

A PRELIMINARY REPORT ON
“E-Commerce Website Flipkart”

SUBMITTED TO THE EDUBRIDGE INDIA PRIVATE LIMITED

SUBMITTED BY

Miss.Wale Dipali Sampat

Batch No: EON-5736

Under The Guidance of

Amruta Deore



**DEPARTMENT OF S PRAYAS CERTIFIED JAVA FULL STACK
DEVELOPER 02**

THANE

EDUBRIDGE INDIA PRIVATE LIMITED

2021-2022.

ACKNOWLEDGMENT

It gives all of us great pleasure in presenting the preliminary project report on **“E-Commerce Website Flipkart”**. With due respect and gratitude we would like to take this opportunity to thank internal guide of our project **Mrs.Amruta Deore** for giving us all the help and guidance we needed. We are really grateful for his kind support. He has always encouraged us and given us the motivation to move ahead. He has put in a lot of time and effort in this project along with us and given us a lot of confidence. Also we wish to thank all the other people who have helped us in the successful completion of this project.

Miss. Wale Dipali Sampat

ABSTRACT

The importance of this study is to examine the customer satisfaction towards Flipkart.com users in Chennai city. Also tried to find out various attributes of Flipkart users of Chennai city towards the online shopping. For this study survey was conducted. The data will be collected from respondents through a scheduled containing questions. The study result concluded that future of e-tailers in India especially in cities looking very bright. Flipkart.com offering best prices, good products and completely easy shopping experience for our customers. The success of any e-tailer company in India is depending upon its popularity, its branding image, its unique fair policies, and its customer relations etc.

Chapter 1

INTRODUCTION

1.1 INTRODUCTION

E-COMMERCE To understand and estimate the consumer perception and factors affecting their behavior for choosing e-commerce sites. To understand tactics and methods that are used by e-commerce players to grab the customers in India. To know how consumers are evaluating e-commerce sites for the purchases. To understand the work flow of Flipkart which are leading in India. To study complexities and barriers those are there in between e-commerce sites and customers. To find out new opportunities and to succeed in those procedures. India had an internet user base of about 354 million as of June 2015 and is expected to cross 500 million in 2016. Despite being the second-largest userbase in world, only behind China (650 million, 48th United States (266 million, 84th rate, adding around 6 million new entrants every month. The industry consensus is that growth is at an inflection point. In India, cash on delivery is the most preferred payment method, accumulating 75% (including long-tail items) is growing much faster than in-country supply from authorized distributors and e-commerce offerings. L

1.2 SCOPE

Image result for scope of the e-commerce website project flipkart Electronic commerce draws on such innovations as electronic funds transfer, supply chain management, Internet marketing, online exchange preparing, Electronic Data Interchange (EDI), inventory frameworks, and computerized information assortment frameworks.

