

ACKNOWLEDGEMENT

Every project big or small is successful largely due to the effort of a number of wonderful people who have always given their valuable advice or lent a helping hand. I sincerely appreciate the inspiration, support and guidance of all those people who have been instrumental in making this project a success.

I am **JAY PRAKASH** students of **NITTE MEENAKSHI INSTITUTE OF TECHNOLOGY**, is extremely grateful to **UV SOFT TECHNOLOGY** for the confidence bestowed in us and entrusting my project entitled **“ONLINE COMMERCIAL WEBSITE”**.

At this juncture i feel deeply honoured to extend our gratitude to my Project Guide **NAVNEET LAKSHMI** who provided valuable insights leading to the completion of the project and assisted me in compiling the project.

Lastly, I place a deep sense of gratitude to my family members and friends who have been constant source of inspiration during the preparation of this project work.

THANKING YOU ALL

ABSTRACT

The business-to-consumer aspect of electronic commerce (e-commerce) is the most visible business use of the World Wide Web. The primary goal of an e-commerce site is to sell goods and services online.

Electronic Commerce is process of doing business through computer networks. A person sitting on his chair in front of a computer can access all the facilities of the Internet to buy or sell the products.

Unlike traditional commerce that is carried out physically with effort of a person to go & get products, ecommerce has made it easier for human to reduce physical work and to save time. E-Commerce which was started in early 1990's has taken a great leap in the world of computers, but the fact that has hindered the growth of e-commerce is security. Security is the challenge facing e-commerce today & there is still a lot of advancement made in the field of security.

The main advantage of e-commerce over traditional commerce is the user can browse online shops, compare prices and order merchandise sitting at home on their PC.

For increasing the use of e-commerce in developing countries the B2B e-commerce is implemented for improving access to global markets for firms in developing countries. For a developing country advancement in the field of e-commerce is essential. The research strategy shows the importance of the e-commerce in developing countries for business applications

INDEX

1. INTRODUCTION

1.1 Modules in the project

2. REQUIREMENTS SPECIFICATION

2.1 Hardware requirements

2.2 Software requirements

3. ANALYSIS

3.1 Working of E-commerce

3.2 Some Present Challenge

3.3 Some recent technical breakthrough

4. FUNCTIONAL REQUIREMENT

5. SAMPLE CODE

6. SAMPLE SCREENSHOTS

7. CONCLUSION

8. BIBLOGRAPHY

1. INTRODUCTION

The term "Electronic commerce" (or e-Commerce) refers to the use of an electronic medium to carry out commercial transactions. Most of the time, it refers to the sale of products via Internet, but the term e-Commerce also covers purchasing mechanisms via Internet (for B-To-B).

A client who purchases on the Internet is called a cyber-consumer. E-Commerce is not only limited to online sales, but also covers:

Preparation of estimates online

Consulting of users

Provision of an electronic catalog

Access plan to point of sales

Real-time management of product availability (stock)

Online payment

Delivery tracking

After-sales service

In certain cases, electronic commerce makes it possible to highly customize products, in particular when the electronic commerce site is linked with the production system of the enterprise (e.g. business cards, customized items such as T-shirts, cups, caps, etc.)

Finally, insofar as electronic services and products are concerned (MP3 files, software programs, e-books, etc.), electronic commerce makes it possible to receive the purchase in a very short time, if not immediately.

1.1 MODULES:

The entire project mainly consists of 5 modules, which are:

- **Men's Module:**

This module consist of Men's clothing item such as:

1. Men's Shirt
2. Men's T-shirt
3. Men's Jeans

- **Women's Module:**

This module consist of Women's clothing item such as:

1. Women's Tops
2. Women's Saree
3. Women's Jeans

- **Kid's Module:**

This module consist of kid's clothing item and accessories such as:

1. Kid's T-Shirt
2. Kid's Jeans
3. Kids's party wear
4. Kid's Toys

- **Electronics Module:**

This module consists of all the electronic item:

1. Mobiles
2. Laptops
3. Accessories

- **Order Details:**

This module contains the details of the ongoing order.

User can view, modify or even cancel their respective orders.

2. REQUIREMENT SPECIFICATION

2.1 HARDWARE REQUIREMENTS:

The most common set of requirements defined by any operating system or software application is the physical computer resources, also known as hardware. A hardware requirements list is often accompanied by a hardware compatibility list (HCL), especially in case of operating systems. An HCL lists tested, compatibility and sometimes incompatible hardware devices for a particular operating system or application. The following sub-sections discuss the various aspects of hardware requirements.

PROCESSOR	:	Intel dual Core i3
RAM	:	1 GB
HARD DISK	:	80 GB

2.2 SOFTWARE REQUIREMENTS:

Software Requirements deal with defining software resource requirements and pre-requisites that need to be installed on a computer to provide optimal functioning of an application. These requirements or pre-requisites are generally not included in the software installation package and need to be installed separately before the software is installed.

SOFTWARE REQUIREMENTS FOR PRESENT PROJECT:

OPERATING SYSTEM	:	Windows 7/ XP/8
FRONT END	:	Html, css, javascript.
SERVER SIDE SCRIPT	:	jsp
DATABASE	:	Mysql

3. ANALYSIS

3.1 WORKING OF E-COMMERCE:

The consumer moves through the internet to the merchant's web site. From there, he decides that he wants to purchase something, so he is moved to the online transaction server, where all of the information he gives is encrypted. Once he has placed his order, the information moves through a private gateway to a Processing Network, where the issuing and acquiring banks complete or deny the transaction. This generally takes place in no more than 5-7seconds.

There are many different payment systems available to accommodate the varied processing needs of merchants, from those who have a few orders a day to those who process thousands of transactions daily. With the addition of Secure Layer Technology, E-Commerce is also a very safe way to complete transactions

3.2 PRESENT CHALLENGES FACING E-COMMERCE:

Speaking of obstacles, there are a lot of them that need to be uprooted before e-commerce can compete with traditional commerce. The biggest obstacle in the course of advancement of e-commerce is that the consumer's senses are limited to seeing and hearing the product. The second largest problem that e-commerce has been facing over the past few years is that of security. Traditional buyers and sellers are still paranoid about conducting business online. According to Hal Loevy, vice president of Global Marketing and Partnerships for SGSonSITE, "Despite all the noise about e-commerce, which is significant, companies still have to keep their old business practices: Can I trust who I am buying from? Who am I doing business with? What is their trading history? Am I obeying the law? Will I receive the goods as specified on screen and who do I approach if I have a problem?". According to emarketer.com, "70% of US consumers are concerned about online security; this discourages consumers from using credit cards to shop online (Payment One)". Also according to e-marketer.com, in December 2001, 91% of websites collected personal information and in April-May 2001, 68% of US Internet users were concerned that transactions may not be secure and other companies and individuals might gain access to their personal information.

3.3 SOME RECENT TECHNICAL BREAKTHROUGH:

Finally, in order to make the online shopping experience even better, there are a lot of new technologies like Verifi, DigiScent's iSmell and TouchSense that have emerged over the last couple of years. Even though iSmell and TouchSense are very new technologies and they haven't been adopted by the majority of internet shoppers yet, they promise a consumer-friendly future. Verifi is one technology that has been widely adopted today, and for good reason. According to a recent BizRate study, over 50% of online shoppers stated that they would not make further purchases from a Web merchant that delivered an item in a colour that wasn't what they expected. This is the problem that Imation have designed their Verifi system to solve. Here's how it works. When a shopper visits a Verifi-enabled Web site for the first time they are invited to take a Web based survey that establishes how their monitor, computer, operating system and browser handle color. This information is then stored as a cookie in the shopper's browser. Then, when they view a product image, the Verifi system reads the information in the cookie and combines this with the profile of the scanner (or digital camera etc.) that the merchant used to produce the image to generate a color-accurate image in the shopper's browser.

4. FUNCTIONAL REQUIREMENTS

- **TOOLS TO BE USED**

1. Use any IDE to develop the project. It may be Eclipse /My eclipse / Net beans etc.
2. MySQL for the database.

- **FRONT END AND BACK END**

1. **Front End:** HTML, CSS, JAVASCRIPT
2. **Server Side:** JSP
3. **Back End:** MySQL

5. SOURCE CODE

Source code for main page:

```
<!DOCTYPE html>
<!--
To change this license header, choose License Headers in Project Properties.
To change this template file, choose Tools | Templates
and open the template in the editor.
-->
<html>
  <head>
    <title>UV Soft Technology</title>
    <meta charset="UTF-8">
    <meta name="viewport" content="width=device-width, initial-scale=1.0">
    <style>
Website<p>
      <div style="text-align:center">
        <input type="submit" name="ok" value="Enter" />
</div>
</div>

    </form>
  </body>
</html>
```

Note: Rest of the code is provided in .zip file.

