Flipkart

About Flipkart.com

* it is largest e-commerce company that sells wide range of products online, including mobile phones, electronics, home furnishings, Fashion products etc.
* flipkart developed website and mobile app to expand their customer base.
* it is Simple interface with easy selection to search.
* Menu contains all product categories and subcategories.
* customer can add product to cart.
* mycart, allows customers to view products and purchase products that they have previously added to the cart.
* also have easy and secure payment methods
* registration and login is compulsory to purchase a product.

Facilities

* provide discounts on products
* shops where you are
* make Wishlist, manage cart
* easy order/ payment
* track order
* easy return/replacement
* customer review
* filter and search option
* Cash on delivery option
* Easy Monthly Installment option - EMI

Flipkart focuses on anyone who browses the internet and who does not have time for shopping. However, its target audience is spread over a variety of market sectors as customers from all family backgrounds can discover products and Flipkart has a target audience of 75% interest of its audience between the age group of 16 – 55. Individuals are looking for online shopping from home without getting outside.

So, Flipkart expands its marketing strategies where the location does not matter at all and every location in the country deliveries are done. Flipkart originates higher through following smart marketing strategies to grab the interest of its audience who influence the purchasing power, to inspire that online shopping is beneficial than traditional shopping.

There are 3 kinds of users for this system.

Administrators: Administrators are the ones who add or administer the categories for the products, and administers the Vendor. Administrator can see the daily sell. He can also see the feedback given by the customer.

Vendors/Sellers: Vendors/Sellers will add their products to the database, which will be seen in the website to the end users or say customers who can buy the products by selecting the one they need. Vendors will have the special privileges than the end users, and have ability to manage the products added by them.

End Users/Customers: The end user will be viewing and buying the products and see the product, their prices and quantity available. Customer can also write feedbacks for products and services.

The system provides the following facilities to the Administrator:

* Administrator can add product to database.
* Administrator can edit or delete the products from the database.
* Administrator can add and sees the delivery report to the database.

The system provides the following facilities to the Customers:

* The customers register with their details and get authentication for an

authorized Login.

* Customers are provided with up-to-date information on the products available by categories.
* Using Shopping Cart, see the item selected appears in the shopping.
* Select the shipping option for the item purchased if the item is being

delivered physically.

* Using Payment Options. use either online modes or offline

modes (COD)

* After buying and making payment the products are send to customers

address that he has given.