

**CHAPTER 1**  
**(INTRODUCTION)**

# CHAPTER 1

## 1.1 INTRODUCTION

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An E-commerce website requires appropriate strategy of successful design and implementation.

A website that allows people to buy and sell physical goods, services, and digital products over the internet rather than at a brick-and-mortar location.




Through an e-commerce website, a business can process orders, accept payments, manage shipping and logistics, and provide customer service.

Our website name is **TECH SHOP**. This e-commerce website will feature the online shopping facility of various electronic products under a single web space.

It will allow our multiple local area shopping vendors to sale their products online.

The product management in the system will be done in the form of categories. The safety of information is the main requirement of the system and will be handling according to that.

Our website has 3 modules:

-  Admin
-  Vendor
-  Customer

## **1.2 COMPLEXITY OF THE PROBLEM**

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Traditionally, customers are used to buying the products at the real, in other words, factual shops or supermarkets. It needs the customers to show up in the shops in person, and walk around different shopping shelves, and it also needs the owners of shops to stock, exhibit, and transfer the products required by customers. It takes labour, time and space to process these operations. Furthermore, the spread of the Covid-19 pandemic has caused a lot of changes in our lifestyle, people fearing to get outside their homes, transportation almost shut down and social distancing becoming all the more important. Big to small scale business that relied on the traditional incur a lot of consequence due to the lockdown issues. Some tend to more towards using social media platforms like Facebook to sell their product. However, the social media platforms have been beneficial for marketing purposes alone but leaves the whole task of customer and massive order management via direct messaging (DM), which takes a lot of time to respond to all customers.

## 1.3 OBJECTIVE

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- The main objective of our E-commerce website is to sell the products to user and manage the details of Products, Customer, Shipping, Payment, Category in a very flexible and user-friendly way.

## 1.4 MOTIVATION

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After taking the admission in engineering college, we always wanted to do some real time project.

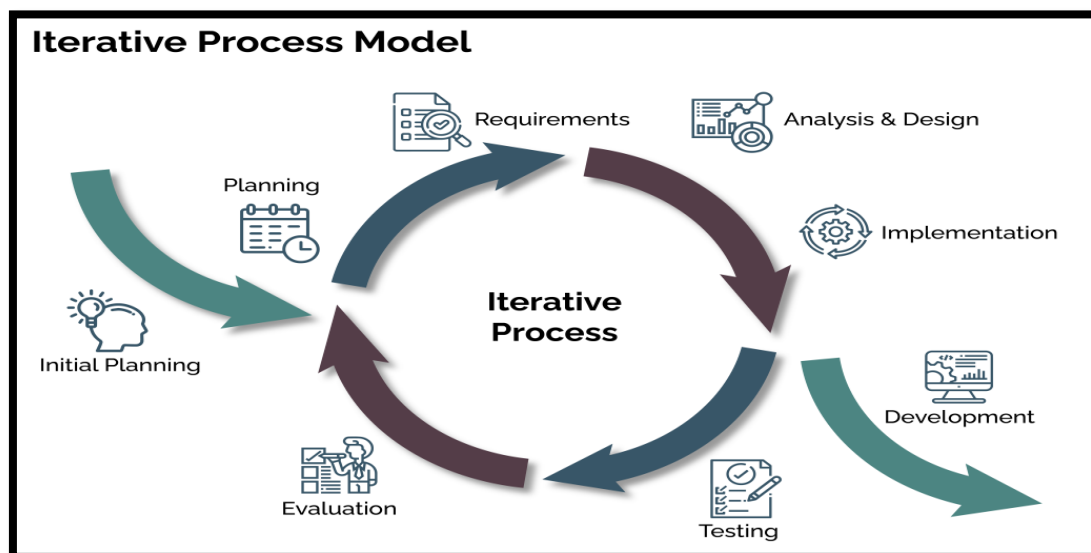
So, when the time for our final year project selection came, we have chosen this project.

This project will help it out users in:

- Getting the product in less time.
- Selling their product online (only registered vendor can do this).

## 1.5 METHODOLOGY

- ⇒ SDLC (Software Development Life Cycle) iterative model. Why we use Iterative model: SDLC allows developers to analysis the requirements. It helps in reducing unnecessary costs during development. During the initial phases, developers can estimate the cost and predict costly mistakes. It enables developers to design and build high-quality software products.
- ⇒ Iterative process starts with a simple implementation of a subset of the software requirements and iteratively enhances the evolving versions until the full system is implemented. At each iteration, design modifications are made and new functional capabilities are added. The basic idea behind this method is to develop a system through repeated cycles (iterative) and in smaller portions at a time (incremental).



**Figure: 1**

## **CHAPTER 2**

### **(BACKGROUND AND RELATED WORK)**

## **CHAPTER 2**

### **2.1 BACKGROUND AND RELATED WORK**

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The traditional marketing and management of electronic industry is experiencing a revolution because of the emergence of e-commerce. Since the birth of e-commerce, businesses have been able to make use of the Internet in reducing costs associated with purchasing, managing supplier relationships, and developing strategic advantage and successful implementation of business re-engineering. E-commerce allows companies to improve communications within the supply chain and enhance service offering, thus providing chances for competitive differentiation.

Flipkart is an e-commerce company based in Bengaluru, India that was recently bought by American retail titan Walmart. The company was established by former Amazon employees Binny Bansal and Sachin Bansal in October 2007 and launched its own product line called Digi-Flip that includes laptop bags, tablets, USB flash drives in addition to selling a huge variety of products online. It started with a primary focus on online book sales and soon, expanded to lifestyle products, electronics, home essentials and groceries.



Amazon.com is an American tech multinational, was founded by JEFF BEZOS in 5 July 1994, whose business interests include e-commerce, cloud computing, digital streaming, and artificial intelligence. Retail remains Amazon's primary source of revenue, with online and physical stores together accounting for the biggest share.

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking.

## **CHAPTER 3.**

### **(LITERATURE SURVEY)**

## **CHAPTER 3.**

### **3.1 LITERATURE SURVEY**

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#### **Amazon:**

- It was first introduced in 1995 and released in India in 2013.
- Amazon's business model is built around three value propositions: low prices, quick delivery, and a large product range.
- Amazon's advantage is its culture of continuous improvement, which has resulted in the creation of a shopping portal.
- And what we get from Amazon is fast delivery and support for multi-languages which makes it user-friendly helping us to connect people.

#### **Snapdeal:**

- Snapdeal deals with the online marketing of products such as mobile phones, electronics, fashion accessories, apparel, footwear, kids, home and kitchen, sports, and books, as well as services such as restaurants, spas, and entertainment. Its website looks clean and simple and fancy. Kunal Bahl, a Wharton graduate, and Rohit Bansal, an IIT Delhi alumnus, launched it in February 2010.
- And that's why we are using Clean and simple where users can easily find their products with High-quality images.

#### **Flipkart:**

- Flipkart.com is an e-commerce website founded in 2007 by Sachin and Binny Bansal. Both are IIT Delhi alumni who previously worked at Amazon.com. It will cover Flipkart's market share, product offering, target audience, funding/investors, and competitor analysis.
- Advantages of Constant improvement culture, Creates shopping entryway.
- And the disadvantages are made fake images are shown, Low product quality, late delivery, whereas compare to us we also have the advantages of constant improvement culture and create creates shopping entryway.