6. SCREENSHOT

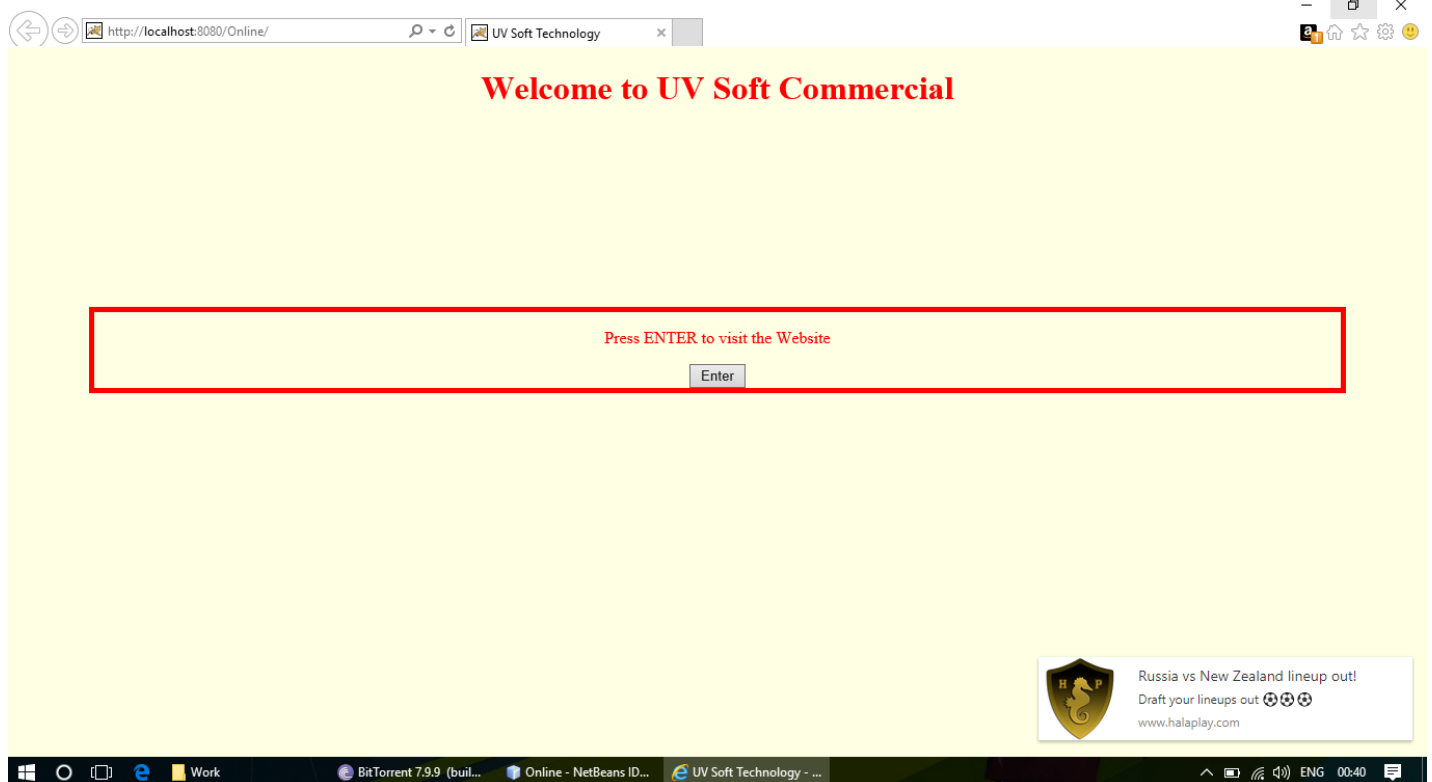


Fig 1: Welcome page

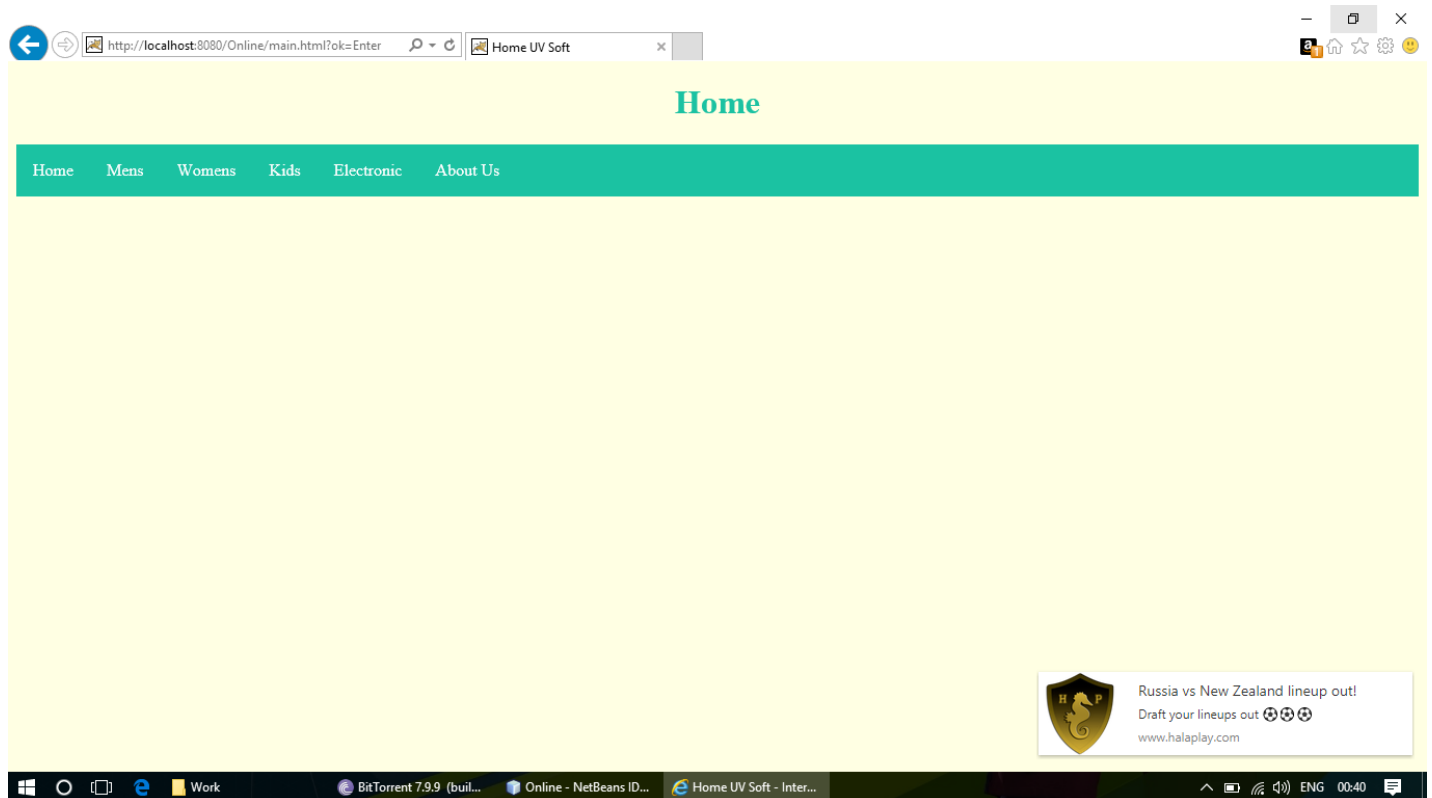


Fig 2: Home page

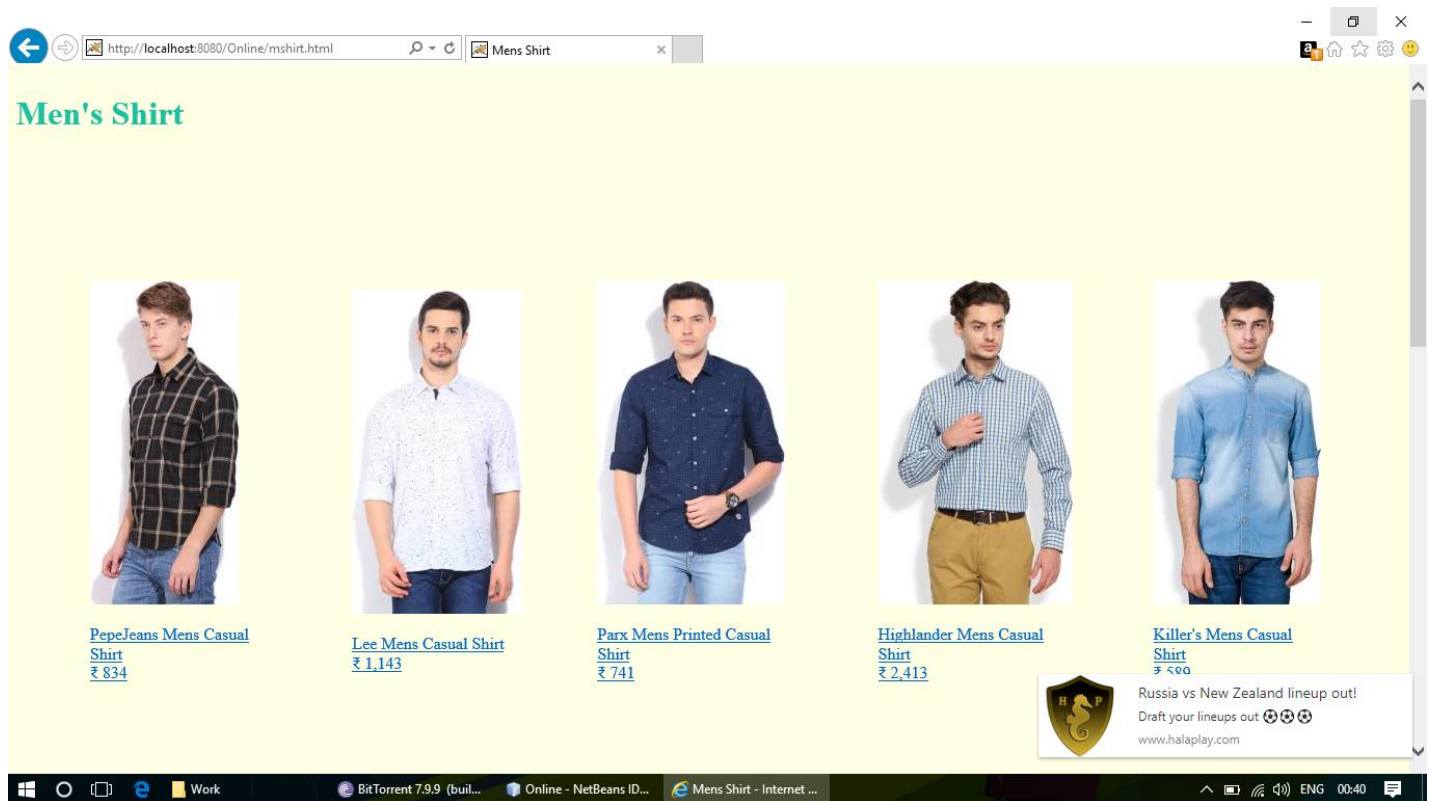


Fig 3: Men's Shirt Collection

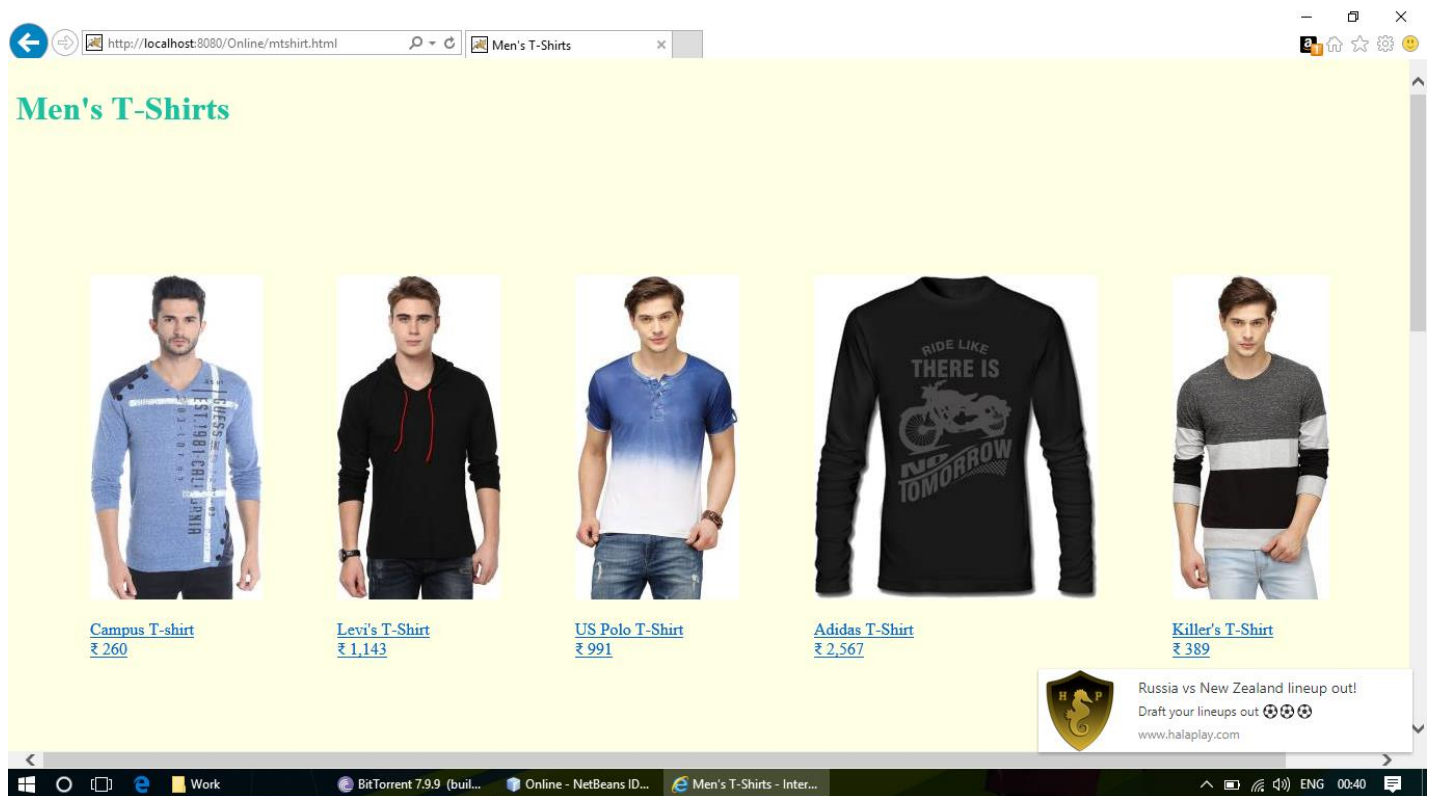


