

# E-Commerce and Marketing

## E-commerce Life Cycle

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BY

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# E-Commerce Life Cycle

## IMPORTANT ACTIVITIES

1. PLAN
2. ANALYSIS
3. DESIGN
4. DEVELOPMENT
5. TEST
6. IMPLEMENT
7. MAINTAIN



# PLAN



- ☐ Appoint webmaster team (two or more persons)
- ☐ Define the objective of the e-commerce website / portal to be developed.
- ☐ Define the project scope.
- ☐ Develop the project plan including tasks, resources, and timeframes

# Analysis

- Define who is the audience
  - B2B – Business visitors
  - Or B2C – Consumer visitors
  - Or Others
- Gather the business requirements for the system
- SRS– System Requirements Specifications

# DESIGN

- ❑ Design the Navigation view
  - ❑ Starting with the Home Page and 'First level child pages'
- ❑ Hyperlinks plan and buttons
- ❑ Backend required
  - ❑ Database ?
- ❑ Payment Gateway ?



## Select any one option to develop website

1. Prepare website – write codes in HTML / Java / ASP
2. Do-it-yourself: use package such as MS FrontPage to develop website (good option for non-programmer)
3. Outsource to professionals and pay for development charges

# TEST / Quality Check



- ☐ Test website
  - ☐ Check for broken links
  - ☐ Speed: Slow pages
- ☐ Database test records
  - ☐ Updating of database
- ☐ Money transaction (if applicable)

## Publish

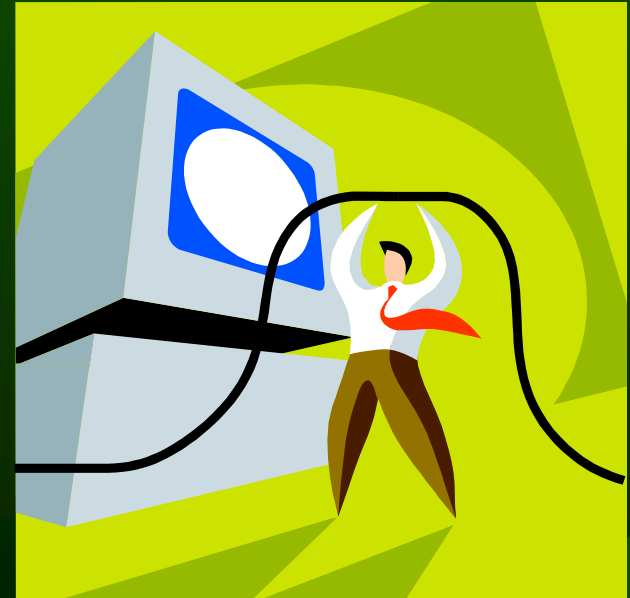
- Select hosting company
- Pay hosting charges and get password
- Upload website to the internet server





# MAINTAIN & UPDATE

- ❑ Regularly change and update the content
- ❑ Perform SEO
- ❑ Update keywords / Meta tag as the per the changes in business needs



# Conclusion

- Continuous improvement is required

# THANK YOU

PRESENTATION BY  
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