

SYNOPSIS ON

FLIPKART CLONE

**Submitted By: Submitted To:** RUCHI GUPTA

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**Designation:** MASTER TRAINER

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**Title of the Project:**

Flipkart Clone

 It is a ready-made remarkable multi-vendor eCommerce site built-in completely JavaScript that helps entrepreneurs can start their own business like Flipkart, which allows the vendors to add products & users to buy the products easily with just a click.

# Objective:

it defines what and where Flipkart wants to be in the future. The vision statement for Flipkart is a document identifying the goals of Flipkart to facilitate its strategic, managerial, as well as general Decision making processes.

# Scope:

According to the article, the total value of the e-commerce business in India was USD 38.5 billion in 2017, and it is expected to hit USD 200 billion by 2026.  The article also mentions that online selling and purchasing offer innumerable benefits to both sellers and buyers, and these advantages are also the reasons for the rising scope of eCommerce.

# Methodology:

* **Customer-Centric Approach: Flipkart emphasizes understanding and meeting customer needs. This involves offering a wide range of products, ensuring competitive prices, providing a seamless shopping experience, and efficient delivery services.**
* Front-End Development: HTML/CSS/JS -These languages used for creating the application’s interface, styling and creating interactive features.

# Proposed System:

* **User Interface:** Flipkart maintains a user-friendly interface, making it easy for customers to browse, search, and purchase products. They often use AI-driven recommendations based on user Behavior and preferences.
* **Inventory Management:** An efficient system manages the vast inventory of products, ensuring accurate stock levels, timely updates, and seamless integration with sellers.
* **Payment Processing:** Secure payment gateways enable various payment options, including credit/debit cards, net banking, cash on delivery, and digital wallets, ensuring a smooth checkout process.
* **Customer Support:** An effective customer support system is in place, handling queries, returns, refunds, and other issues promptly to ensure customer satisfaction.

# Features:

1. **Product Variety:** Flipkart hosts an extensive range of products across multiple categories, including electronics, fashion, home essentials, books, and more, providing users with a wide selection to choose from.
2. **User-Friendly Interface:** Its website and mobile app boast intuitive interfaces, allowing users to easily navigate, search for products, and make purchases with minimal hassle.
3. **Personalized Recommendations:** Leveraging machine learning algorithms, Flipkart provides personalized product recommendations based on user preferences, browsing history, and purchase behavior, enhancing the shopping experience.
4. **Deals and Discounts:** Flipkart frequently offers discounts, deals, and seasonal sales, attracting customers with competitive pricing and special offers on various products.
5. **Secure Payment Options:** The platform supports various secure payment methods, including credit/debit cards, net banking, cash on delivery, and digital wallets, ensuring safe transactions.
6. **Order Tracking:** Users can track their orders in real-time, allowing them to monitor the status of their purchases from placement to delivery.

# Implementation Plan:

Step 1: Planning and Requirements Gathering (1 week) Step 2: Design Phase (1 week)

Step 3: Development (4-5 weeks)

Step 4: Maintenance and Updates (Ongoing) Step 5: Continuous Improvement (Ongoing)

# Team Members:

1. KANHAIYA SENGAR – COMPLETE.
2. Ayush shukla – Front-End

# Resources Required:

* Software:
* Hardware:

1. Development Tools: Integrated Development Environment (IDE) such as Visual Studio Code for coding. Version control system and a code repository (e.g., GitHub).

1. Development Workstations: High-performance computers with sufficient RAM, storage for development tasks.
2. Web Servers: Servers for application, typically running on Windows Operating Systems.
   * Special Equipment:

1. Mobile Devices: To test mobile responsiveness and functionality.

# References:

* + Online Courses: Courses from platform like Udemy for comprehensive learning.
  + Online resources: Google and AI

# Expected Outcomes:

**Increased Revenue:** By expanding its customer base, offering a diverse range of products, and leveraging sales events, Flipkart aims for consistent revenue growth.

# Project Supervisor:

RUCHI GUPTA

# Conclusion:

* + Flipkart's journey has been marked by innovation, adaptation, and a relentless pursuit of customer satisfaction in the e-commerce landscape. As a pioneer in the Indian market, Flipkart has consistently evolved, setting benchmarks and reshaping the way people shop online. Its impact extends beyond just being a platform for transactions; it has become an integral part of the digital retail experience in the country.