Fig 4: Men's T-shirt Collection

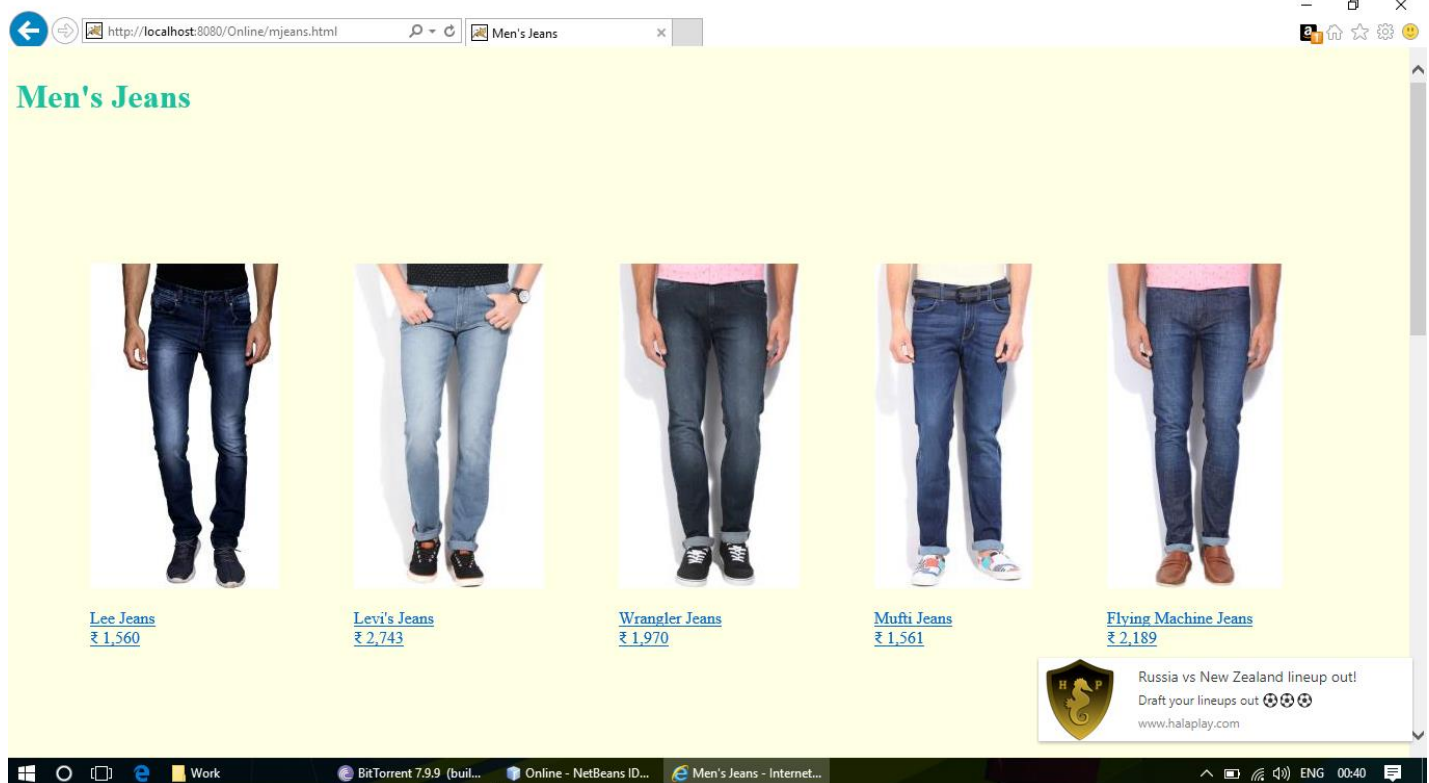


Fig 5: Men's Jeans collection

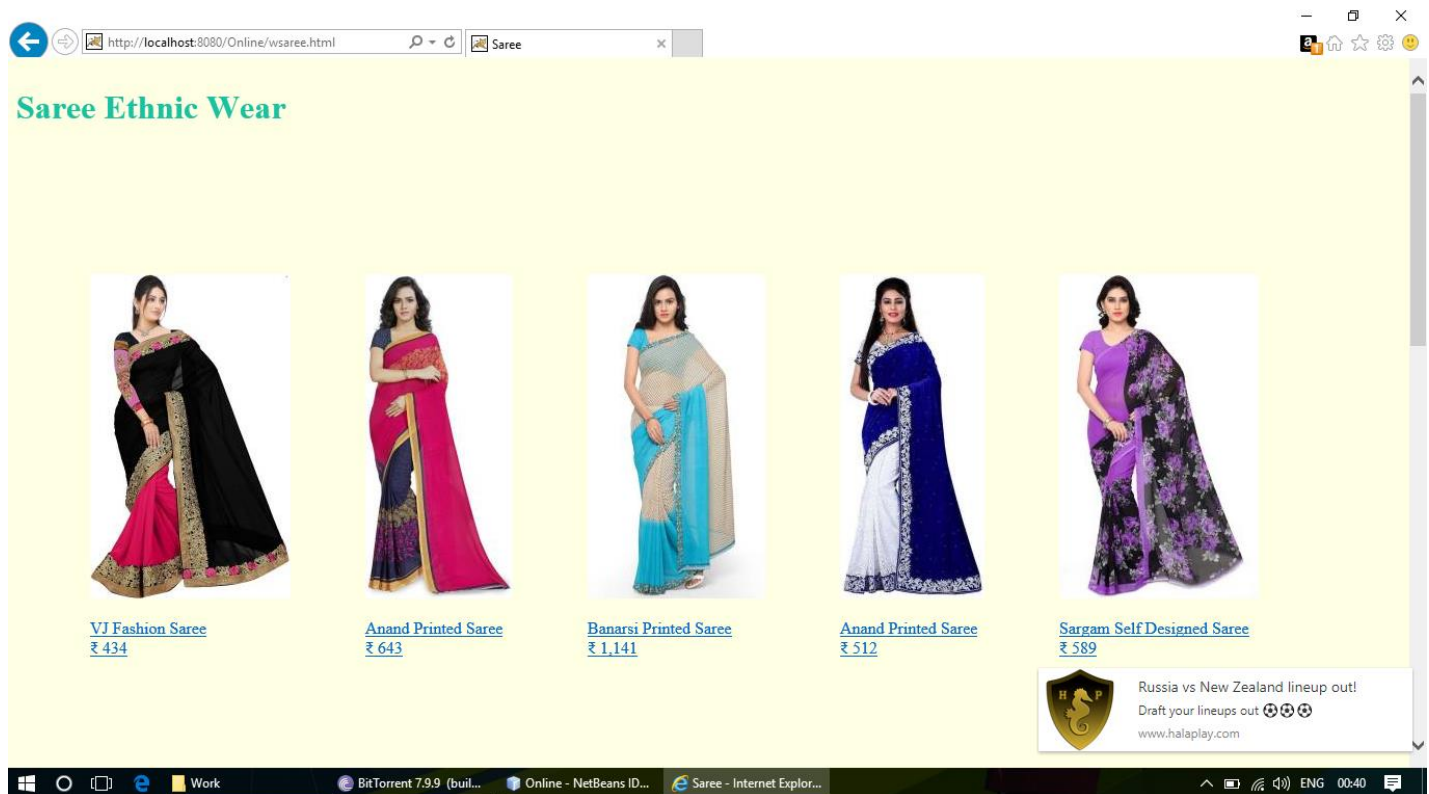


Fig 6: Women's Saree

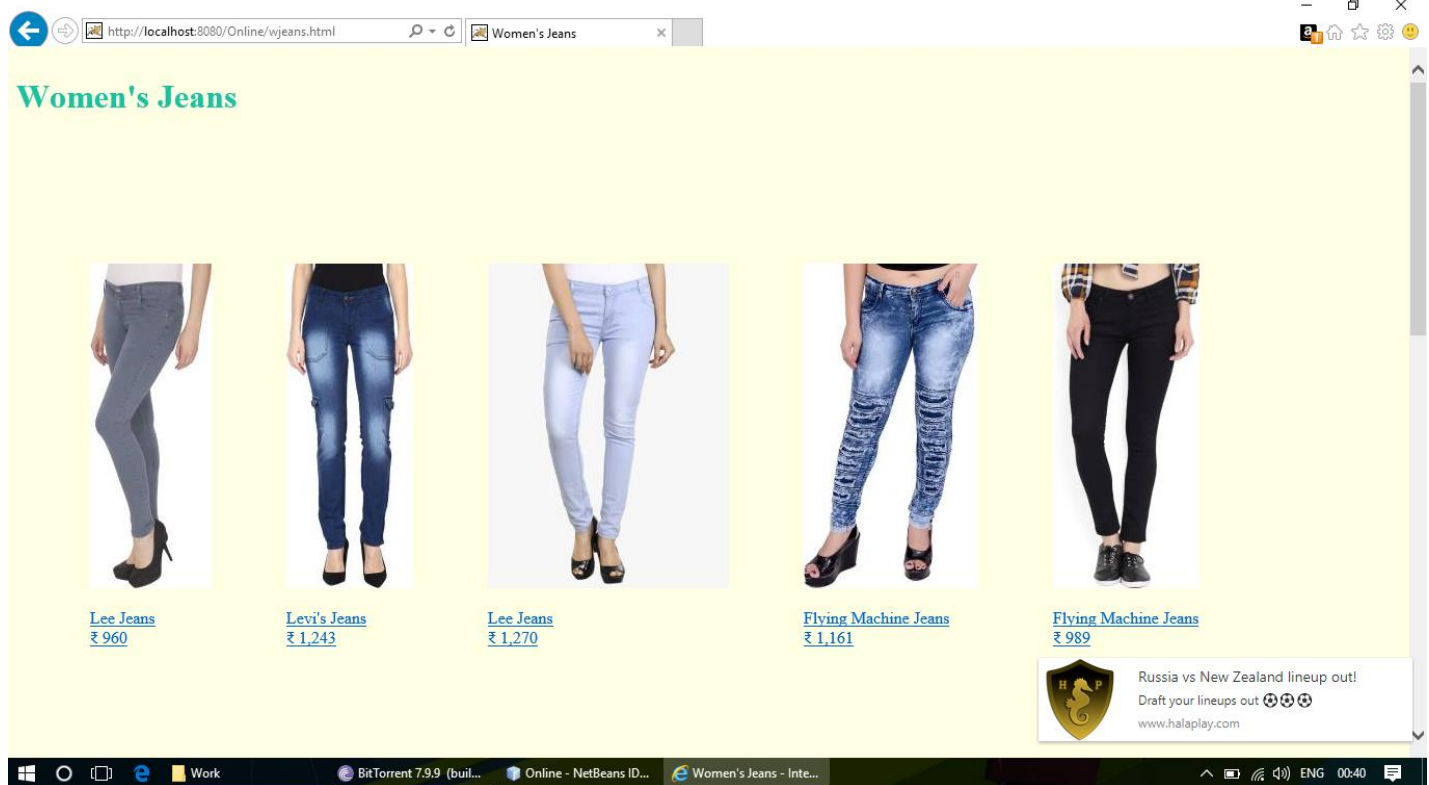


Fig 7: Women's Jeans collection

