FASHION STYLE E-COMMERCE

MAJOR PROJECT REPORT

Submitted By

Shamsudin Aalam	(DCOM-00848-020)
Mukesh raut	(DCOM-00275-020)
Ramanand Yadav	(DCOM-00964-020)
Sonu Prajapati	(DCOM-00286-020)
Mithlesh Singh Chanau	(DCOM-00844-020)

Under the Guidance Of Anish Ansari (Project Guide)

In partial fulfilment for the award of the degree Of

DIPLOMA IN COMPUTER ENGINEERING



BIRGUNJ INSTITUTE OF TECHNOLOGY

(Affiliated to council for Technical Education and Vocational Training) (2077-2080)

BIRGUNJ INSTITUTE OF TECHNOLOGY

BIRGUNJ, PARSA, NEPAL
Department Of Computer Engineering



It is to certified that benefits record of the project work titled "FASHION STYLE E-COMMERCE" being

Submitted by: -

Shamsudin Aalam	(DCOM-00848-020)
Mukesh Raut	(DCOM-00275-020)
Ramanand Yadav	(DCOM-00964-020)
Mithlesh singh Chanau	(DCOM-00844-020)
Sonu Prajapati	(DCOM-00286-020)

6th semester diploma in computer Engineering in the year 2080 in the partial fulfillment of therequirement for the award of Degree of Diploma in Computer Engineering of BIRGUNJ INSTITUTE OF TECHNOLOGY

•••••	••••••
Er. Anish Miya Ansari (Project Guide)	Er. Sarita Jayasawal (HoD of DCom)
Er Niraj Shriwastav	Name
(Principal)	(External)

BIRGUNJ INSTITUTE OF TECHNOLOG Y

BIRGUNJ, PARSA, NEPAL Department Of Computer Engineering

Date:.								



Viva-Voce Sheet

We have conducted the viva voice Examination of the minor project presented by

Samsuddeen Aalm	(DCOM-00848-020)
Mukesh Raut	(DCOM-00275-020)
Ramanand Yadav	(DCOM-00964-020)
Mithlesh singh Chanau	(DCOM-00844-020)
Sonu Prajapati	(DCOM-00286-020)

Entitled

"FASHION STYLE E-COMMERCE" and found that major project to be original work of the students and written according to the prescribed format. We recommended the minor project will have accepted as partial fulfillment of the requirement for Diploma in Computer Engineering (Dcom).

Viva-Voce Committee

Project Guide	
External Expert	
Head of Department	

ABSTRACT

The advent of digital technologies has revolutionized the fashion industry, particularly with the emergence of fashion style e-commerce platforms. This study aims to provide a comprehensive overview of the evolving landscape of fashion style e-commerce, highlighting its impact on consumer behavior, industry trends, and technological advancements.

The research delves into the intricate relationship between technology and fashion, analyzing how e-commerce platforms have transformed the traditional retail experience. The study employs a multi-faceted approach, incorporating insights from consumer psychology, data analytics, and design aesthetics to understand the factors influencing online fashion purchasing decisions.

Through an in-depth analysis of industry trends and case studies of successful e-commerce platforms, this research aims to provide valuable insights for fashion entrepreneurs, industry professionals, and scholars alike. By understanding the dynamic interplay between technology, consumer behavior, and sustainability in the context of fashion e-commerce, this study contributes to the ongoing discourse on the future of the fashion industry in the digital age.

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PROJECT DEVELOPED BY:

Shamsudin Aalam (DCOM-00848-020)		Mukesh Raut (DCOM-00275-020)
	Ramanand Yadav (DCOM-00964-020)	
Mithlesh singh		Sonu Prajapati
(DCOM-00844-020)		(DCOM-00286-020)

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