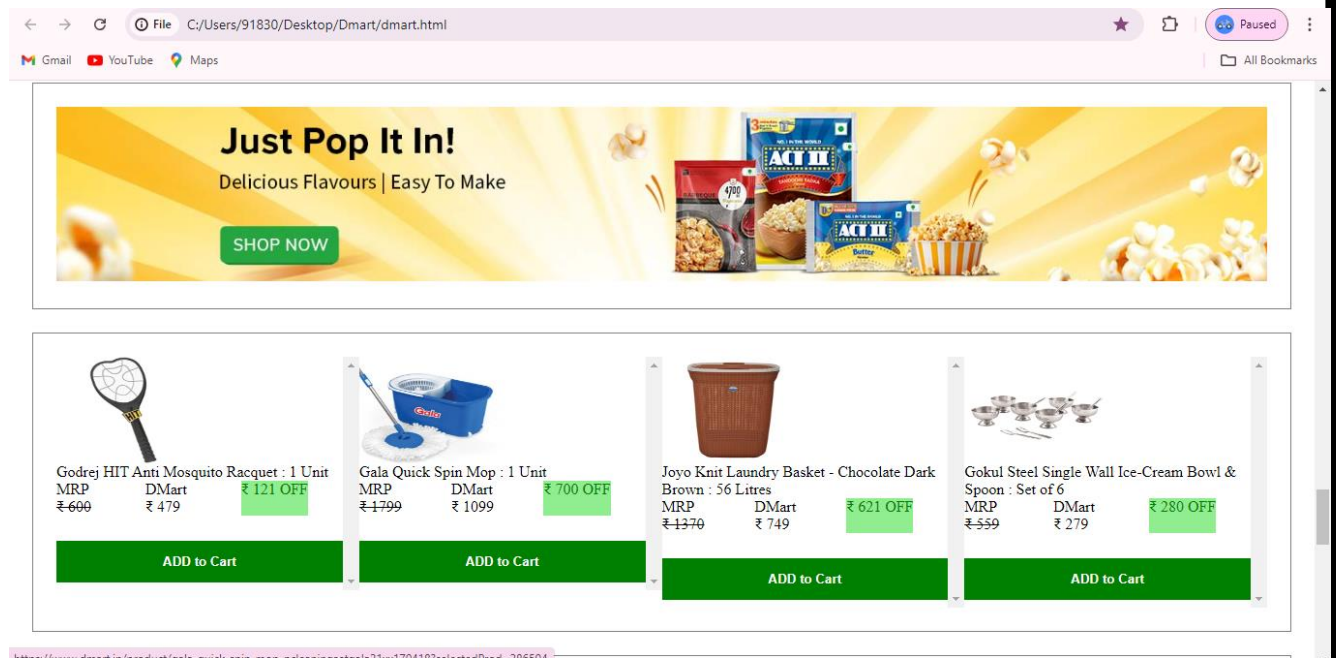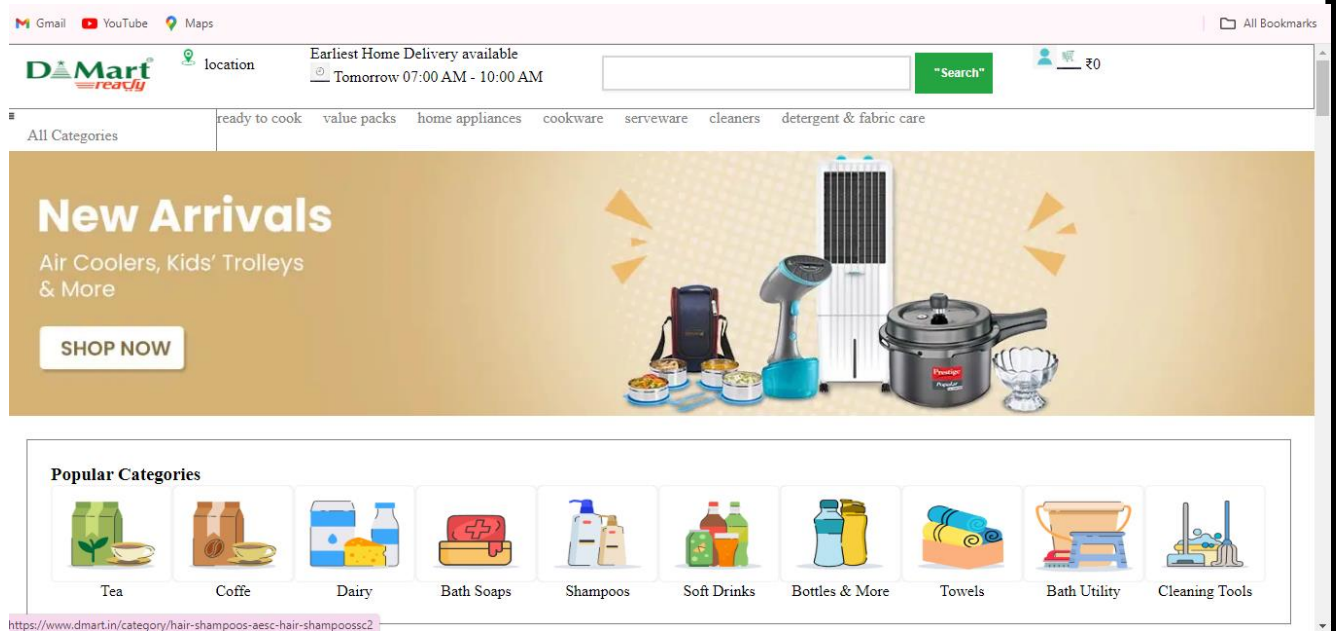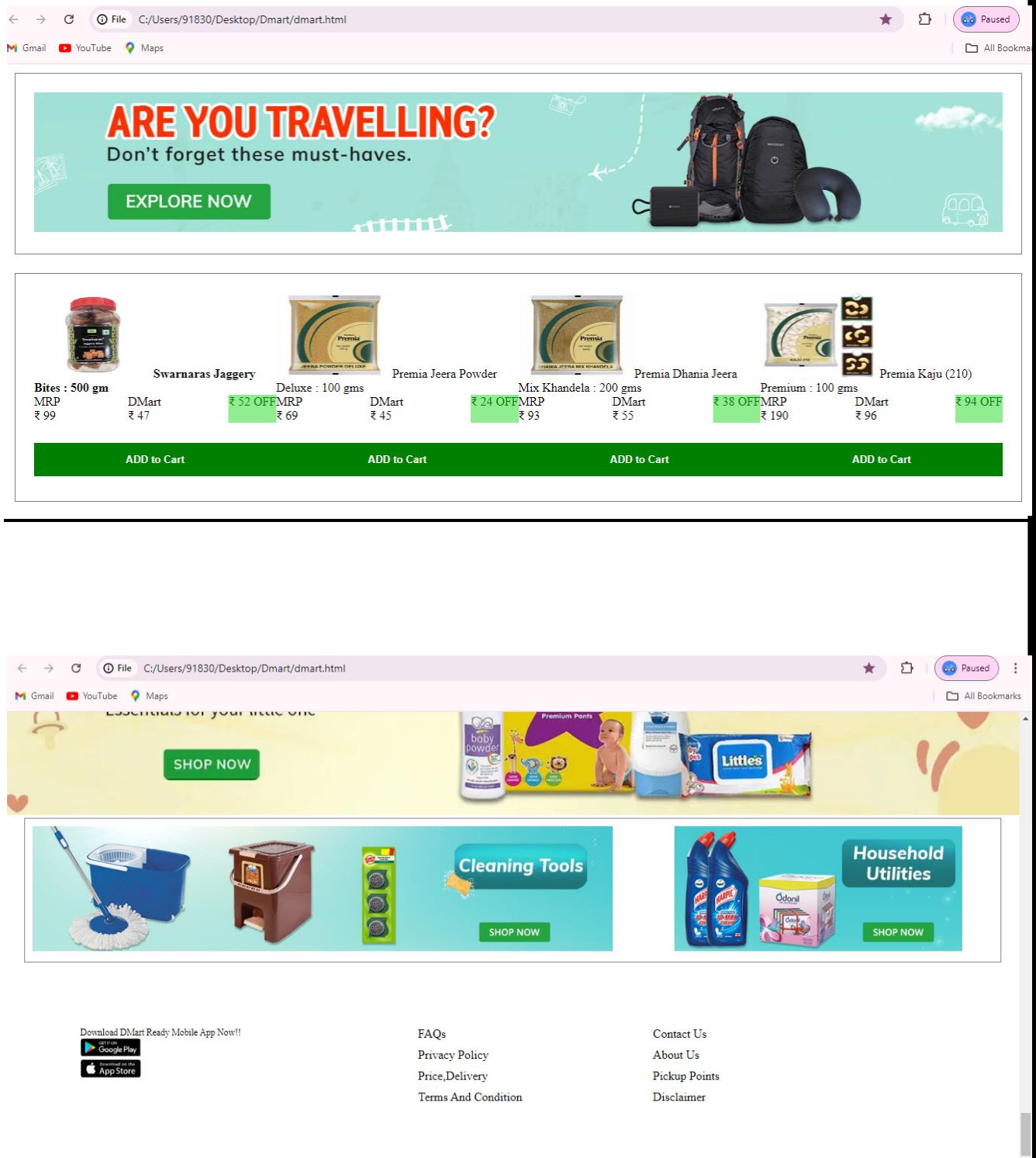
3.1 Programing language used :