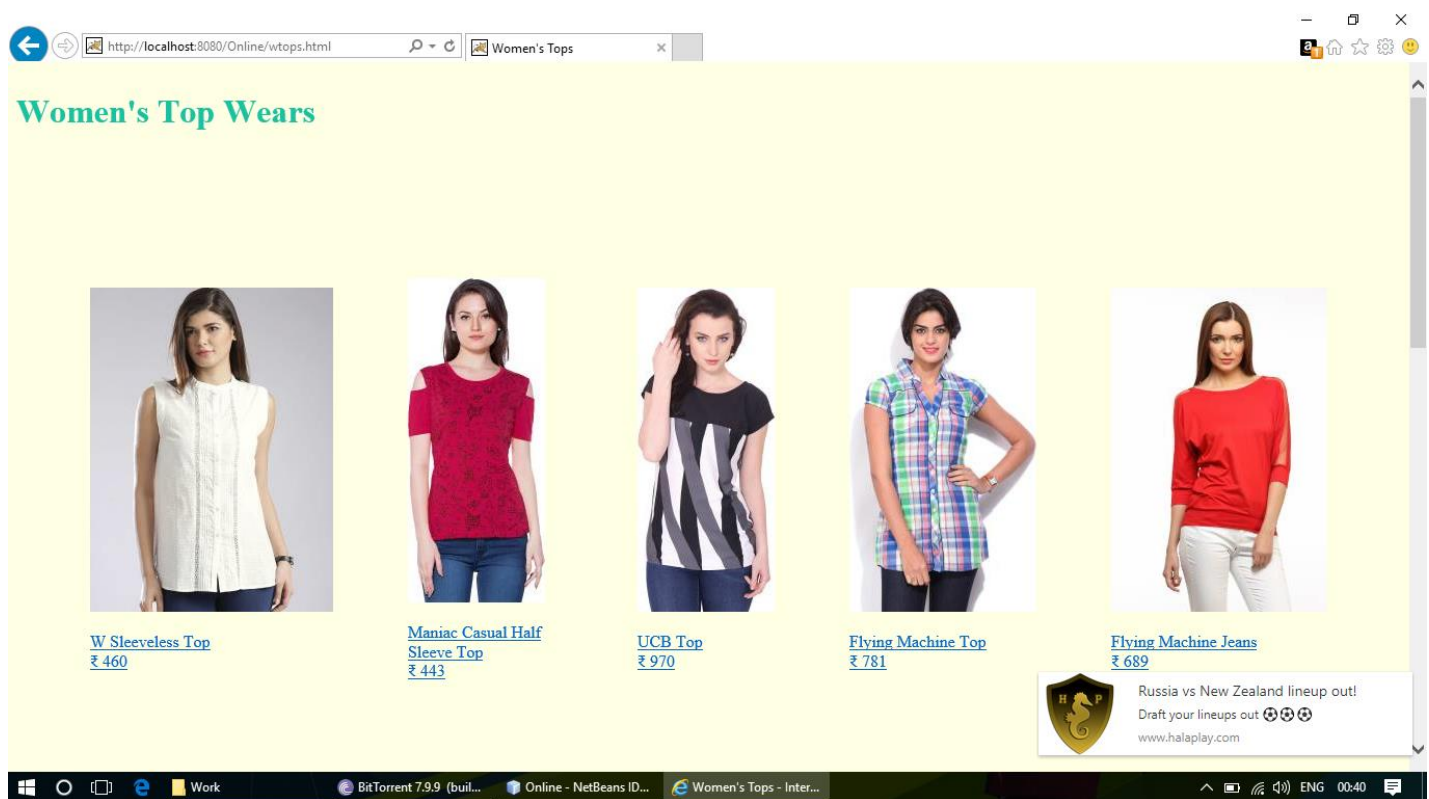


Fig 8: Women's Top Collection

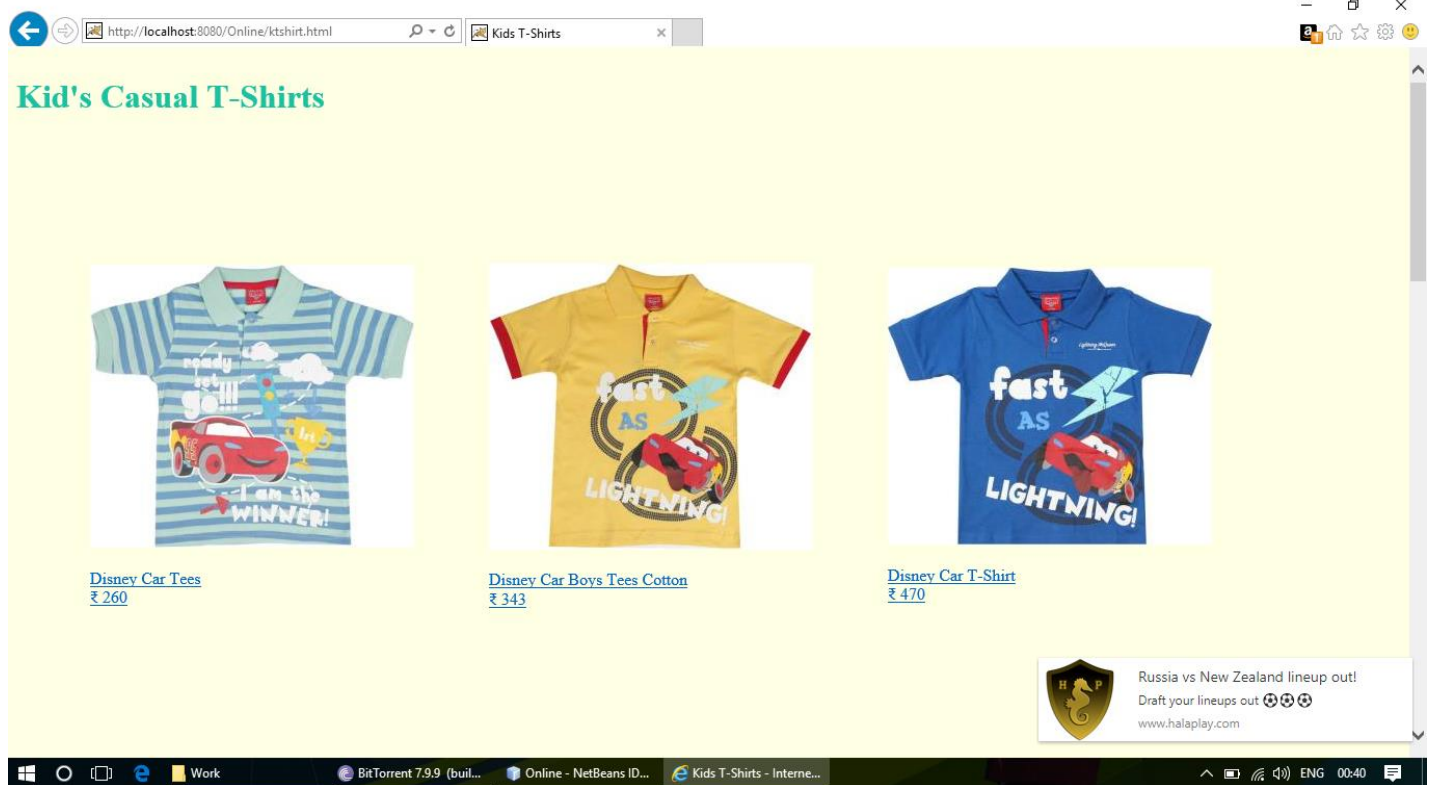


Fig 9: Kid's T-shirtss

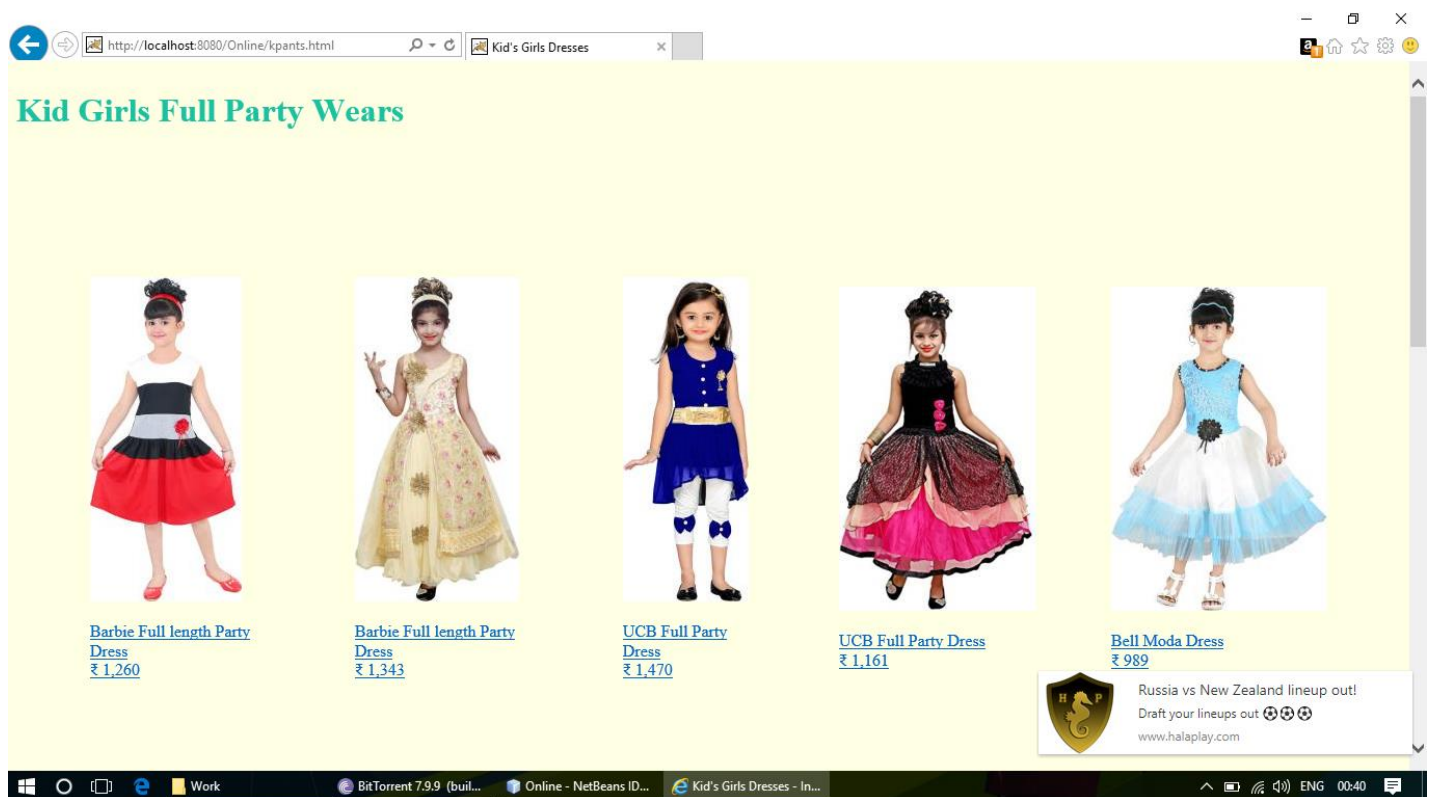


Fig 10: Kid's Party Wear

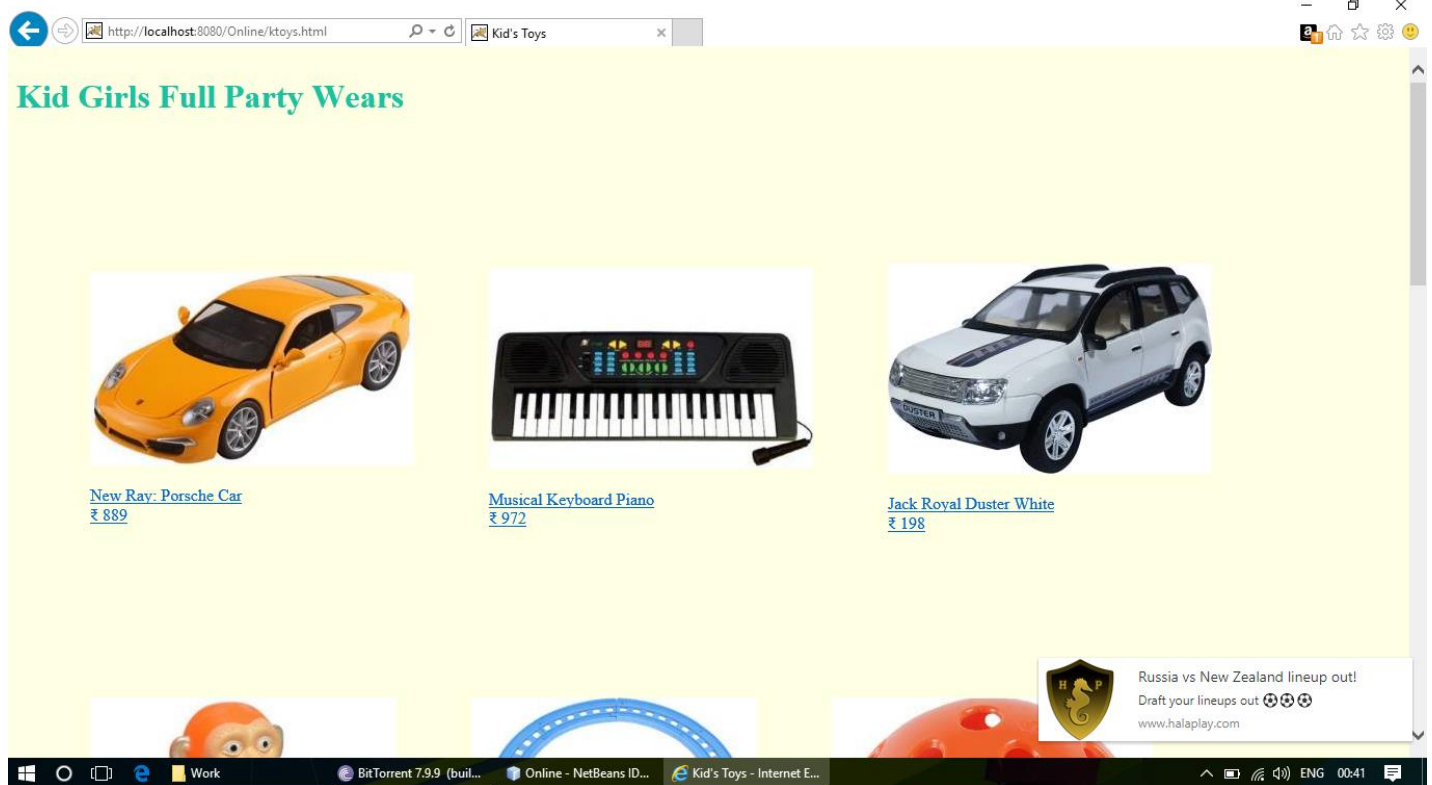


