**Introduction:**

|  |  |
| --- | --- |
| Goods on Display Hardware Shop Cheam Surrey England Stock Photo - Alamy  E-commerce Website  National Hardware Mart |  |

We, a group of college students are excited to propose the creation of an e-commerce website for National Hardware Mart as a project for our final year.

Our objective is to design and develop an ecommerce website that provides a seamless shopping experience for customers and help National Hardware Mart expands its online presence.

**Goals and Objectives:**

Our primary objective is to create an ecommerce website that enables customers to easily search, browse and purchase hardware, tools, and building materials from National Hardware Mart.

The ecommerce website will be designed to:

* Showcase National Hardware Mart's products with high-quality images and detailed descriptions.
* Enable customers to easily search and filter products based on specific criteria.
* Provide customers with a simple and intuitive checkout process.
* Implement a secure payment gateway to ensure customer data is protected.
* Streamline order management and fulfilment processes for National Hardware Mart.

**Target Audience**:

Our target audience will include DIY enthusiasts, contractors, and homeowners looking to purchase hardware, tools, and building materials. We will research National Hardware Mart's current customer base to understand their needs and preferences, as well as conduct market research to identify new target audiences.

**Design and Development**:

We will work with National Hardware Mart to create a design that aligns with its brand identity and appeals to its target audience. Our team will use HTML, CSS, and JavaScript to create a responsive, user-friendly website. We will also use a backend programming language like PHP or Python to create a content management system that enables easy product updates and integration with third-party services.

**Content Creation**

We will work with National Hardware Mart to create compelling product descriptions, product images, and other website content that engages and informs customers.

**What we will bring:**

1. Header & footer in every page, cart, search, login and Wishlist
2. Product filter based on branding and pricing will be available.
3. Each product will have a product page that will have multiple photos of the product as well as sizes available.
4. Try to provide recommendation system, so we can show bought together as well as home page recommending.
5. It will be available in 3 languages, Hindi, English and Bengali.
6. Cart🡪We can add multiple items in the bag, but then we will also give an option of a tick box, if you want deselect an item or want to buy later and when removing an element we will provide option of either moving to Wishlist or removing as a whole and also quantity will be asked.
7. Order page🡪address will be asked, saved address will be shown and a summary of items along with price.
8. Payment🡪order page will redirect to payment page where multiple options of paying will be provided.
9. If non cod, the pay now and redirect to payment gateway and/or else a confirmation message will be shown.
10. About us🡪 we will refer to hardware shack.
11. Also, responsive mobile and tablet page along with landscape and portrait mode.
12. 7 categories, multiple items.

**Disadvantages:**

1. These products are not available on amazon or flip-kart at such reasonable price.
2. A hardware website known as hardware shack has multiple ways of selecting the products which might confuse customers at time, so we will make it simple, all will be index.
3. Indian Hardware another website, it is non attractive, we will make sure our website is attractive and hence people might visit more.

Bottom of Form

Planner

One database🡪items

Attributes🡪type,name.price. photos(multivalues)—3rd db

2nd db🡪reistered users

Show trends

Db🡪transaction userid.date n whar they bought

Db🡪payment gateway