The internet has become a major tool that has fueled the development of global business. This has enabled people to carry out business transactions remotely. With internet access all this is possible. This explains the reason why most businesses nowadays treat ecommerce website development seriously. Web based platforms can be used to carry out trading activities. Ecommerce website development is concerned with developing such platforms. Web developers who are well acquainted with web design are required to develop such sites. Such developers must be sufficiently knowledgeable on how to create secure web browsing platforms. There are a number of considerations one should make when creating an online based business execution platform. Such a platform should add value in the way a business carries out it's business dealings. The establishment and maintenance of such platforms needs to be affordable. Businesses whose main customers reside close to the business may find no use in carrying out their operations in this way. This way of executing trade activities may be useful for organizations that serve customers who are distributed all over the world. The internet acts as an affordable link between customers and organizations whose goods and services they need. This lowers the costs incurred by customers and businesses in actualizing business transactions. With one well connected store, such organizations are in a position to serve a large number of customers. With proper planning, such sites can be used for a number of things in addition to simple business transactions. Such sites may serve as a powerful marketing tool. Adverts promoting the various products the business that runs such platforms deal in might be placed across the web pages. Adverts of other business entities might also be placed in these pages. Such advertisements may generate substantial advertising revenues while at the same time boosting the sales of the concerned business entities. It is important to ensure that online business is carried out in a secure platform. The passwords being used must only be known by authorized persons. Unauthorized access must be denied through the use of a password system. If people with bad intentions penetrate the system they might engage in fraud. This may result in substantial losses. It may also dent the credibility of such online firms. The layout of these sites must be easy to understand. One should be in a position to easily know where to go when he or she needs something. This ease of access can be boosted by incorporating navigational tools. The website must also have a good visual appeal. Proper backgrounds and colors should be used. This goes a long way in boosting visitor numbers. To boost sales volumes, sufficient item descriptions should be posted online. Customers should also be in a position to get advice online at any time. This is convenient for customers since internet services are nowadays cheap. Ecommerce website development is a lucrative business these days. It is a catalyst towards increased sales volumes. More people will gain confidence in this way of trading if their online security is guaranteed.

* 1. Formulate and Record Possible Project Specification

An Ecommerce Website requires appropriate strategy of successful design and implementation. Everything is required to plan from scratch to end of website. The E-commerce sector is seen the exponential growth thus a new option will easily part of this regatta of commercial website. The E-commerce website will features the online shopping facility of various products under a single web space.

The Proposed web application will allows business personnel’s tomake their total business using it and increase their reachability thousand times more than today they have, over the internet. It will allow multiple shopping vendors to sale their product online. The product manage ment in the system will be done in the for, of categories. The Safety of information is the main requirement of the system and will be handling according to that.

To formulate this project first task is to do cost estimation. For probabilistic assessment of the project cost estimation is required . Cost estimation covers the accurate ; estimations’ of cost and efforts required for the project. As a project manager it is estimates are defined to early stage in the project . Cost Estimation in application development project includes the set of procedures and techniques that will be utilized , required to produce by organization for development . The available resources of a company are also affecting the cost estimation . It will be very complex project .

* 1. Basic Specifications of E-commerce website
* Effective content management for make and change pages
* Online Retailing
* Multiple Administrators
* Site Members and content subscription
* Profile Management
* Online Ordering
* Accounting/ Payments
* Contact Form
* Site Search

As a part of planning, the complete website is divided in above specification. The website is design according to these specifications. The website will provide complete solution. The basic flow of web application goes to user registration, purchasing and payment. It provides a great way to show and sell their products from one end to another end of the region . It will provide to sell products over the world . The delivery system will require developing according to that.

* 1. Identify the factors that contribute to the process of project selection

Shopping over the internet is the trend and as well requirement of today. Most of sellers make their product available to sell over internet using the various e-commerce websites. It can lead them great outcome in terms of increasing their sale and profits . The research study of ebay states that still 50% of the sellers are not using because some issues i.e. complex conditions of the portals , insufficient knowledge etc. Seeing the large sea of possibilities in the business, the following factors are contributing to selecting the ‘E-Commerce’ website for development.

* It allows 24\*7 availability of products.
* The shopping of the products is just 2 clicks away from users which is quite easy.
* It can manage large pool of customers at a time without an hesitation and discomfort with faster access for the product selection . The categories are managed to make hassle free shopping.
* Customer hospitality with fewer efforts. Only better presentation and great service required.
* Accurate details of sale , profit , loss i.e. all accounting management is easy.
* Customer subscription and feedback is very easy to get and suggestion also be got directly.
* Money is directly credited into bank
* It requires to only manage data warehouse rather than original warehouse of products.
* Once a competition of the project, after that this portal requires efforts in solo in management i.e. require less efforts of sale
  1. System Development Background

The following is the related concept of the system development background.

