

E-commerce
website

MINI PROJECT – I
SYNOPSIS



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Acknowledgement

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ABSTRACT

In today's fast-changing business environment, it's extremely important to be able to respond to client needs in the most effective and timely manner. If your customers wish to see your business online and have instant access to your products or services. Online Shopping is a lifestyle e-commerce web application, which retails various fashion and lifestyle products (Currently Men's Wear). This project allows viewing various products available enables registered users to purchase desired products instantly using PayPal payment processor (Instant Pay) and also can place order by using Cash on Delivery (Pay Later) option. This project provides an easy access to Administrators and Managers to view orders placed using Pay Later and Instant Pay options. In order to develop an e-commerce website, a number of Technologies must be studied and understood. These include multi-tiered architecture, server and client side scripting techniques, implementation technologies such as ASP.NET, programming language (such as C#) and relational databases. This is a project with the objective to develop a basic website where a consumer is provided with a shopping cart application and also to know about the technologies used to develop such an application. This document will

discuss each of the underlying technologies to create and implement
an e-commerce WEBSITE

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INTRODUCTION

OBJECTIVE

E-Commerce, also known as electronic commerce or internet commerce, is an activity of buying and selling goods or services over the internet or open networks. So, any kind of transaction (whether money, funds, or data) is considered as E-commerce. So, E-commerce can be defined in many ways, some define E-Commerce as buying and selling goods and services over the Internet, others define E-Commerce as retail sales to consumers for which the transaction takes place on open networks. The buying and selling of products, services, and digital products through the Internet all fall under the umbrella of e-commerce.

TYPES OF E-COMMERCE

1. **Business-to-Business (B2B)** – B2B e-commerce consists of all kinds of electronic transactions, dealings and business related to the goods and services that are conducted between two companies
2. **Business-to-Consumer (B2C)** – It is the most common form of e-commerce, and it deals with electronic business relationships between businesses and consumers.
3. **Consumer-to-Consumer (C2C)** – This level of e-commerce consists of all electronic transactions that take place between consumers.
4. **Consumer-to-Business (C2B)** – In C2B e-commerce, a consumer or an individual makes their goods or services available online for companies to purchase, so, in this kind of e-commerce a complete reversal of the selling and buying
5. **Business-to-Administration (B2A)** – This e-commerce consists of electronic transactions that takes place companies and bodies of public administration such as government. Therefore, the B2A model is sometimes also referred to as B2G

MOTIVATION

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

Expanding brand reach: This generation of click and share has the potential to skyrocket any business sale overnight by sharing and talking about it over internet. Sharing on social media and attractive web presence are some of the ways to improve your business reach and increase the clientele.

Increase business activity with 24*7 web presence: Once you have an ecommerce website, all your customer requires to reach out to you is an internet connection. Having ecommerce website will make it easier for your business to update your online store on available stocks and addition of any new product, which will keep your buyer updated and aware of your services.

Make it convenient for your customers: The prime reason behind establishing your ecommerce website should be adding comfort to your buyers' life by making it little easier for them to learn more about your services and how they can reach out to you with least effort or hassle. A custom designed website will have the specific features and functionalities that will not just help the site to stand out but also add great user experience and that factor is essential for improving sale boost. Your online store is available 24*7 and that gives your buyer the freedom to visit and purchase services whenever they feel like.

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.

The purpose of any e-commerce website is to help customers narrow down their broad ideas and enable them to finalize the products ...

SOFTWARE AND HARDWARE REQUIREMENTS

- MIN 512 MB Ram
- Window 10
- Web d,HTML
- Css
- Javascript
- Visual studio code
- Xampp
- Intel i3 11th gen., intel ui graphic

PROJECT DESCRIPTION

This is a project with the objective to develop a basic website where a consumer is provided with a shopping cart application and also to know about the technologies used to develop such an application. This document will discuss each of the underlying technologies to create and implement an e-commerce website

- *Any member can register and view available products.*
- Any member can purchase multiple products regardless of quantity.
- There are given a option of add to cart
- Visitor can view available products.
- User can view and checkout the products

- Modules:

Modern e-commerce stores require a feature-rich set of components to provide customers with the best possible shopping experience. The traditional e-commerce architecture tightly couples all these services into a single system. Combining all parts of the e-commerce system into a single platform like this limits what you are able to get out of each service. It is also difficult to scale.

the backend components into individual modules. Each is responsible for a single service. Breaking each area of functionality out into its own module provides more flexibility. It cleans up the codebase and makes it easier to deploy new features. Some of the most common e-commerce modules include:

- Cart and checkout
- Product information management
- Order management
- Pricing and promotions engines
- Personalization engines
- Content management
- Analytics
- SEO tools

CONTENT MANAGEMENT SYSTEM

Content management systems (CMS) give e-commerce businesses the ability to create, edit, and publish the content on their website. With a CMS you can customize your website presentation by modifying the layout of your product pages, homepage, or any other part of the online store.

With a modular architecture, the CMS is [headless](#). Instead of being attached to the e-commerce platform or other backend components, it simply makes content available via RESTful APIs. This is essential to creating memorable customer experiences. The [headless CMS](#) allows you to create different frontend experiences for different use cases.

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 (Paytm, 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.

IMPLEMENTATION

HTML is a markup language that is used to create web pages. It defines how the web page looks and how to display content with the help of elements. It forms or defines the structure of our Web Page, thus it forms or defines the structure of our Web Page. We must remember to save your file with .html extension. In this HTML Tutorial, we'll understand all the basic concepts required to kick-start your journey in HTML.

HTML elements are delineated by tags, written using angle brackets. Tags such as

`` and `<input />` introduce content into the page directly. Others such as

`<p>...</p>` surround and provide information about document text and may include other tags as sub-elements. Browsers do not display the HTML tags, but use them to interpret the content of the page.

HTML can embed programs written in a scripting language such as JavaScript which affect the behaviour and content of web pages. Inclusion of CSS defines the look and layout of content. The World Wide Web Consortium (W3C), maintainer of both the HTML and the CSS standards, has encouraged the use of CSS over explicit presentational HTML since 1997.

REFERENCES:

Books:

Web Designing and Publishing

by Prof. Satish Jain and M. Geetha Iyer

**Javascript For Modern Web Development: Building A
Web Application Using Html, Css, And Javascript:
Building a Web Application Using HTML, CSS, and
JavaScript (English Edition)**

by **Alok Ranjan** , Abhilasha Sinha,

Some sites and channels are there which helps us to make our project

- Java t point
- Code with harry
- Geek for geeks
- Apna college
- Wscube tech

Websites:

1. <https://www.javatpoint.com/>
2. <https://www.geeksforgeeks.org/>
3. <https://github.com/>
4. [\(677\) CodeWithHarry - YouTube](#)
5. [\(677\) Apna College - YouTube](#)

Faculty Guidelines:

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GitHub Repository link:

https://github.com/harsh-kumar-cs20/mini_project.git