

“Project report on website for business(Agarwals’s Store)”

Implemented as a part of As a part of 36Hrs. Build-A-Thon.



Agarwal's Store

Submitted by

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1.INTRODUCTION

1.1 Overview

Agarwal's Store is the bags delivery store. We're having a retail business of bags, so from there I got these ideas to make it online. We have almost all types of bags in our store and different designs too.

1.2 Purpose

If you want any bags, simply visit our website check the type of bag you want, after checking order it online and it will be delivered by courier in short time and with ease and contactless delivery.

2.LITERATURE SURVEY

2.1 Existing Problem

Online businesses are growing currently. When we started researching on e-commerce business we got to know that there's a lot of competition. The point where we felt difficult was, there was lack of growth in the business due to the less recognition of retail bags store. Adding to that, the store was also located a little far away from the residential areas.

While designing my website, I've learnt many new things such as what does domain actually mean. Definitions of website designing, URL, permalink, hosting etc.

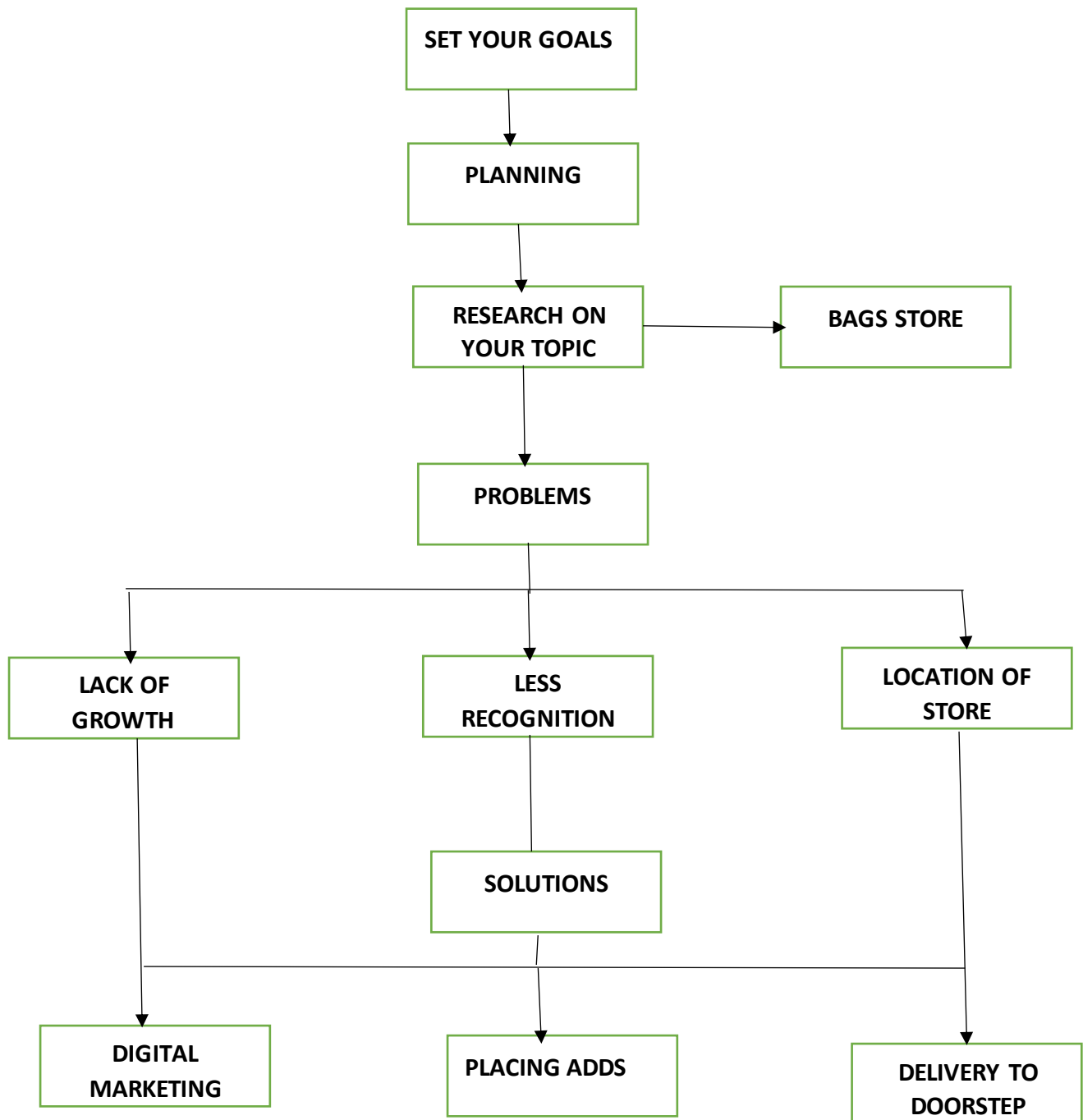
Specifically, working on wordpress was FUN, I've learned how websites are actually made using the features of wordpress. I got to know much about Themes, Templates, Widgets, Menus and many more...

