

GLA UNIVERSITY



Project Synopsis:

TOPIC:- MINI PROJECT SYNOPSIS ON BUSINESS WEBSITE

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INTRODUCTION:-

Agrawal Traders is located at Mathura, Uttar Pradesh (India) Mr. ManMohan Agrawal is the founder of the company. He set up a showroom in 1999 to promote his family business and devoted his life in growing the business. The firm is now recognized all over the region for its quality, and valued products and services.

It is one of the most prominent Traders, and Suppliers of a wide range of articles like electric , sanitary and RO units. Shop has become a well-reckered name in the domestic market. The major factors that have contributed towards the success of the company are ethical business practices.

ABOUT THE PROJECT:

Websites primarily act as a bridge between one who wants to share information and those who want to consume it. The primary goal of this project is to digitally transform retail stores throughout the world using an internet platform and to list the goods and services they offer.

Interacting with a wide consumer base, gathering their feedback, and addressing their questions.

Provide Information To Current And Potential Clients about the services and products available by presenting an online catalogue or brochure.

It helps to persuade website visitors to use their services as consumers.

Any organisation, whether it operates in a physical location or online, has profit maximisation as its primary goal.

Enhancing scalability to promote their company on the internet is a crucial component of a bigger marketing strategy.

Although there isn't a checkout to complete a purchase, the goal of this style of website is to captivate the visitor and lead them into particular areas of interest where products are shown. This type of business website's objective is to display an online catalogue or brochure.

It also enables the eventual buyer to gather information prior to making a commitment to visiting the business and speaking with a salesperson. information for their customers to refer end-users. As a result, the website offers a variety of brand awareness functions.

website is usually the cornerstone of an online marketing plan, providing a presence for your business.

PRIMARY REASON TO CHOOSE THIS PROJECT:

In the today's contemporary world where people have less time and more competition to face. Everyone wants their business to grow and earn as much profit as possible efficiently and effectively.

The reason why I choose this project is to know why a business needs website.

A business website generally serves as a space to provide general information about your company or a direct platform for e-commerce.

Top 10 solid reasons why businesses need a website

A Website Proves Your Brand Credibility as it allow people to access you from different corners of the world and let them review the product and know better about what they are willing to purchase here people aren't able to judge on the shop you have or the how you loo Or from where you have originated,the only things matter in the online world is the product you have to offer to them.This also makes a face to your business allowing people to be aware of your business and the goods and services are offered by it.

Advertising your business via newspaper, television is much more difficult ,money consuming and ineffective as compare to websites and online methods . By websites, you are only one google search away from your customers. Living in a competitive world, almost every other business is on e-commerce platform, by creating a website, it gives you a clear perk on others

THE MAIN OBJECTIVE OF THE PROJECT:

Websites serve largely as a conduit for people who want to share information with those who want to access it.

This project's main objective is to use an online platform to digitally change retail businesses all over the world and list the products and services they provide. In the modern world of today, where people must contend with increased competition and a lack of free time. Everyone wants their company to expand and generate as much profit as is practical and efficient. Enhancing scalability to promote their company on the internet is a crucial component of a bigger marketing strategy.

Interacting with a wide consumer base, gathering their feedback, and addressing their questions.

Provide Information To Current And Potential Clients about the services and products available by presenting an online catalogue or brochure.

It helps to persuade website visitors to use their services as consumers. A business website generally serves as a space to provide general information about your company or a direct platform for e-commerce. A Website Proves Your Brand Credibility as it allows people to access you from different corners of the world and let them review the product and know better about what they are willing to purchase here people aren't able to judge on the shop you have or the how you look. Or from where you have originated, the only things that matter in the online world is the product you have to offer to them. This also makes a face to your business allowing people to be aware of your business and the goods and services are offered by it. By websites, you are only one google search away from your customers. Living in a competitive world, almost every other business is on e-commerce platform, by creating a website, it gives you a clear perk on others.

Website and e-commerce is business's future and is reaching new heights with everyday passing by.

SCOPE OF THE PROJECT:

Primary reasons to choose this business

1. When you sell online, your business is open 24/7/365. Even though your customer support may be sleeping, automation ensures that the rest of the sales process is always flowing and consumers can buy on any day, at any time.
2. Scaling up or growing a physical store requires more floor space (and the expense that comes with it!), employees, and shelf space. In contrast, it's very simple to grow an online store, which is one of the less obvious benefits of e-commerce for businesses. All you need is more inventory, a few digital tweaks, and possibly more storage space, which is far less costly than storefront space. Being online also eliminates the need for opening a new store in another location as you're already within the reach of a global marketplace.
3. E-commerce through internet provides up-to-date information about the business and its products to customers. By answering customers' queries quickly and arranging immediate delivery of goods, a business organization is able to win the loyalty of customers. Effective communication and quick delivery of goods lead to total customer satisfaction.
4. Business organizations are able to send messages worldwide with the help of electronic medium, explore new markets and reach globally at lower cost. E-commerce helps to attract customers and business clients from anywhere in the world due to global reach of the internet.
5. Thanks to the growth of eCommerce, you can now sell to more customers via different methods. Selling online can be processed through different channels – one of them being websites. You can now reach out to new customers without waiting for them to visit your store like the traditional way.
6. A survey conducted by Epsilon shows that 80% of customers likely to purchase from a business if they can provide personalized service, and 90% find personalized messages appealing. Those who show interest in personalization also have a higher tendency to be the brand's most valuable customers. These results show how much offering personalized customer service can aid to accelerate a brand's sales and reputation.

