

Synopsis of
SHOPPABLE

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Introduction

Groceries are different from many other products, such as music and books, which are commonly purchased online. Many grocery products are perishable and therefore time-sensitive in terms of their delivery needs. In addition, groceries are a replacement product, i.e., the same basket of products is more-or-less purchased on a regular basis. Finally, groceries are high-touch items, meaning that consumers like to inspect the quality of items they are purchasing.

Five years ago online grocery sales were only \$85 million (Machlis, 1998); however, in 2002 Jupiter Media Metrix estimate that online grocery store revenue will reach \$1.3 billion (Lorek, 2001). This growing market had attracted an number of "pure-plays" - companies that focused exclusively on selling through the Internet, and attempted to replace traditional bricks-and-mortar supermarkets. Most of these pure-plays failed spectacularly. Today, traditional bricks-and-mortars stores are increasingly entering the online market in an attempt to leverage both brand awareness and create distribution efficiencies.

This paper reviews the online grocery market by identifying the characteristics of the consumer and the industry. Key success factors are identified and examples of e-grocery stores are provided to show how some companies succeeded in this market, while others failed.

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2020, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smartphones.

An online shop evokes the physical analogy of buying products or services at a regular "bricks-and-mortar" retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from another businesses, the process is called business-to-business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices.

Online stores usually enable shoppers to use "search" features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interact-enabled debit card, or a service such as PayPal. For physical products (e.g., paperback books or clothes), the e-tailer ships the products to the customer; for digital products, such as digital audio files of songs or software, the e-tailer usually sends the file to the customer over the Internet. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay.

An online grocer is either a brick-and-mortar supermarket or grocery store that allows online ordering, or a standalone e-commerce service that includes grocery items. There is usually a delivery charge for this service. Online grocery delivery services are available throughout Europe, Asia and North America, mostly in urban centers. The online ordering is done through e-commerce websites or mobile apps.

Aim

The aim of this proposed system is to expand the profit making possibility of sellers in market and give customers the chance to freely buy food stuffs over the internet without stepping a foot in the market.

The primary aim of this project is to demonstrate that with better interactive features in grocery websites could improve sales for online retailers. The objectives of the project are as follows:

- To learn about the Online Grocery Shopping industry.
- To investigate potential problems with Online Grocery Shopping.
- To create a prototype website focusing on one of the many problems that arises within Online Grocery Shopping.
- To evaluate the prototype with an existing online Grocery retailer.

Objectives

The aim of this project is to give information about the content of any shopping center to anyone who so wants to check current prices of available products, order products, spend less time in the market and shopping centers to reduce the stress and hustle of shopping and finding of customers.

The Objectives of using an online grocery market are to:

- Provide accessible information about products to customers who have are cut off by distance of other constraints but need to shop or window shop.
- To minimize the difficulty of business owners from finding customers and reducing the cost of advertisement which are paid to most radio and television stations who genuinely allocate smallest of their broadcast time to such broadcast.
- Eliminate the unwanted patrol of window shoppers who take up space in various shops and markets. This goes a long way to reduce human traffic in our markets.
- Extremely minimize the losses due to shoplifting and cost associated with security.

Requirements

- Notepad ++
- HTML
- CSS
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Conclusions

Online grocery services meet a number of consumer needs including providing products for niche markets or helping the time starved consumer shop for the mundane weekly groceries. By delivering products to consumers' homes, the homebound aged and handicapped can participate in the shopping experience. Even though there has been a great decline in the number of pure-play online stores, there appears to be a solid market for shopping online. The major business model that is working today requires the support of the established bricks-and-mortar supermarkets. This model is effective as it creates distribution efficiencies and leverages reputation, which is an important consideration for consumers in light of the perishable nature of many grocery products. End of article

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