GAUTAM BUDDHA UNIVERSITY

SCHOOL OF INFORMATION & COMMUNICATION TECHNOLOGY

**HACKATHON**

Topic-Web Development

E-Commerce website

Course-BCA (BACHELOR OF COMPUTER APPLICATION

Group Name- **WHITE HAT**

Group members-02

Group Members Name-

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**Documentation**

**Problem Statement**

**Making E-commerce webpage.**

Idea:  Along with the development of e-commerce, the customer’s demand of online shopping has created [online shopping trends](https://www.magesolution.com/blog/7-trends-online-shopping-for-2019/). Although the forms of online shopping are becoming more and more diverse, there are problems that customers have to face up with.

**Requirements**

**Hardware required**:

* Computer
* Internet
* External hard drive or DVDs for backup

**Software required:**

* Notepad
* Browser
* VS code

**Technologies Used** HTML and CSS

**Project Description**

An e-commerce website, by definition, is a website that allows you to buy and sell tangible goods, digital products or services online.  
Trade, be it barter exchange or buying and selling of goods and services has been prevalent for centuries. No one can be self-sufficient. And this brings out the need for demand and supply of goods and services.

**Scope**

Due to the enormous numbers of internet users worldwide, the scope of e-commerce is expanding day by day. It took some time for users to accept online shopping, but today the majority prefers to do so. The availability of many products on e-commerce platforms is making people spend more time doing online shopping.

Also, eCommerce gives Customers the advantage of seasonal sales and promotional discounts – all of which you can take advantage of with Builderfly.

As per a report by Statista, by 2022, retail e-commerce sales are projected to reach $5.4 trillion, an increase of 40 per cent year-on-year. In other words, the industry is expected to continue to grow steadily.

**Challenges Faced**

* Cyber & Data Security
* Online Identity Verification
* Attracting the Perfect Customer
* Customer Experience
* Customer Loyalty
* Converting Shoppers into Paying Customers
* Competition & Competitor Analysis
* Price & Shipping
* Product Return & Refund Policies
* Choosing the Right Technology/Partners To Fix Your eCommerce Challenges

**Conclusion**

The Internet has lead to the birth and evolution E commerce. E-commerce has now become a key component of many organizations in the daily running of their business.

As the Internet and in turn E-commerce has developed, and continues to evolve and grow, it is vital that any organization, in any particular industry, must base its strategic planning around such a rapidly growing medium.