

E-COMMERCE WEBSITE PROJECT

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Project Title:	FARM TO HOME GROCERIES
PLATFORM	WORDPRESS

INTRODUCTION

Overview

The project “Farm To Home” is an Ecommerce website . The aim of this project is to deliver the Groceries from framer’s to customer’s directly without any mediator so that the farmers get more profit and the customers can save money as well . And the products which we deliver is fresh and healthy .

Purpose

The purpose of my Website that is to deliver the Organic products like vegetable’s , fruit’s and ect . And we sell the

products directly from the framers without any extra charges and mediators so the framers get profit and customers get fresh and healthy products as well.

How your food is grown or raised can have a major impact on your mental and emotional health as well as the environment. Organic foods often have more beneficial nutrients, such as antioxidants, than their conventionally-grown counterparts and people with allergies to foods, chemicals, or preservatives may find their symptoms lessen or go away when they eat only organic foods.

Organic produce contains fewer pesticides. Chemicals such as synthetic fungicides, herbicides, and insecticides are widely used in conventional agriculture and residues remain on (and in) the food we eat.

Organic food is often fresher because it doesn't contain preservatives that make it last longer. Organic produce is sometimes (but not always, so watch where it is from) produced on smaller farms nearer to where it is sold.

LITERATURE SURVEY

Existing problem

1. Farmers cannot sell their products directly to the customers ,they have sell their products through mediator .

2.And the farmers can't even decide the product cost as they want.

3.And they can't even get good price to it. In this process the mediator get more profit then the framers .

4.And the consumers who are buying the products through mediator there is no guarantee of getting the good products and cost is higher .

Proposed solution

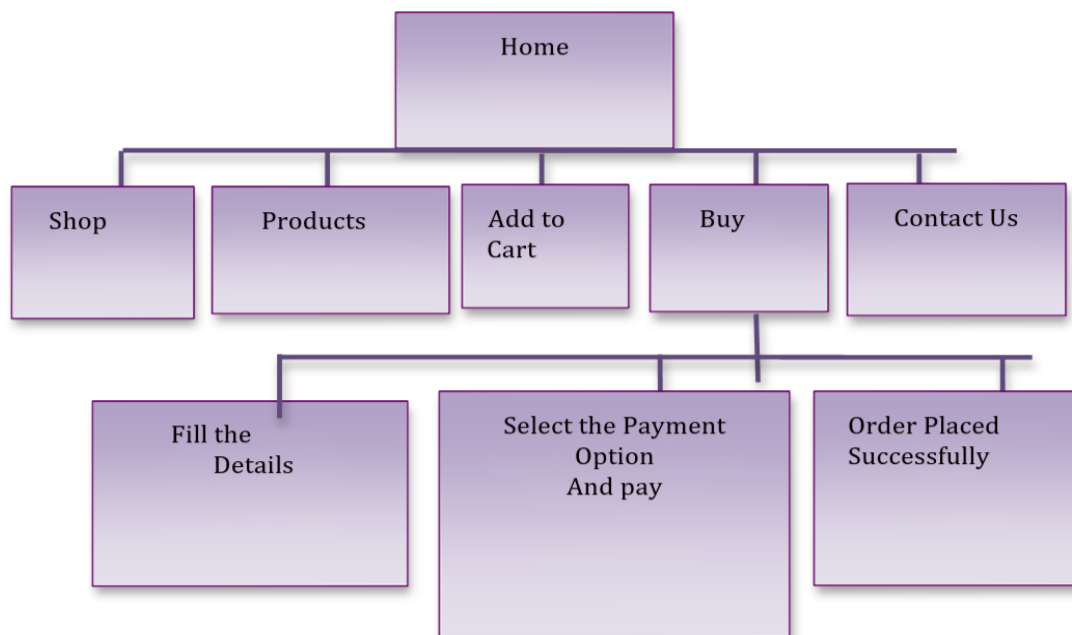
For the above existing problems I have created this Ecommerce website called "Farm To Home".

