

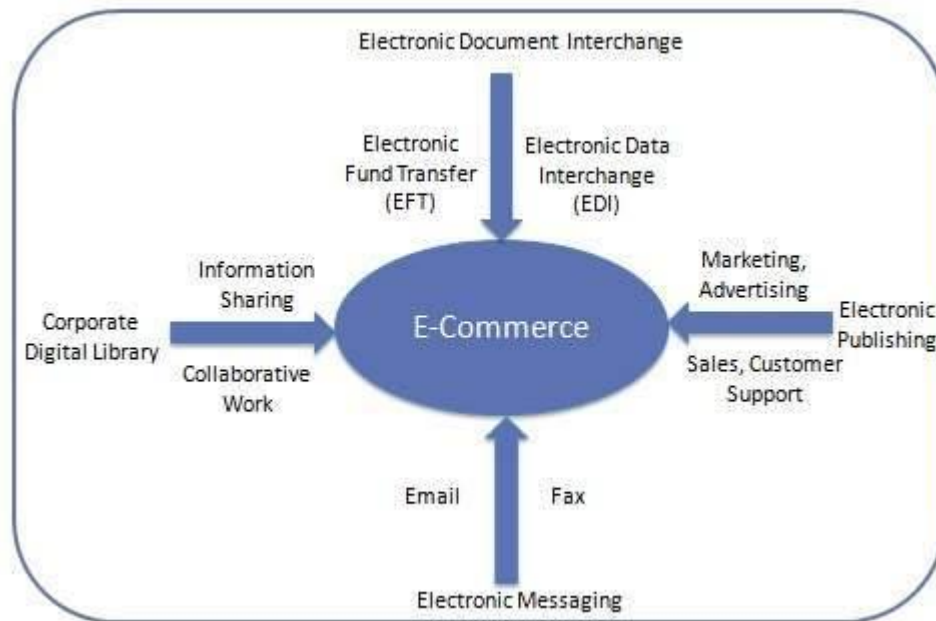
# E-commerce shoe store

## 1. Introduction:

### 1.1 overview

E-Commerce or Electronics Commerce is a methodology of modern business, which addresses the need of business organizations, vendors and customers to reduce cost and improve the quality of goods and services while increasing the speed of delivery. Ecommerce refers to the paperless exchange of business information using the following ways –

- Electronic Data Interchange (EDI)
- Electronic Mail (e-mail)
- Electronic Bulletin Boards
- Electronic Fund Transfer (EFT)
- Other Network-based technologies



Features:

E-Commerce provides the following features –

- **Non-Cash Payment** – E-Commerce enables the use of credit cards, debit cards, smart cards, electronic fund transfer via bank's website, and other modes of electronics payment.

- **24x7 Service availability** – E-commerce automates the business of enterprises and the way they provide services to their customers. It is available anytime, anywhere.
- **Advertising / Marketing** – E-commerce increases the reach of advertising of products and services of businesses. It helps in better marketing management of products/services.
- **Improved Sales** – Using e-commerce, orders for the products can be generated anytime, anywhere without any human intervention. It gives a big boost to existing sales volumes.
- **Support** – E-commerce provides various ways to provide pre-sales and post-sales assistance to provide better services to customers.
- **Inventory Management** – E-commerce automates inventory management. Reports get generated instantly when required. Product inventory management becomes very efficient and easy to maintain.
- **Communication improvement** – E-commerce provides ways for faster, efficient, reliable communication with customers and partners.

## 1.2 purpose

E-commerce Website. A website that allows people to buy and sell physical goods, services, and digital products over the internet rather than at a brick-and-mortar location. Through an e-commerce website, a business can process orders, accept payments, manage shipping and logistics, and provide customer service.

## 2. LITERATURE SURVEY

### 2.1 Existing problem

The basic objective of this review paper is actually exploring the difference between the traditional & online shopping and the effectiveness of E-Commerce in Bangladesh. From the previous research, we can come to a conclusion that convenience and time are the main attributes for making the decision to shop online rather than traditional shopping in online and we also found out that young consumers are more comfortable and satisfy to make online purchases.