2.2 Proposed Solution

For the problems stated above, better solutions can be to go digital. So, We started delivering our bags to their doorstep so as location won't be a problem anymore. To get recognised, we put Ads online to promote our shop and reach our customers. To attract customers we put offers during occasions and for existing customers we give huge discounts. To create traffic to our website we write interesting blogs with great content.

3.THEORETICAL ANALYSIS

3.1 Block Diagram



3.2 Hardware/Software Designing

To do this project the most important thing we need is bitnami wordpress software so as to build our website using wordpress. We should have enough knowledge about the features of wordpress. Some of them include, pages,posts,menus,themes,templates and many.

To start with website,first we installed few plugins namely , elementor, elementor-header,footer & blocks, updraftplus-backup/restore,woocommerce and yoast seo which were updated recently and compatible with our version.

Then, the theme we selected is most widely used one called OCEANWP

To customise our website, we also use Menus for easy navigation using different different widgets.

Using the plugin elementor-header,footer & blocks we are able to create header and footer to our website using edit with elementor.

If we work on e-commerce website,then we need the plugin called woocommerce.

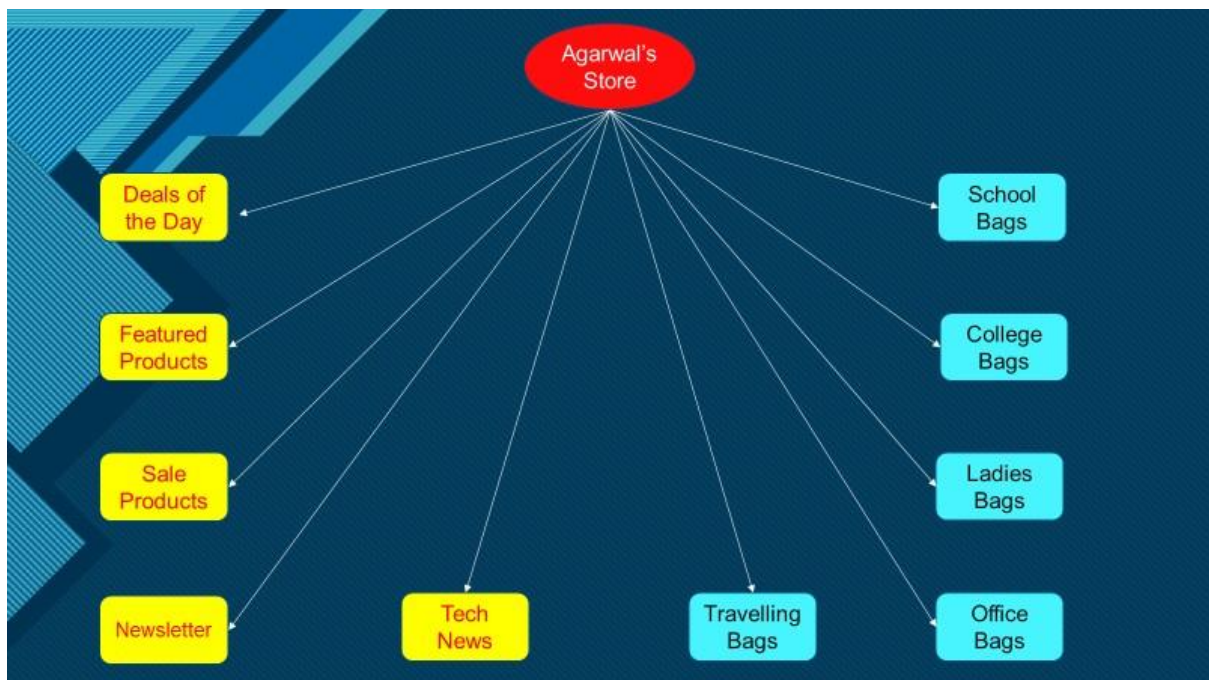
While building pages,we can use any template of our wish and customise it as per our design.

