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Devarakaggalahalli, Harohalli Kanakapura Road, Ramanagara - 562112, Karnataka, India



Bachelor of Technology in COMPUTER SCIENCE AND ENGINEERING

Special Topic Report

(E-COMMERCE DROPSHIPPING WEBSITE)

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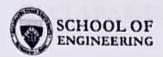
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(2023-2024)

DAYANANDA SAGAR UNIVERSITY



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CERTIFICATE

This is to certify that the Special Topic titled "E-COMMERCE DROPSHIPPING WEBSITE" is carried out by Pavankumar P S (ENG22CS0117), Tanish P D (ENG22CS0195), Vikram G Rathod (ENG22CS0207), Yashwanth N (ENG22CS0214), bonafide students of Bachelor of Technology in Computer Science and Engineering at the School of Engineering, Dayananda Sagar University, Bangalore in partial fulfillment for the award of degree in Bachelor of Technology in Computer Science and Engineering, during the year 2023-2024.

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DECLARATION

We Pavankumar P S (ENG22CS0117), Tanish P D (ENG22CS0195), Vikram G Rathod (ENG22CS0207), Yashwanth N (ENG22CS0214), are students of the fourth semester B. Tech in Computer Science and Engineering, at School of Engineering, Dayananda Sagar University, hereby declare that the Special Topic titled "E-COMMERCE DROPSHIPPING WEBSITE" has been carried out by us and submitted in partial fulfilment for the award of degree in Bachelor of Technology in Computer Science and Engineering during the academic year 2023-2024

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I. NOMENCLATURE USED

HTML	HYPER TEXT MARKUP LANGUAGE
CSS	CASCADING STYLE SHEET
JS	JAVASCRIPT
JASON	EXTENDED FROM JAVASCRIPT
MySQL	MY STRUCTURED QUERY LANGUAGE

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ABSTRACT

An e-commerce dropshipping website allows you to sell products online without holding any inventory yourself. You partner with a dropshipping supplier who stores, packages, and ships products directly to your customers after you make a sale. This business model eliminates the overhead costs of warehousing inventory and managing fulfillment, making it a popular option for new entrepreneurs. However, it's crucial to choose reliable suppliers who offer high-quality products and timely shipping to ensure customer satisfaction. Success in dropshipping relies on finding profitable products, creating a user-friendly online store, and implementing effective marketing strategies to drive traffic and sales

CHAPTER 1 INTRODUCTION

The evolution of e-commerce and advancements in technology have made it possible for entrepreneurs to create and manage online businesses with minimal capital and infrastructure. One such business model that has emerged as a popular way of starting an online business is dropshipping, which enables collaboration with a supplier that handles the fulfilment procedure, allowing the retailer to concentrate on marketing and expanding their business. The selection of dropshipping as the topic for this study was driven by various factors, such as the author's personal interest in the topic, and potential entrepreneurial venture, and acknowledgment of growing trend of e-commerce.

This project will introduce the reader to how the business model works, the factors that are driving the growth of the dropshipping business model in the e-commerce market, provide insights into the dropshipping market size and growth, and describe the disadvantages and benefits of the dropshipping business model. Moreover, this study serves as a study of basic knowledge for further investigation and contributes to existing knowledge of the topic.

The project follows a structure where it will, in the second section, review relevant literature on the dropshipping business model and examine the market size and statistics of ecommerce and dropshipping. The second section will analyze the benefits and disadvantages of dropshipping. Further, there will be a case study summary of other researchers' study on the dropshipping topic. The case study summary will provide sales results after an advertising campaign and conclude on the benefits and weaknesses of the dropshipping business model based on the findings.

Third section covers research methodologies of the data collection and analysis methodologies employed in the thesis, which aimed to describe and understand the dropshipping business model. Fourth section introduces case company that was interviewed to understand dropshipping business model from entrepreneurs' perspective. Interview was analyzed by dividing it to two themes which cover the interviewees perspective on dropshipping.