- We use very high-quality images of products with high-quality original products and we provide fast delivery we also try to deliver the products within a day.
- An online retailer should not only ensure that the appropriate security certificates are in place to handle checkout-related transactions but sensitive customer and payment information should also be stored in an encrypted format. The site messaging should make it clear that the checkout process is completely secure. Furthermore, third-party fraud detection services are available to assist in flagging potentially fraudulent transactions based on credit card usage velocity and other parameters. These services will not only help retailers reduce credit card chargebacks, but will also increase customer security and trust.

### **FirstCry:**

- FirstCry is an Indian e-commerce firm based in Pune. The company, which was founded in 2010, initially focused on selling baby products. The company had over 380 stores in India as of January 2020. In May 2019, FirstCry opened its first store in Srinagar. It is currently in the series E round of funding.
- And the biggest disadvantage is late delivery with a very high price as compared to others brands
- Clear shipping and handling time must be associated with the product when it is set up for sale. This information should be displayed consistently on all product pages to set customer expectations regarding shipping timelines.
- Where we deliver our products within a day with a fair price as compare to others and this thing happen because of our local vendors.

## **CHAPTER 4**

### **PROPOSED MODEL**

# CHAPTER 4

## PROPOSED MODEL

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### 4.1 BUSINESS MODEL:

- An e-commerce business model is the conceptual structure of your e-commerce business in order to reach customers and increase revenues. There are multiple sorts of e-commerce business models that allow various types of businesses to effectively position themselves in the market and reach their clients.
- There are four types of traditional e-commerce business models.
- B2C: It stands for "business to consumer." Businesses that sell to consumers are known as B2C.
- B2B: It stands for business-to-business. A firm sells its product or service to another business in a B2B business model.
- C2B: It stands for consumer to business.
- C2C: It stands for Consumer to consumer.



Figure:2

- In the digital world of B2C Model we choose to be the **Online intermediaries**.
- **Online intermediaries:** These are intermediaries or go-betweens who do not own items or services but connect buyers and sellers. Expedia, trivago, and Etsy are examples of this type of website.

## **CHAPTER 5**

### **(DESIGNING PHASE)**



## CHAPTER 5

### DESIGNING PHASE

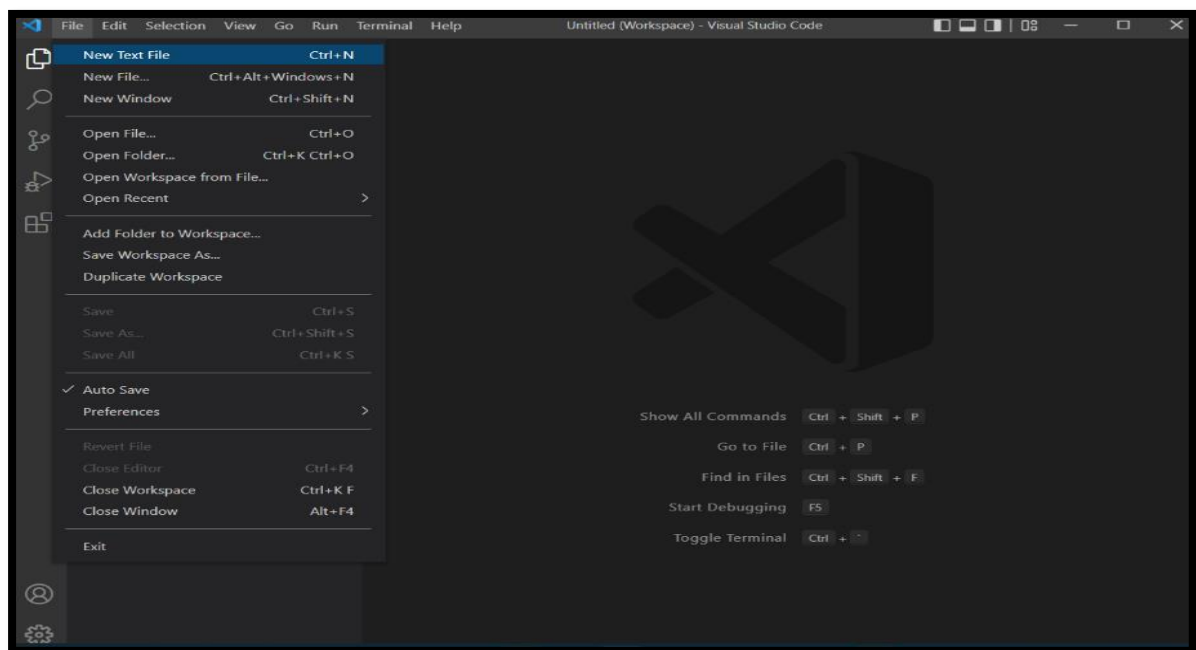
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#### 5.1 FRONT-END DESIGN

To create a front end of the project we use the visual studio code application. And we use the HTML and CSS languages.

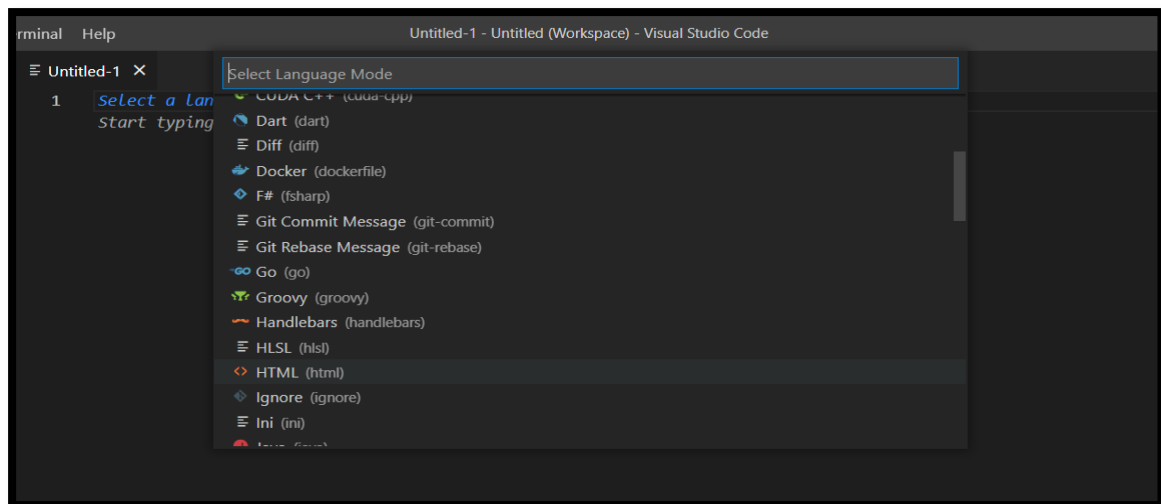
To create a web application page

- ⇒ Open visual studio code.
- ⇒ On the File menu, select New Text File.