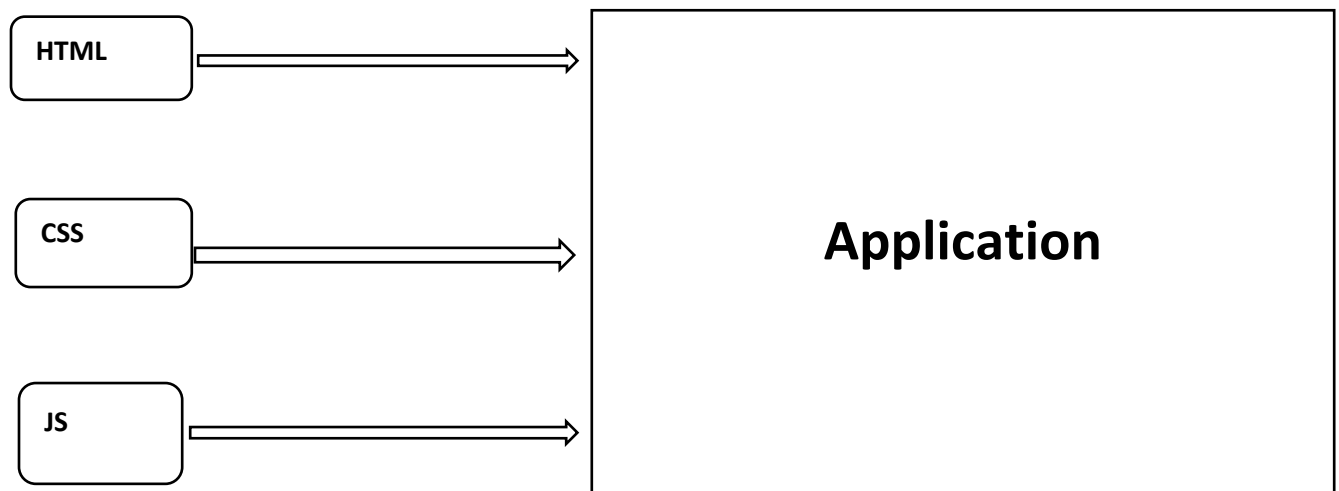
### 2.2 proposed solution

1. **Increased Reach:** They allow businesses to reach a global audience, expanding their customer base beyond geographical limitations.
2. **Convenient Shopping Experience:** They provide customers with a seamless shopping experience, allowing them to shop from anywhere at any time.
3. **Improved Sales and Revenue:** They make it easier for businesses to sell products and services, leading to increased sales and revenue.
4. **Cost-Effective:** They can help businesses reduce their costs by eliminating the need for physical storefronts and associated overhead costs.
5. **Better Customer Insights:** They offer businesses access to valuable customer data and insights, allowing them to understand customer behavior and preferences better.

6. **Increased Product Visibility:** They make it easy for businesses to display or showcase their products to a large audience, increasing their visibility and attracting new customers.
7. **Streamlined Operations:** They automate many of the manual tasks involved in running an online store, freeing up time and resources for business owners to focus on growth and innovation.

### 3. THEORITICAL ANALYSIS

#### 3.1 Block diagram



#### 3.1 Hardware/Software designing

##### Software

E-commerce is a valuable way to make sales and profit. Today it is more present than ever considering the number of people who enjoy shopping online than going out to physical stores. Online stores and businesses offer convenience for customers and this is why the rate of online shopping grows as years go by.

There are certain requirements to get your store started online. Third-party sites and companies help businesses get their websites running properly and help them gain traction and profit. There are dozens of companies offering assistance and feature to help with business startups. Finding the right third-party assistance can make creating an online business confusing, especially when trying to understand the terminology and methods that are used. Here are a few reputable e-commerce software companies that can help you.

## **1. Shopify**

Shopify is known to have just about everything you need to get your business started online. It is one of the best options for small businesses. Many people use this software and only this software because of the many uses it has and features it offers. You can do anything on their site, from finding [premium domain names](#) and logo design to creating vendor relationships and unlimited security.

It requires a low monthly payment to get started and as your business grows you have the opportunity to select plans with additional features for higher rates. Not only is Shopify easy to use but it has some of the best e-commerce features and benefits.

## **2. Squarespace**

Squarespace is often compared to other e-commerce software like Shopify and stands out due to its mobile capabilities. Small businesses who want to handle e-commerce related things on the mobile device usually opt for Squarespace as their online building platform. This service offers a unique design for mobile experiences that matches with the businesses style and theme.

