# ABSTRACT

In this present globalized world and productive business environment, it is very necessary to understand the client needs and requirements effectively with time saving manner. That means whatever the customer wants to see, either the business using the online approach or marketing, this will help him/her with a instant access for gaining the necessary items and products as a services. This saves their real time which automatically creates a value for them in a short time period.

Online shopping sports store is the new approach for all the customers, businessman or stakeholders to utilize their right time investing their money and goodwill into something new valuable changes required according to the needs and the desire of the customers or the users. It establish the relationship between the users or the customers and lifelong attachment as usual from the user perspective view. This web application provides an fashionable lifestyle for sports wear and items for both male and female. It deals with the retail sports fashion store with the necessary terms and conditions as per the user choices and the demands. In this project various products are available in which the user can view the entire shop along with the effective price and the cart system for the payment or the cash on delivery option. Also, this projects provides the most easy access to the administrators and managers to view the orders which are shipped and delivered in a proper time as booked by the customers or the users.

To develop such a generic ecommerce website, a various ideas technologies were studied, researched and understood. In general, the multi-tiered architecture is formulated representing the workflow diagram with server and client side web scripting and programming language like : html, css, bootstrap and javascript. They are also called as the server site scripting language which is used to create the online webpages and form models using the validations. Besides this the entire project deals with the crude functioning of the database system or models following the relational database using the frame work Django based under the core values and the concept of the MVT architecture design principles. This project is developed in simple and basic manner to understand what actually the user wants and what we can do and how we implement their necessities in a real world providing the opportunity to play with the application online saving their real time in more generic ,simple, and flexible manner.

This documentation will cover all of the fundamental technologies required to create and launch an ecommerce website from development to the deployment phase.

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# INTRODUCTION