

# ***Project Phase II Report***

***On***

**E-Commerce using PHP**

**Submitted for the requirement of**

**Project course**

**BACHELOR OF ENGINEERING**

**COMPUTER SCIENCE & ENGINEERING**



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**ABSTRACT**

In fast forwarding world, none of us have time to visit mall ,or shop to buy products , in that case we need to have access to them sitting at our home. And Ecommerce provide us that facility. The project “E-Commerce” aim to build a responsive website which involves buying and selling of goods and services. Now, user can browse online shops, compare prices and order merchandise sitting at home on their PC. Much like a traditional physical retail store, e-commerce websites allow consumers to buy and sell to one another on a designated platform.

Ecommerce has become a revolution now days , every procedure is done online which offers so many advantages . It includes helping one to choose from a wide range of products and get the order delivered too. Searching for an item, seeing the description, adding to cart – all steps happen in no time at all. In the end, the buyer is happy because he has the item and didn’t have to travel far. Here the seller has full control over customisation, he can mention offers available, discounts etc. Other advantages of e-business product listing are that it is free to upload and fast. It provide flexibility to customers , the product and services are ready 24x7. The result is that seller can offer his item any place, any time . The designed application will have an admin panel which consists of categories admin , product admin, order master, users listing and also will be provided contact service. The customers will be able to handle their information such as their name, address, and contact. Two payment gateway has been added , one is cash on delivery and other one is using online payment methods.

Before Covid this world was largely inclined towards local shopping . But this scenario changed completely . The use of ecommerce was less as compare to now. With following norms , local shopping was like a impossible thing to do. In such situation , ecommerce fulfilled the need . The digital economy boomed during the COVID-19 crisis. As people embraced social distancing, they turned to online shopping more than ever before.

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## INTRODUCTION

### A. Purpose

E-commerce is the buying and selling of goods and services. E-commerce shops have become part of our daily lives. Technological advancement has made it possible for people to sit in the convenience of their homes and still shop online without going to a physical shop.

This project has all the required essential features. This project has a user side where he/she can view product category and add products to cart and proceed for checkout whereas from administration side he/she can view sales, number of product, users, daily sales report, add product and categories. The user can also leave comments on each product if he/she wants. In this project, all the main functions are performed from the Admin side.

### B. Scope

E-commerce has bloomed over the years and is one of the fastest-growing domains in the online world. The penetration of the internet and smartphones to the more remote areas, a number of people would opt for online shopping as they have lesser facilities for shopping online

The market place is flooded with several ecommerce options for shoppers to choose from. In the recent past, the growth of e-commerce industry in India has been phenomenal as more shoppers have started discovering the benefits of using this platform. There is enough scope for online businesses in the future if they understand the Indian shopper's psyche and cater to their needs.

Listed below are the reasons that guarantee the future prospect of E-commerce in India.

- Enhancing domain registrations
- Rising internet users
- Easy access to internet
- Awareness about internet even in rural areas
- Growing need for E-commerce

### C. Technologies Used

This project is a Web application to be developed in PHP having

- Database Design (My SQL)
- Form Design(HTML 4.0)
- Coding(PHP)
- Testing(XAMPP SERVER)
- Reporting Tool(Data Report)

## **D. Overview**

- This e-Commerce site project, deals with customers regarding their shopping and cart items. Also, it displays all the available products on the right side whereas categories are shown on the left.
- The project is divided into two categories: ✓ Customer Login ✓ Admin Login.
- The facilities available in this project are:
  - Admin Panel –
    - Categories Admin
    - Product Admin
    - Order Master
    - User Listing
    - Contact Us
  - Front End:
    - Home Page
    - Customer Login/Register
    - Categories Listing
    - Add to cart
    - Order History
    - Payment Method

## **LITERATURE REVIEW**

### **A. Background**

E-Commerce implementation is always related to e-Commerce adoption. Adoption of eCommerce within organization is growing by numbers continuously. However, as organizations grow over time, e-Commerce becomes more complex and challenging. This is mainly due to organizations insights of e-Commerce as part of their constrained costs rather than an opportunity for growth. pointed out that cost in general is not a main barrier for organizations to implement e-Commerce, but, the relative advantage for the organizations is critical role in adoption decision. Moreover, organizations fail to identify the change in organization and management structure that may be required due to e-Commerce implementation as they do not usually incorporate any e-Commerce strategy that would permit them for effective e-Commerce implementation.

### **B. Existing System**

This system is online platform for buying or selling of product. E-commerce functions or features that are commonly listed in the literature include product presentation, order entry, order confirmation, payment, order fulfilment , and customer service.

### **C. Proposed System**

The E-commerce Management System has many advantages, compare to traditional store as one can compare the cost of a product with other e-commerce websites, and if a user dislikes any product he/she can return it. While we can make use of the current technology to overcome the problem with the existing system. The E-commerce Management System companies can use a flying robot, so when a user places an order, the company will send the product through the robot. The robot will find the user by using the GPS, and in this way, we can reduce the time to deliver a product. While before sending a product the e-commerce company will check the product that it is same or not with the requested order.

## **D. Product Functions**

The product has a server back-end which takes care of authenticating the users and maintaining necessary data structures.

## **E. Overview of Data Requirements**

- Login register is necessary for all users
- Development and testing using xampp control centre on local host server
  - ✓ Customer name
  - ✓ Email password.
  - ✓ Address and
  - ✓ State and pincode is stored in database

## **F. Constraints**

Login and password is used for identification of users.

## PROBLEM DEFINITION

E-commerce provides an easy way to sell products to a large customer base. However, there is a lot of competition among multiple e-commerce sites. When users land on an e-commerce site, they expect to find what they are looking for quickly and easily. Also, users are not sure about the brands or the actual products they want to purchase. They have a very broad idea about what they want to buy. Many customers nowadays search for their products on Google rather than visiting specific e-commerce sites. They believe that Google will take them to the e-commerce sites that have their product.

It needs to go to extraordinary lengths to establish trust with the user 77% of people are concerned with someone stealing their information online, and they are hyper-aware of this concern when visiting a site that explicitly asks for their personal information.

A website that isn't optimized for mobile. Most of the visitors to your e-commerce website are going to be browsing on their mobile devices.

A site that takes too long to load. While this web design no-no is unappealing to users on any kind of site, a too-slow e-commerce website can actually lead to a sense of distrust with the users.

Banners, ads, and pop-ups. Bombarding your users' screens with advertisements and big banners will only discourage them from visiting your product pages. This is especially true on mobile devices, where a simple pop-up (that you may think is small) takes up the majority of the user's screen.

Dishonest advertising ,It can be easy to use copy and offers that encourage users to make a purchase with you.



## OBJECTIVES

The main objectives of E-Commerce website are:

- The objective is to manage Online Selling costs in a strategic way.
- E-Commerce drives profitable growth by expanding customer reach, reducing cost-to-serve, and creating differentiated customer experiences.
- Build an e-Commerce store with builder fly to maximize reach, multiply business relations to any part of the world, and engage with every user online.
- Customize a unique experience for customers and stand out from the crowd.
- Make consumers focus point and interact with them to give them an incredible experience.
- E Commerce store can help in automate most of services and save time updating the status of sold goods, creating invoices, and more.
- No reach limitations A seller with a physical store may only be able to reach a certain number of buyers. They can deliver to the customers' homes but there can be distance limitations. Several e-commerce marketplaces have their own logistics and delivery system
- E Commerce platform not only helps you to sell your goods but offers better services to your audiences like fast delivery, quick check-outs, better product information, and more .

## REFERENCES

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