1.1 Objective:

Ensure Security and Reliability: Implementing these measures aims to secure the platform and maintain its reliability for genuine users, thereby fostering trust and ensuring smooth operations within the e-commerce ecosystem.

Detect and Prevent Fraudulent Activities: Identify and stop fake orders to protect financial interests and maintain inventory accuracy.

Prevent Bot Intrusions: Implement strategies to detect and block bots to protect data integrity and ensure fair use of the platform.

Prevent Spam Account Creations: Strengthen account creation processes to prevent the establishment of fake accounts.

1.2 Benefits:

• Benefits for the Business

- (i) Increased Revenue: The project will enable the business to increase revenue through online sales, without the need for inventory management and storage.
- (ii) Reduced Costs: By outsourcing inventory management and shipping to suppliers, the business can reduce costs associated with inventory storage, handling, and shipping.
- (iii) Improved Efficiency: The project will automate many tasks, such as order processing and shipping, freeing up staff to focus on marketing, customer service, and other high-value activities.
- (iv) Scalability: The project will enable the business to scale quickly and easily, without the need for significant investments in inventory and infrastructure.
- (v) Competitive Advantage: The project will provide a competitive advantage by offering customers a wider range of products, faster shipping, and a more personalized shopping experience.

• Benefits for Customers

- i. Wider Product Range: The project will enable customers to access a wider range of products, without the need for the business to hold inventory.
- ii. Faster Shipping: The project will enable faster shipping, as products will be shipped directly from suppliers to customers.
- iii. Personalized Shopping Experience: The project will provide a more personalized shopping experience, with product recommendations and offers tailored to individual customers.
- iv. Improved Customer Service: The project will enable the business to provide improved customer service, with faster response times and more accurate order tracking.
- v. Increased Convenience: The project will provide customers with a more convenient shopping experience, with the ability to shop online and have products shipped directly to their doorstep.

• Benefits for Suppliers

- i. Increased Sales: The project will enable suppliers to increase sales, by providing access to a wider customer base.
- ii. Improved Efficiency: The project will automate many tasks, such as order processing and shipping, freeing up suppliers to focus on product development and manufacturing.
- iii. Reduced Costs: The project will reduce costs associated with inventory management and shipping, enabling suppliers to focus on core business activities.
- iv. Improved Customer Insights: The project will provide suppliers with improved customer insights, enabling them to develop products that meet customer needs and preferences.
- v. Increased Brand Awareness: The project will increase brand awareness, by providing suppliers with a platform to showcase their products and build their brand.

• Benefits for the Environment

- i. Reduced Carbon Footprint: The project will reduce the carbon footprint associated with inventory storage and shipping, by enabling products to be shipped directly from suppliers to customers.
- ii. Reduced storage space: The project will reduce space for storage, by enabling suppliers to produce products only as needed, rather than holding excess inventory.
- iii. Sustainable Practices: The project will promote sustainable practices, by encouraging suppliers to adopt environmentally friendly packaging and shipping practices.

CHAPTER 2 PROBLEM DEFINITION

The problem faced by present e-commerce websites are :-

• Challenges:

- **Fraudulent Orders**: The platform is receiving a high number of fake orders, which can lead to financial losses and inventory management issues.
- **Bot Activities**: Bots are performing malicious activities, such as scraping data, executing automated purchases, or attempting to manipulate prices.
- **Spam Accounts**: There is an increase in the creation of fake accounts, which can be used for malicious purposes like posting fake reviews or attempting fraud.

• Impact:

- **Compromised Integrity**: The presence of fraudulent activities undermines the trustworthiness of the platform.
- **Hindered Transactions**: Genuine transactions are affected, leading to a poor user experience and potential loss of sales.
- User Experience: The overall experience for legitimate users is degraded due to the presence of bots and spam accounts, leading to frustration and potential loss of customers.