HTML (HyperText Markup Language):

The Foundation: HTML serves as the foundational layer of a web page. It uses tags to define the content and structure, acting like a blueprint for the browser. These

tags are instructions written in angle brackets (<>) that tell the browser how to interpret and display the information.

Common Tags: There's a vast library of HTML tags, but some of the most commonly used ones include:

<h1> to <h6> for headings of different sizes.

<p> for paragraphs.

<a> for creating links to other web pages or sections of the same page.

<img> for embedding images.

 and <ol> for unordered and ordered lists, respectively.

<div> for defining sections or containers within the webpage.

Building Blocks: By combining these tags, you can structure the content of your webpage, including headings, paragraphs, images, links, and more. HTML provides a semantic meaning to the content, allowing search engines and assistive technologies to understand the webpage's structure.

```html
<div class="nav">
    <div class="nav1">
        <div class="logo"> <img src="IMAGES/LOGO.png" alt="dmart"></div>

        <div class="location">
            <img class="location1" id="locationimg" src="IMAGES/location.jpeg" alt="">
        </div>

        <div class="address">Earliest Home Delivery available

            <br> <img class="clock1" src="IMAGES/clock.jpeg" alt="clock"> Tomorrow 07:00 AM - 10:00 AM
        </div>

        <div class="search"> <input type="text" class="search_searchInput__MOtyO" id="scrInput" maxlength="50"
                fdprocessedid="ecnfyf"
                style="box-shadow: rgb(211, 211, 211) 1px 1px 3px; opacity: 0.48; border: 2px solid rgb(169, 169, 169);">
```

```html
<div>
    <a href="https://www.dmart.in/category/ready-to-cook-aesc-readytocook">
        ready to cook
    </a>
    <a href="https://www.dmart.in/category/value-packs-aesc-valuepacks">
        value packs
    </a>
    <a href="https://www.dmart.in/category/home-appliances-aesc-homeappliances">
        home appliances
    </a>
    <a href="https://www.dmart.in/category/cookware---serveware-aesc-cookwareandserveware">
        cookware
    </a>
    <a href="https://www.dmart.in/category/serveware--1">
        serveware
    </a>
    <a href="https://www.dmart.in/category/cleaners-aesc-cleaners">
        cleaners
    </a>
    <a href="https://www.dmart.in/category/detergent---fabric-care-aesc-detergentsandfabriccare">
        detergent & fabric care
    </a>
</div>


<div class="pro1">
    <h3>
        Popular Categories
    </h3>
    <div class="products">
        <a href="https://www.dmart.in/category/tea-aesc-teasc2"><img src="IMAGES/img1.png" alt="">Tea</a>
        <a href="https://www.dmart.in/category/coffee-aesc-coffeesc2"><img src="IMAGES/img2.png" alt="">Cof
        <a href="https://aniwatchtv.to/watch/solo-leveling-18718?ep=122254"><img src="IMAGES/img3.png"
            alt="">Dairy</a>
        <a href="https://www.dmart.in/category/soaps-aesc-soapssc2"><img src="IMAGES/img4.png" alt="">Bath
        <a href="https://www.dmart.in/category/hair-shampoos-aesc-hair-shampoossc2"><img src="IMAGES/img5.p
            alt="">Shampoos</a>
        <a href="https://www.dmart.in/category/soft-drinks-aesc-soft-drinkssc2"><img src="IMAGES/img6.png"
            alt="">Soft Drinks</a>
        <a
```

```html
<div>
    <a href="https://www.dmart.in/product/premia-dhania-jeera-mix-khandela?selectedProd=22008">