Some common types of personalization including discounts/promotions, loyalty programs, customized communications, or recommendations.

WORKING METHODOLOGY OF THE PROJECT:

This website tracks record of all products and provide all activities after a fixed interval of time.

A database with its all products catalogue and description is given.

Allows the users to enquire and review our products, in order to connect customer with the shopkeeper across the global region. And allowing the shopkeeper to improve from customer's feedback.

Therefore enabling a shop I a particular region to leave its impression all over the globe.

DETAILS ABOUT THE HARDWARE AND THE SOFTWARE:

System Requirements:

Supported Operating system: Windows , IOS , Android

Software Requirements:

- VS CODE
- WEB BROWSER
- GITHUB

Hardware Requirements:

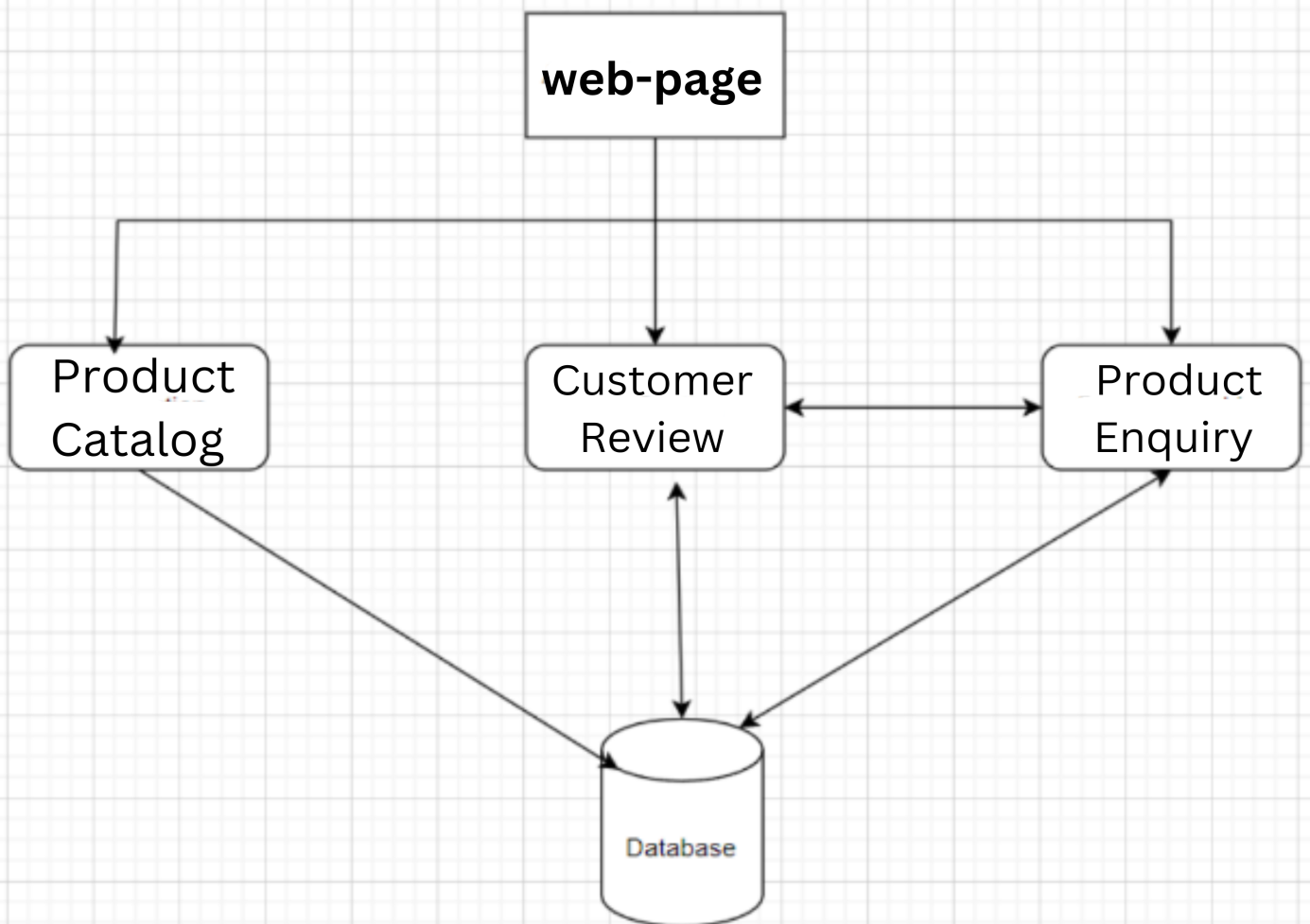
- Processor: Minimum 1 GHz; Recommended 2GHz or more
- Ethernet connection (LAN) OR a wireless adapter (Wi-Fi)
- Hard Drive: Minimum 32 GB; Recommended 64 GB or more
- Memory (RAM): Minimum 1 GB; Recommended 4 GB or above

MODULE DESCRIPTION:

To gain more transparency in website for users to connect with the firm easily and let us serve them.

DATA FLOW DIAGRAMS:

DFD:- A data flow diagram (DFD) illustrates how data is processed by a system in terms of inputs and outputs. As its name indicates its focus is on the flow of information, where data comes from, where it goes and how it gets stored.



REFERENCES:

1. www.Udemy.com
2. www.stackoverflow.com
3. www.javatpoint.com