Using elementor, we will be able to write content,Title,insert images,audios,vedios etc into our page. We can style them as per our wish. In advanced section,we can change its typography,background colour or insert an image.we can also create a gallery for our website.elementor provides huge variety of features to design our website.

4.EXPERIMENTAL INVESTIGATIONS

While investigating about the business needs,strategies,planning,tactics and all.I got to know many new things. Some lead to problems and the other to ideas. When I planned to go digital, the first task was to design my website. I started exploring about features of wordpress to give a great layout to my website.Then,wordpress made it easier for me.during that period, I explored more about best theme to be used to make website user friendly.i gave a nice header,footer,menu and body to my website .Bags were categorise by types like school,college,ladies,travelling and many more. All these investigations made me to create a user friendly website

5.FLOW CHART

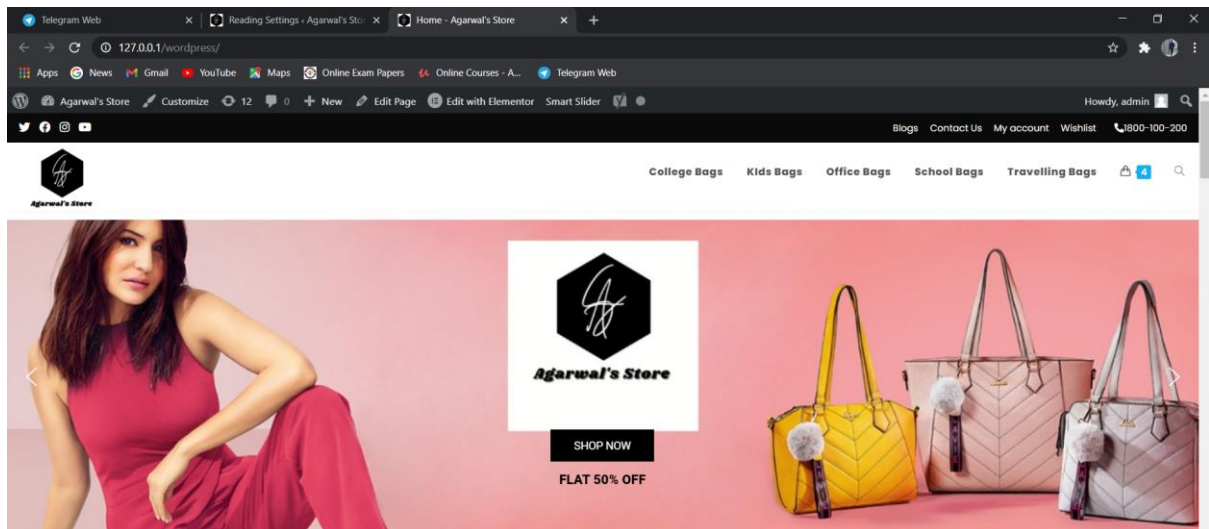


6.RESULT

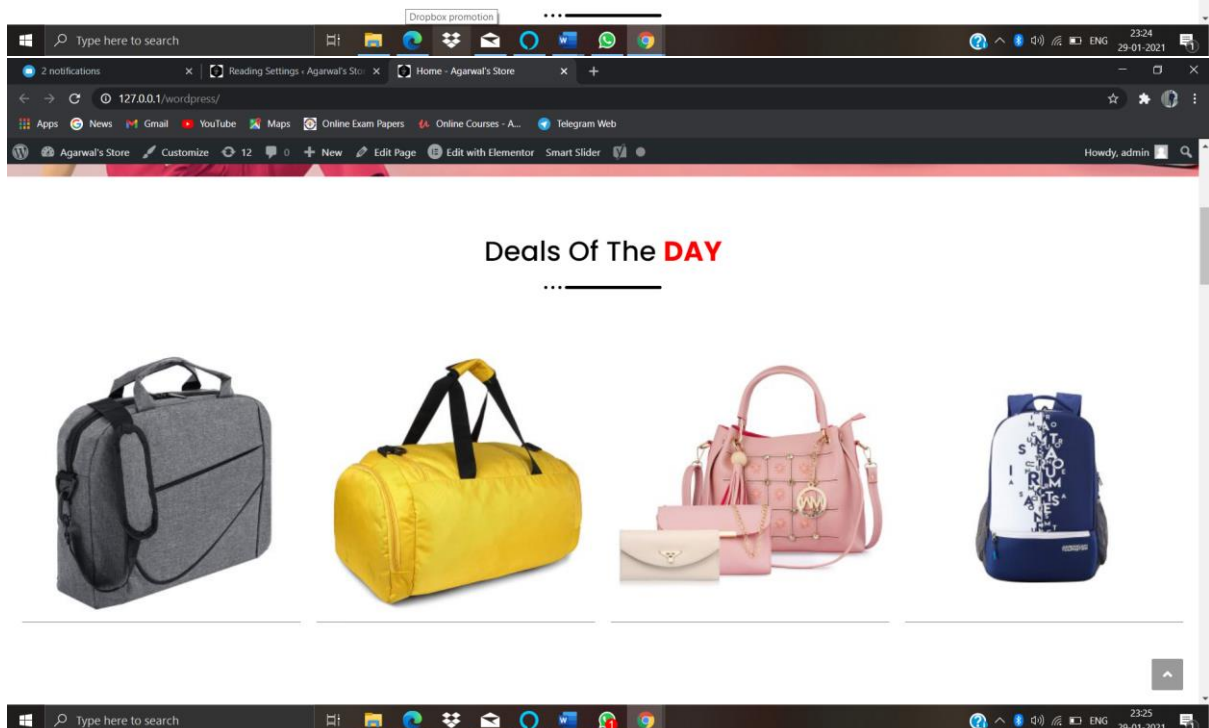
