

Chapter 1

INTRODUCTION

1.1 Overview and Motivation

E-commerce is fast gaining ground as an accepted and used business paradigm. More and more business houses are implementing web sites providing functionality for performing commercial transactions over the web. It is reasonable to say that the process of shopping on the web is becoming common place.

Ecommerce, also known as electronic commerce or internet commerce, refers to the buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions. Ecommerce is often used to refer to the sale of physical products online, but it can also describe any kind of commercial transaction that is facilitated through the internet.

1.2 Objective

The objective of this project is to develop a general-purpose e-commerce store where any product (such as fashion items like shirts, jeans and trousers etc.) can be bought from the comfort of home through the Internet. However, for implementation purposes, this paper will deal with an online shopping store.

An online store is a virtual store on the Internet where customers can browse the catalog and select products of interest. The selected items may be collected in a shopping cart. At checkout time, the items in the shopping cart will be presented as an order. At that time, more information will be needed to complete the transaction. Usually, the customer will be asked to fill or select a billing address, a shipping address, a shipping option, and payment information such as credit card number. An e-mail notification is sent to the customer as soon as the order is placed.

1.3 Summary of Similar Application

Flipkart Pvt Ltd. is an e-commerce company based in Bengaluru, India. Founded by Sachin Bansal and Binny Bansal in 2007, the company initially focused on book sales, before expanding into other product categories such as consumer electronics, fashion, and lifestyle products.

The service competes primarily with Amazon's Indian subsidiary, and the domestic rival Snapdeal as of March 2017, Flipkart held a 39.5% market share of India's e-commerce industry. Flipkart is significantly dominant in the sale of apparel (a position that was bolstered by its acquisitions of Myntra and Jabong.com), and was described as being "neck and neck" with Amazon in the sale of electronics and mobile phones. Flipkart also owns Phone Pay, a mobile payments service based on the Unified Payments Interface (UPI).



Fig 1.3.1 Flipkart Logo

Amazon.com, Inc. is an American multinational technology company based in Washington that focuses on e-commerce, cloud computing, and artificial intelligence.

Amazon is the largest e-commerce marketplace and cloud computing platform in the world as measured by revenue and market capitalization. Amazon.com was founded by Jeff Bezos on July 5, 1994, and started as an online shopping and many other things bookstore but later expanded to sell video downloads/streaming, MP3 downloads/streaming, audiobook download software, video games, electronics, apparel, furniture, food, toys, and jewelry.

The company also owns a publishing arm, Amazon Publishing, a film and television studio, Amazon Studios, produces consumer electronics lines including Kindle e-readers, Fire tablets, Fire TV, and Echo devices, and is the world's largest provider of cloud infrastructure services (IaaS and PaaS) through its AWS subsidiary. Amazon has separate retail websites for some countries and also offers international shipping of some of its products to certain other countries. 100 million people subscribe to Amazon Prime.



Fig 1.3.2 Amazon Logo

1.4 Organization of the Project Report

There are some of the major qualities of our project that makes it unique and different from other similar projects. The whole report will consist of fulfilment of the objective of this project by clearly defending the versatility. The following chapters will deal with the water-fall software development lifecycle (SDLC) model, along with the use-case diagram, data flow diagram (level 0 and 1) and class diagram. It will further have test case implementations