Fig 11: Kid's Toys Collections

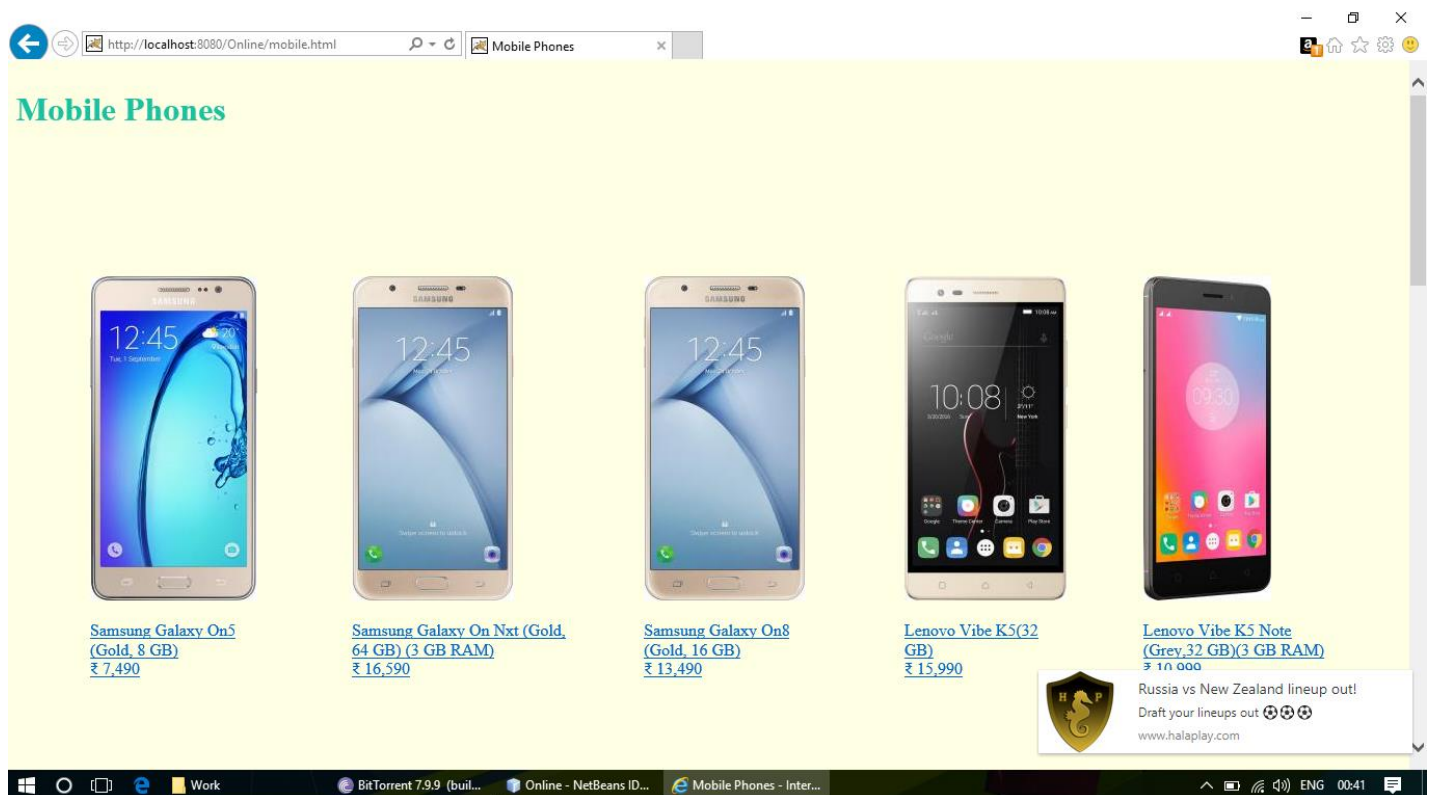


Fig 12: Mobile phones Collection

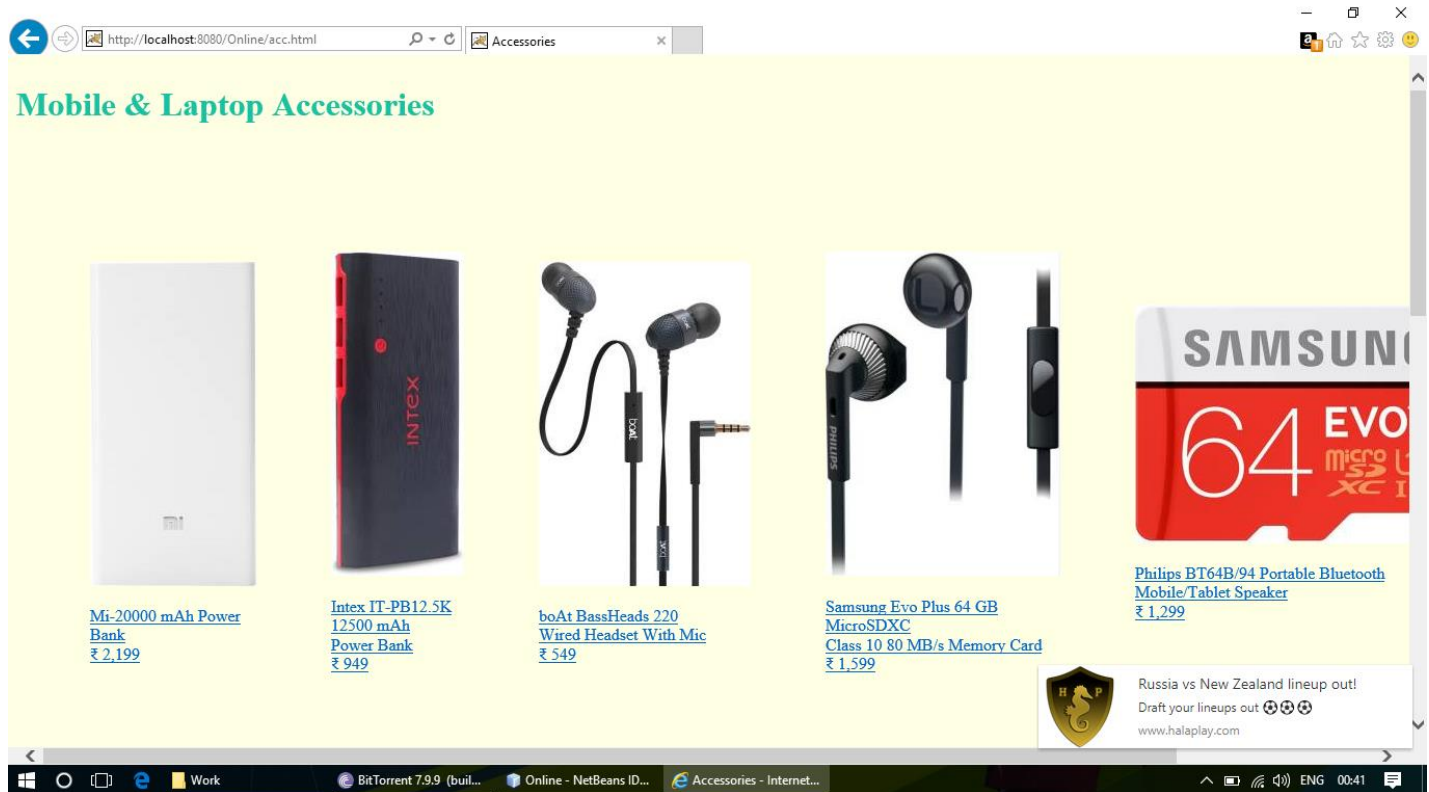


Fig 13: Electronic Accessories

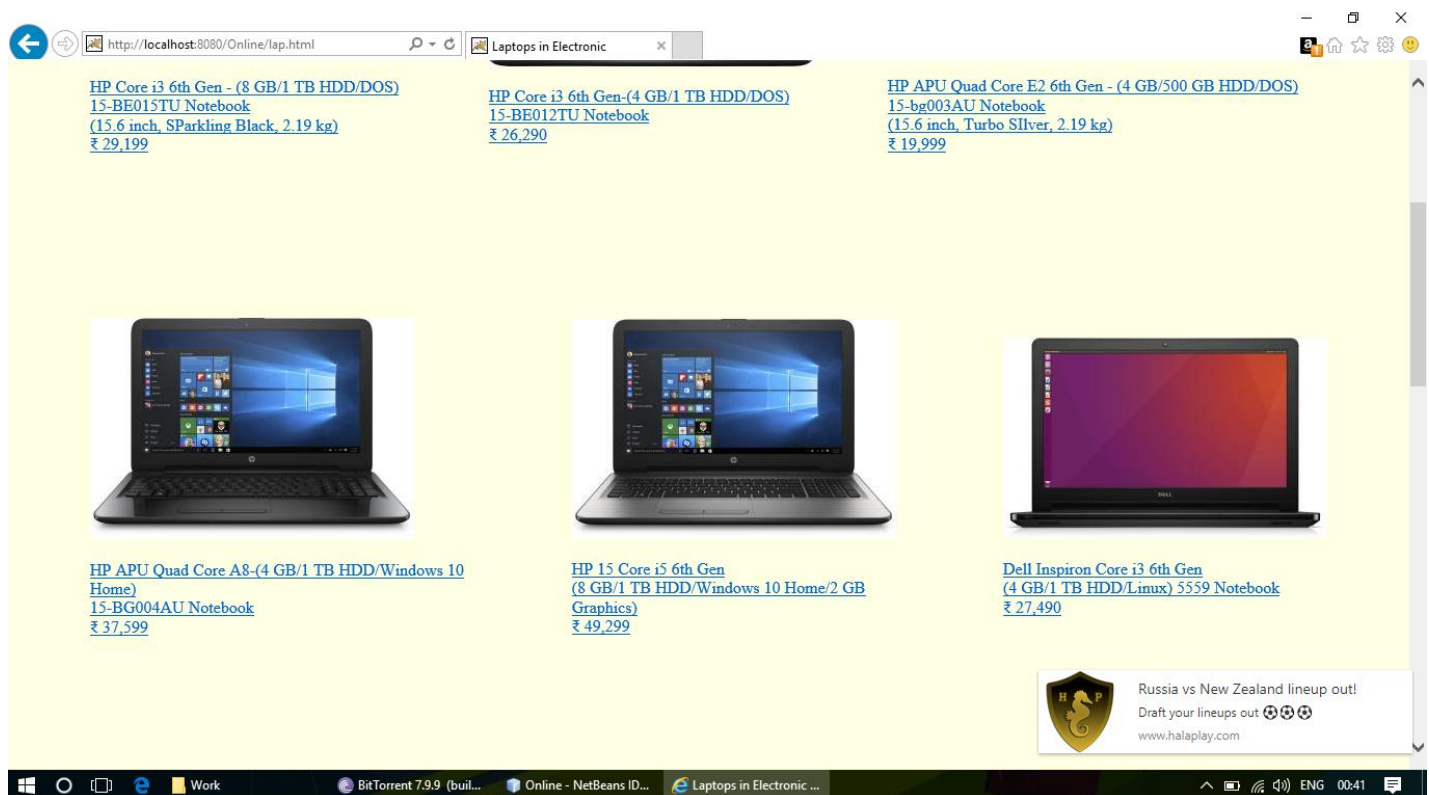


Fig 14: Laptops Collection