Finally , I created a small cute website of bag shop consisting of different pages landing page(homepage) , About,Category pages, Blog , Contact us page using elementor. You find about all kinds of bags which u can order online and will be delivered at your doorstep

The below Screenshots are fnal outcome of my website.

Home page



Deals Of The DAY



Featured Products



DUSSE DORF Kid's Polyester 15 Liters, Casual Water Resistant Nursery/Kids/Student/for Children's/Boys/Girls Backpack, School Bag (Black) with 2 compartments

₹449.00

Add to cart



H&B Jute Bags for Lunch for Men | Jute Bags with Zip | Jute Tote Bag | Jute Tiffin Bags | Printed Jute Bag | Jute Carry Bag | Women's Jute Bag - Eat Drink Enjoy

₹299.00

Add to cart



Mammon Women's Handbag (LR-bib-blk, Black)

₹343.00

Add to cart



POLESTAR XPLORE 55 ltrs with Rain Cover Rucksack Hiking Backpack

₹834.00

Add to cart



SBS Bags® Women's Girls Fashion PU Leather Mini Casual Backpack Bags For School, College, Tuition, office With Small Pocket Keychain (Grey)

₹499.00

Add to cart

NEWSLETTER

Get Surprise In Your Inbox

Your Email

SUBMIT



Easy Shipping



Easy Returns



Easy Exchange



Contact-Less Delivery

Sale Products

Sale Products



SALE!