The feature that separates this service from others is its capability to generate many scales and versions of concepts and images that are uploaded. It is notable for detecting the specific device that is being used and creates a proper viewing and user-friendly image and functions. Everything on the website is altered to fit a mobile screen for optimal viewing.

## **3. WooCommerce**

Built from WordPress, WooCommerce is a software company that offers extensions like marketing, shipping and handling, and payment processes. It is a shopping cart plugin that allows small businesses to have proper purchase and payment methods within a smooth and quick manner. It is customizable and allows you to create a site that works how you want it to. It offers certain themes, marketing, and back-end operations for businesses expense.

Some features are free with this software, but to have access to advanced capabilities the price varies from \$79 to \$139. This software offers merchant accounts, which is something you need if you want to run a business online.

## **Hardware**

Hardware is simple to access and obtain. Almost everyone has hardware in their home capable of helping them run a business. You must have quality equipment to successfully run a business and have a smooth startup process. The hardware you have will determine how easy your daily work is when running a small business. You need organization and the hardware needed will help you save money and time in the end.

## **1. External Hard Drive**

Given that most things are done online these days it's important to have some kind of hard drive to store information in. External hard drives keep your business organized and your information in a secure place. You must invest in this type of equipment to maintain a successful running business online and physically.

This is especially beneficial for those who are afraid or don't like to store information in the Cloud or directly on their computer's hard drive. These are also used as back up for any accidents that may occur. You want to make sure you invest in security for theft cases.

## **2. Desktop/Laptop Computer**

Everyone has one these days and it is crucial for any business who wants to grow and thrive to have a designated computer system. Make sure to invest in the equipment that will last and that is reputable for businesses. Finding a [computer or laptop](#) won't be hard due to the fact that they are sold everywhere, along with much technical equipment.

## **3. Network Server**

Network servers are highly important for fast and easy speeds and databases. You will have access to more storage capacity and higher security. For your business, you want to stay away from using your computers network server and get one that is specifically dedicated to your business only.

