

The image features a light brown, wood-grain textured background. In the center, there is a white rectangular box with a thin green border. Two dark brown horizontal bars extend from the left and right edges of the white box. The text "E-COMMERCE" is centered within the white box in a large, bold, black serif font. Below it, the word "WEBSITE" is also centered in a smaller, bold, black serif font, separated by a thin green horizontal line.

E-COMMERCE

WEBSITE

SUMMARY

- A website that allows people to buy and sell physical goods, services, and digital products over the internet.
- Through an e-commerce website, a business can process orders, accept payments, manage shipping and logistics, and provide customer service.
- Today we cannot imagine our life without an E-Commerce website. We order food, clothes, and furniture; we register for classes and other online services; we download books, music, and movies; and so much more. E-commerce has taken root and is here to stay.

There are multiple types of business consumer websites

A few are listed below-

- **Business-to-consumer (B2C):-** Probably the most familiar to the average person, a B2C site enables an exchange of goods or services between a business and a consumer, such as buying a T-shirt from your favorite online shop.
- **Business-to-administration (B2A):-** A B2B platform facilitates electronic transactions between two businesses. If you own a company that sells T-shirts, for example, you might buy those shirts from an online wholesaler.
- **Business-to-administration (B2A):-** A B2A site facilitates electronic exchanges between an organization and a public institution, like the website of a company that designed your city's web portal, for instance.

- **Consumer-to-consumer (C2C):-** A C2C site, often known as a marketplace, hosts an exchange of goods between 2 or more consumers. Examples include websites like Etsy and eBay.
- **Consumer-to-business (C2B):-** On a C2B site, individuals offer goods or services to businesses. This could be a freelance SEO expert who works with companies in a certain industry or an influencer paid to promote a company's products.
- **Consumer-to-administration (C2A):-** Similar to B2A, this type of site allows a consumer to provide information, goods, or services to public administration and governmental organizations—think paying a parking ticket on your city's web portal.
- The project Model on which we will be working is **Business-to-Consumer(B2C)**

There are multiple types of goods that are sold online

- **Physical goods:**-Items such as clothing, furniture, food, or supplies are tangible products that can be stored in a warehouse. Sellers display goods on their e-commerce website, where consumers can like, save, or purchase them. Upon purchase, the business ships the item to the customer.
- **Services:**- E-commerce sites are also a popular way to sell services, like consultations, maintenance, tutoring, lessons, and more. Whether you want to learn to code a website or you're looking for an experienced trainer to help fix your dog's troublesome barking habit, there's no shortage of assistance available online.
- **Digital products:**-Digital products—like online courses, software, podcasts, music, and e-books—are becoming increasingly popular on e-commerce sites as well. The rise of digital products has opened up a new way to learn skills on demand.

There are basic functions that each and every website does while selling goods online, These are-

➤ **Accept orders:-** If we are running an E-commerce website our site must be able to accept orders from customers. For each order our site needs-

- Record customer information (name, address, etc.)
- Collect customers' acceptance of your terms of service
- Calculate any applicable taxes
- Apply coupons or discounts
- Generate order and tracking numbers
- Share delivery details
- Process billing information
- Provide access to a payment gateway

➤ **Take Payments:-**

- There should be a seamless transition from your website to a payment gateway. Typically, payment gateways allow customers to:
- Select a payment option
- Provide details such as credit card numbers and CVVs
- Use multi-step authentication for secure payments

➤ **Handle Shipping And Logistics:-**

As a seller, our goal is to ensure that customers receive the right product on time and in perfect condition. To help this process along, we can either handle shipping and logistics ourselves or use a third-party provider. No matter which method we choose, our website should be able to initiate the process accurately and consistently.

➤ **Provide customer service:-**

- Inevitably, our customers will need to communicate with us about their orders or experiences. They may need to correct their personal information, make an exchange, or return a faulty product. Our website is where these customers will turn to get in touch with you. The easier you make it for customers to connect—with a contact form or chat service, for example—the easier it will be to solve their problems quickly.