Storite PU Leather 14 inch Laptop Shoulder Messenger Sling Office Bag for Men & Women - (40 x 29 x 6 cm, Black/Brown)

₹1,999.00 **₹999.00**

[Add to cart](#)



SALE!

AgarwalBasics 78 cm Black Hardsided Check-in Trolley

₹4,999.00 **₹3,899.00**

[Add to cart](#)



SALE!

Foldable Large Duffel Bag, Red

₹1,600.00 **₹1,299.00**

[Add to cart](#)



SALE!

Lino Perros Womens Pink Synthetic Leather Satchel

₹1,699.00 **₹1,499.00**

[Add to cart](#)



SALE!

Louise Belgium Designer Handbag for Women - Peach

₹1,299.00 **₹799.00**

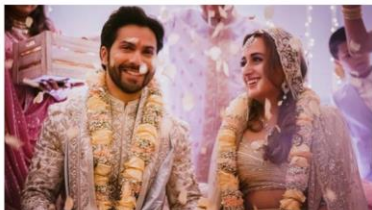
[Add to cart](#)

127.0.0.1/wordpress/product/foldable-large-duffel-bag-red/

Get Tech News



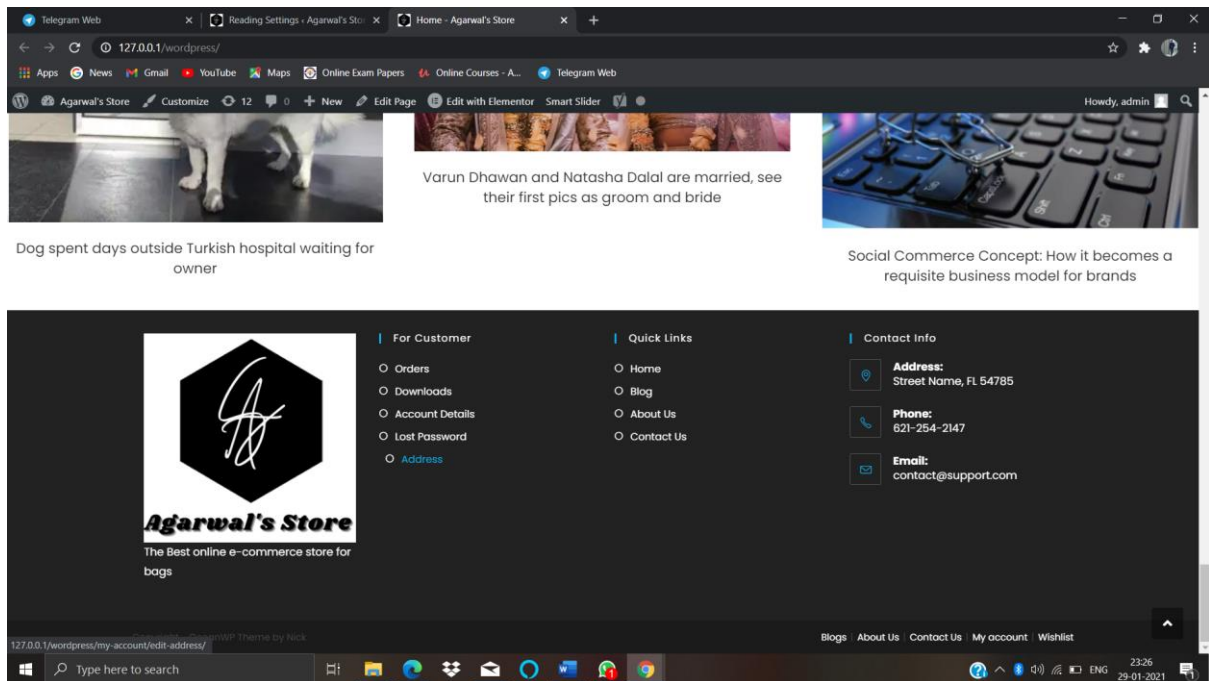
Dog spent days outside Turkish hospital waiting for owner