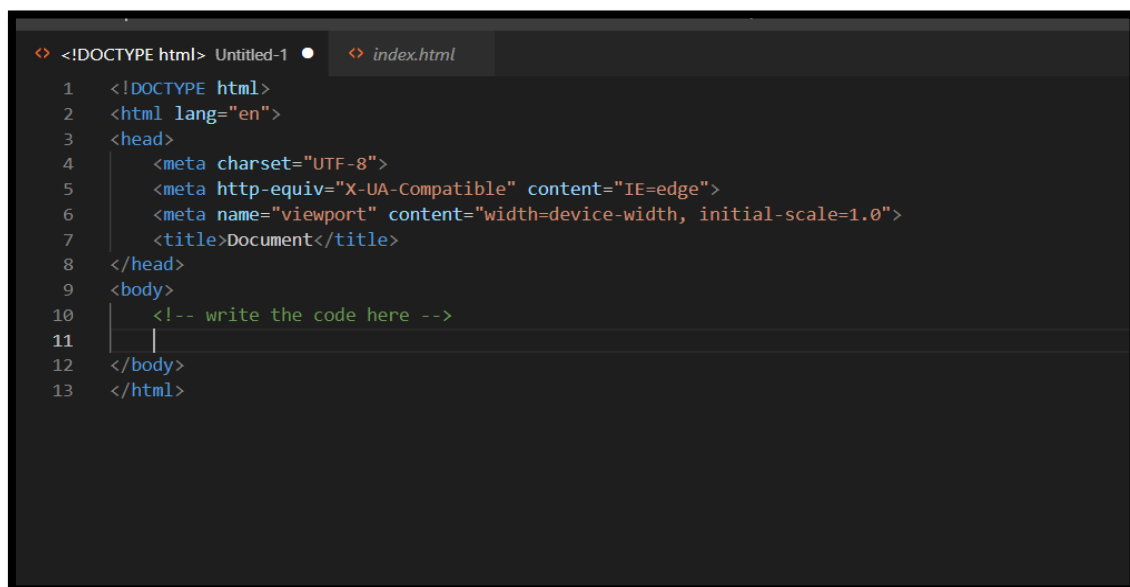
**Figure: 3**

- ⇒ The New file page is open.
- ⇒ Select the language> HTML.



**Figure: 4**

⇒ Start writing the code here.



**Figure: 5**

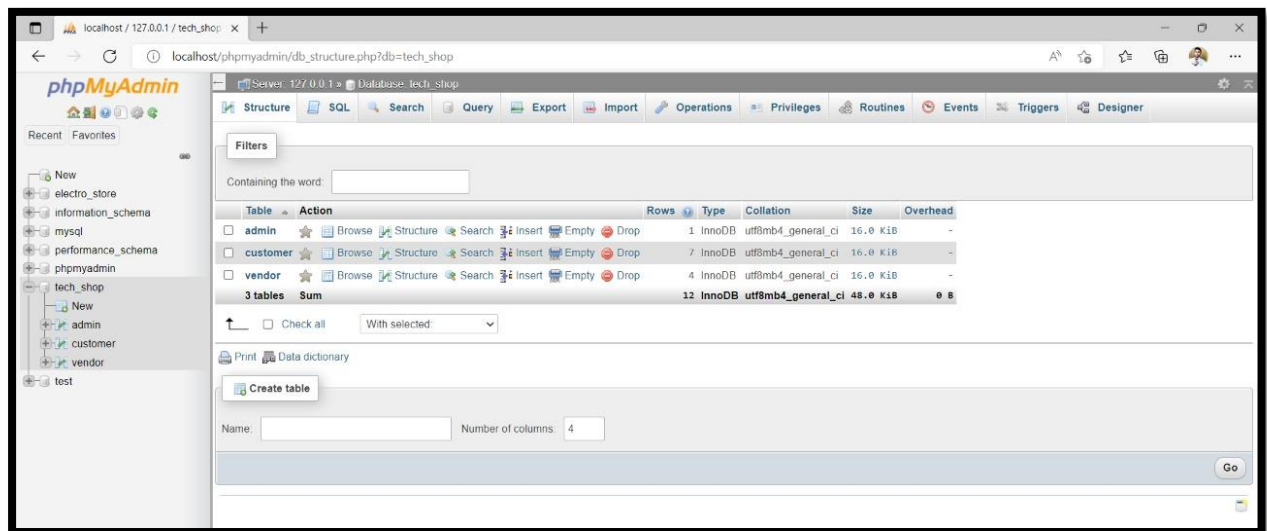
## 5.2 DATABASE DESIGN

To create database of the project we use PHP My admin SQL server.

⇒ To create database, go to new database.

⇒ Enter database name.

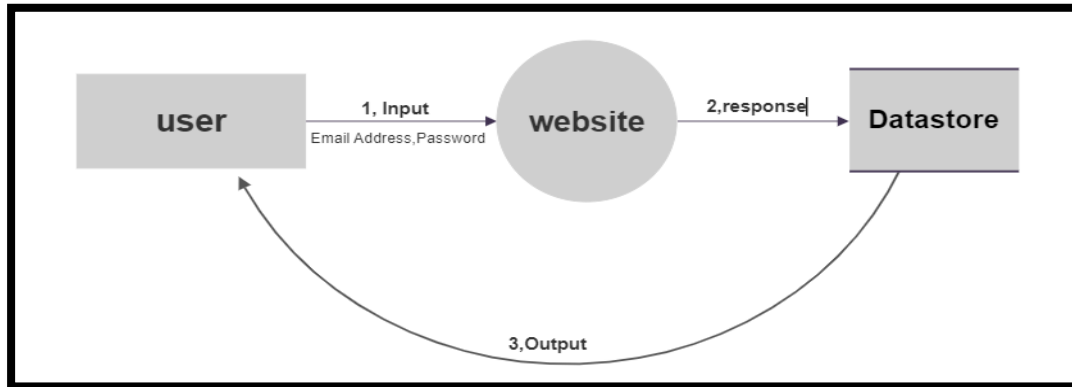
⇒ Add table to the database.