1.3 SYSTEM REQUIREMENTS

1.3.1 Software Requirements

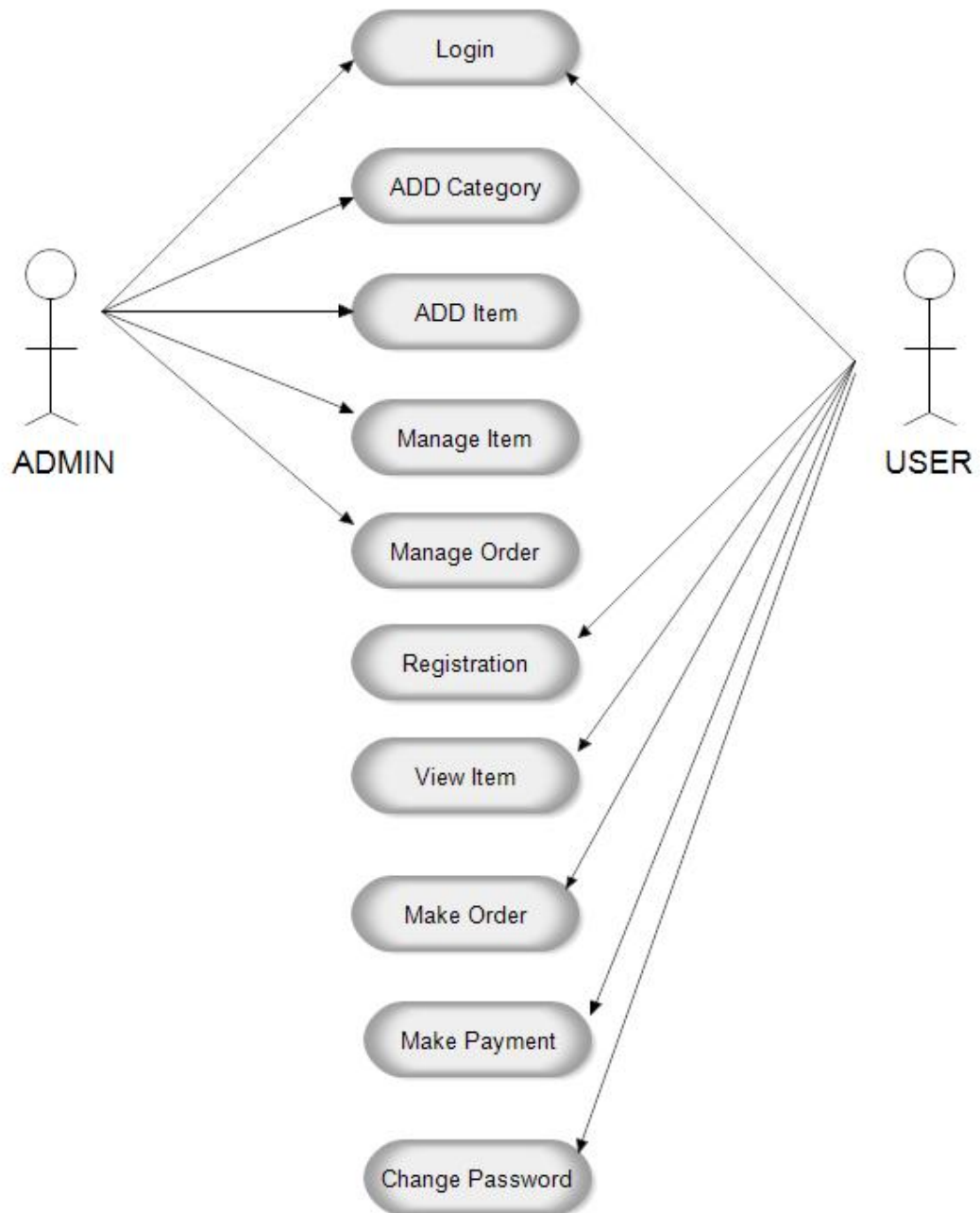
1. Operating System - Windows 10.
2. Platform - Notepad++.
3. Language - HTML,CSS.

1.4 UML DIAGRAMS

1.4.1 Use case Diagram

The following UML use case diagram shows the working of a Online Shopping Website Flipkart. Moreover, it has ten use cases that show the particular functionality of the Online Shopping Website Flipkart. The ten use cases are; login, add category, add item, manage item, manage order, registration, view item, make order, make payment, change password.

Use Case Diagram for Online Shopping Website



1.5 ADVANTAGES

1. Faster buying process
2. Store and product listing creation
3. Cost reduction
4. Affordable advertising and marketing
5. Flexibility for customers
6. No reach limitations
7. Product and price comparison
8. Faster response to buyer/market demands
9. Several payment modes

Chapter 2

CONCLUSIONS

2.1 CONCLUSIONS

Flipkart's marketing strategy is a very solid and robust one - of course it also doesn't hurt that brands like Flipkart have deep pockets and can make their marketing efforts come to life. The best thing about Flipkart is that they're great with transmitting coherent messages across platforms. if Flipkart wants to adapt to the new trend, they would need to ensure change management and also have to address the customer relation well. They also need to adapt new strategies in order to maintain their position as well as their role