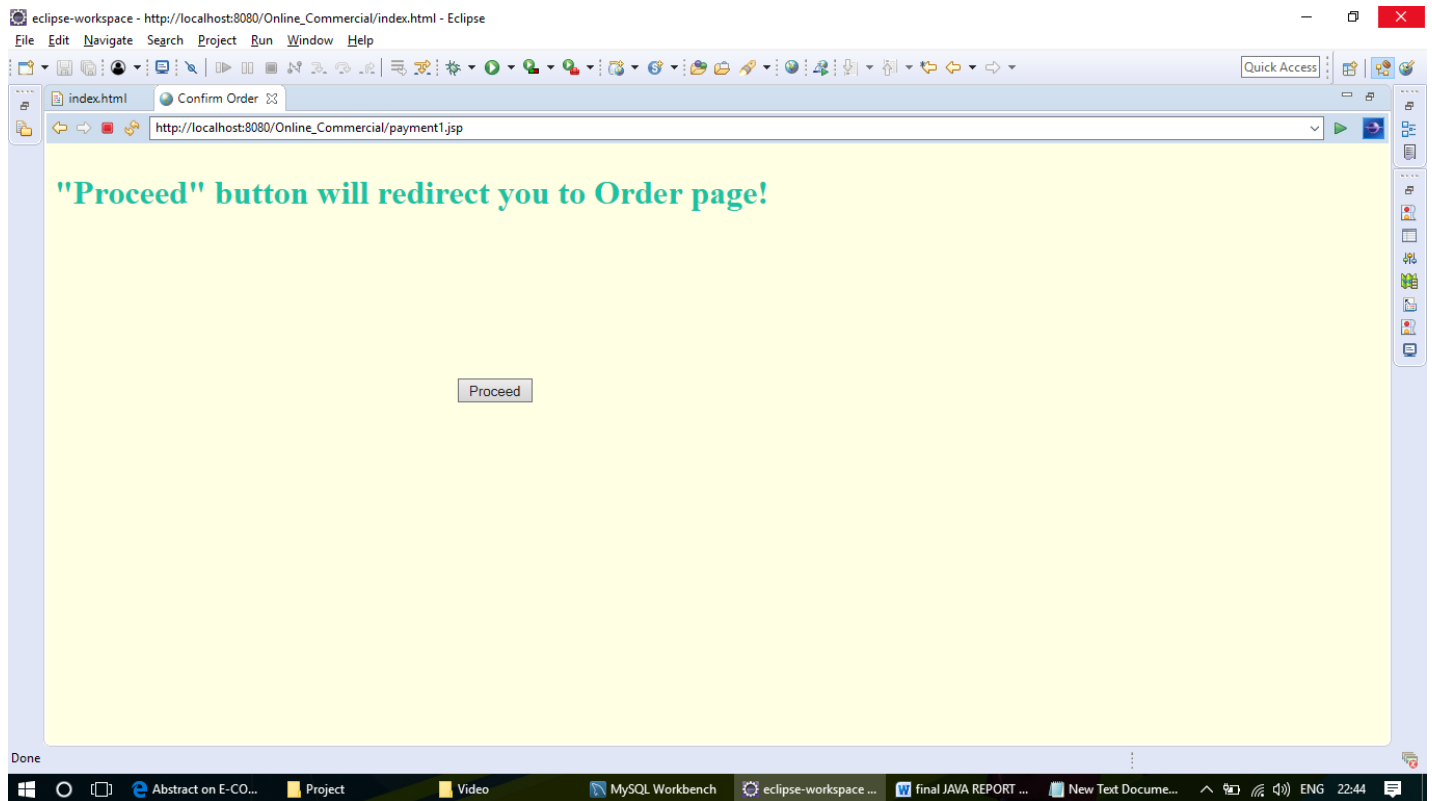


Fig 15: Confirming order Page

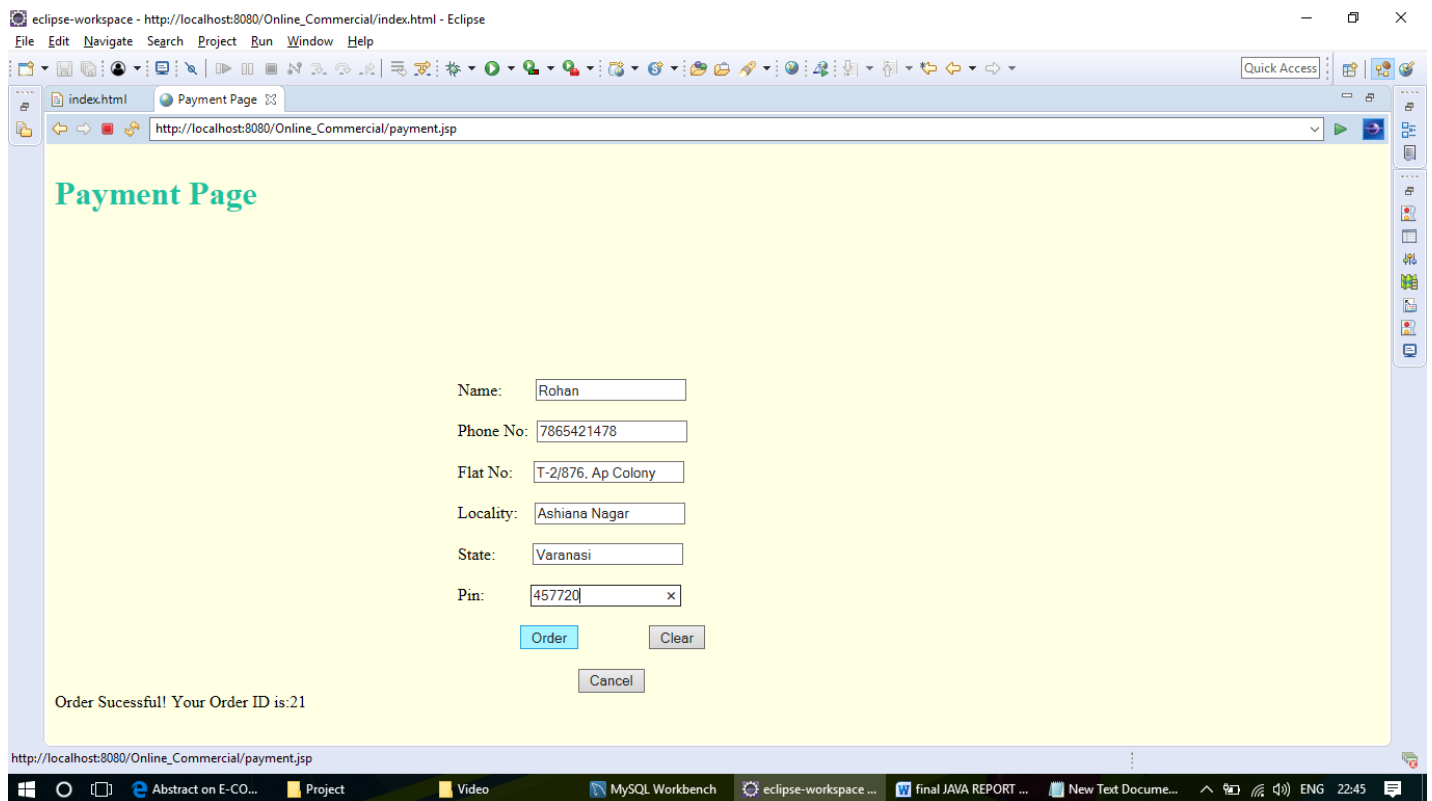


Fig 16: Order page

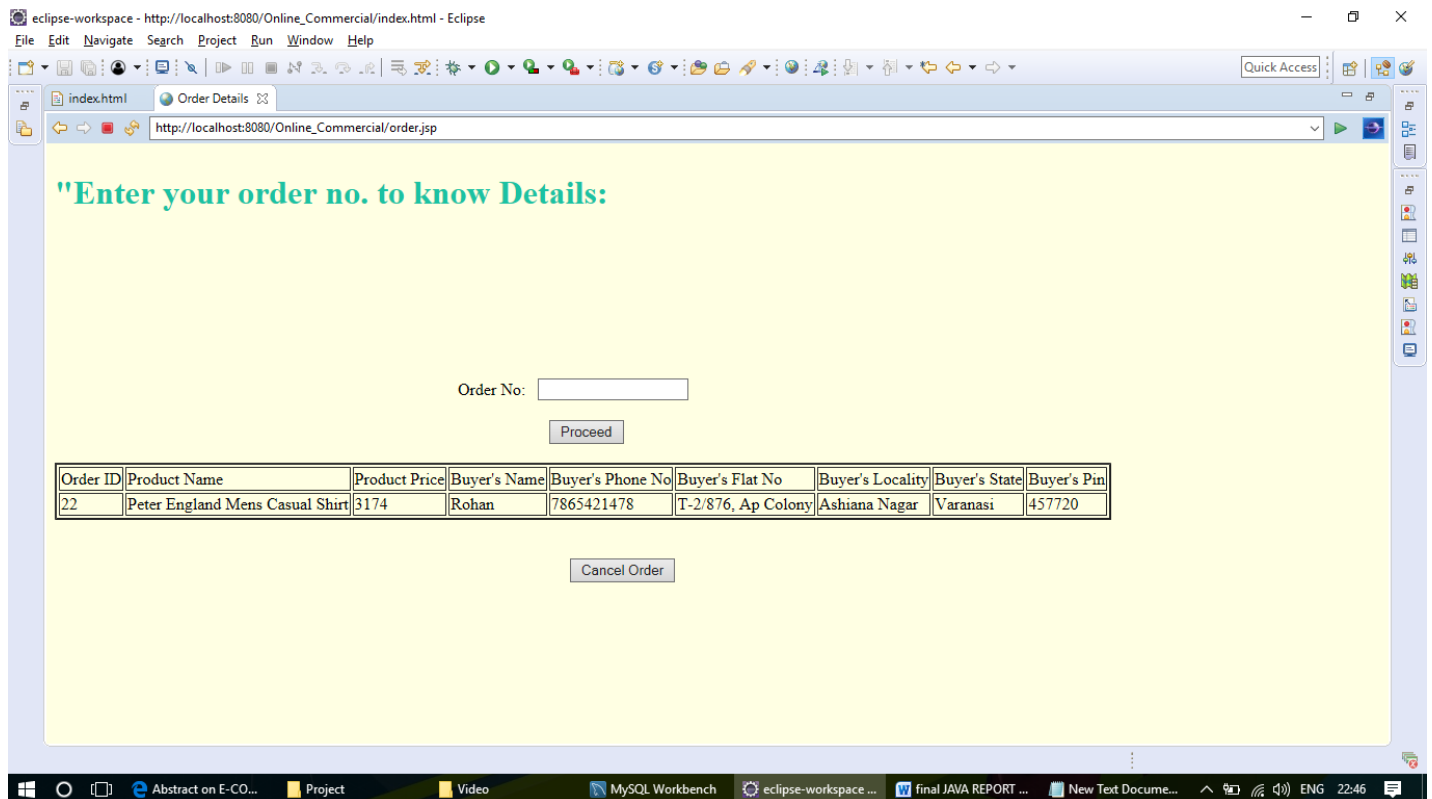


Fig 17: Order details page

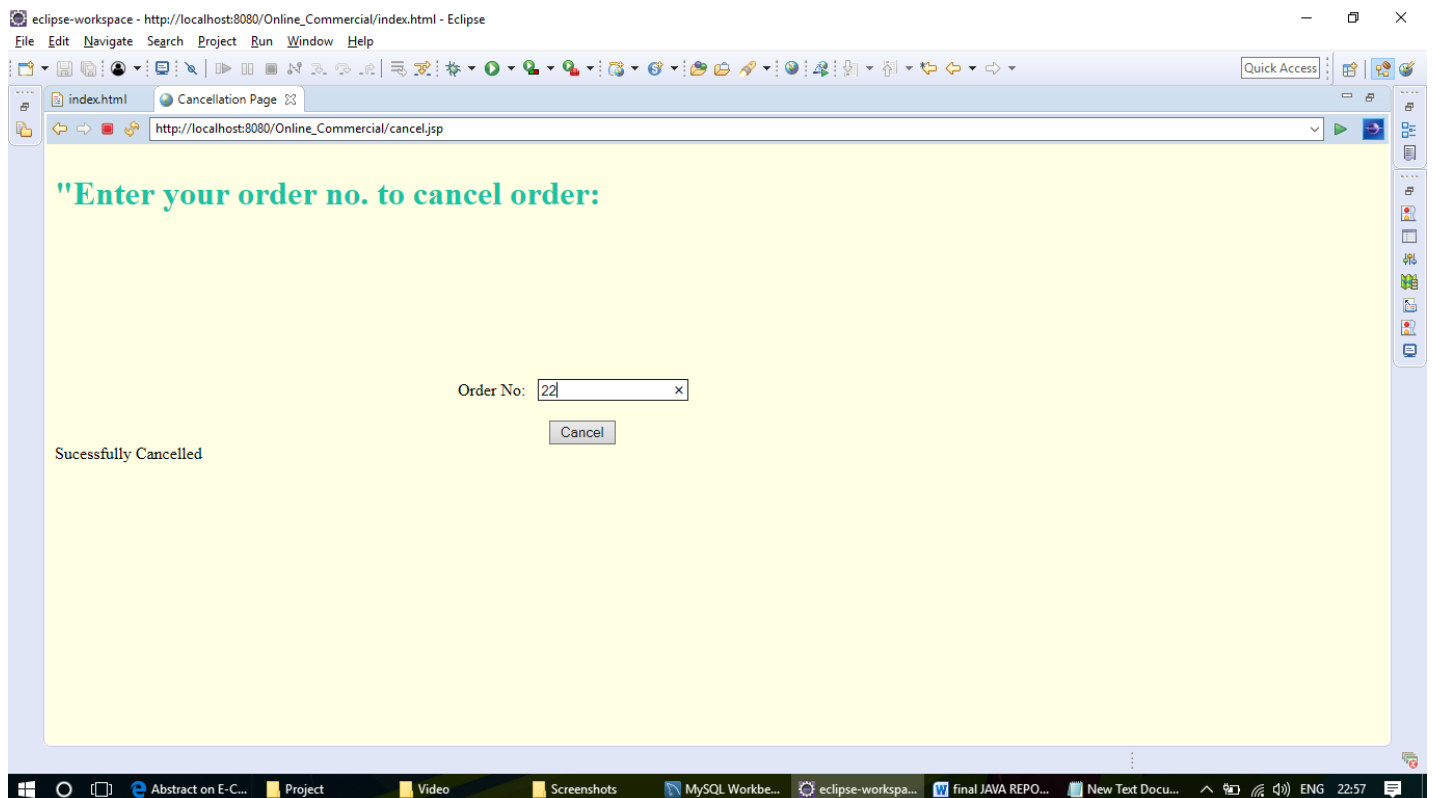


Fig 18: Order cancellation page

8. 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 cannot 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.

BIBLIOGRAPHY

1. The Complete Reference to java, 5th edition, by Tata McGraw-Hill Publishing Company Limited.
2. MySQL/PHP Database Applications, 2nd Edition by Brad Bulger
3. How to Do Everything with PHP and MySQL by Vikram Vaswani
4. www.wikipedia.com
5. www.stackoverflow.com
6. www.google.com
7. www.tutorialspoint.com
8. www.wc3school.com