**Figure:6**

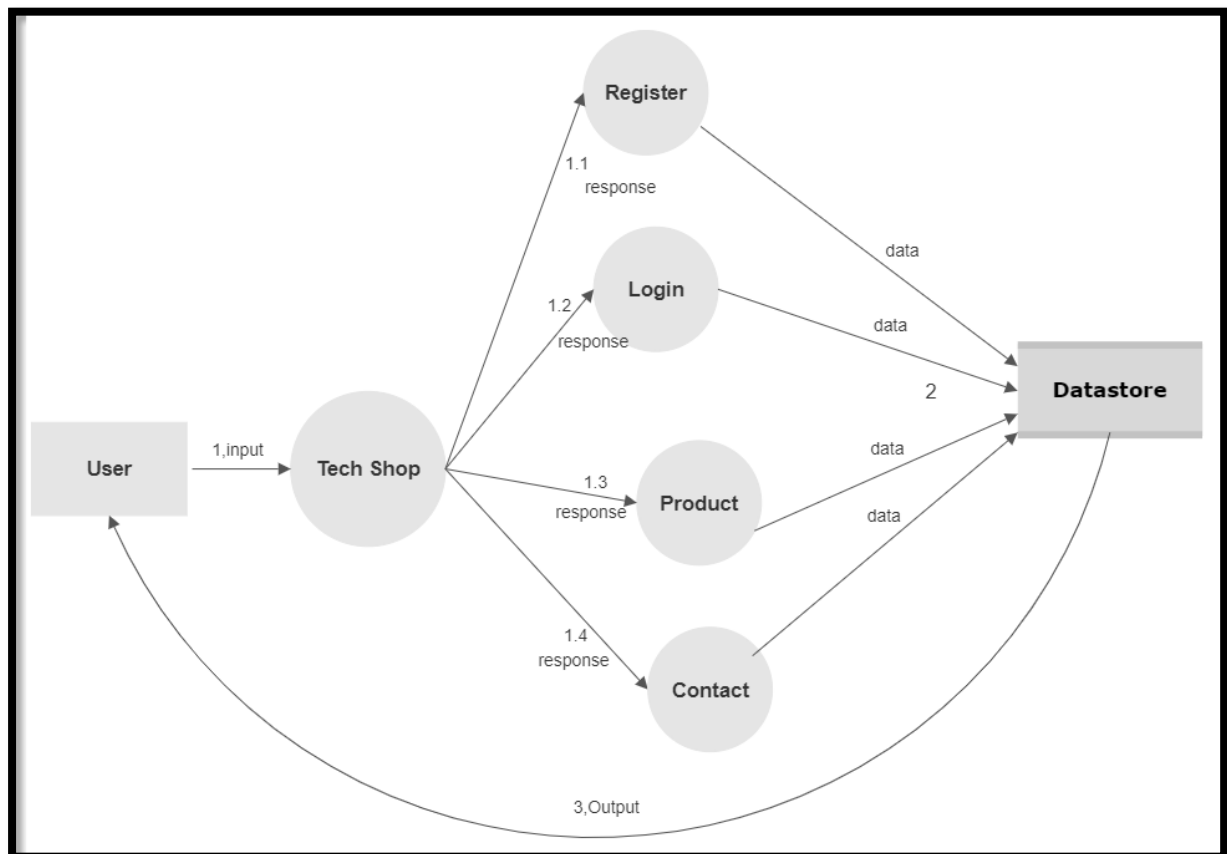
## 5.3 DATA FLOW DIAGRAM

### 0-LEVEL DFD:



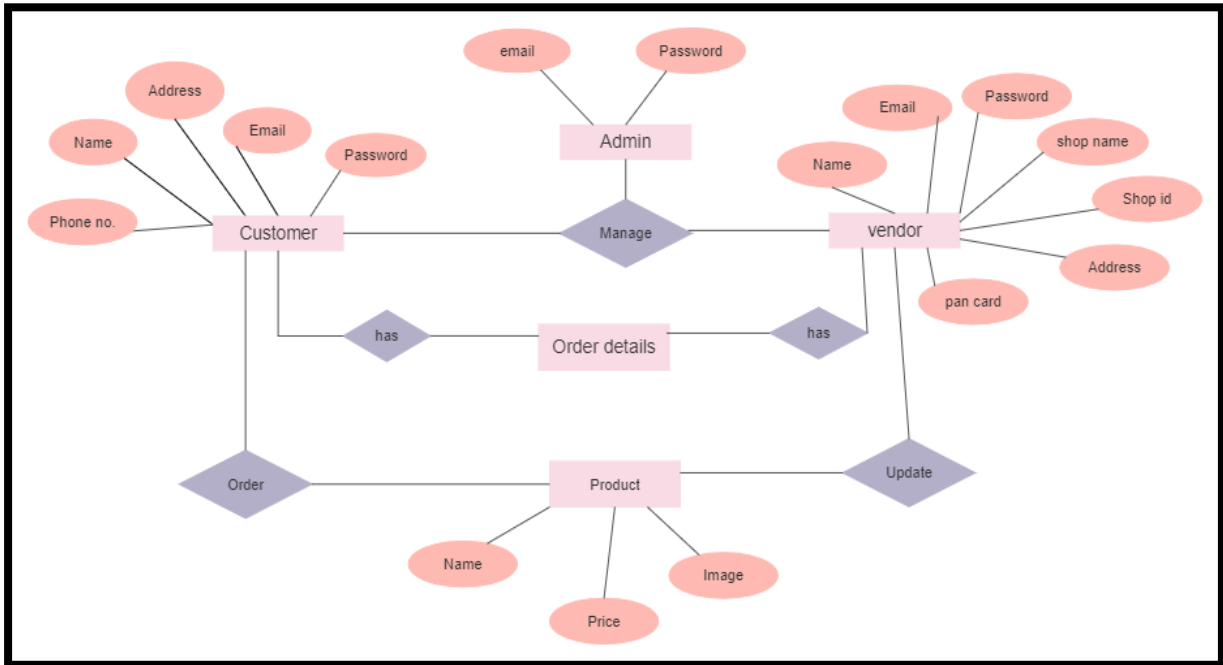
**Figure:7**

### 1-LEVEL DFD



**Figure:8**

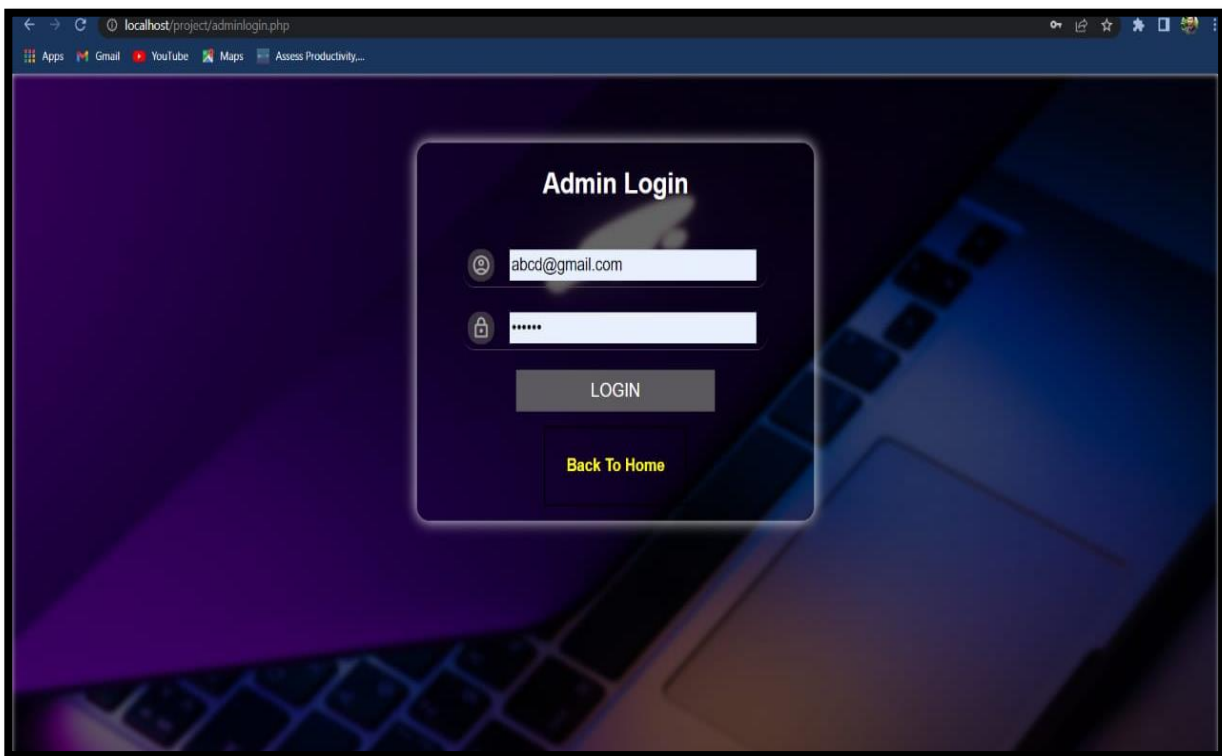
## 5.4 ER DIAGRAM



**Figure:9**

## 5.5 Key role of Admin

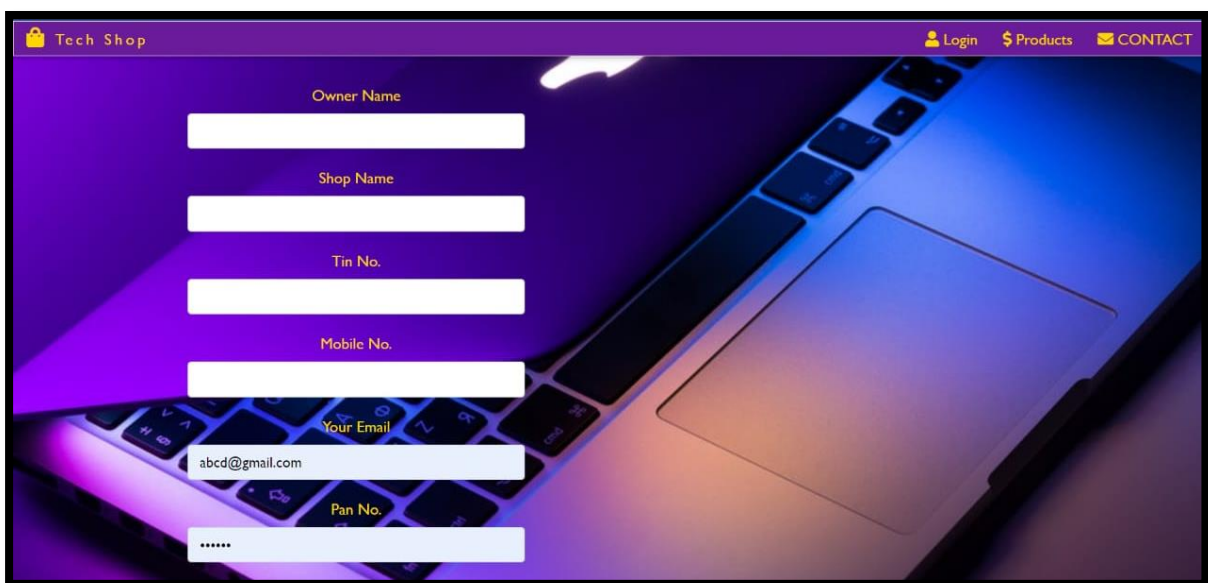
- The admin module contains the access of admin page on the website.
- Admin manages the vendor and customers.
- He is responsible for preparing, organizing and storing information in the website.
- Admin has complete access of database



**Figure:10**

## 5.6 Key role of Seller or Vendor

- The seller or vendor has to request to admin to register him through email.
- And registered seller can view the order details.
