**Synopsis On**

# “AFFILIATE MARKETING”

**For**

# Amazon.in

**By**

# OMKAR NAVNATH KADAM

**Submitted to**

**SAVITRIBAI PHULE PUNE UNIVERSITY, PUNE**

**For the partial fulfillment of the internal credit work of MASTERS OF COMPUTER APPLICATION SEM – I**

**Through**



Zeal Education Society’s

Zeal Institute of Business Administration, Computer Application & Research (ZIBACAR)

**Sr. No. 39, Narhe, Pune -411041, Phone No.:67206031**

**(Approved by A.I.C.T.E., New Delhi, Recognized by DTE, Govt. Maharashtra & Affiliated to S.P.P.U. Pune)**

**2020-2021**

1. **Introduction**

# Project Synopsis

* + Course Name : Masters in Computer Application (Semester-I)
  + Student 1 Name : Omkar Navnath Kadam Roll No: 29
  + Student 2 Name : Roll No:
  + Project Title : Affiliate Marketing
  + Name of the internal guide: Prof. Dharmendra singh
  + Date of Submission :

1. **Organization Profile**
   * Organization/Client Name : Amazon associates program
   * Location & Address : [https://affiliate-program.amazon.in/.](https://affiliate-program.amazon.in/)
   * About Organization:

Amazon Associates is an affiliate marketing program that allows website owners and bloggers to create links and earn referral fees when customers click through and buy products from Amazon.

Provide consumers the convenience of referring them to a trusted site where they can immediately purchase products you advertise. And when they do, you can earn up to 10% in referral fees.

1. **Project Abstract**

**Affiliate marketing** involves referring a product or service by sharing it on a blog, social media platforms, or website. The **affiliate** earns a commission each time someone makes a purchase through the unique link associated with their recommendation

1. **Existing system**

The Amazon Associates Program helps content creators, publishers and bloggers monetize their traffic. With millions of products and programs available on Amazon, associates use easy link-building tools to direct their audience to their recommendations, and earn from qualifying purchases and programs.

1. **Proposed system**

When shopping online, we make a glue to buy new product

Customer have such a psychology, everything is easy for them so that’s why we create a genuine product website so it will help customers and they will buy 100% assured product.

People can easily do what they want on the website and then buy a genuine product by our website.

1. **Scope of the System**

The aim of proposed system is to be developed a system of improve the facilities the propose system can overcome all the limitation of the existing system the system provides proper security and reduce the manual work

1. Company to sell its product by sign up (security data)
2. Ensure that affiliate link on website accuracy data
3. Proper control of the higher official
4. Minimize the requirement
5. Minimum time needed for the various processing
6. Minimize manual data entry
7. Greater efficiency
8. User friendly and interactive
9. Better service new income source
10. **Environment:**

Front end tool proposed to use: css, html Backend tool proposed to use: php

Architecture proposed to use: E-commerce is based on the client-server architecture Date:

Sign of the student Sign of the Internal Guide Sign of the Project coordinator

(Institute)

**SPECIFICATIONS FOR PROJECT SYNOPSIS**

* 1. The synopsis shall be computer typed (**Font -Times New Roman, Size-12 point, heading 14 point, Line spacing-1.5)** and printed on **A4 size paper**.
  2. Paragraph alignment must be **justified**.
  3. Margins must be:

**Left 1.5 inches Right 1 inches**

**Top 1 inches Bottom 1 inches**

* 1. Wherever required use numbered list, emphasis on abbreviations, long forms, keywords using some type of formatting.
  2. **Project synopsis submission as per schedule.**