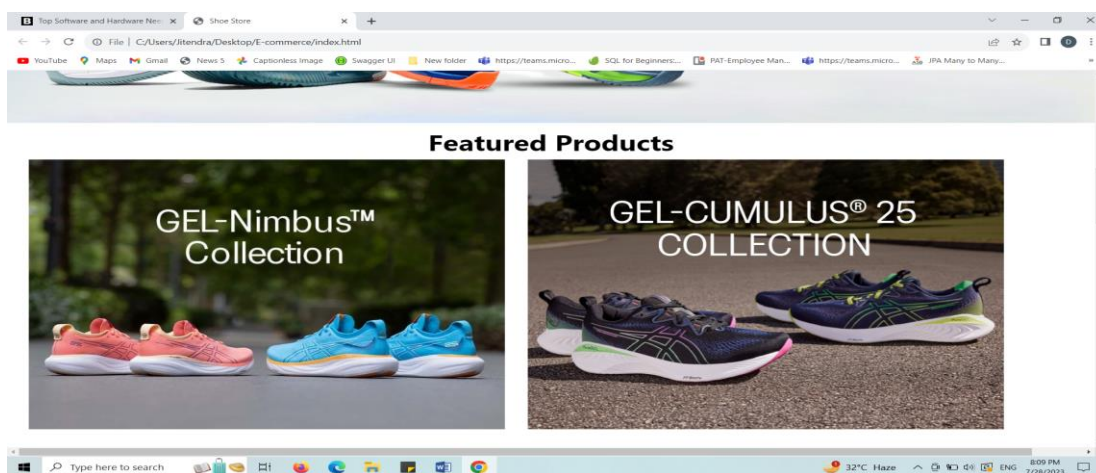
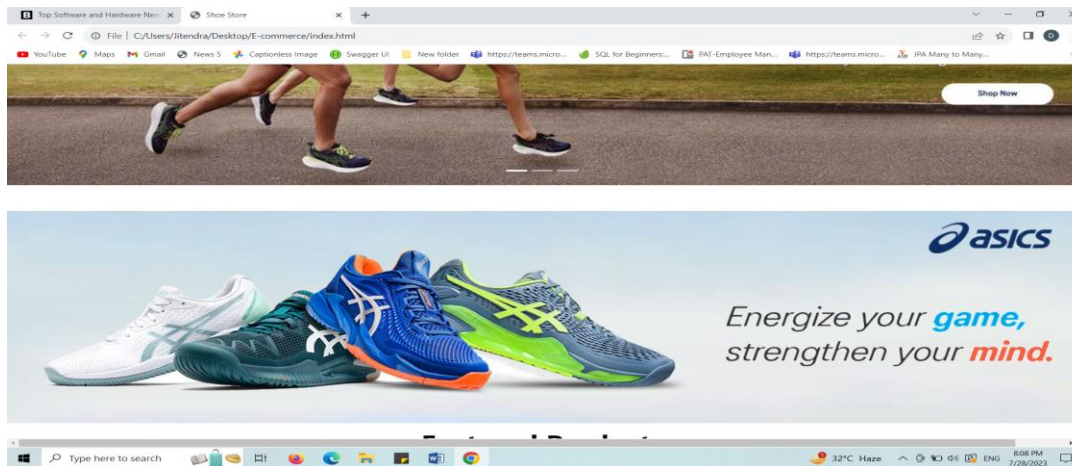
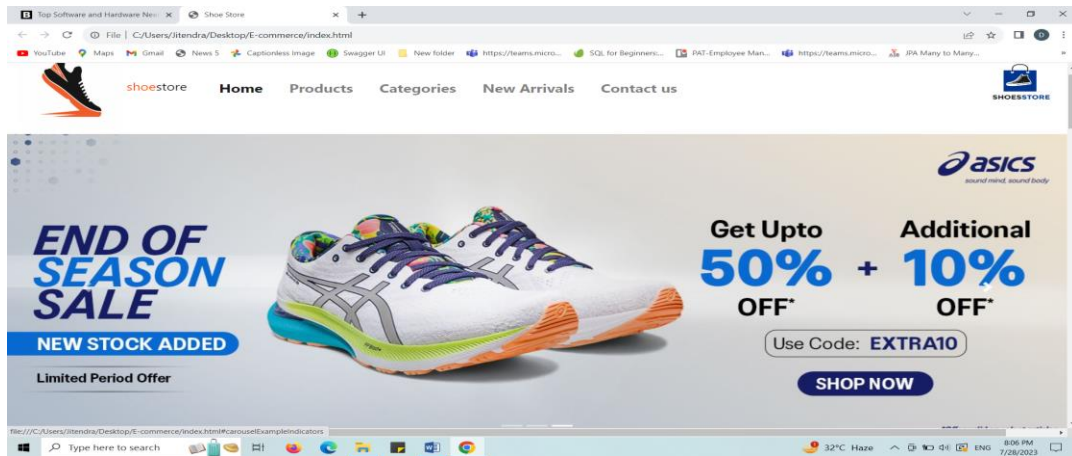
There are many options out there for you to choose from. Use the amount of space you need, security, and options you want for backups as criteria for your decision. Make sure to research thoroughly and work with specialists to help you choose one that fits for you.

