

BOOSTING ONLINE SALES FOR A SMALL E-COMMERCE BUSINESS

Problem : A small E-commerce business has a problem related to it's online sales i.e it does not have the customers as per expectations . The main problem of the online store is , that it is not popular .

A) Executive Summary :

As per the information given by the owner of online store , the analysis made by our team is that , the website is currently facing challenges in increasing its online sales . Also , the website experiences moderate traffic . Not only this but the user's are experiencing the issues such as website glitches , problem related to product visibility and many more . So the website's user experience need's an improvement . The social media account's of the business are not well or attractive . Due to this , people just get return from the social media accounts instead of visiting the online store .

Threrfore , the main focus of the project will be on boosting the online sales by applying various conditions such as website optimization , improved social media accounts (as well as its engagement) , paid promotions on social media ,etc .

B) Project Description :

The primary purpose of the project to increase the online sales of a small Ecommerce business by addressing the problems as mentioned above . The main purpose of the project is to create the attractive shopping experience .

Currently , the business has a functional E-commerce website with a basic product listing . Also , it has minimal engagement on social media due to less attractive pages .

The challenges faced by the business is , less engagement of the customers or peoples . Therefore , this is the main reason or purpose for taking interest in this project .

C) Project Scope :

The specific goals of the project is to gain the popularity for the business . Also to make the website and social media accounts of the business more interactive for customers engagement . The tasks for the project that will be done are ; to get feedback from the existing customers (user's) and make improvement in the website as per customer's review . Also , a proper scheduling of content will made on social media account's .

After applying all the methodology or process , finally full optimized website will be available with great user experience . Also , the social media accounts will be running as per the expectations .

Total cost for the project till it gets completed will be as follows :

Website Optimization : Approximately 15000-20000 Rs .

Social Media Marketing : Approximately 7000-8000 Rs .

Further Checkout Optimizations : 5000-6000 Rs .

The deadline for the project will be 3-4 months approximately . But it may get extent depending upon the condition .