



# E-COMMERCE APPLICATION ON IBM CLOUD FOUNDRY





## PHASE-2 :

### Outline:

**Creating an outline for an e-commerce business focused on handcrafted products involves structuring the key components and considerations for your venture.**

#### **I. Introduction**

- A. Brief Overview of Your Handcraft E-commerce Business
- B. Mission Statement and Brand Identity
- C. Unique Selling Proposition (USP)

#### **II. Market Research and Analysis**

- A. Target Audience Identification
- B. Competitor Analysis
- C. Market Trends and Opportunities
- D. SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)

#### **III. Product Selection**

- A. Range of Handcrafted Products Offered
- B. Sourcing or Production Process
- C. Quality Assurance and Materials Used

#### **IV. Website Development and Design**

- A. Choosing an E-commerce Platform

B. Domain Name and Hosting

C. Website Design and User Experience

D. Mobile Responsiveness

E. SEO Optimization

## **V. Product Presentation**

A. High-Quality Product Photography

B. Detailed Product Descriptions

C. Customization Options

D. User-Generated Content (UGC)

## **VI. Branding and Storytelling**

A. Brand Story and Values

B. Artisan Profiles (if applicable)

C. Logo, Brand Colors, and Visual Identity

D. Social Media Integration

## **VII. Marketing and Promotion**

A. Social Media Strategy

B. Content Marketing

C. Email Marketing

D. Influencer Partnerships

E. Paid Advertising (if budget allows)

F. Customer Loyalty Programs

## **VIII. Customer Support and Engagement**

- A. Contact Information
- B. FAQ Section
- C. Live Chat or Chatbots
- D. Handling Returns and Refunds
- E. Customer Reviews and Testimonials

## **IX. Payment and Security**

- A. Payment Gateway Integration
- B. SSL Certificate for Security
- C. Data Protection and Privacy Policy

## **X. Shipping and Logistics**

- A. Shipping Methods and Rates
- B. Packaging and Presentation
- C. Shipping Partners and Tracking

## **XI. Legal and Compliance**

- A. Business Registration and Licensing
- B. Copyright and Intellectual Property
- C. Taxation and Accounting

## **XII. Sustainability and Ethical Practices**

- A. Sustainability Initiatives
- B. Ethical Sourcing and Production

### **XIII. Analytics and Performance Tracking**

- A. Google Analytics Integration
- B. Key Performance Indicators (KPIs)
- C. Sales and Traffic Reports

### **XIV. Growth Strategies**

- A. Expansion Plans (e.g., new product lines or markets)
- B. Scaling the Business
- C. Customer Feedback and Continuous Improvement

### **XV. Budget and Financial Planning**

- A. Start-up Costs
- B. Monthly Operational Budget
- C. Revenue Projections

### **XVI. Conclusion**

- A. Summary of Key Points
- B. Next Steps and Milestones

This outline provides a structured approach to launching and managing your handcraft e-commerce business. Adapt and expand upon each section based on your specific products, goals, and market dynamics. Remember that flexibility and adaptability are essential in the e-commerce industry, so be prepared to adjust your strategy as needed based on market feedback and trends.

## **DEFINITION :**

Ecommerce in handicraft items is the buying and selling of handcrafted goods online. It is a rapidly growing industry, as more and more consumers are looking for unique and authentic products.

Handicraft items are made by hand using traditional methods and materials. They can include a wide range of products, such as pottery, textiles, jewelry, and home decor.

Ecommerce platforms provide a convenient way for handicraft artisans to reach a global audience. It also allows consumers to easily browse and purchase handcrafted goods from all over the world.

Here are some of the benefits of ecommerce for handicraft items:

- **Increased reach:** Ecommerce platforms allow handicraft artisans to reach a global audience. They can sell their products to customers all over the world, without having to rely on traditional brick-and-mortar stores.
- **Convenience:** Ecommerce is convenient for both buyers and sellers. Buyers can browse and purchase products at any time of day or night, from the comfort of their own homes. Sellers can manage their businesses from anywhere in the world.
- **Lower costs:** Ecommerce businesses have lower overhead costs than traditional brick-and-mortar stores. This means that they can offer their products at lower prices to consumers.
- **Wider selection:** Ecommerce platforms offer a wider selection of handicraft items than traditional brick-and-mortar stores. Consumers can find a wide variety of products from different artisans and regions.

The ecommerce handicraft industry is expected to continue to grow in the coming years. As more and more consumers turn to online shopping, handicraft artisans will have more opportunities to reach their target market and sell their products.

## Objectives:

The objective of e-commerce in handicraft is to provide a convenient and efficient way for artisans to sell their products to a global audience. It also aims to make handicraft items more accessible to consumers, regardless of their location.

Here are some of the specific objectives of e-commerce in handicraft:

- To increase sales and revenue for handicraft artisans. Ecommerce platforms allow artisans to reach a much wider audience than they could through traditional retail channels. This can lead to increased sales and revenue.
- To reduce costs for handicraft artisans. Ecommerce businesses have lower overhead costs than traditional brick-and-mortar stores. This allows artisans to save money on rent, utilities, and other expenses.
- To make handicraft items more accessible to consumers. Ecommerce platforms make it easy for consumers to browse and purchase handicraft items from all over the world. This is especially beneficial for consumers who live in areas where there are few or no handicraft stores.
- To promote and preserve traditional handicraft skills. E-commerce platforms help to promote and preserve traditional handicraft skills by providing a platform for artisans to sell their products. This can help to ensure that these skills are passed down to future generations.