The main theme of the website is to sell the fresh and organic products to the customers directly from the framers(From the actual producers) without extra cost .

By this framers can sell the product as they want and the customers will get fresh and healthy vegetables , fruits and ect..

THEORITICAL ANALYSIS

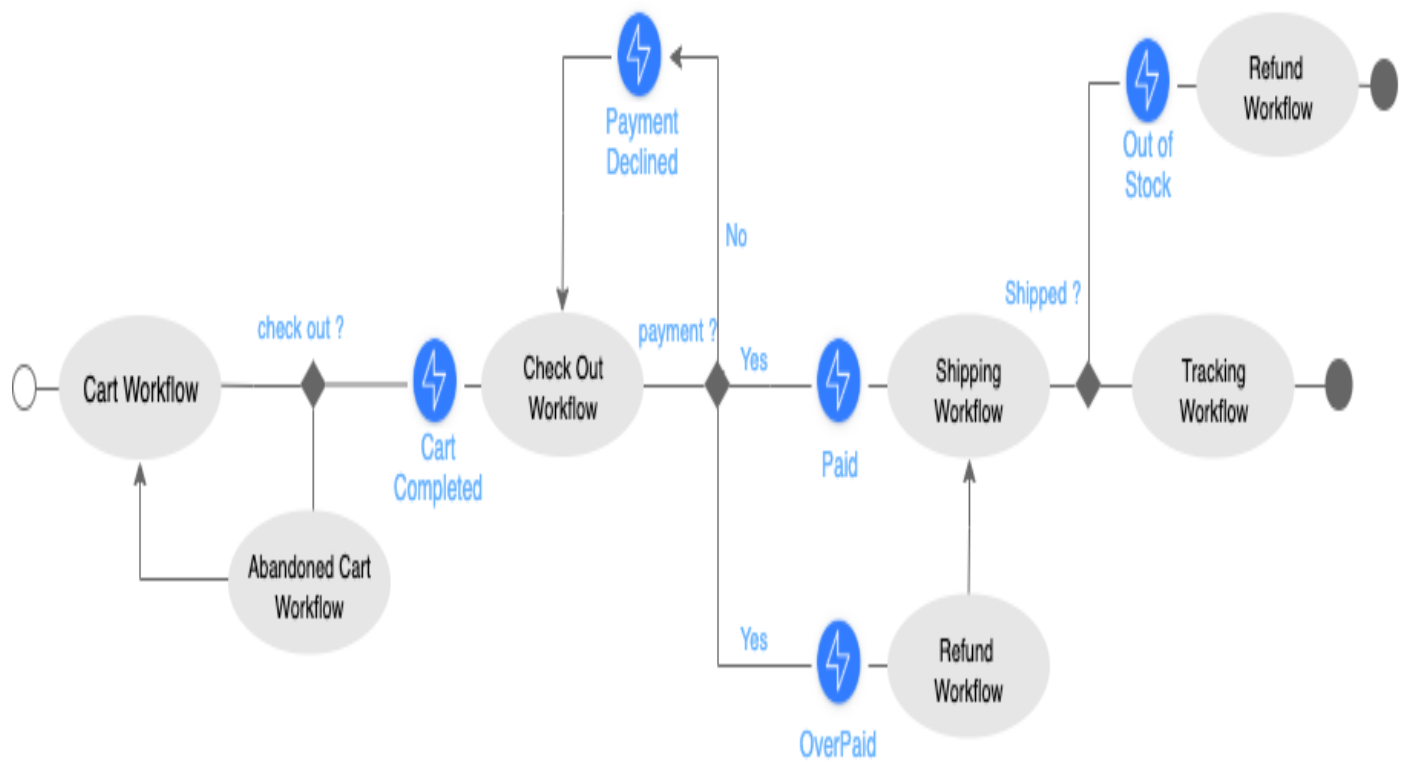
Block Diagram



Hardware / Software designing

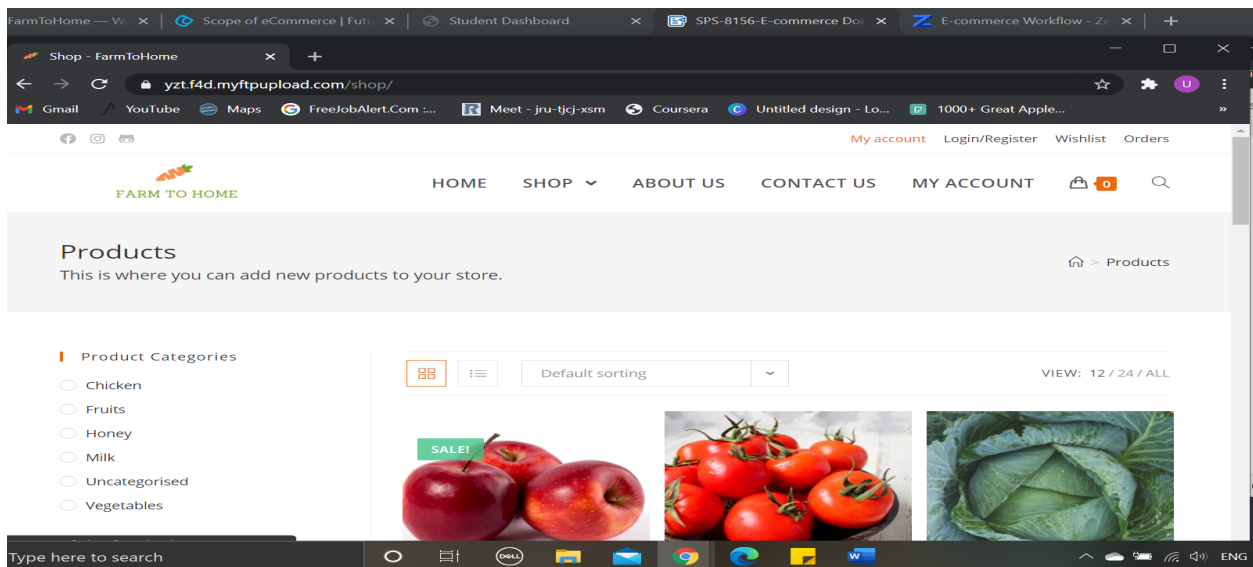
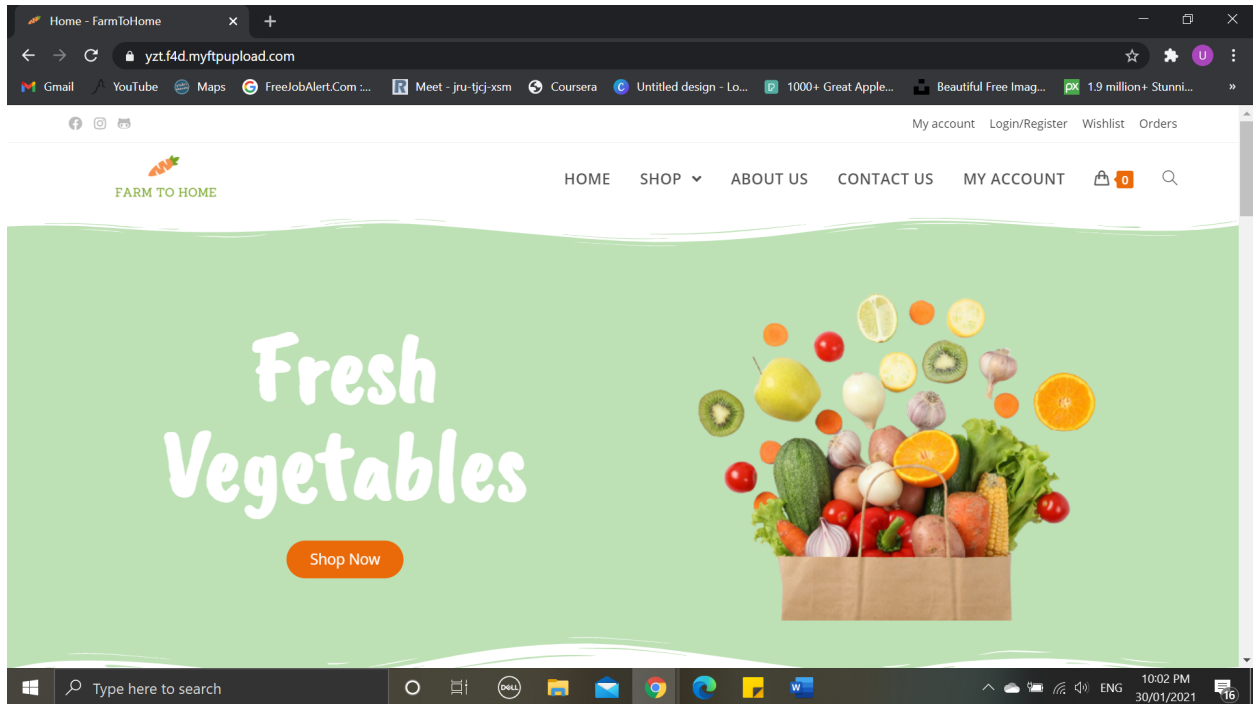
Software Used : WordPress

FLOWCHART



RESULT

The e-commerce web site of “ Farm To Home” looks as follows



ADVANTAGES & DISADVANTAGES

Advantages:

1. .The main advantage is the producer can sell the product direct to the consumer.
2. The consumer gets the good quality and healthy products at minimum cost.
3. And the farmers get more profit and they get encouragement to grow the farm'
4. By this the consumers get fresh and organic products which is healthy and tasty.

Disadvantages:

1. Sometimes the products gets unavailable because as we supplying the products form particular area with limited farmer's .
2. As the products like vegetable's , fruits are grown by organic manner it takes more time .
3. In some case's the products cost may increase depending upon the weather conditions.

CONCLUSION

Good nutrition promotes not only better physical health and reduced susceptibility to disease, but has also been demonstrated to contribute to cognitive development and academic success. Left to their own devices, children will not automatically select healthy foods.

With my website you can get healthy and fresh groceries at your door step.

FUTURE SCOPE

E-commerce has bloomed over the years and is one of the fastest-growing domains in the online world. Though it took some time for this to be accepted by the end-users, today we are at a point where the majority of the people love to shop online. There were numerous concerns revolving around online shopping at its launch, but over years people tend to have started trusting E-commerce for all their shopping needs. In India, people prefer shopping online these days rather than

having to visit the physical store. The payment features that are smart and secure as well as the cash on delivery (COD), which makes the payment, even more, safer with hassle-free shipping, easy returns and reach out.

Let us check out the development or growth of this e-commerce sector in India. We have specifically collected substantial data from across the web after analysis and inferences of information acquired from authentic sources. In the year 2013, around 8 million people have been shopping online. And, the most interesting factor is that they have done shopping from some of the major online shopping sites. And, the number 8 million had risen to around 100 million by the year 2016. The new shoppers (customer base) accounting to around 50% came from the tier one and tier two towns of India. Today, we can proudly say that India is one of the places where online shopping has been booming and will continue to do so. This means that online shopping has a lot of prospects

in the future.

BIBLIOGRAPHY

The Resources that I have used

Plugins :

Elementor ,WooCommerce , ContactForm ,
Ocean wp, Essential Addon Elementor and
YITHWooCommerce Wishlist.

Design :

Theme : Ocean wp

Main color : #bde1b5

Highlight color : #EA6909

Secondary color : Black color

Font : Open sans and default

Wed Hosting : Godaddy website

Website Link : <http://yzt.f4d.myftpupload.com>