CHAPTER 3

LITERATURE REVIEW

E-commerce has become essential in the global economy, enabling small- and medium-sized businesses to reach more customers and grow, with a notable rise during the 2020 pandemic (United Nations, 2021). Dropshipping, a popular e-commerce model, allows businesses to sell products without holding inventory. Instead, when a customer makes a purchase, the business buys the item from a third-party supplier, who ships it directly to the customer. This review explores the dropshipping business model, identifying key themes, examining its benefits and drawbacks, and presenting statistics and data on its potential as a scalable business opportunity. By combining findings from various studies, it provides a comprehensive understanding of current research and suggests future research directions.

Benefits of Dropshipping

Dropshipping offers several benefits for e-commerce businesses, including:

- 1. **Lower Startup Costs:** Dropshipping eliminates the need for inventory storage and management, reducing startup costs and enabling entrepreneurs to start an e-commerce business with minimal investment.
- 2. **Scalability:** Dropshipping allows businesses to scale quickly and easily by adding new products and suppliers without the need for additional inventory management.
- 3. **Flexibility:** Dropshipping enables entrepreneurs to sell a wide range of products from different suppliers, providing flexibility in product offerings and business models.
- 4. **Reduced Risk:** Dropshipping reduces the risk of inventory obsolescence and overstocking, as entrepreneurs only purchase products as they are sold.

> Success Factors of E-commerce in Small- and Medium-Sized Companies

Researcher's looked at what factors help e-commerce succeed in small businesses. They found that understanding these factors is key to creating strategies that solve the unique problems these businesses face.studied how social media helps small businesses adopt e-commerce. The study showed that social media is important for reaching more customers and promoting e-commerce.

➤ Last-Mile Delivery Efficiency in E-commerce

Researcher's ways to make last-mile delivery in e-commerce more efficient. Their findings are useful for dropshipping websites because they help improve delivery processes and customer satisfaction. and reviewed how freight transportation services are managed in e-commerce. Even though they didn't focus on dropshipping, their findings highlight the importance of good transportation and logistics management, which are critical for dropshipping.

Consumer Behavior and Virtual Commerce

Researcher's studies on consumer behaviour and virtual commerce. Their insights are useful for dropshipping websites that want to understand and influence customer purchase decisions. looked at consumer marketing strategies in e-commerce, highlighting how consumer behaviour and marketing strategies are changing. Their findings show the need for businesses to adapt their marketing to meet changing customer preferences, which is important for dropshipping websites.

➤ Information System Success and Cross-Border E-commerce

Researcher's explored how information systems succeed and are accepted in cross-border e-commerce. Their insights are relevant for dropshipping websites, helping them understand what factors influence sellers' acceptance of e-commerce platforms.

Conclusion

This review summarizes research on dropshipping e-commerce websites, covering factors that lead to success, delivery efficiency, cross-border e-commerce, consumer behaviour, and information system success. While the existing research provides useful insights, there are still areas that need more investigation. Future research should focus on the specific challenges and opportunities in dropshipping, such as improving supply chain management, enhancing customer experience, and using new technologies to grow the e-commerce sector.

Research Gap

While there is a significant amount of literature on dropshipping, there is a lack of research on the specific challenges and strategies for success in the e-commerce dropshipping website project. This project aims to fill this research gap by providing a comprehensive analysis of the benefits and challenges of dropshipping, as well as strategies for success in the e-commerce dropshipping website project.

CHAPTER 4

PROJECT DESCRIPTION

The project aims to design and develop an e-commerce dropshipping website that enables customers to browse and purchase products online. The website will consist of the following elements:

4.1 PROJECT DESIGN

1. Home Page

- Logo/Heading
- Navigation links to other pages
- A short introduction/description of the business
- Appropriate images

2. Catalog Page

- Pictures, descriptions, order and price information for products and/or services
- Navigation links to other pages, especially home, about us, order and other product pages
- Links to a shopping cart, if appropriate

3. About Us Section

- Tag line or slogan: A few words or a brief sentence summarizing what the organization does
- About Us: A section following the summary that elaborates on its key points and other essential information about the organization

5. Web Form or Shopping Cart

- Product details, quantity, shipment, tax charges and total payable amount is shown.
- Shopping cart options: Shopify Payments, PayPal, cash on delivery and Bank Deposit.