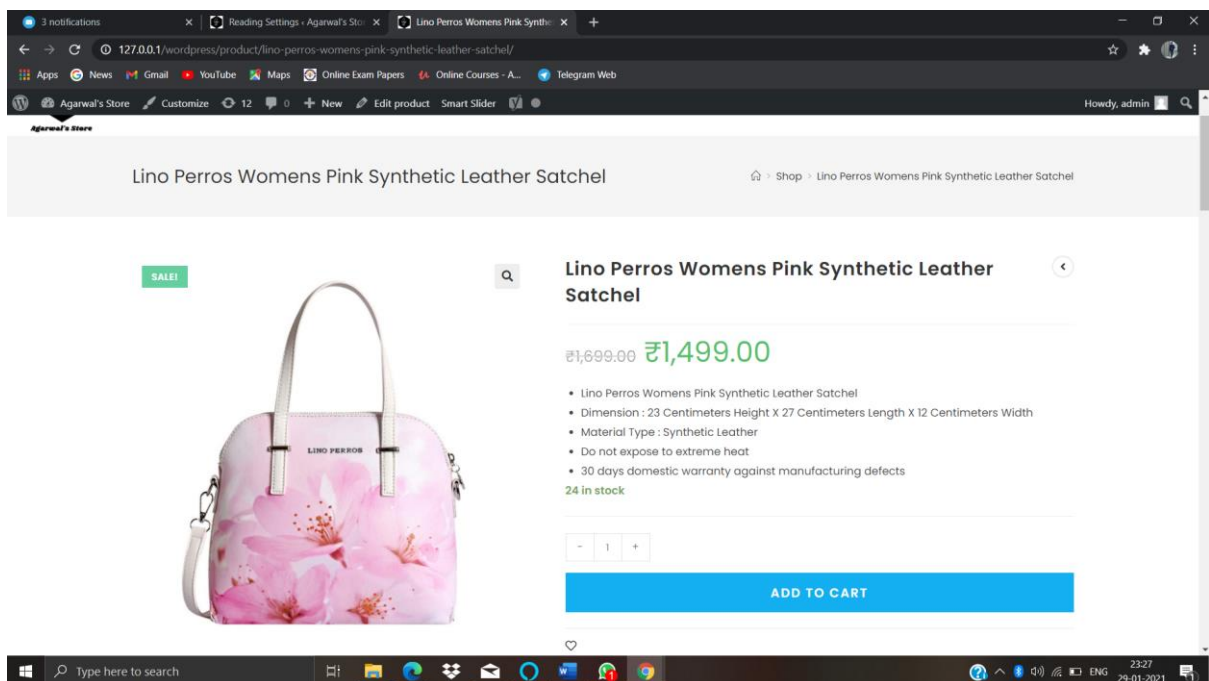
Varun Dhawan and Natasha Dalal are married, see their first pics as groom and bride



