

Introduction :-

E-commerce E-commerce, short of electronic Commerce, refers to the buying and selling of goods and services over the internet. It involves conducting business transactions electronically, allowing consumers and business to exchange products, service and information without need of physical presence.

The concept of e-commerce has revolutionised the way people shop and do business. e-commerce has grown exponentially, creating a global market place that transcends geographical boundaries.

These business transactions occur either as to business-to-business (B2B), business to consumer or customer to business.

there are few types of e-commerce, they are

1. Business to Business
2. Business to consumer
3. Consumer to consumer
4. Business to administration (B2A)
5. Business to administration (B2A)
6. Consumer to administration (C2A)

Purpose :-

The purpose of the e-commerce involves around facilitating online transactions between buyers and sellers. It serves several key purposes benefiting both business and consumer.

- ① Global Reach: E-commerce allows business to reach a global audience without need for physical storefronts in multiple locations.
- ② Convenience: customers can shop online from the comfort of their home or on the go.
- ③ Accessibility: E-commerce makes products and service accessible to people with physical disabilities or limitations that may prevent them from shopping in traditional stores.
- ④ Reduced Costs: For business, e-commerce platform collect vast amount to reduce, compared to running brick-and-mortar stores. lower overhead expenses, no need for physical store fronts and streamlining logistics can lead to cost saving and improved profitability.
- ⑤ Time Saving and Speed: e-commerce transaction can be completed quickly, reducing the time it takes for consumer to find and purchase products.

Literature Survey:

Importance:

- * without online presence, your business is limited to a local customer base.
- * with no ecommerce platform, you are missing out on the growing trend of online shopping.
- * consumer behaviour is evolving rapidly, and more and more people are turning into online shopping.
- * customer appreciate the ease of shopping and browsing product or service online.
- * An ecommerce website allows your business to operate 24/7.
- * without an online platform, you may find it challenge to display your products or or service effectively
- * ecommerce platforms allow businesses to experiment with new products, services and business models. Not having an ecommerce presence may limit your ability to explore innovative ways to grow and expand your business.

Proposed Solution;

- * By using e-commerce app there will be more efficient time management, task management which reduces stress.
- * Choose a reliable and popular e-commerce platform such as shopify, flipkart, Amazon based on your specific requirements.
- * Develop a robust shopping cart system that enables user to add/remove items easily. the online process should be simple, secure and support multiple payments gateway to offer customer various options.
- * Allow customers to leave review and rating for products - Genuine users feedback can help build trust and assist other in making purchasing decisions.
- * we can buy shoe online by using the e-commerce website.
- * So we should create the e-commerce website, to people for online shopping through convenience.

Advantages of e-commerce:

1. 24/7 Availability: online stores are accessible 24 hours, allowing customers to shop at their convenience, regardless of time zones or business hours. this flexibility is highly appealing to modern consumers.
2. Cost effectiveness: setting up and operating an online store is generally more cost-effective than maintaining a brick and mortar establishment. lower operational costs can lead to competitive pricing for products.
3. wide market visibility: through search engine optimization (SEO) and digital marketing strategies, e-commerce business can increase their online visibility, attracting potential customers from various online channels.
4. Faster transaction process: online payments and digital transaction make the purchasing process quicker and more efficient for both business and customers. leading to higher customer satisfaction.
5. Data and Analytics: e-commerce platforms generate valuable data and analytics on customer behavior, buying pattern and preferences. this information helps business improve their marketing strategies and optimize their offerings.

Disadvantages of e-commerce:

1. Lack of personal interaction: In e-commerce, there is no face-to-face interaction between customer and seller. This absence of personal touch can sometimes lead to a sense of detachment and less trust online.
2. Security concerns: Online transactions involve the exchange of sensitive personal and financial information. The risk of data breaches, hacking, and identity theft remains a significant concern for both business & customers.
3. Dependency on technology: Technical issues, such as website downtime, server crashes, or payment gateway problems, can disrupt the shopping experience and result in lost sales.
4. Product Quality and Authenticity: Customers may be hesitant to purchase products they can't physically inspect. The risk of receiving counterfeit or low-quality items is higher in some cases.
5. Return and customer service: Returning products purchased online can be more cumbersome than returning items to physical stores. Resolving customer queries and complaints in an online shopping.

Applications:-

1. Online Retail: Perhaps the most well known application of ecommerce is in online retail. Consumers can purchase a wide range of products directly from ecommerce website or online marketplace. This includes everything from clothing, electronics household items.
2. B2B Commerce: ecommerce facilitates transactions between businesses, streamlining procurement processes and supply chain management. B2B ecommerce platform allow businesses to place bulk orders, negotiate contracts.
3. Online Travel and Booking:
Ecommerce has revolutionized the travel industry, allowing customers to book flight, hotels, rental cars, vacation packages online.
4. Financial Services: ecommerce also entered into the financial sector, enabling online banking, electronic fund transfer, mobile payments & digital wallets.
5. E-Government & E-Services: Government use ecommerce to provide service to citizen online, such as a tax filing, license renewal and utility bill payment.

Conclusion :-

- * Ecommerce is a useful app which help to buying and selling of goods through online.
- * By working to create the ecommerce app by front-end. I came to know how to create it, mark it done when work is completed and some features of the app.
- * This app helps the students, for works and business as well.
- * But we should not become overly reliant on the app.
- * It helps in every application and can be easily accessible.
- * So it is very useful to the customers from buying shoes online.
- * While ecommerce had many advantages, it also faced challenge such as a cybersecurity threats, issue related to data privacy.

Hardware Requirement:

* The hardware required to build a commerce shoe app.

1. Processor: we should need a good processor.

So that we can work on it without any problem. the processor required is pentium above to work smoothly.

2. RAM: The Ram should be more. so that while working there will be no more load on the processor.

3. Secondary Storage: A disk drive of 500mb or more sufficient to store the work files on local storage.

4. Input devices: the devices used are keyboard and mouse.

5. Output devices: the output device is the monitor where we can see the output or display code or execute the code.

Software Requirements:

* the software/application required to build the e-commerce website are:

1. Operating System: we know that OS is main to work on a computer. we can use versions of windows, MAC, ubuntu, linux. But by using the latest OS the system will work efficiently.
2. Front end: we have to create a code for html, a javascript file for JS code and a CSS file for designing the webpage. we can also use the Bootstrap to work faster.
3. Local host: Here we can use the microsoft visual studio code for writing and executing all the code needed.
4. Backend: we have to connect to a database so that information will be stored. we can also use python, Java, php, ruby on rails as backend.

Flow chart:

