

A  
Report On  
**E-Commerce website:**  
**NIKE SHOES**

SUBMITTED BY

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## Context

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## **Problem Statement:**

E-commerce provides an easy way to sell products to a large customer base. However, there is a lot of competition among multiple e-commerce sites. When users land on an e-commerce site, they expect to find what they are looking for quickly and easily. Also, users are not sure about the brands or the actual products they want to purchase. They have a very broad idea about what they want to buy. Many customers nowadays search for their products on Google rather than visiting specific e-commerce sites. They believe that Google will take them to the e-commerce sites that have their product.

## **Introduction:**

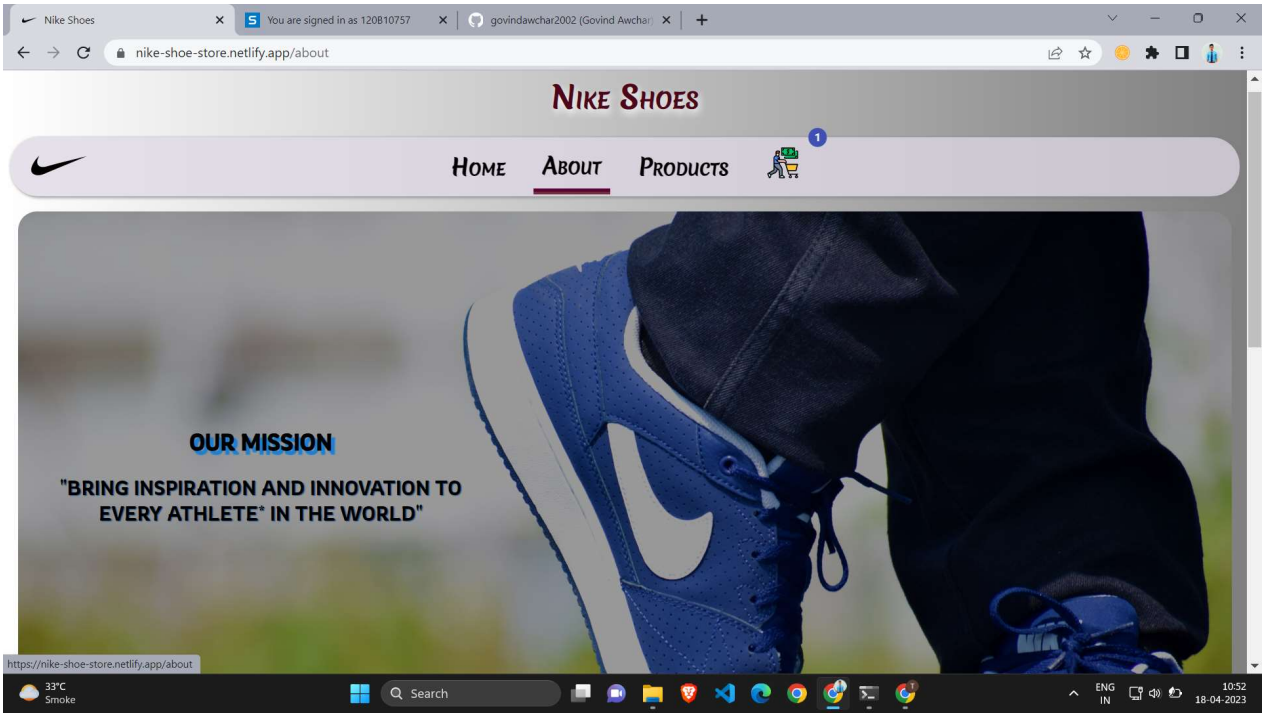
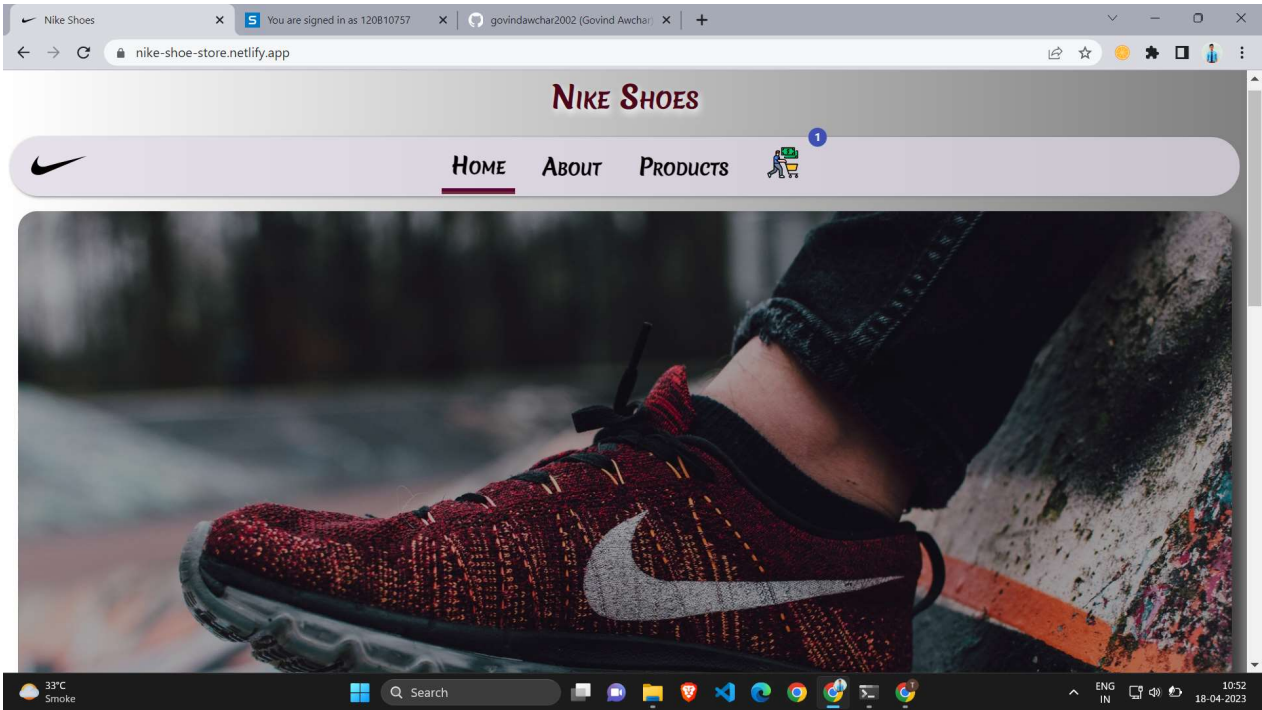
E-commerce is fast gaining ground as an accepted and used business paradigm. More and more business houses are implementing web sites providing functionality for performing commercial transactions over the web. It is reasonable to say that the process of shopping on the web is becoming commonplace.

