Chapter 6
CONCLUSION

6.1   Conclusion

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 catalogue 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.

E-commerce has undeniably become an important part of our society. The world wide web is and will have a large part in our daily lives. It is therefore critical that small businesses have their own to keep in competition with the larger websites. Since web developers have lowered down the prices for their services, it has become more affordable for small businesses to use the world wide web to sell their products. Although there are negative aspects of e-commerce, small businesses have tried to accommodate to the needs of the consumers.

For example, one of the negative aspects of e-commerce is that consumers lack the advice and guidance of sellers, to accommodate that, they have customer service through the phone of online to answer any questions. It is also important to note that e-commerce does not benefit all small companies equally.

How much revenue a business gets from e-commerce depends on what kind of service it gives. For example, most people would like to try on clothes before they buy them, so it probably would not benefit a small business that sells clothes as much as a small business that sells home supplies or specialty books. Nevertheless, e-commerce does benefit any business even in small ways. This is why it is crucial to understand how e-commerce affects small businesses because it is becoming such a huge part of how society functions that it effects the economy greatly and

whatever happens to the economy affects us. This is why is it important to understand this subject because in the long run, it will affect all of us.

Future Development

In a country with snarling traffic jams, and an inefficient transportation system, ecommerce came into the country as a ray of shining light. Not only did it eliminate the need for people to go to physical stores, but it allowed them to shop from the convenience of their own homes, at any time of the day. Ecommerce website development emerged as highly lucrative business venture, with hundreds of success stories worldwide. A recent survey conducted by the Economic Times has stated that India's e-commerce market will be worth an estimated $60 billion dollars by 2023. This is great news for e-commerce website developers as they're going to have to gear up to meet the demands of future online shoppers.

The advent of the Internet has ushered in a whole new era of commerce, effectively acting as a business enhancer for early adopters. And although a fleeting concept, ecommerce hasn't penetrated into every serviceable market in the country. There are still millions of customers who haven't experienced the benefit of availing the products of their choice at highly competitive rates. Most companies offer loads of freebies and other attractive discounts in order to win over customers.

And as website demands increase, so will the need to have the right kind of infrastructure and designing skills. Additionally, the development of mobile apps and responsive designs has enabled customers to purchase goods while on the move.

With the advent of the Internet as a business enhancer, e-commerce websites have been quick to cash in on this trend. More and more websites are being designed which provides customers with the benefit of availing the desired product and services at one click of the mouse.

The advent of mobile devices has energized the Internet with mobility. It is now available to the consumer wherever and whenever required. Moreover, the emergence of responsive designs and other more technologically advanced web designs have enabled the e-stores to be easily available on your smart phones, tablets and other mobile devices.