

# E -Commerce

## MINI PROJECT – I



Department of Computer Science & Application

Institute of Engineering & Technology

Submitted By :-

1. Yogendra Kumar
2. Gaurav Kumar Tiwari

Submitted to :-

Mr. Mandeep Singh

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Name :- Gaurav Kumar Tiwari

Roll No :-201500250

Name :- Yogendra Kumar

Roll No :-201500831

## **ABSTRACT**

*The purpose of Online E-commerce System is to automate the existing manual system by the help of computerized equipment's and full-fledged computer software, fulfilling their requirements, so that their valuable data/information can be stored for a longer period with easy accessing and manipulation of the same. The required software and hardware are easily available and easy to work with. Online E-commerce System, as described above, can lead to error free, secure, reliable and fast management system. It can assist the user to concentrate on their other activities rather to concentrate on the record keeping. Thus it will help organization in better utilization of resources. The organization can maintain computerized records without redundant entries. That means that one need not be distracted by information that is not relevant, while being able to reach the information. The aim is to automate its existing manual system by the help of computerized equipment's and full-fledged computer software, fulfilling their requirements, so that their valuable data/information can be stored for a longer period with easy accessing and manipulation of the same. Basically the project describes how to manage for good performance and better services for the clients.*

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## **INTRODUCTION**

*The "Online E-commerce System" has been developed to override the problems prevailing in the practicing manual system. This software is supported to eliminate and in some cases reduce the hardships faced by this existing system. Moreover this system is designed for the particular need of the company to carry out operations in a smooth and effective manner. The application is reduced as much as possible to avoid errors while entering the data. It also provides error message while entering invalid data. No formal knowledge is needed for the user to use this system. Thus by this all it proves it is user-friendly. Online E-commerce System, as described above, can lead to error free, secure, reliable and fast management system. It can assist the user to concentrate on their other activities rather to concentrate on the record keeping. Thus it will help organization in better utilization of resources. Every organization, whether big or small, has challenges to overcome and managing the information of Item Category, Men, Woman, Child, Delivery Address, Order. Every Online E-commerce System has different Food needs, therefore we design exclusive employee management systems that are adapted to your managerial requirements. This is designed to assist in strategic planning, and will help you ensure that your organization is equipped with the right level of information and details for your future goals. Also, for those busy executive who are always on the go, our systems come with remote access features, which will allow you to manage your workforce anytime, at all times. These systems will ultimately allow you to better manage resources*

## 1.1 Motivaton

**Opportunity to win new and potential customers** Right course of action ensures your brand marketing is heading the right direction. For attracting the quality traffic, we can always optimize your website to make sure the search engine optimization is helping in fetching the right user-traffic for your site that improves the conversion rate.

Often user tends to use web search to look for the relevant information and right site ranking will improve your chance of getting the limelight. For ranking in search engines you need to have a website which is rightly optimized and has the quality information and relevant keywords and for that you need to invest in ecommerce website first.

**Higher chance of converting user into a buyer** one of the prime purposes behind building a website is most likely going to be chance to improve sales. Your commercial website will open new doors to connect and network with potential and interested clients who would want to invest in your products and services. Besides having a physical store, the online store or ecommerce will give you the liberty to connect with your user at any time of the day. That's a good reason to get that ecommerce site ready for your business .

## **1.2 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.*

### **3. PROJECT DESCRIPTION**

*Online E-commerce System is to manage the details of Item Category, Shopping Cart, Customer, Order. It manages all the information about Clothes, Delivery Address, Order. The project is totally built at administrative end and thus only the administrator is guaranteed the access. The purpose of the project is to build an application program to reduce the manual work for managing the Clothes, Item Category, Delivery Address, and Shopping Cart. It tracks all the details about the Shopping Cart, Customer, Order.*



## **4. WORKING**

- 1. A potential customer navigates to an eCommerce website, whether via search engines, paid advertisements, referral traffic, etc.*
- 2. The eCommerce website connects to its database, which contains tons of data about the website's categories, products, product dimensions and weight, articles and content, images, etc. The website requests this data to dynamically render any requested web pages.*
- 3. After browsing the eCommerce website, a potential customer adds a product or service to their virtual shopping cart and decides to check out.*
- 4. The shopper completes the checkout process and finalizes the transaction.*
- 5. The shopper's credit card information is encrypted and sent to a Payment Gateway(Paypal, for example) to handle the credit card processing securely and remotely.*
- 6. Once the order is complete, and the payment has gone through, the website typically provides an estimated shipping time, a unique transaction number, postal tracking number, etc. Most of these processes are automated and part of a good eCommerce website's core functionality.*

7. As transactions take place, orders are stored in the website admin and sent to an order fulfillment team. Order fulfillment can be done in-house or by a third-party company/drop shipper.

## **5.IMPLEMENTATION**

*Implementing an e-commerce shopping cart gives your business the ability to sell your products online day and night, reach new clients, target your ideal market, establish a strong brand, and build closer relationships with your customers by improving their purchasing experience.*

*Whether you're setting up an online store for the first time or updating your current platform, platform implementation is one of the most complex aspects of launching an e-commerce site. Without the guidance of a consultant with years of e-commerce experience, programming expertise and deep knowledge, your efforts to set up an e-commerce solution can become plagued by cost overruns, programming errors, and delays resulting in poor sales performance and reduced profits.*

*Simplicity has over 20 years of e-commerce implementation experience. We have been helping businesses just like yours, big and small, build e-commerce platforms to get their businesses up and running on the web. Contact us today to see how we can get your business' e-commerce store implemented and making money.*

## **REFERENCES**

- <https://www.nordstrom.com/>
- [https://www.myntra.com/?utm\\_source=perf\\_google\\_search\\_brand&utm\\_medium=perf\\_google\\_search\\_brand&utm\\_campaign=Search Brand Myntra Brand India BM TROAS SOK&gclid=CjwKCAjwwL6aBhBIeiwADycBIJzmmAAIbcJTCd5h1AcpZ2d33vpKZQOR2JyPmO4SipD CHofYUIS1xoC4-EQAvD BwE](https://www.myntra.com/?utm_source=perf_google_search_brand&utm_medium=perf_google_search_brand&utm_campaign=Search Brand Myntra Brand India BM TROAS SOK&gclid=CjwKCAjwwL6aBhBIeiwADycBIJzmmAAIbcJTCd5h1AcpZ2d33vpKZQOR2JyPmO4SipD CHofYUIS1xoC4-EQAvD BwE)
- Google for problem solving
- Database Programming with MySQL

**Faculty Guidelines: Mandeep Singh (Technical trainer at GLA University )**