**Experiment No. 1**

**Title:** **Internet Technologies used for E-Business.**

**Batch: B1 Roll No.: 1714071 Experiment No.: 1**

### Aim: To prepare a report on Internet Technologies used for E-Business

**Resources needed:** Internet, Microsoft Word

**Theory:** E-business (electronic business), derived from such terms as "e-mail" and "e-commerce," is the conduct of business on the Internet, not only buying and selling but also servicing customers and collaborating with business partners. A business can be considered an e-business even if it doesn't buy and sell products over the internet. Almost all businesses are now an e-business to at least some extent; however, many have taken a step further and are involved with e-commerce.

**Various E-commerce Applications:**

e-Banking, e-Trade, e-Consulting, ,e-Learning, e-Mail, e-Marketing, e-Transaction etc.

**Activity:**

Explore various internet technologies used in E- Business; explain at least 8 different technologies and their benefits with example. Complete the information in following format.

**Result:**

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| **Sr. No.** | **1** |
| **Internet Technology used** | **OpenCart** |
| **Description** | OpenCart is an online store management system. It is PHP-based, using a MySQL database and HTML components. Support is provided for different languages and currencies. |
| **Benefits** | This is an open source platform which makes it much easier to get the support of huge community of people if you get stuck at any point. Using this platform you can build any kind of eCommerce solution right the way you want it to be. |
| **Examples of implementation** | * zoomkala.com - This Opencart store is designed in journal2 theme and has a simple look with a white background. * Roseroseshop.com - This online store is based on Vitalia OpenCart theme that gives it a subtle look apt for cosmetic products. |

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| **Sr. No.** | **2** |
| **Internet Technology used** | **WooCommerce** |
| **Description** | WooCommerce is an open-source e-commerce plugin for WordPress. It is designed for small to large-sized online merchants using WordPress. |
| **Benefits** | This plugin offers a number of free and paid modules and themes which you can use on your online store. |
| **Examples of implementation** | * The Spectator Magazine Shop * WorthPoint |

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| **Sr. No.** | **3** |
| **Internet Technology used** | **VirtueMart** |
| **Description** | VirtueMart is an open-source e-commerce solution designed as an extension of the Mambo or Joomla! content management systems. VirtueMart is written in PHP and requires the MySQL database environment for storage. |
| **Benefits** | It is best suited for low to medium level traffic web-sites. They help to build lightweight shopping cart and you can use it with CMS solutions like Mambo and Joomla. |
| **Examples of implementation** | * netiks.rs * econology.fr |

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| **Sr. No.** | **4** |
| **Internet Technology used** | **Magento** |
| **Description** | Magento is an open-source e-commerce platform written in PHP. It is one of the most popular open e-commerce systems in the network. This software is created using the Zend Framework. |
| **Benefits** | It is possible to use free themes and plugins to make your online store attractive and amazing with right functionality. If budget is not a restraint then you can make use of the paid themes and plugins to get added benefits to make your store stay unique in the market. |
| **Examples of implementation** | * END Clothing – Large Magento 2 Commerce store developed in-house. * Helly Hansen – Complex, heavily international Magento 2 Commerce, using cloud edition. |

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| **Sr. No.** | **5** |
| **Internet Technology used** | **PrestaShop** |
| **Description** | PrestaShop is a freemium, open source e-commerce solution. The software is published under the Open Software License. It is written in the PHP programming language with support for the MySQL database management system. |
| **Benefits** | The online store build using PrestaShop is easy to be customized and scaled when needed. Today it is considered as one of the leading eCommerce solution in the market. PrestaShop is currently used by 250,000 shops worldwide and is available in 60 different languages. |
| **Examples of implementation** | * Oursoncalin.com * Abiessence.com * Maniac-Auto |

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| **Sr. No.** | **6** |
| **Internet Technology used** | **OsCommerce** |
| **Description** | OsCommerce is an e-commerce and online store-management software program. It can be used on any web server that has PHP and MySQL installed. It is available as free software under the GNU General Public License. |
| **Benefits** | Using OsCommerce, we can build our online store easily and use it to reach maximum number of online users. With osCommerce based online store, we will be able to manage product categories with ease. |
| **Examples of implementation** | * helipal.com * randl.com |

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| **Sr. No.** | **7** |
| **Internet Technology used** | **X-Cart** |
| **Description** | X-Cart is a commercial open source shopping cart platform distributed through the SaaS solution, or via download package. |
| **Benefits** | X-Cart offers SEO features which makes the developed solution search engine friendly and will offer better exposure on SERP. |
| **Examples of implementation** | * topsecretrecipes.com * printingq.com |

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| **Sr. No.** | **8** |
| **Internet Technology used** | **Shopify** |
| **Description** | Shopify is a subscription to a software service that offers you to create a website and use their shopping cart solution to sell, ship, and manage your products. Shopify also offers a limited free trial. |
| **Benefits** | It is easy To Setup And Use, Visually Appealing Online Store, App Integrations, Security and Reliability, Excellent Loading Speed, Powerful Marketing Tools, Mobile Responsiveness & Outstanding Customer Support. |
| **Examples of implementation** | TrustPulseReferral Candy |

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| **Sr. No.** | **9** |
| **Internet Technology used** | **Beacon** |
| **Description** | Beacons are small, wireless transmitters that use low-energy Bluetooth technology to send signals to other smart devices nearby. They are one of the latest developments in location technology and proximity marketing. Put simply, they connect and transmit information to smart devices making location-based searching and interaction easier and more accurate. |
| **Benefits** | Improved offline attribution with Google Ads: By connecting the signals of your beacon to your Google Ads account, gain a lot of useful insight into your searcher’s offline activity and may even help you track [in store visits](https://www.wordstream.com/blog/ws/2016/06/14/adwords-store-visit-conversions). Customer Benefits Beacons help improve the user experience by adding an additional layer of [personalized interaction](https://www.wordstream.com/blog/ws/2017/02/06/personalized-marketing) during the shopping experience. |
| **Examples of implementation** | * Proxomitask app: Allows to trigger reminders. * Mingleton app: Allows people to be more social. |

### Outcomes:

### CO 1 - Understand benefits, issues, impact of engineering solutions on E-Business from global, economic, environmental, societal and technological perspective.

**Conclusion: (Conclusion to be based on the objectives and outcomes achieved)**

Hence, we have explored and listed various Internet Technologies used for E-Business.

**Grade: AA / AB / BB / BC / CC / CD/DD**

**Signature of faculty in-charge with date**

**References:**

1. <https://www.quora.com/What-are-the-various-technologies-used-in-e-commerce>
2. <https://www.arpatech.com/blog/technologies-required-for-ecommerce-store/>