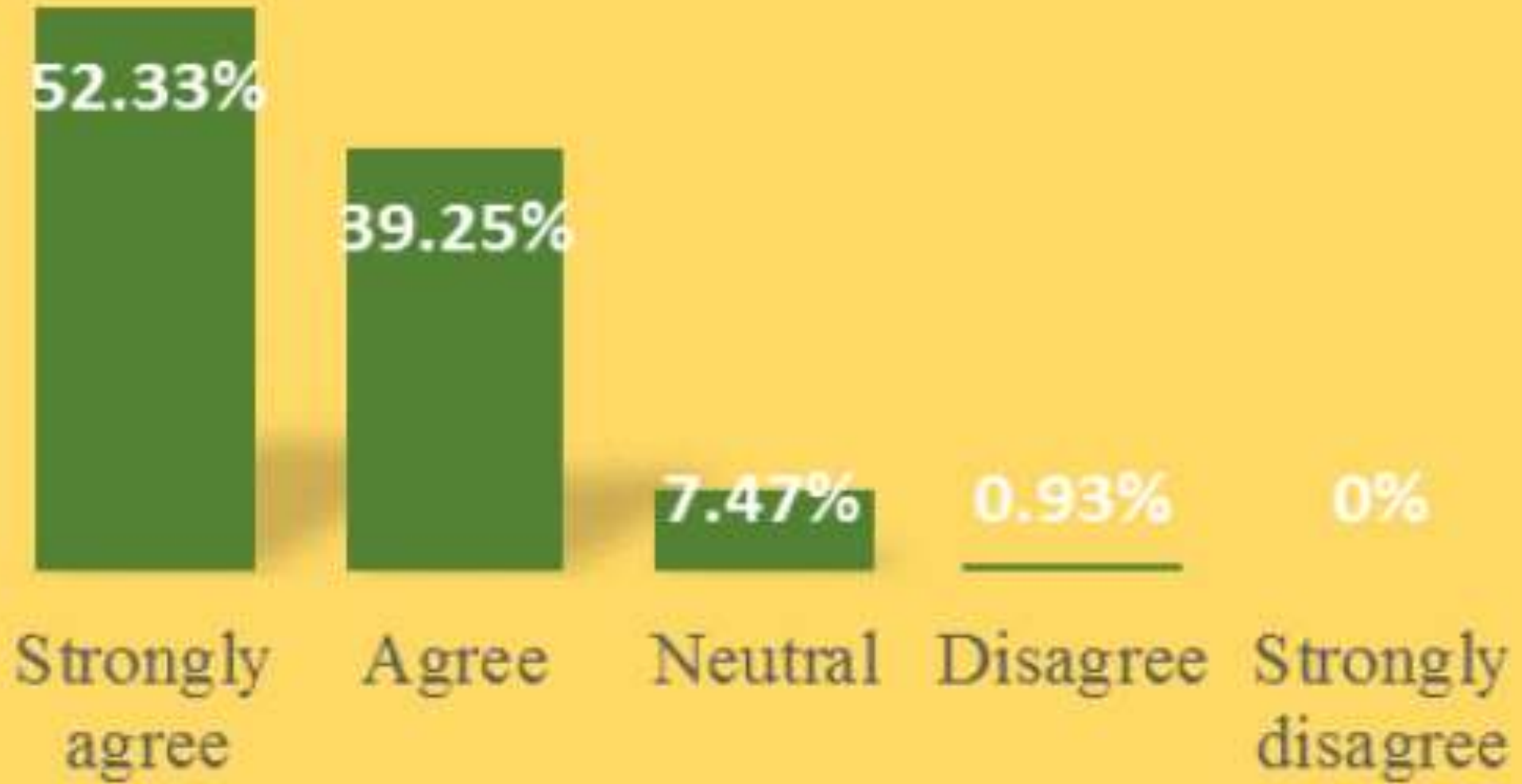
OBJECTIVE -

- Our main objective is to reach a large customer base and increase the value of our E-Commerce store over time.
- Our aim is to retain and get repeat customers, which many businesses overlook because they are focusing on one-time customers.
- Our E-Commerce website will focus on the quality of our products and our website.
- On our site products will be sold at an affordable price without unnecessary taxes.
- Our website will make the selection of the products for our customers very easy and efficient.

FASIBILITY STUDY

- **Introduction:-** New emerging technology has led to astounding inventions. One such invention on trend is online shopping which is a type of ecommerce technology. This innovation dates to 1991 after the first server and browser, World Wide Web by Tim Berners-Lee in 1990, was opened for commercial use. Then started many online shopping sites typically Amazon, eBay and Alibaba. This has influenced many customers to shop online thus, leaving the mundane way of visiting a store.
- **Overview:-** This case study will try and asses the feasibility for an ecommerce website.

- **Challenge:-** The challenge in this case study is do the following
Analyse the costs and benefits associated with the implementation of an ecommerce website.
- **Costs for technology:-** To produce an ecommerce website requires a high speed connection to the Internet, a web server, and software.
- **Survey:-** Responses to the statement, “an e-commerce website is/can be helpful/time saving when you have tight schedules.”
 - shows a sum of 91.58% agreed that an e-commerce website is or can be helpful or time saving when they have tight schedules. During exam time, it becomes difficult to get the service as the salesmen also have to prepare for the exam and the store is open to few hours. Whereas 7.47% are neutral, 0.93% disagrees to the statement but none of them strongly disagree. So, the introduction of ecommerce website would be very convenient and beneficial.



➤ **BENEFITS OF THIS FEASIBILITY STUDY**

- We Learnt Crucial Information about our project.
- We Are now able to understand the challenges we will face during this project.
- We also understand the cost of building this project.
- Now we also Know about the interest of our target audience.
- Due to this We now know that success rate of this project is high and our project can be profitable.

FUTURE SCOPE-

- We will try to **Expand** our website.
- We will expand our user base and try to reach people across the world to sell our products.
- In coming future we will always try to increase our **User-Experience** so that we can provide the best quality products and services.
- We will make our website more **Efficient** by including the latest technology with passing time.

TECHNOLOGIES USED

- 1) **HTML:-**The Hypertext Markup Language or HTML is the standard markup language for documents designed to be displayed in a web browser.
- 2) **CSS:-**Cascading Style Sheets is a style sheet language used for describing the presentation of a document written in a markup language such as HTML or XML.
- 3) **JAVASCRIPT:-**JavaScript, often abbreviated as JS, is a programming language that is one of the core technologies of the World Wide Web, alongside HTML and CSS.
- 4) **MERN STACK:-**MERN is a free and open-source JavaScript software stack for building dynamic web sites and web applications.

CONTRIBUTION-OF-OUR-WEBSITE

- **Lower Costs:-**Cost reduction is one of the key benefits of ecommerce websites that keep sellers engaged in online Shopping.
- **Removes Geographical Barriers:-**If you run a physical store, you are limited geographically where you can sell your products. When you operate an e-commerce website, you get to offer your products to the entire world.
- **Quick Sales:-**In contrast to traditional retail methods, an ecommerce website can be set up in just a few clicks.
- **Broader Customer Reach:-**With an ecommerce website, your items are available to customers all over the world.
- **Customer Data Insight:-**Another benefit of selling products online is the ease of collecting, measuring, and acting upon data.
- **Several Payment Modes:-**Buyers enjoy personalization, and the same is true when paying for their orders. The payment options accepted by your ecommerce store include internet banking, credit/debit cards, payment wallets, UPI (Unified Payments Interface), and cash on delivery (COD).
- **Scalability:-**E-commerce websites are pretty helpful in allowing you to determine which products are selling well and ensuring that the stock levels of these products are maintained and monitored.

MAJOR PROJECT-SCOPE

- **USER-INTERFACE:-** We will be upgrading our user-interface and optimizing our website even more to make it more user friendly and efficient.
- **BACK-END:-** We will be Finalizing Backend of our website.
- **SPEED:-** We will be optimizing our backend and frontend.

CONCLUSION

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