

TITLE: SAPESTORE (ONLINE BOOK STORE)

WHY THE PARTICULAR TOPIC WAS CHOSEN?

Sapestore (Online Book Store) is just like any other e-commerce store used for purchasing/renting books. It provides browse books by category/author etc service to its customers and caters to Customers and Administrators of the stores.

WHAT CONTRIBUTION WOULD IT MAKE?

SapeStore (Online Book Store) is an E-commerce web site selling online book store products at a discounted price. Customers who arrive at this site will be welcomed with a user friendly interface. They will be provided with options to select products from multiple brands, each product will have detailed description about it i.e. market price, our offer price and other product related details. The customer can opt for two types of payments i.e. payment on delivery or payment through online portals.

OBJECTIVES:

Online retailers rate the integration of technologies as their primary scope. Consumers expect to glide seamlessly between a brand's touch points for a consistent, relevant experience. And although retailers are finding ways to manage the front-end experience with existing tools, the new world of commerce is quickly creating a proliferation of customer entry points and dialogues that's unmanageable for retailers to handle with traditional technologies. The emergence of multichannel/Omni channel/cross-channel commerce has presented many new