

E-commerce Portals



Portals are online platforms that allow businesses to conduct interactions and transactions with customers and suppliers instantly, facilitating a more intuitive and connected operation. An integrated portal solution allows organizations in the agriculture supply chain to have one interface shared across their business community.

Ecommerce offers the amazing benefit of making buying and selling products and services of the internet. And Ecommerce portals act as a gateway for people across the globe to make these transactions at the click of a button.

The Shopping Cart

The shopping cart is where you the items you wish to purchase on the Ecommerce portal are listed out. The shopping cart shows you the list of items, quantity and price of each item and the totaled value of the items. You can add or remove items from your shopping cart.

Payment Gateways

A payment gateway is an e-commerce application service provider service that authorizes payments for e-businesses, online retailers. Payment gateway protects card details by encrypting sensitive information, such as credit card numbers, to ensure that information passes securely between the customer and the merchant and also between merchant and payment processor. The various payment gateway service providers include PayPal, Visa, Mastercard, HSBC etc.

Benefits of E-Commerce Portals

- Makes ordering easier and more reliable, with full visibility and 24/7 order placement.
- This allows businesses to make transactions more efficient and effective,
- A portal solution delivers a more professional and smooth business experience for all parties.
- Reduced errors and Ease of business
- Accommodate B2C and B2B business models
- Maximize performance, scalability & adaptability
- Facilitate rich customer experience and loyalty
- Allow easy merchandizing, marketing, catalog and order management

- Enables seamless integration of channels, processes and systems
- Heighten performance levels and speed up transaction processes

Social Networks



Social media is a powerful tool for ecommerce websites. The ability to not only direct shoppers toward a new product or an attractive deal, but to engage with them and create a sense of community, is incredibly useful. A complete social media presence also includes direct sales through some networks, as well as having the back-end tools in place to let customers share products and recent purchases with friends and followers through just a single click.

Considering 71% of adults with Internet access use social media, almost every business can benefit from marketing on platforms like Facebook, Twitter, and Instagram. This is especially true for ecommerce retailers.

Optimizing your site for search engines and running PPC campaigns allows you reach users while they're actively searching for specific products, but with social media, you can also reach them on their favorite places online.

Social media platforms also offer a much less formal way of communicating with potential customers than any other advertising channel, making it easy to engage in two-way conversations with users who are interested in learning more about your products.

Plus, given the nature of social media, it allows your current customers to share your brand with their family and friends — an ideal situation for any online retailer.

Basic Considerations

- Increasing the number of people following a page or social media account has to be a priority. The more people that see posts, the more effective they are.
- One way to reward customers without losing too much in the way of the profit margin is to have pre-order opportunities, as well as modest discounts on such offers. Making the promotion only available to one or a few social networks will make this marketing effort stand out and provide customers with a sense of exclusivity - a powerful tool for businesses. Another way to focus in on exclusivity is to have flash sales, extremely limited offers that last for a few days or just a few hours. Promoting both the speed at which the sale event will be over and the discounts to be had is a good way to encourage consumers without having to take a cut in revenue over the long term.