5. Contact Us Page

- Phone
- Contact form (preferred method) or email

6. Privacy Policy/Legal Page

- Privacy Policy: adapted from existing policies.
- Other important resources: Better Business Bureau's sample privacy policy, Shopify privacy policy generator, or Free privacy policy generator, Refund Policy and Terms of service.

4.2 ASSUMPTIONS & Dependencies

ASSUMPTIONS

1. Market Demand:

- o There is sufficient demand for the chosen niche and product categories.
- The target audience is receptive to purchasing products online through a dropshipping model.

2. Supplier Reliability:

- o Suppliers can consistently provide high-quality products and timely shipping.
- Suppliers have reliable communication channels and offer adequate customer service.

3. Platform Capabilities:

- The chosen e-commerce platform (Shopify or WooCommerce) supports all necessary features and integrations for a dropshipping business.
- The platform can handle the expected traffic and transaction volume without performance issues.

4. Budget and Resources:

- Adequate budget is available for initial development, marketing, and ongoing operational costs.
- The project team has the necessary skills and experience to design, develop, and manage the website.

5. Legal Compliance:

- All business operations, including supplier agreements and customer transactions, will comply with relevant local, national, and international laws.
- o Necessary licenses and permits are obtainable and maintained.

6. Customer Behaviour:

- Customers prefer a seamless and user-friendly shopping experience.
- o Offering multiple payment and shipping options will positively influence conversion rates.

7. **Technology Infrastructure**:

- Reliable internet and hosting services are available to support website uptime and performance.
- Required plugins and third-party services will integrate smoothly with the e-commerce platform.

Dependencies

1. Supplier Performance:

- The ability to source products and maintain inventory levels depends on the suppliers' reliability and efficiency.
- Delivery times and product quality are contingent upon supplier adherence to agreed standards.

2. E-commerce Platform:

- Functionality and scalability of the website are dependent on the capabilities and limitations
 of the chosen platform (Shopify or WooCommerce).
- o Platform updates and changes may affect the website's performance and available features.

3. Third-Party Services:

- Integration with payment gateways (e.g., PayPal, Stripe) is essential for processing transactions.
- o Shipping and logistics partners are critical for fulfilling orders and managing deliveries.

4. Market Conditions:

- Economic factors and consumer trends can influence purchasing behavior and market demand.
- Competitor actions may affect market positioning and sales performance.

5. Legal and Regulatory Environment:

- Compliance with e-commerce regulations, consumer protection laws, and data privacy standards is necessary for legal operation.
- o Changes in regulations may require adjustments to business practices and policies.

6. Technical Infrastructure:

- Website performance and security depend on the quality of hosting services and cybersecurity measures.
- o Plugins, APIs, and other integrations must remain compatible and functional.

7. Customer Acquisition:

 Customer acquisition costs and retention rates are influenced by market competition and promotional efforts.

CHAPTER 5 REQUIREMENTS

5.1 Functional Requirements

1. User Management:

- User registration and login functionality
- User profile management
- Order history and tracking

2. Product Management:

- Product browsing and search functionality
- Product details and description pages
- Product categorization and filtering

3. Order Management:

- Shopping cart and checkout functionality
- Order processing and payment gateway integration
- Order tracking and shipping integration

4. Supplier Management:

- Supplier registration and management
- Product sourcing and inventory management (if applicable)
- Supplier performance tracking and rating

5. Payment Gateway:

- Integration with a payment gateway (e.g. Cash on Delivery, Bank deposit)
- Secure payment processing