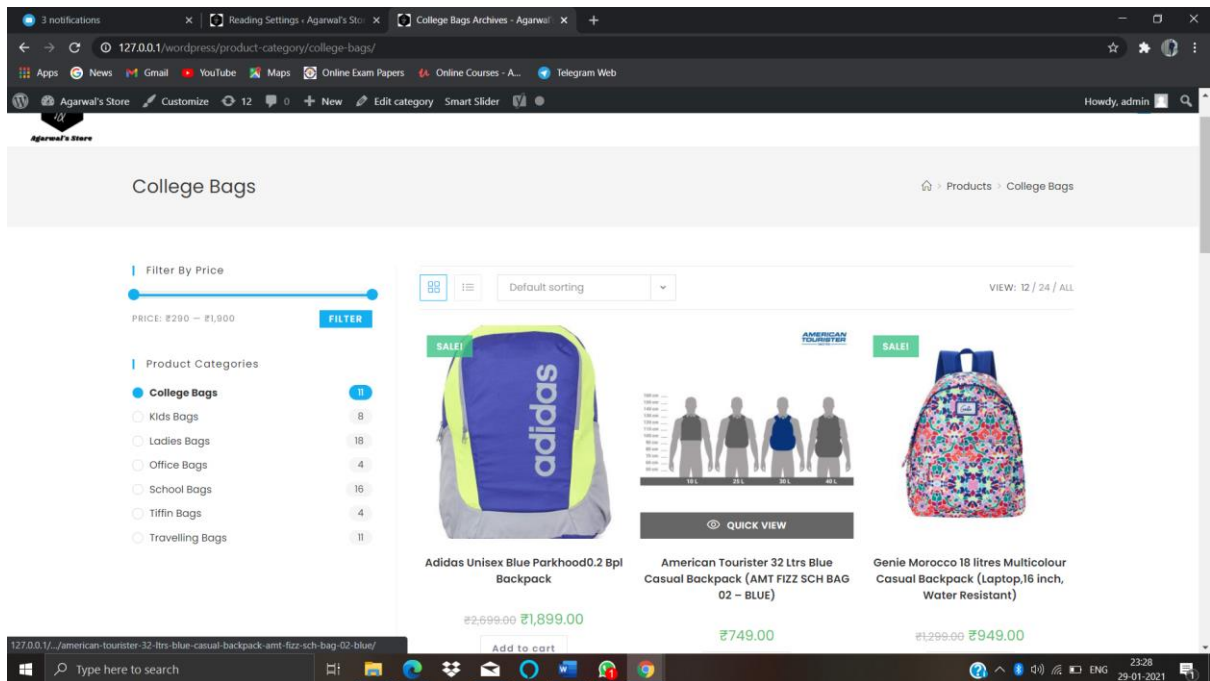
Social Commerce Concept: How it becomes a requisite business model for brands