        <img class="cartimg" src= "IMAGES/jeera1.jpg" alt="we are in dmart"></a>Premia Dhania Jeera Mix Khandela : 200 gms <br>
    <div class="price">
        <span>
            MRP
            <br>
            <strike>₹ 93</strike>
        </span>
        <span>
            DMart
            <br>
            ₹ 55
        </span>


        <span style="color: ■green; background-color: □lightgreen;">₹ 38

            OFF
        </span>
    </div>
    <br>
    <button style="background-color: ■green; color: □white;font-weight: 700;">ADD to Cart</button>
```

```html
</div>
<div class="pro1">
    <a href="https://www.dmart.in/offers/24-stayalert"><img src="IMAGES/non.jpg" alt="we are in dmart"></a>
</div>
<div class="pro1">
    <a href="https://www.dmart.in/offers/st-italianstore"> <img src="IMAGES/non1.jpg" alt="we are in dmart"></a>
</div>
<div class="pro1">
    <a href="https://www.dmart.in/category/popcorn-aesc-popcornsc2"> <img src="IMAGES/non3.jpg"
        alt="we are in dmart"></a>
</div>
<div class="product111" style="display: flex;">
    <div>
        <a
            href="https://www.dmart.in/product/godrej-hit-anti-mosquito-racquet-pmosqracket0godr25xx31220?selectedProd=810011">
            <img src="IMAGES/hit.jpg"
                alt="we are in dmart"></a>Godrej HIT Anti Mosquito Racquet : 1 Unit
        <br>
        <div class="price">
            <span>
                MRP
                <br>
                <strike>₹ 600</strike>
            </span>
            <span>
                DMart
                <br>
                ₹ 479
            </span>


            <span style="color: ■green; background-color: □lightgreen;">₹ 121

                OFF
            </span>
```

```
<footer class="footer">
    <div class="container">
        <div class="row">
            <div class="footer-coll">
                <ul>
                    <li>Download DMart Ready Mobile App Now!!
                    <li><a href="https://play.google.com/store/apps/details?id=in.dmart&amp;hl=en"><img width="80px"
                            src="IMAGES/google-play.svg" alt="">
                        </a></li>
                    <li><a href="https://apps.apple.com/in/app/dmart-ready-online-grocery-app/id1121933197"><img
                            width="80px" src="IMAGES/download-app-store.svg" alt=""></a></li>
                </ul>
            </div>
            <div class="footer-col">
                <ul>
                    <li><a href="#">FAQs</a></li>
                    <li><a href="#">Privacy Policy</a></li>
                    <li><a href="#">Price,Delivery</a></li>
                    <li><a href="#">Terms and Condition</a></li>
                </ul>
            </div>
            <div class="footer-col">
                <ul>
                    <li><a href="#">Contact Us</a></li>
                    <li><a href="#">About Us</a></li>
                    <li><a href="#">Pickup Points</a></li>
                    <li><a href="#">Disclaimer</a></li>
                </ul>
            </div>

        </div>
    </div>
```

2. CSS (Cascading Style Sheets):

The Stylist: CSS takes the HTML structure and adds visual flair. It's like the stylist for your webpage, controlling how the elements defined in HTML are presented on the screen. CSS uses style rules to define properties like:

Font styles and sizes: Specifying fonts, weights, and sizes for headings, paragraphs, and other elements.

Colors: Defining background colors, text colors, and border colors.