6. Shipping Integration:

- Integration with shipping providers
- Real-time shipping rate calculation
- Shipping label generation and tracking

7. Marketing and Promotion:

- Discount and promotion management
- Email marketing integration
- Social media integration

5.2 Non-Functional Requirements

1. Performance:

- Fast page loading times
- High uptime and availability

2. Security:

- SSL encryption for secure data transmission
- Compliance with industry standards

3. Usability:

- Responsive design for mobile and tablet devices
- Intuitive user interface and navigation

4. Scalability:

- Ability to handle high traffic and sales volume
- Easy scalability for future growth

CHAPTER 6

METHODOLOGY

The methodology for creating an e-commerce dropshipping website involves a structured and phased approach to ensure a systematic and comprehensive development process. This methodology covers planning, development, testing, launch, and post-launch optimization. Below is a detailed breakdown of each phase:

Phase 1: Planning and Research

Objective: Establish a clear foundation and direction for the project.

1. Market Research and Niche Selection:

- Conduct market research using tools like Google Trends, SEMrush, and Ahrefs to identify profitable niches.
- Analyze consumer behavior, demand trends, and competitor performance to validate niche selection.

2. Supplier Research and Selection:

- Identify potential suppliers on platforms such as Roposo Clout.
- Evaluate suppliers based on product quality, reliability, shipping times, and reviews.
- Establish communication and negotiate terms with selected suppliers.

3. Business Setup:

- Register the business entity and obtain necessary licenses and permits.
- Set up a business bank account and secure payment processing solutions.
- Ensure compliance with legal requirements and regulations.

4. Project Planning:

- Define project scope, objectives, deliverables, and timelines.
- Assemble the project team and assign roles and responsibilities.
- Develop a detailed project plan and schedule using project management tools.

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Phase 2: Design and Development

Objective: Develop the website's design and functionality according to best practices and user experience.

1. Platform Selection:

- Choose an appropriate e-commerce platform (Shopify) based on business needs.
- Register a domain name and secure web hosting services.
- UI/UX Design:
- Create wireframes and mockups for key pages (Homepage, Product Page, Checkout Page, Account Dashboard) using tools like Figma.
- Design a responsive, user-friendly interface that works seamlessly on all devices.
- Ensure consistent branding, including logo, color schemes, fonts, and imagery.

2. Website Development:

- Set up the chosen e-commerce platform and install necessary themes and plugins.
- Customize the website's layout, navigation, and design elements.
- Implement core functionalities, including product import tools, payment gateways, and shipping solutions.
- Integrate SEO best practices, such as meta tags, alt text for images, and clean URLs.

3. Content Creation:

- Write unique, SEO-optimized product descriptions and upload high-quality images.
- Create essential website pages (About Us, Contact Us, Privacy Policy, Terms of Service).
- Develop blog content and other resources to engage and inform customers.

Phase 3: Testing and Quality Assurance

Objective: Ensure the website is fully functional, secure, and provides a seamless user experience.

1. Functional Testing:

- Test all website functionalities, including product search, cart management, checkout process, and payment processing.
- Verify integrations with suppliers, inventory management systems, and shipping solutions.

2. Usability Testing:

- Conduct usability testing to ensure the website is easy to navigate and user-friendly.
- Gather feedback from potential users to identify and address usability issues.

3. Security Testing:

- Perform security audits to identify and fix vulnerabilities.
- Ensure SSL certificates are properly installed and data encryption is functioning.
- Implement security plugins and measures to protect against threats.

4. Performance Testing:

- Test website loading times and performance on various devices and browsers.
- Optimize images, use caching, and implement other performance-enhancing techniques.

Phase 4: Launch

Objective: Successfully launch the website and begin attracting customers.

1. Pre-Launch Preparation:

- Conduct a final review and testing of the website to ensure everything is working correctly.
- Set up analytics tools (Shopify Analytics) to monitor website performance and user behavior.
- Prepare marketing materials and launch announcements.