## **4. Mobile device**

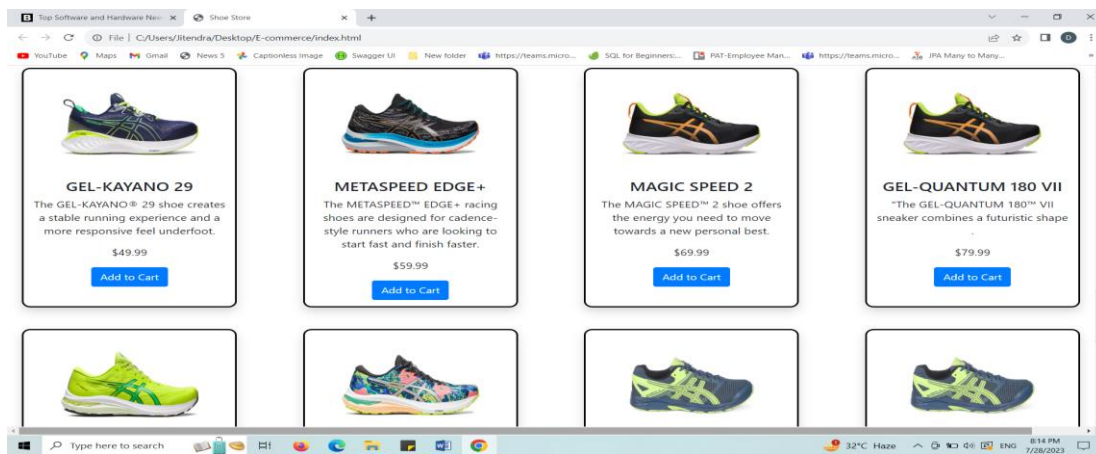
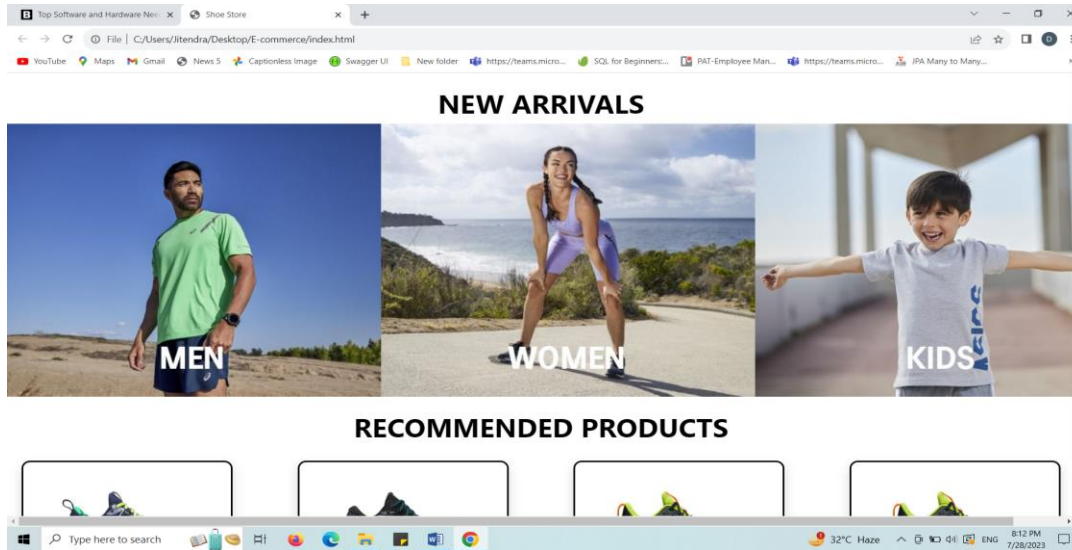
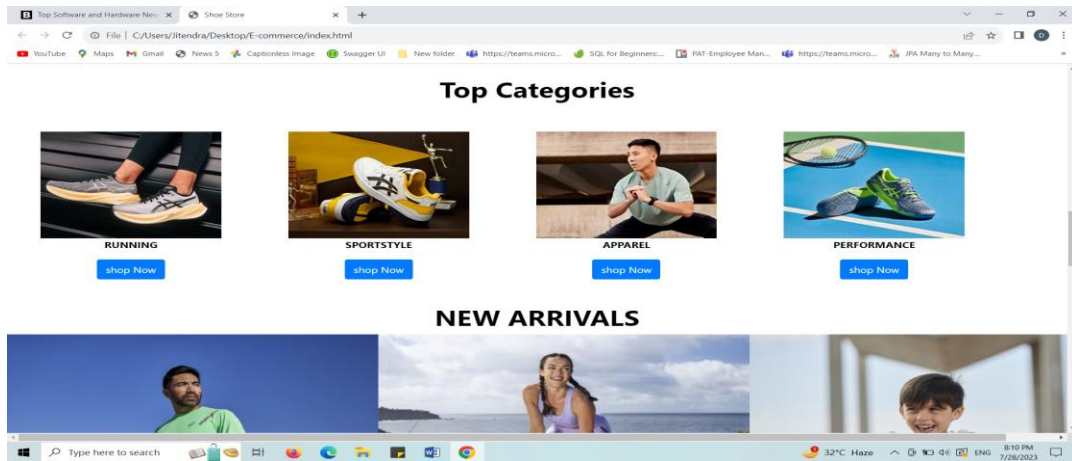
A mobile device is almost always necessary when running a business. There will be moments when you need to make professional calls and you don't want to use your personal phone. Having a device that is specifically for your business helps with organization and professionalism. From tablets to cellphones, its good to have a mobile device that you can take anywhere and handle business situations easily and conveniently. There are certain mobile devices that work for business purposes:

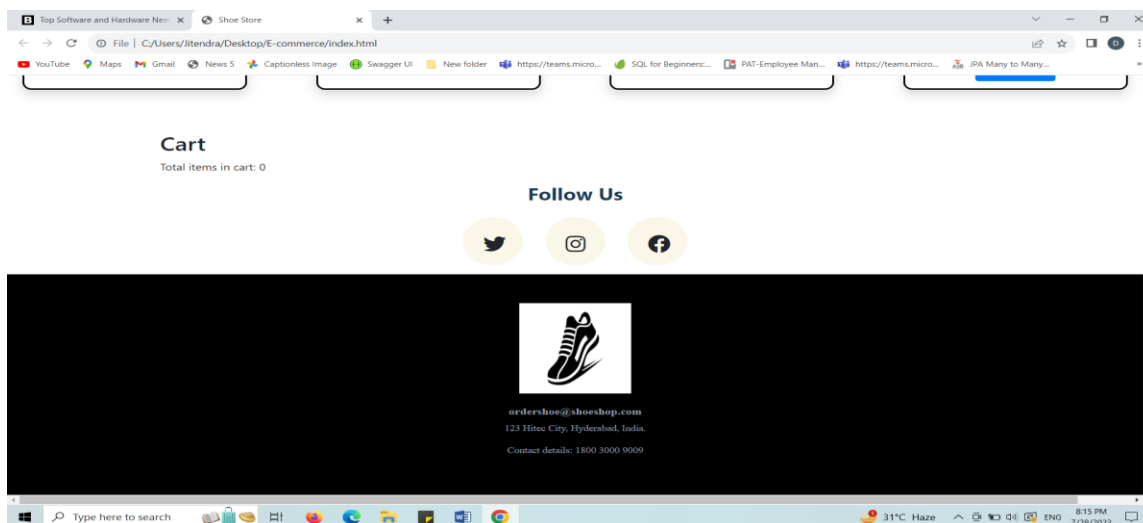
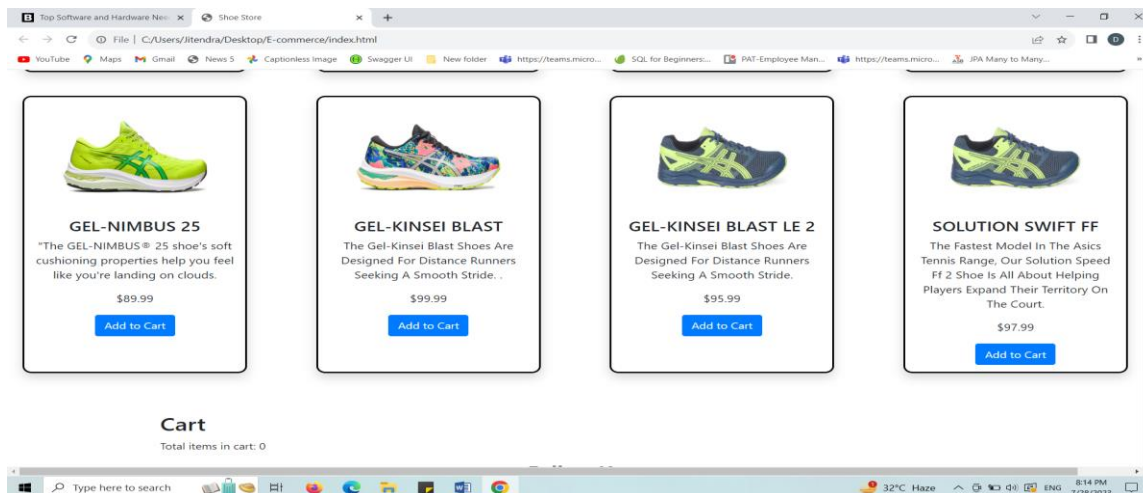
- iPhone
- Samsung Galaxy
- CAT S41
- Kyocera Brigadier
- LG X
- Samsung Galaxy Tablet
- Apple iPad
- Getac F110

## 4. RESULT









## 5. ADVANTAGES & DISADVANTAGES

### Advantages of E-Commerce

There are a number of prominent and not-so-obvious advantages for doing business on an online platform. Understanding exactly how e-Commerce works can help individuals leverage them to their and their businesses advantage:

1. **A Larger Market:** E-Commerce allows individuals to reach customers all across the country and all around the world. E-Commerce gives business owners the platform to reach people from the comfort of their homes. The customers can make any purchase anytime and anywhere, and significantly more individuals are getting used to shopping on their mobile devices.