Layout: Controlling the layout of the webpage using properties like margins, padding, positioning, and floating elements.

Cascading Rules: CSS uses a cascading system, meaning styles can be applied globally to the entire document or targeted to specific elements using selectors. This allows for efficient styling and reduces redundancy.

Media Queries: CSS offers media queries, which let you define different styles for different screen sizes or devices. This ensures your webpage is responsive and adapts to various viewing experiences (desktops, tablets, mobiles).

```css
.imgoff{
  color: □white;
}
.footer-col ul li:not(:last-child){
    margin-bottom: 10px;
}
.footer-col ul li a{
    font-size: 16px;
    text-transform: capitalize;
    color: ■black;
    text-decoration: none;
    font-weight: 300;
    color: ■black;
    display: block;
    transition: all 0.3s ease;
}
.footer-col ul li a:hover{
    color: ■rgb(104, 98, 98);

}
@media(max-width: 767px){
  .footer-col{
    width: 50%;
    margin-bottom: 30px;
  }
}
@media(max-width: 574px){
  .footer-col{
    width: 100%;
  }
}
```

3. JavaScript (JS):

The Interactor: JavaScript brings life and dynamism to your webpage. It's a programming language embedded within HTML that allows for user interaction and manipulation of the webpage content. JavaScript can:

Respond to user actions: Detect user clicks, mouse movements, form submissions, and other events, and then perform actions accordingly. This allows for features like interactive buttons, menus, and forms.

Update content dynamically: Change the content of a webpage without reloading the entire page. This is useful for things like live chat updates, image carousels, and real-time data displays.

Create animations and effects: Add animations and visual effects to enhance the user experience.

```javascript
    let images = ["IMAGES/babycare.webp", "IMAGES/cookware.webp"]; // Array of image paths
let currentImageIndex = 0; // Keeps track of the current image displayed

const imageElement = document.getElementById("image7");

function nextImage() {
  currentImageIndex = (currentImageIndex + 1) % images.length;
  imageElement.setAttribute('src', images[currentImageIndex]);
}

function previousImage() {
  currentImageIndex = (currentImageIndex - 1 + images.length) % images.length;
  imageElement.setAttribute('src', images[currentImageIndex]);
}
let timer = setInterval(nextImage, 3000); // Auto-play with 3 seconds interval

imageElement.addEventListener('mouseenter', function() {
  clearInterval(timer); // Stop auto-play on mouse enter
});

imageElement.addEventListener('mouseleave', function() {
  timer = setInterval(nextImage, 3000); // Resume auto-play on mouse leave
});
```

Functionality

Key features and functionality :

> **Product Selection and Browsing:**

- **Extensive Catalog:** Mimic DMart's vast product range, offering a wide variety of groceries, household essentials, and personal care items across various categories.

- **Organized Navigation:** Implement clear and intuitive navigation menus and search filters to allow users to easily find specific products or browse by category. Think of it as a digital version of the aisles in a DMart store.

User Experience and Account Management (Optional):

- **User-friendly Interface:** Design a clean and user-friendly interface with a focus on intuitive navigation and clear product information. This ensures a smooth shopping experience for users of all technical backgrounds.

Shopping Cart: Integrate a user-friendly shopping cart that allows users to add, remove, and modify the quantities of desired items before checkout.

Optional User Accounts: Consider offering the option to create user accounts. This could provide benefits similar to DMart's loyalty program, such as managing past orders, creating shopping lists, or receiving exclusive promotions (if implemented). However, prioritize a frictionless guest checkout experience for those who don't want to create an account.

Search and Product Information:

- **Search Functionality:** Integrate a robust search bar that allows users to find specific products by name, brand, or category.

Clear Product Descriptions: Provide clear and concise descriptions for each product, including details like size, weight, ingredients (for groceries), and any other relevant information. Consider including high-quality product images.

- **Focus on Security and Scalability:**

Security: Prioritize robust security measures to protect user data, financial information, and overall website security. This includes encrypting sensitive data and implementing measures to prevent fraud.

Scalability: Design the platform to be scalable. This means it should be able to handle an increasing number of users, products, and functionalities as the website grows.