2. Launch the Website:

- Make the website live and ensure all systems are functioning.
- Announce the launch through various channels, including social media, email newsletters, and press releases.

3. Initial Marketing Campaigns:

- Implement initial marketing strategies to drive traffic, such as advertising, and social media marketing.
- Monitor campaign performance and adjust strategies as needed.

Phase 5: Post-Launch Optimization

Objective: Continuously improve the website and business operations based on data and user feedback.

1. Monitoring and Analytics:

- Regularly review analytics data to track website performance, user behavior, and sales.
- Identify areas for improvement and opportunities for growth.

2. Customer Feedback and Support:

- Collect customer feedback through surveys, reviews, and direct interactions.
- Provide excellent customer service and address any issues promptly.

3. Ongoing Optimization:

- Update product offerings, optimize product pages, and improve SEO strategies.
- Implement testing to refine marketing campaigns and website elements.
- Explore new marketing channels and strategies to expand reach and increase sales.

4. Scaling the Business:

- Introduce new product lines and explore additional niches.
- Automate order processing, inventory management, and other operational tasks.
- Consider outsourcing customer service and content creation as the business grows.

CHAPTER 7 EXPERIMENTATION

Product Selection and Pricing:

• **Testing:** Test different product variations (colours, sizes) or pricing strategies on a small segment of your audience to see which performs better.

Website Design and User Experience (UX):

• **Homepage and Product Page Variations:** Test different homepage layouts or product page designs to see which ones lead to higher click-through rates or add-to-cart conversions.

Marketing and Advertising:

- **Headline and Call-to-Action (CTA) Testing:** Experiment with different headlines and CTAs in your marketing materials (ads, social media posts) to see which ones resonate better with your target audience and drive higher engagement.
- Landing Page Optimization: Test different landing page designs and content to see which ones convert visitors into customers more effectively.

Content Marketing:

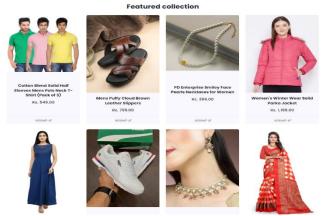
• **Content Format Testing:** Try different content formats like blog posts, infographics, or video tutorials to see which ones resonate best with your audience and achieve your content marketing goals.