2. **Customer Insights Via Tracking And Analytics:** Whether the businesses are sending the visitors to their eCommerce website via PPC, SEO, ads, or a good old postcard, there is a way of tracking the traffic and the consumers' entire user journey for getting insights into the keywords, marketing message, user experience, pricing strategy, and many more.
3. **Fast Response To The Consumer Trends And The Market Demands:** Especially for the business people who do "drop ship," the logistics, when streamlined, allow these businesses to respond to the market and the trends of eCommerce and demands of the consumers in a lively manner. Business people can also create deals and promotions on the fly for attracting customers and generate more sales.
4. **Lower Cost:** With the advancement of the eCommerce platforms, it has become very affordable and easy to set up and run an eCommerce business with a lower overhead. Business people no longer need to spend a big budget on TV ads or billboards, nor think about personnel and real estate expenses.
5. **More Opportunities For "Selling.":** Business people can only offer a limited amount of information about a product in a physical store. Besides that, eCommerce websites give them the space to include more information like reviews, demo videos, and customer testimonials for helping increased conversion.
6. **Personalised Messaging:** E-Commerce platforms give people in business the opportunity to provide personalised content and product recommendations for registering customers. These targeted communications can help in increasing conversion by showing the most relevant content to the visitor.
7. **Increased Sales Along with Instant Gratification:** For businesses selling digital goods, eCommerce allows them to deliver products within seconds of placing an order. This satisfies the needs of the consumers for instant gratification and assists increase sales, especially for the low-cost objects that are often known as "impulse buys."
8. **Ability to Scaling Up (Or Down) Quickly Also Unlimited "Shelf Space.":** The growth of any online business is not only limited by the availability of space. Even though logistics might become an issue as one's business grows, it's less of a challenge compared to running any brick-and-mortar store. E-Commerce business owners can choose to scale up or down their operation quickly by taking advantage of the non-ending "shelf space," as a response to the market trends and demands of consumers.

## Disadvantages of e-Commerce

Running a business that is e-commerce is not always rainbows and unicorns. There are unique challenges to this business model — learning about them will help business people navigate the choppy waters and avoid common pitfalls.

1. **Lack of Personal Touch:** Some customers appreciate the personal touch they offer when visiting a physical store by interacting with the sales associates. Such personal touch is especially essential for businesses that sell high-end products as customers will want to buy the products and have an excellent experience during the process.
2. **Lack of Tactile Experience:** No matter how good a video is made, customers still can't feel and touch a product. Not to mention, it's never an easy task to deliver a brand experience that could often be including the sense of touch, taste, smell, and sound via the two-dimensionality of any screen.

3. **Product and Price Comparison:** With online shopping, customers can compare several products and find the least price. This forces many businesses to compete on price and reduce their profit margin, reducing the quality of products.
4. **Need for Access to the Internet:** This is obvious, but don't forget that the customers do need access to the Internet before purchasing from any business! As many eCommerce platforms have the features and functionalities which require a high-speed Internet connection for an optimal consumer experience, there's a chance that companies are excluding visitors who have slow internet connections.
5. **Credit Card Fraud:** Credit card frauds are a natural and growing problem for online businesses. It can lead to many chargebacks, which result in the loss of penalties, revenue, and a bad reputation.
6. **IT Security Issues:** More and more organisations and businesses have fallen prey to malicious hackers who have stolen information of the customers from their databases. This could have financial and legal implications, but it also reduces the company's trust.
7. **All the Eggs in One Basket:** E-Commerce businesses rely solely or heavily on their websites. Even just some minutes of downtime or technology glitches could be resulting in a substantial revenue loss and customer dissatisfaction.
8. **Complexity in Regulations, Taxation, and Compliance:** Suppose any online business sells to its consumers in different territories. In that case, they'll have to stick to the regulations in their own countries or states and their consumers' places of residence. This could be creating a lot of complexities in accounting, taxation and compliance.