* + - E-Commerce Industry Description:

E-commerce usually refers to the trade in global business activities, the Internet environment based on browser/server application mode, achieving consumer on-line shopping , on-line transactions between merchants and on-line electronic payment and a variety of business activities. Over the past years e-commerce has grown fast.

In order to keep successful, an e-commerce website need to attract new customers and keep existing ones, as extended customer relationships will lead to direct rising profits . E-commerce website is one type of web applications, most web systems have to provide transaction service, state maintenance, and reliable storage functions , so these rules also apply to e-commerce applications. A transaction activity is involved to plenty of database operations and some third party interactions, such as shipping and payment service .

* + - E-Commerce Category:

Most E-commerce activities can be divided into one of the following categories: Business-to-Business (B2B), Business-to-Customer (B2C) and Customer-to-Customer (C2C). Electronic commerce that is conducted between businesses corporations is referred to as business-to-business or B2B. Electronic commerce that is conducted between businesses and consumers is referred to as business-to-consumer or B2C. On-line shopping is usually a form of B2C.

1.5 Summary

Electronic Commerce, commonly known as e-commerce consists of the buying and selling of products over Internet based on browser/server system. There are several related technologies to develop an E-Commerce system such as ASP.NET, J2EE, but these technologies have their disadvantages and weakness, to solve their problems, and improve the system efficiency, (HTML+CSS+JAVASCRIPT+JQUERY) architecture theory and technology is needed for this purpose. we will generate a simulation environment of an on-line store system based on the three-tier MVC model and go through the whole process of system requirements analysis, system architecture design, UI design and system testing. Our E commerce project divides into two main parts; the first part is dynamic creation of E-commerce web sites and managed them through our website. Second part is shopping transactions which allow to company owners who we create an E-commerce website to them to sell their products through our web site. This can be done by showing their products to consumers and then consumers can perform all shopping process.

**Web Tech and its Elements**

To view the Internet most people use a browser, There are many different browsers: the two most popular being Netscape Navigator and Microsoft Internet Explorer. Web browsers work by connecting over the Internet via modem or ISDN via a server or ISP to remote machines, asking for a particular document (or page) and then formatting the documents they receive for viewing on a computer.

To do this, web browsers use a special language called HTTP (Hyper Text Transfer Protocol). The remote machines containing the documents run HTTP servers. When an HTTP server receives a request for a page, it sends it back to the local computer for viewing through the browser.

Each document on the Web has a particular URL (Uniform Resource Locator). This tells the browser which server to go to to get the document. The syntax of the URL is simple to understand. The HTTP signifies that the language to be used is Hyper Text Transfer Protocol. The host name is the name of the server. For example, http://www.itnetwork.com would look for the IT Network's server. The path is the document requested from the server. This is not the same as the file system path; the server defines its root.

Web documents can take any form, however, the universal standard is HTML. HTML is a tag-based language that encodes the documents that make up the World Wide Web. HTML can be used to create formatted text that will retain its formatting once it is reproduced by a computer's browser. HTTP can also include images, sound animation and video clips. HTTP weaves together all the relevant elements of the page and describes how it should be represented on your browser. It can also link to other pages or sites (called hyperlinks) on the Web.

In order to make websites look and function a certain way, web developers utilize different languages. The three core languages that make up the World Wide Web are HTML5, CSS, and JavaScript.

In the IT world, the internet is an essential platform, whether its for developing or for consumer use. When developing a website, typically three main languages come into play. These languages are JavaScript, CSS, and HTML. HTML is the backbone of most webpages. Essentially, it is used to create the structure of how a specific website would look like, from the headings, to the paragraphs, the body, links, and even images.

HTML

HTML (Hyper Text Markup Language) is the most basic building block of the Web. It defines the meaning and structure of web content.