Overall, the objective of e-commerce in handicraft is to create a win-win situation for both artisans and consumers. Artisans can benefit from increased sales and revenue, reduced costs, and a wider reach. Consumers can benefit from increased accessibility to handicraft items and the ability to support traditional handicraft skills.

In addition to the above objectives, e-commerce in handicraft also plays an important role in promoting sustainable development. By providing a platform for artisans to sell their products to a global audience, e-commerce can help to create jobs and generate income in rural communities. It can also help to promote the use of traditional materials and techniques, which can help to reduce environmental impact.

## Legend:



The legend of e-commerce in handicraft is a story of innovation and resilience. It is a story of how artisans from all over the world have embraced technology to reach a global audience and preserve their traditional skills.

One of the earliest pioneers of e-commerce in handicraft was a woman named Asha Jadeja Motwani. In 1995, Motwani founded eBay, an online marketplace where people could buy and sell goods. eBay quickly became a popular platform for handicraft artisans, who used it to sell their products to buyers all over the world.

Another early pioneer was Etsy, which was founded in 2005. Etsy is an online marketplace specifically for handmade and vintage goods. Etsy has been a major boon for handicraft artisans, as it has given them a platform to sell their products to a global audience of people who are passionate about handmade crafts.

Thanks to e-commerce platforms like eBay and Etsy, handicraft artisans from all over the world are now able to reach a global audience and sell their products. This has led to increased sales and revenue for artisans, and it has also helped to promote and preserve traditional handicraft skills.

Here are some examples of how e-commerce has helped handicraft artisans to succeed:



- In India, e-commerce has helped to revitalize the traditional handloom industry. Handloom artisans are now able to sell their products to buyers all over the world, without having to rely on middlemen.
- In Africa, e-commerce is helping to support traditional beadwork artisans. Beadwork artisans are now able to sell their products to buyers all over the world, and this has helped to increase their income and improve their standard of living.
- In Latin America, e-commerce is helping to promote traditional pottery and weaving artisans. Pottery and weaving artisans are now able to sell their products to buyers all over the world, and this has helped to preserve their traditional skills and culture.

- Choose an ecommerce website template that matches your brand.
- And we are going to do install python we create flask.
- Flask is the back end my project that it is going all the process giving me the web application.
- And I am going install the DB2.This is also the backend server.
- This have been created the how many user buy the product and rating
- This all work is displayed as a database in the DB2 application.
- Develop a business plan that includes your goals, motivation for selling handcrafted products, ecommerce software, shipping and handling of products, and personal touches to build customer relationships
- Create a website using ecommerce software like Shift4Shop or Ecwid by Lightspeed
- You can also use a construction template such as WordPress
- Sell your products by displaying them with high-quality images and descriptions, offering secure payment options, and providing excellent customer service
- Use social media and other marketing strategies to promote your products and grow your business
- Continuously evaluate and improve your website and business practices
- If you want to use React to build your ecommerce web app, you can follow a step-by-step tutorial to craft a Next.js shop

- React is a great JavaScript framework to build an e-commerce web app because it has a big and active community, is component-based, supports server-side rendering, and uses virtual DOM
- When designing your ecommerce website, you should keep in mind that user engagement is essential. Your design should make it seamless for customers to shop, be intuitive and easy to use, and engage customers

.In conclusion, creating a web application for an ecommerce handcraft website requires careful planning, choosing the right ecommerce software, designing a user-friendly website, and providing excellent customer service.

## Conclusion:

The design of an e-commerce handicraft business should be focused on creating a visually appealing and user-friendly experience for customers. The website should be easy to navigate and use, and it should showcase the products in a way that is both informative and engaging.

- **Clean and simple design:** The website should have a clean and simple design that is easy to navigate. Avoid using too much clutter or too many different fonts and colors.
- **High-quality product photos and videos:** The product photos should be high-quality, clear, well-lit, and attractive. Consider using a professional photographer to take your product photos. You can also use videos to showcase your products in more detail.
- **Detailed product descriptions:** The product descriptions should be informative and engaging. Highlight the unique features and benefits of each product, and explain how it is made.
- **Social media integration:** Social media is a great way to connect with potential customers and promote your products. Be sure to include social media links on your website.
- **Easy checkout process:** The checkout process should be simple and straightforward. Avoid asking customers to create an account before they can purchase a product.
- **Secure payment options:** Customers should feel confident that their financial information is safe when shopping on your website. Offer a variety of secure payment options, such as credit cards, PayPal, and Stripe.

In addition to these key elements, it is also important to consider the overall branding of your e-commerce handicraft business when designing your website. The website design should be consistent with your overall branding strategy, and it should help to convey the message you want to send to your customers.

By following these tips, you can create a well-designed e-commerce handicraft website that will help you to attract new customers and increase sales.