## 6. APPLICATIONS

We briefly discussed the two perspectives on e-commerce applications in the preceding section. Let us now dig into them in greater depth.

### 1. Retail

E-retailing, often known as online retailing, is the sale of products and services by businesses to customers via online stores. This is done through the use of tools such as virtual shopping carts and e-catalogs. There are several e-commerce applications in this industry.

### 2. Accounting

Finance and e-commerce are more intertwined than ever before. Banks and stock exchanges make extensive use of e-commerce in their operations. Balance checks, bill payments, money transfers, and more services are available through online banking. Online stock trading allows users to trade stocks online by providing information about equities such as performance reports, analysis, charts, and so on via websites.

### 3. Production

In the manufacturing industry, e-commerce serves as a platform for firms to conduct electronic transactions. Groups of firms can carry out their activities more smoothly by combining purchasing and selling, exchanging market conditions, inventory check information, etc.

#### **4. Trade**

Applying e-commerce to trade elevates it to a higher level, allowing individuals to participate without regard for geographical borders. This encourages more participation, more bargaining and contributes to the success of the trade.

#### **5. Advertising**

Development and commercialization strategies like pricing, product characterization, and customer relationship can be boosted by utilizing e-commerce. This will give consumers a more enriched and personalized purchasing experience. Digital marketing tactics have grown in importance as a means of promoting enterprises.

#### **6. Digital Shopping**

People's buying habits have shifted dramatically in the previous several years. "Go online" has become a success mantra for all enterprises. Online shopping is easy, pleasant, and, in most cases, inexpensive. The success of online shopping applications like Flipkart and Amazon demonstrates this.

#### **7. Web and mobile applications**

Mobile commerce or m-commerce application is a subset of retail e-commerce. Mobile or web application development has become a must-have for companies looking to showcase their skills. Purchases are made by the consumer using mobile or web applications that are optimized for the merchant. These programs also provide payment security by utilizing secure e-payment mechanisms.

#### **8. Digital Reservations**

Travel and tourism is a flourishing sector today, and online booking is a developing e-commerce application. Online booking allows customers to buy travel necessities such as train/flight tickets, book hotel rooms, get tourism packages, transportation services, and so on. It makes people's trips comfortable and easy because everything can be set at the tip of their fingertips.

#### **9. Digital Media**

E-books and digital periodicals are gradually displacing traditional printed publications. It has numerous advantages, including portability, lightweight, accessibility from anywhere, and so on. They are also environmentally friendly because they assist in reducing paper use and

saving forests. Because of these factors, internet publication, often known as e-publishing, has grown in popularity.

## **10. Internet Banking**

E-Banking, often known as online banking, is an e-commerce program that has streamlined people's time-consuming and complex banking operations. It allows bank customers to do transactions online without having to wait in lengthy lines at banks. To provide virtual banking services to their consumers, most of the banks now have their web applications.

## **7. CONCLUSION**

E-commerce still represents one of the business methods that take advantage if done the right way, even if the stock market and commodities fell, but E-Commerce still able to survive and receive high transaction. E-commerce has a tremendous opportunity in the course of or business in Malaysia. In addition, it is also to introducing new techniques and styles in a transaction. Use the extensive E-Commerce in the Internet world is actually much better to bring the goodness of the individual or the state.

E-Commerce has undeniably become an important part of our society. The successful companies of the future will be those that take E-Commerce seriously, dedicating sufficient resources to its development. E-Commerce is not an IT issue but a whole business undertaking. Companies that use it as a reason for completely re-designing their business processes are likely to reap the greatest benefits. Moreover, E-Commerce is a helpful technology that gives the consumer access to business and companies all over the world.

## **8. FUTURE SCOPE**

The rapidly expanding industry on the back of online business trends has transformed the retail industry. As per an industry report, e-commerce will make up 20.4% of global retail sales by 2023. One of the factors contributing to the increasing share would be the entry-level products targeted at the new-age customer base.

More and more businesses will enter the e-commerce industry, and the scope for new products is higher because of the brands' growing understanding of the customers. Available market research is helping soon-to-launched brands curate products that meet the needs of new-age customers. They will be offering more personalized product options and customizations while consumers make purchases online. These factors will play a relevant role in enabling brands to gain success in the competitive environment.