HTML Elements

|  |  |
| --- | --- |
| <html> | Represents the root (top-level element) of an HTML document, so it is also referred to as the root element. All other elements must be descendants of this element. |
| <head> | Provides general information (metadata) about the document, including its title and links to its scripts and style sheets |
| <title> | Defines the document's title that is shown in a browser's title bar or a page's tab |
| <body> | Represents the content of an HTML document. There can be only one <body> element in a document |
| <link> | This element is most commonly used to link to stylesheets, but is also used to establish site icons among other things. |
| <style> | Contains style information for a document, or part of a document. |
| <meta> | represents metadata that cannot be represented by other HTML meta-related elements, like <base>, <script>, <style>,<link> or <title> |
| <h1>, <h2>, <h3>, <h4>, <h5>, <h6> | Represent six levels of section headings. <h1> is the highest section level and <h6> is the lowest. |
| <nav> | Represents a section of a page whose purpose is to provide navigation links, either within the current document or to other documents. Common examples of navigation sections are menus, tables of contents, and indexes. |
| <div> | It is the generic container for flow content. It has no effect on the content or layout until styled using CSS. |
| <span> | It is a generic inline container for phrasing content, which does not inherently represent anything. |
| <hr> | Represents a thematic break between paragraph-level elements: for example, a change of scene in a story, or a shift of topic with a section. |
| <li> | Represent an item in a list. It must be contained in a parent element: an ordered list (<ol>), an unordered list (<ul>), or a menu (<menu>) |
| <p> | Represents a paragraph. |
| <a> | Creates a hyperlink to other web pages, files, locations within the same page, email addresses, or any other URL. |
| <abbr> | Represents an abbreviation or acronym; the optional title attribute can provide an expansion or description for the abbreviation. |
| <br> | Produces a line break in text (carriage-return). |
| <strong> | Indicates that its contents have strong importance, seriousness, or urgency. Browsers typically render the contents in bold type. |
| <em> | Marks text that has stress emphasis. |
| <ing> | Embeds an image into the document. |
| <applet> | Embeds a Java applet into the document; this element has been deprecated in favor of <object> |
| <iframe> | Represents a nested browsing context, effectively embedding another HTML page into the current page. |
| <script> | Used to embed or reference executable code; this is typically used to embed or refer to JavaScript code. |
| <button> | Represents a clickable button, which can be used in forms or anywhere in a document that needs simple, standard button functionality. |
| <form> | Represents a document section that contains interactive controls for submitting information to a web server. |
| <input> | Used to create interactive controls for web-based forms in order to accept data from the user; a wide variety of types of input data and control widgets are available, depending on the device and user agent. |
| <label> | Represents a caption for an item in a user interface. |

CSS

Cascading Style Sheets (CSS) is a style sheet language used to describe the presentation of a document written in HTML or XML (including XML dialects such as SVG, MathML or XHTML). CSS describes how elements should be rendered on screen, on paper, in speech, or on other media.

JavaScript

JavaScript (JS) is a lightweight interpreted or JIT-compiled programming language with first-class functions. While it is most well-known as the scripting language for Web pages, many non-browser environments also use it, such as Node.js, Apache CouchDB and Adobe Acrobat. JavaScript is a prototype-based, multi-paradigm, dynamic language, supporting object-oriented, imperative, and declarative (e.g. functional programming) styles.

**FUNCTION MODEL OF E-COMMERCE WEBSITE:**

Here  we will discuss the all functions and how to manage it and allow vendor and customer to sell and buy through it. When the customer enters the main page of our site, he will see in the right side Page Log in form. If he has registered he can log in his account and can manage his website. But if he has not registered before, he must register first to be allowed to buy and sell through our web site.

**Vendor Registration:**

In this page of Vendor Registration, the vendor fill personal data which contains Full name, User name, password, address, E-mail and another crucial data.

**Customer Registration:**

In the page of Customer Registration, the customer fill personal data which contains Full name, User name, password, address, E-mail and another crucial data.

**Admin Registration:**

In the page of Admin Registration, the admin fill personal data which contains Full name, User name, password, address, E-mail and another crucial data.

**Login:**

In the Home Page, User asked to enter username and password to login, our task to check if the user logged in were admin, customer or vendor. If user name of logged user in customers table so the logged user was customer if not we will check admin table. If password not match we will redirect to error page to show error message (Please Enter Right Password) and from that page user can use back button to return to login form to be able to enter right password.

And if password match customer will be redirect to customer Home Page to see his/her own personal information, and if user enters as admin he/she will be redirect to Admin Page to get all his authorized to manage different aspects in our site (Add or Update any Department). And if user name not found it also redirect To Error Page to show error message (Your User Name Not Found!! Please Enter Right One).

**CONCLUSION**

In this era of internet, e-commerce is growing by leaps and bounds keeping the growth of brick-and mortar businesses in the dust. In many cases, brick-and-mortar businesses are resorting to having a counterpart which is internet or e-commerce driven. People in the developed world and a growing number of people in the developing world now use e-commerce websites on a daily basis to make their everyday purchases. Still the proliferation of e-commerce in the under-developed world is not that great and there is a lot to desire for. This paper outlines different aspects of developing an e-commerce website and the optimum solution to the challenges involved in developing one. It consists of the planning process, which starts with determining the use case, domain modeling and architectural pattern of the web application. The entire development process is primarily divided into two parts: the front-end development and the back end development. The database design is also discussed with an emphasis on its relational connectivity. This no-nonsense method of developing an e-commerce website can be easily replicated and followed in developing e-commerce websites in the developing and under-developed countries where computing resources are scarce and expensive.