- He has the ability to add, delete and update any information regarding the products.



The image shows a registration form for 'Tech Shop' overlaid on a background of a laptop. The form has a purple header with the shop name and navigation links. The registration fields are as follows:

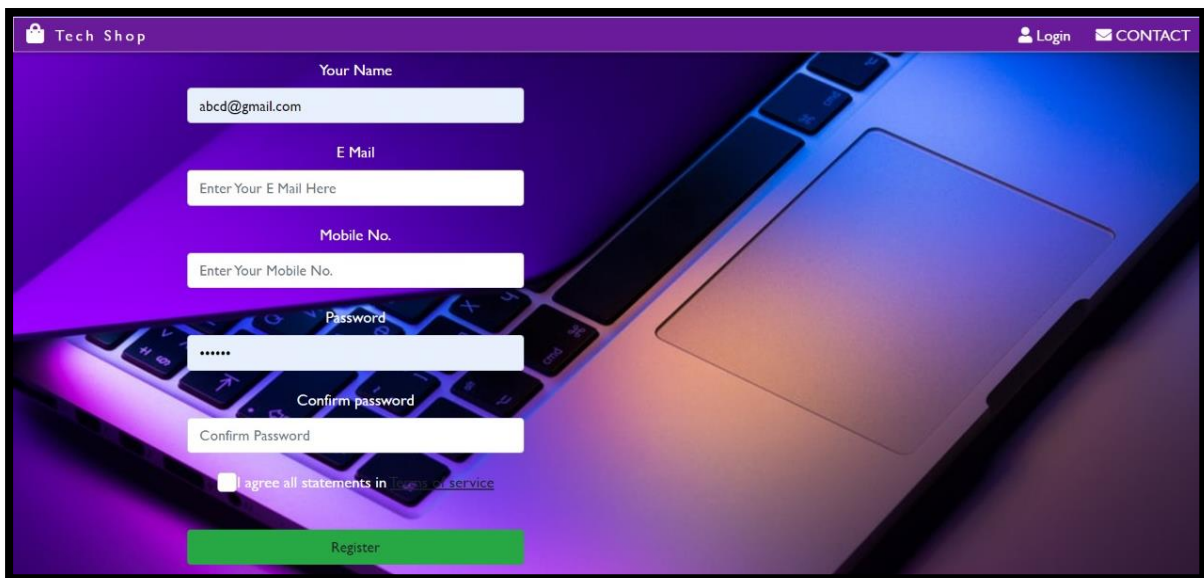
- Owner Name:
- Shop Name:
- Tin No.:
- Mobile No.:
- Your Email:
- Pan No.:

**Figure:11**

## 5.7 Key role of Customer

- The customer has to register yourself for purchasing anything.
- He can view the products.
- He can order the products.
- The registered customer can view details of ordered product and payment status.
- And after the order of product, he will get home delivery within some days.