CHAPTER 8 TESTING AND RESULTS

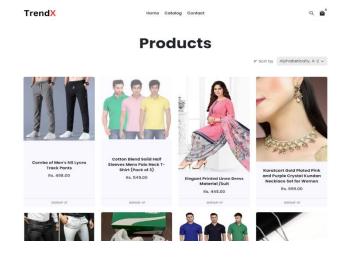
Website Testing:-



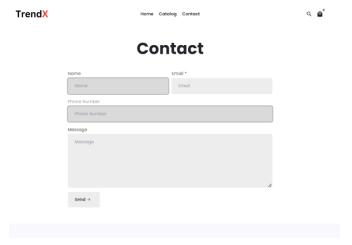
8.1 HOME PAGE



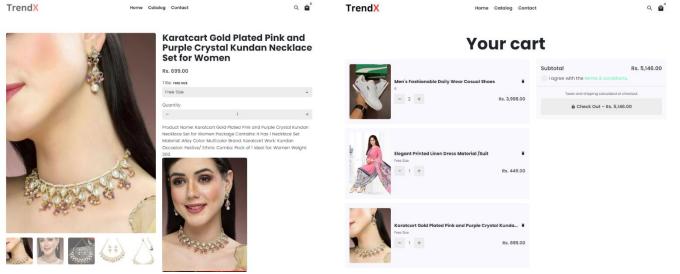
8.2 <u>COLLECTION PAGE</u>



8.3 CATALOG PAGE

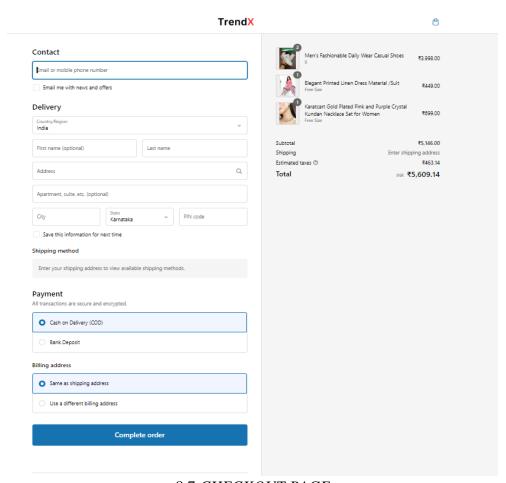


8.4 CONTACT PAGE



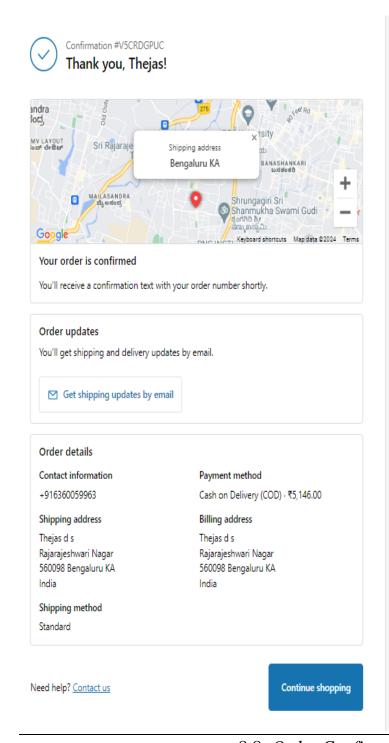
8.5 PRODUCT DETAILS PAGE

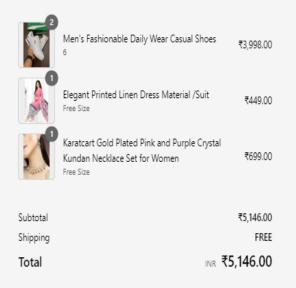
8.6 *CART PAGE*



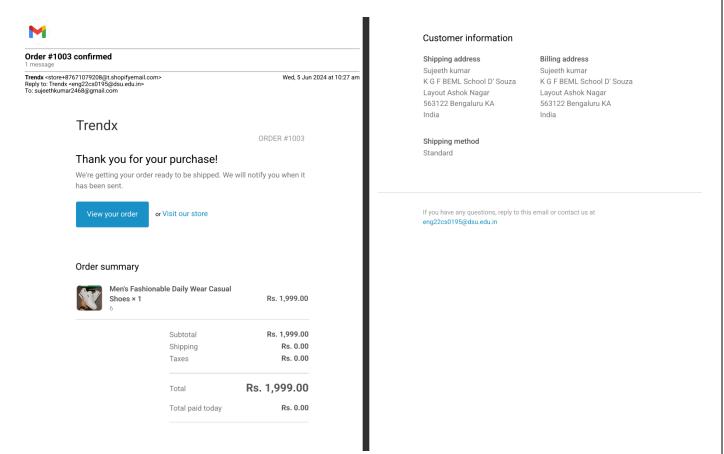
8.7 <u>CHECKOUT PAGE</u>

RESULT:-

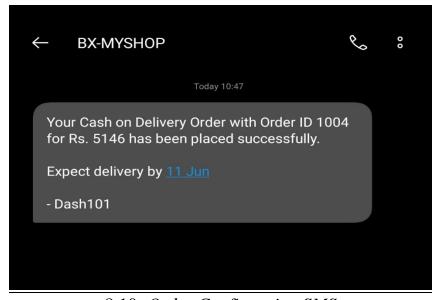




8.8 Order Confirmation



8.9 Order Confirmation Mail



8.10 Order Confirmation SMS

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