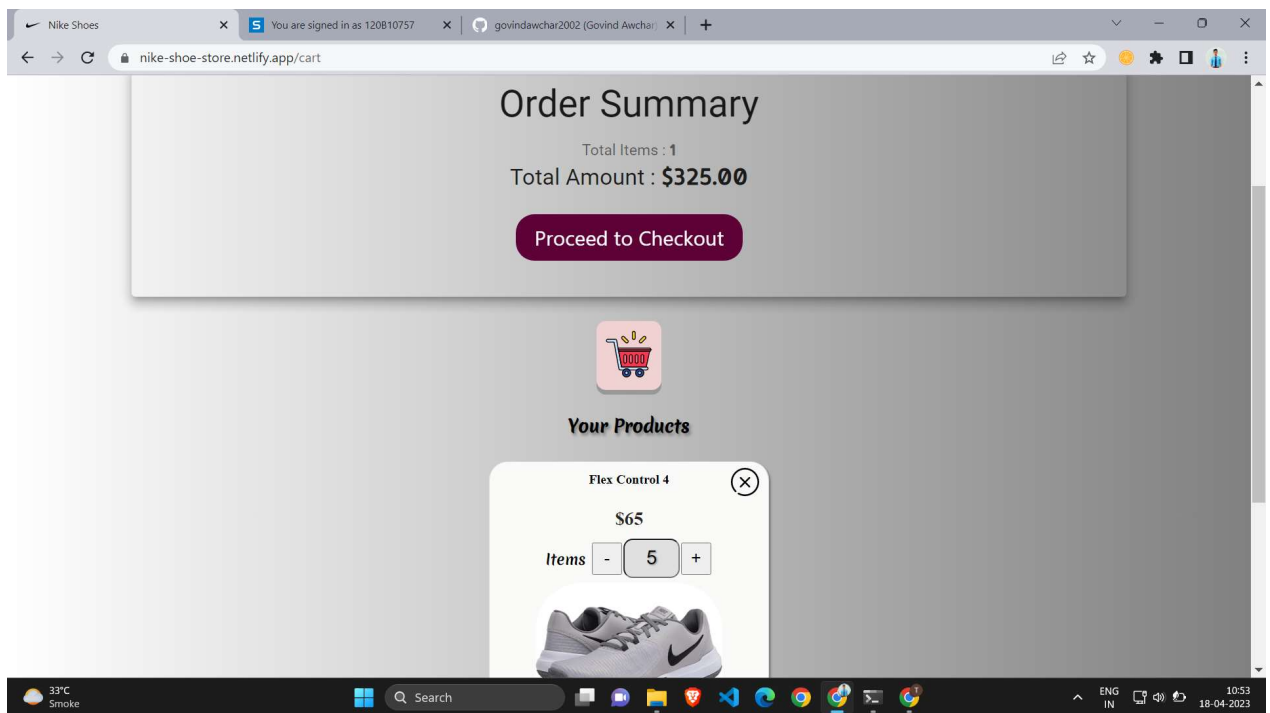
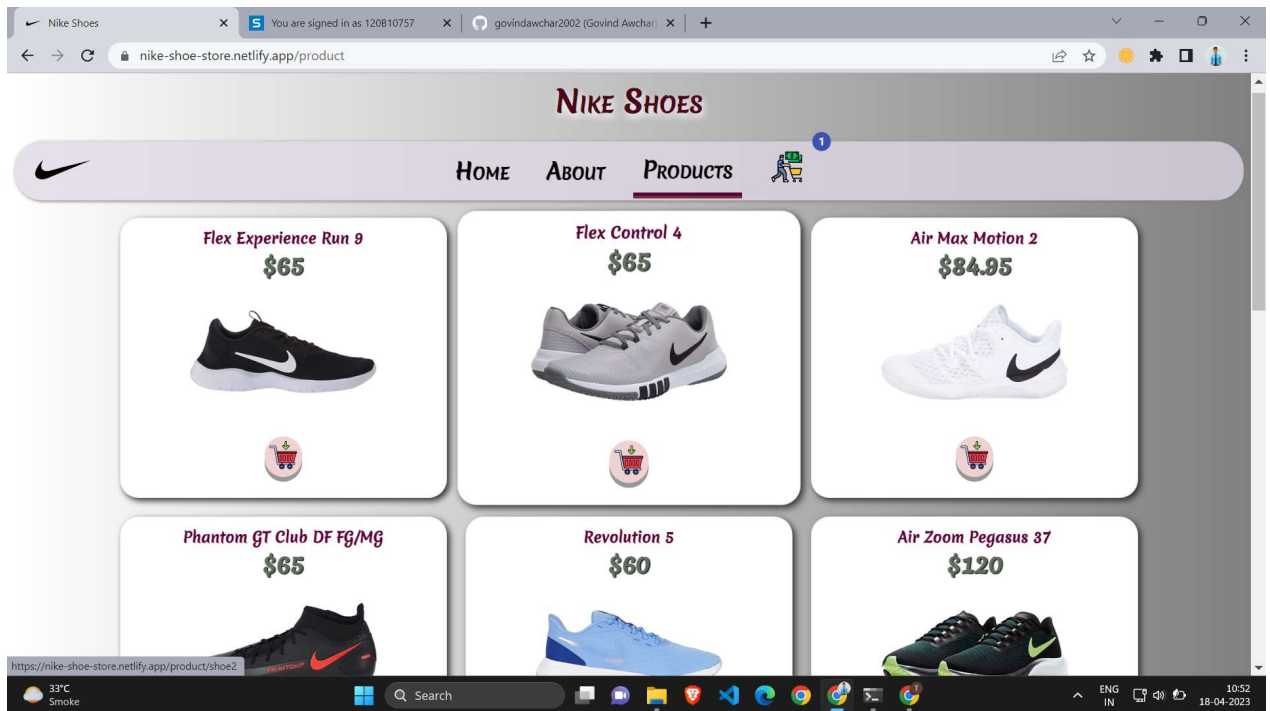
The objective of this project is to develop a general-purpose e-commerce store where any product (such as books, CDs, computers, mobile phones, electronic items, and home appliances) can be bought from the comfort of home through the Internet. However, for implementation purposes, this paper will deal with an online book store.

An online store is a virtual store on the Internet where customers can browse the catalog 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.

Output:





## **Conclusion:**

In general, today's businesses must always strive to create the next best thing that consumers will want because consumers continue to desire their products, services etc. to continuously be better, faster, and cheaper. In this world of new technology, businesses need to accommodate to the new types of consumer needs and trends because it will prove to be vital to their business' success and survival. E-commerce is continuously progressing and is becoming more and more important to businesses as technology continues to advance and is something that should be taken advantage of and implemented.

From the inception of the Internet and e-commerce, the possibilities have become endless for both businesses and consumers. Creating more opportunities for profit and advancements for businesses, while creating more options for consumers. However, just like anything else, e-commerce has its disadvantages including consumer uncertainties, but nothing that can not be resolved or avoided by good decision-making and business practices.

There are several factors and variables that need to be considered and decided upon when starting an e-commerce business. Some of these include: types of e-commerce, marketing strategies, and countless more. If the correct methods and practices are followed, a business will prosper in an e-commerce setting with much success and profitability