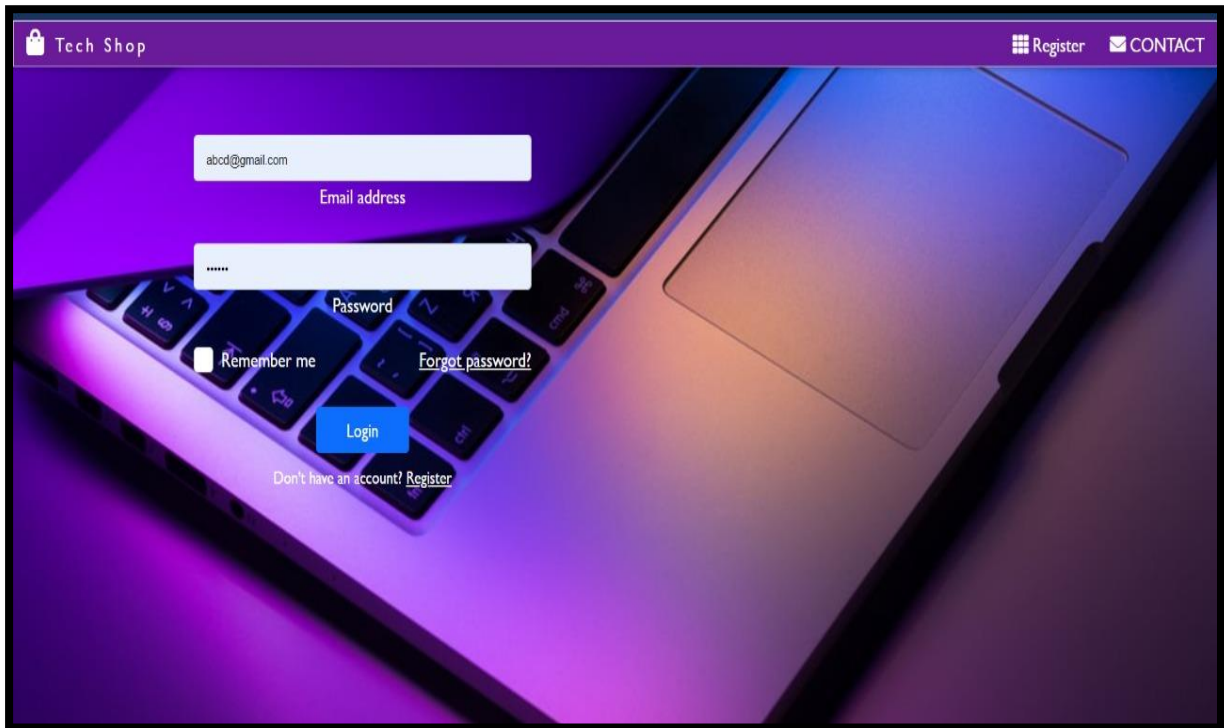
### Customer registration page:



**Figure:12**



## Customer login page:



**Figure:13**

## **CHAPTER 6**

### **(REQUIREMENT ANALYSIS)**

## **CHAPTER 6**

### **REQUIREMENT ANALYSIS**

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## **6.1 Server-side requirement**

### **Software:**

**Languages:** HTML, CSS, PHP

**OS:** Windows 2007 and above

**Web Server:** Apache HTTP server

**Database:** MYSQL

**Miscellaneous:** Pdf converter, Photoshop, Crystal report

**IDE:** Microsoft Visual Studio 2016

### **Hardware:**

**RAM:** 4GB OR ABOVE

**HDD:** 2GB(approx.)

{100MB(web application)+1.

**Processor:** 4.8 Hz

## **6.2 Client-side requirement**

**Software:** Web browser

## **CHAPTER 7**

### **(RESULT AND FUTURE WORK)**

## CHAPTER 7

### RESULT AND FUTURE WORK

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#### 7.1 Home Page:

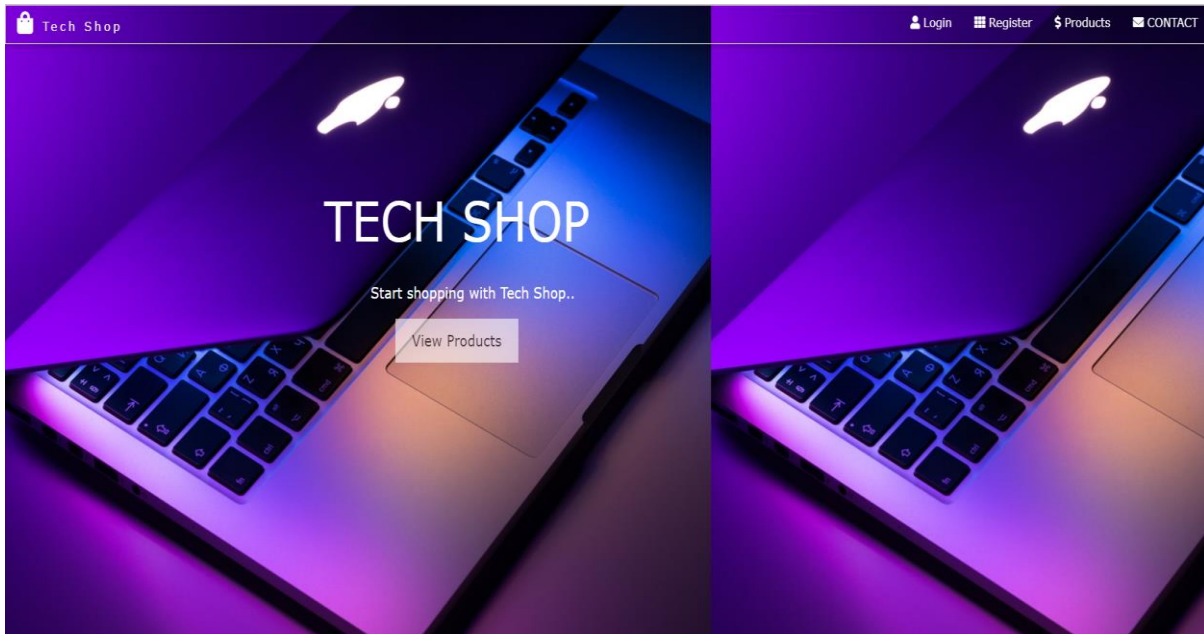


Figure:14

#### 7.2 Admin Login Page:

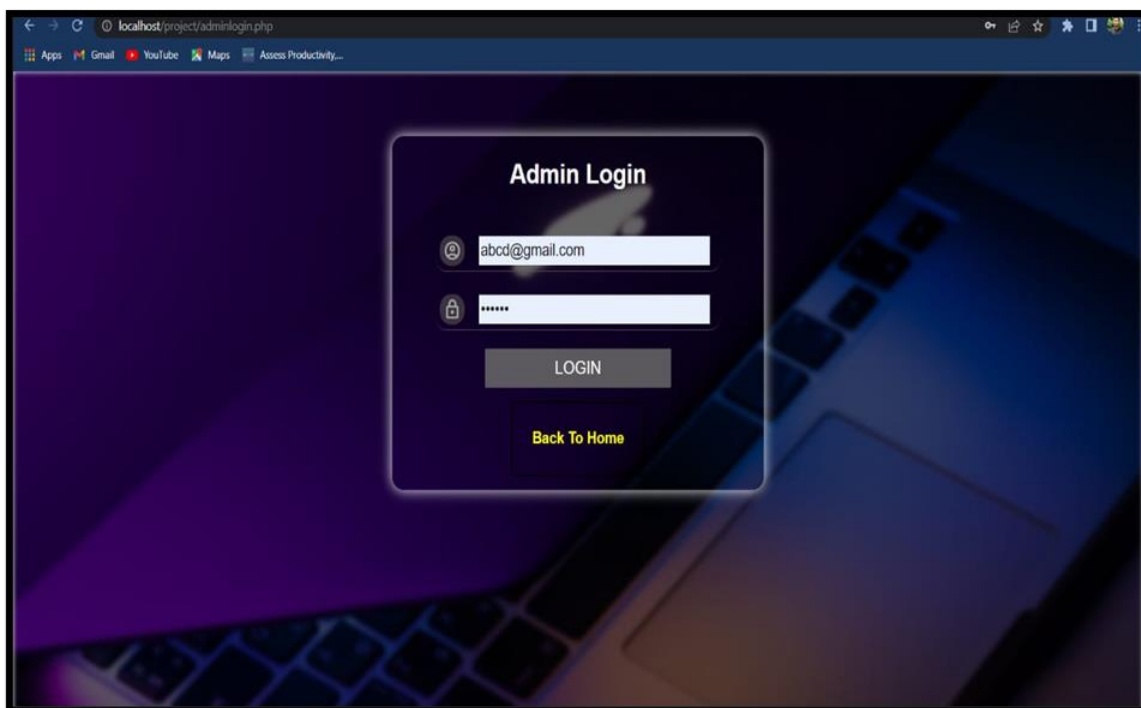
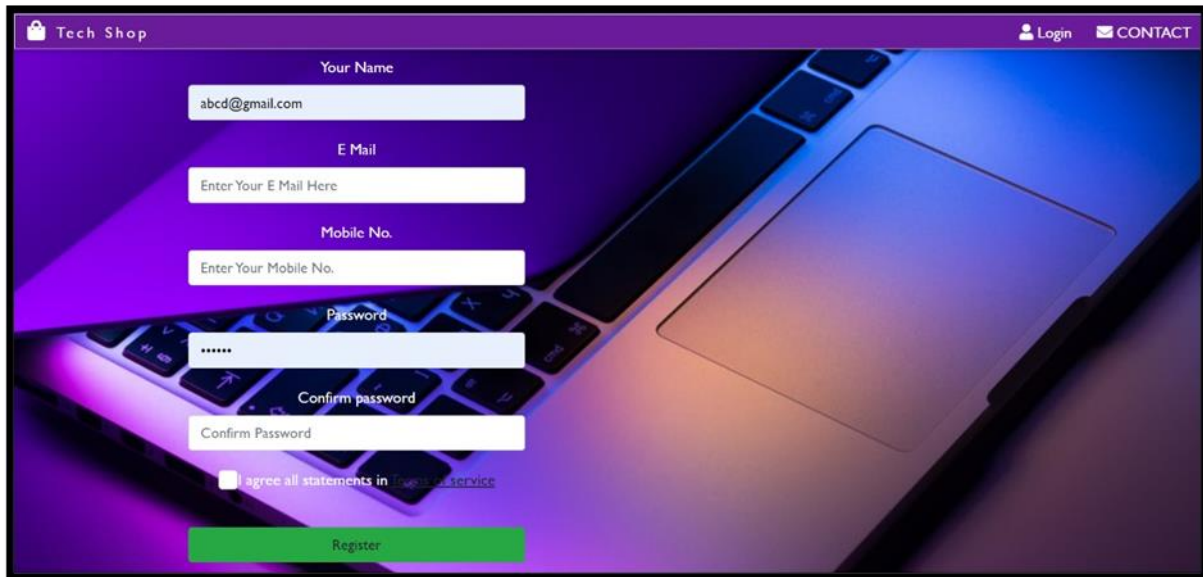


Figure:15

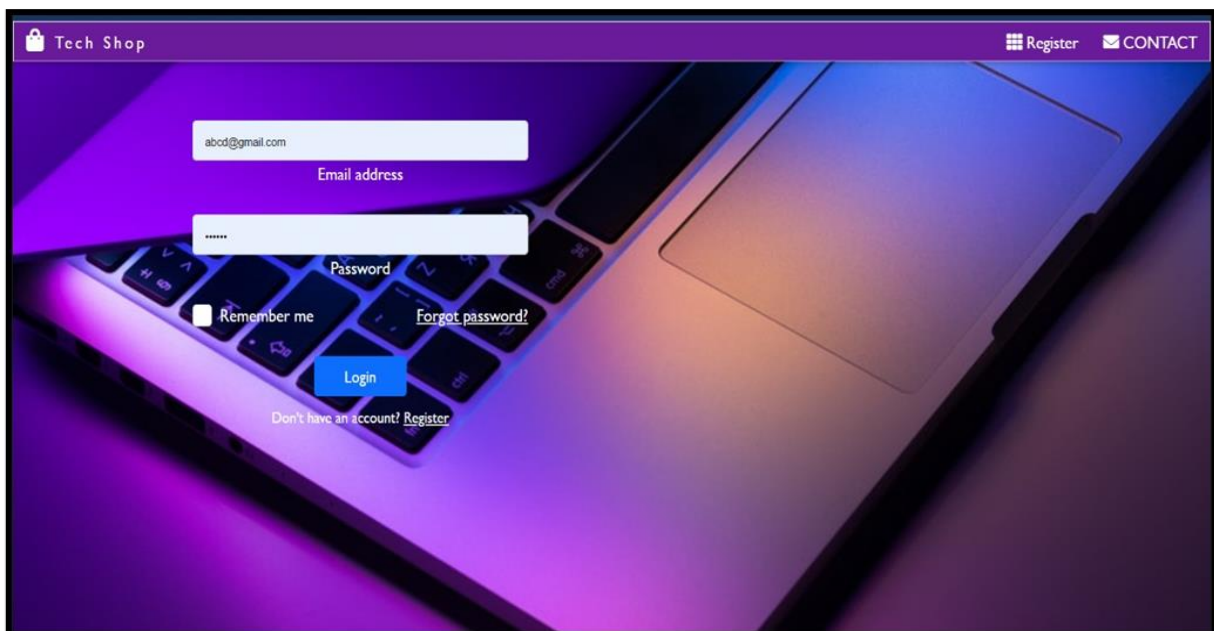
### 7.3 Customer Registration Page:



The screenshot shows the registration page for 'Tech Shop'. The header includes a shopping bag icon, the text 'Tech Shop', a 'Login' link with a user icon, and a 'CONTACT' link with an envelope icon. The registration form consists of several input fields: 'Your Name' (containing 'abcd@gmail.com'), 'E Mail' (with placeholder 'Enter Your E Mail Here'), 'Mobile No.' (with placeholder 'Enter Your Mobile No.'), 'Password' (with masked characters '\*\*\*\*\*'), and 'Confirm password' (with placeholder 'Confirm Password'). Below these fields is a checkbox labeled 'I agree all statements in [Terms & Service](#)'. At the bottom of the form is a green 'Register' button. The background of the page features a close-up image of a laptop keyboard and trackpad.

**Figure:16**

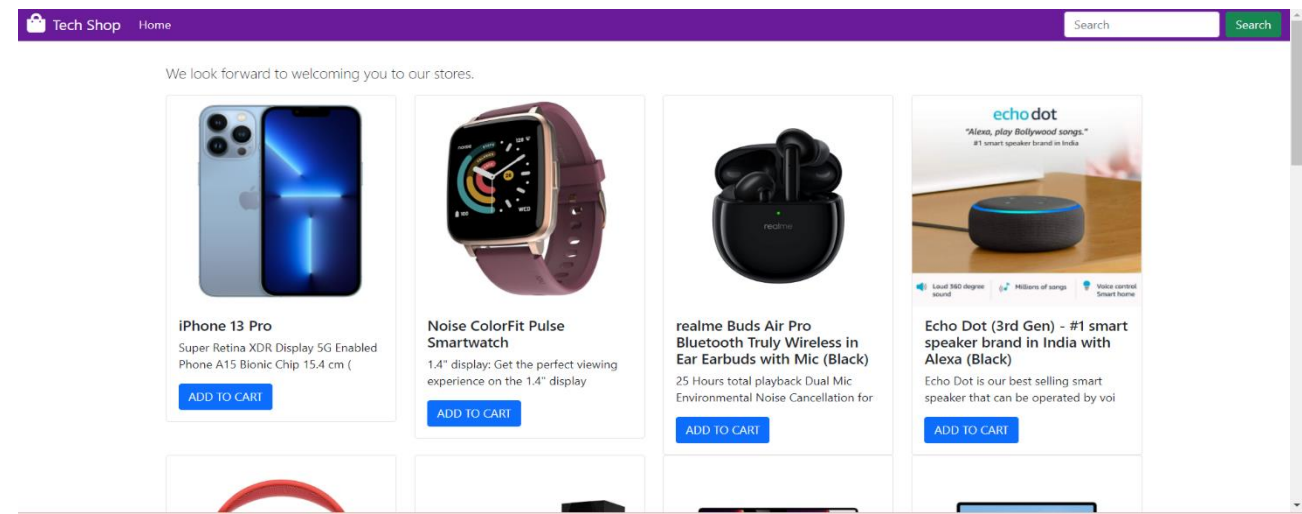
### 7.4 Customer Login Page:



The screenshot shows the login page for 'Tech Shop'. The header includes a shopping bag icon, the text 'Tech Shop', a 'Register' link with a grid icon, and a 'CONTACT' link with an envelope icon. The login form includes an 'Email address' field (containing 'abcd@gmail.com') and a 'Password' field (with masked characters '\*\*\*\*\*'). Below the password field are a 'Remember me' checkbox and a 'Forgot password?' link. A blue 'Login' button is positioned below these elements. At the bottom of the form, there is a link that says 'Don't have an account? [Register](#)'. The background of the page features a close-up image of a laptop keyboard and trackpad.

**Figure:17**

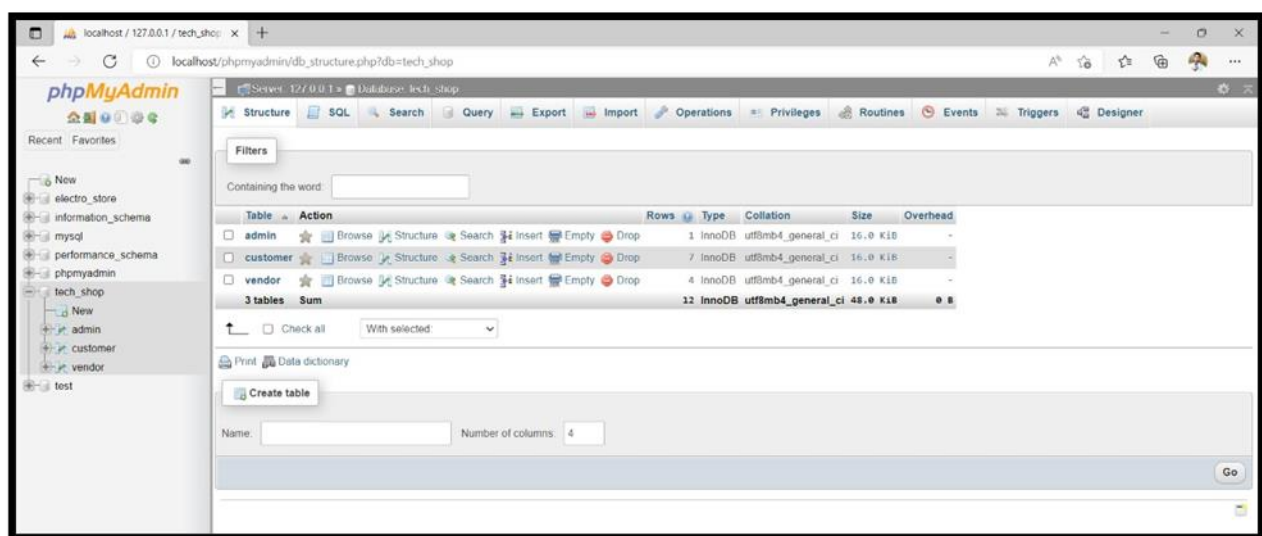
## 7.5 Product Page:



**Figure:18**

## 7.6 Database table:

This is our database table where all the data and information of the customer and seller, are stored.



**Figure:19**

### **7.7 Future work:**

Some of our future plans to modify the TECH SHOP website So, we want to:

- add comparative analysis of same products with different brands.
- Add tracking system.
- Add payment gateway.



## **CHAPTER 8**

## **CONCLUSION**

## Conclusion

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E-commerce is evolving and becoming significantly important to businesses as technology advances, and it is something that should be taken advantage of and embraced.

If the right procedures and processes are used, a firm can flourish in an e-commerce environment with great success and profit.

Increased competitors, markets, faster transactions, and enhanced technologies were obtained through e-commerce, bringing customer-producer interactions more active.

## **REFERENCES:**

- <https://www.google.com/url?sa=i&url=https%3A%2F%2Fradiant.digital%2Fwhat-is-iterative-design%2F&psig=AOvVaw3eY4T3BuKw9FGdirwNGxoJ&ust=1653567261969000&source=images&cd=vfe&ved=0CAkQjRxqFwoTCPjnwbQ-vcCFQAAAAAdAAAAABAI>
- <https://www.google.com/url?sa=i&url=https%3A%2F%2Fmedium.com%2F%40abrar19%2Fwhat-is-b2c-ecommerce-what-strategy-you-need-to-succeed-in-b2c-ecommerce-c4ea702175c9&psig=AOvVaw12NIESXLQUGjgvuwmFh8K1&ust=1653567536460000&source=images&cd=vfe&ved=0CAkQjRxqFwoTCLCnx6DR-vcCFQAAAAAdAAAAABAD>
- [https://tse4.mm.bing.net/th?id=OIP.4E\\_GwMQYKIy3OX4m-oKUcgAAAA&pid=Api&P=0&w=191&h=197https://tse4.mm.bing.net/th?id=OIP.4E\\_GwMQYKIy3OX4m-oKUcgAAAA&pid=Api&P=0&w=191&h=197](https://tse4.mm.bing.net/th?id=OIP.4E_GwMQYKIy3OX4m-oKUcgAAAA&pid=Api&P=0&w=191&h=197https://tse4.mm.bing.net/th?id=OIP.4E_GwMQYKIy3OX4m-oKUcgAAAA&pid=Api&P=0&w=191&h=197)
- [https://www.nicepng.com/png/detail/253-2534585\\_university-logo-dr-a-p-j-abdul-kalam-technical-university.png](https://www.nicepng.com/png/detail/253-2534585_university-logo-dr-a-p-j-abdul-kalam-technical-university.png)