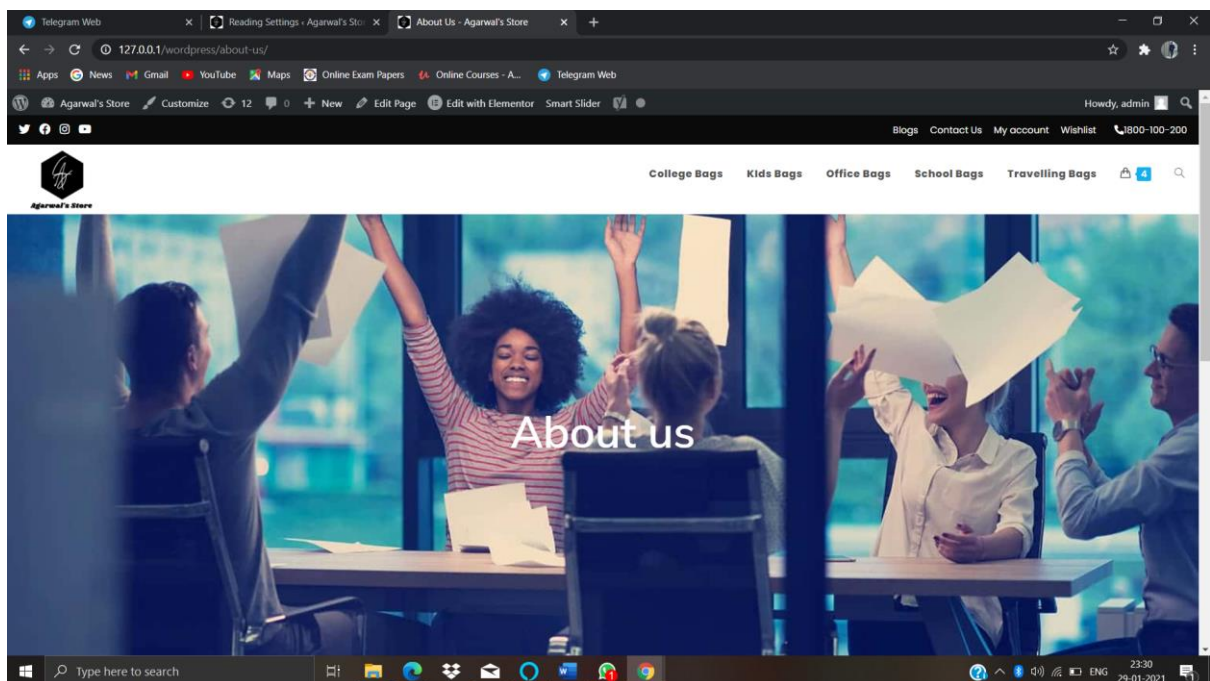
Opening any product



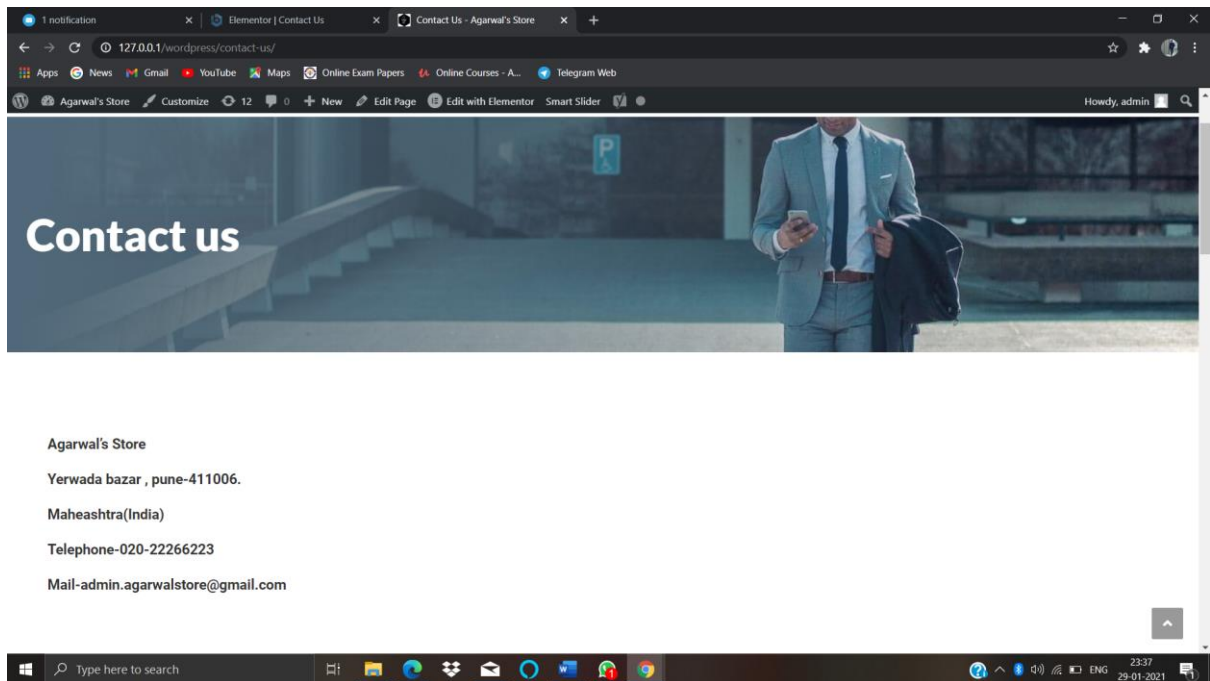
Opening any category page



About us page



Contact us page



7.ADVANTAGES AND DISADVANTAGES

Solution given: digital marketing, placing ads, delivery to doorstep

ADVANTAGES:

- 1.Targeted audience can be reached in cost effective way.
- 2.Brand loyalty
- 3.Helps to get in contact with audience and get feedback
- 4.Analytic tools can help show what's working for you and what not
- 5.Makes the order processing easier
- 6.Free and cheap marketing
- 7.Grows your bottom line
- 8.Increases traffic to your website

DISADVANTAGES:

- 1.Not everyone is on the internet and wants to share data
- 2.Limited space for Ads
- 3.Declining ad clicks
- 4.Revenue conflicts
- 5.Juggling with your health

8.APPLICATIONS

The most common uses for digital marketing include social media management, content marketing and community building.

9.CONCLUSION

When I started this thesis, I only knew how to set up a website by WordPress and basic settings of website

But the hands-on training helped me to understand the WordPress due to that I was able to design my website according to my conditions..

I have learned a lot about layout design, especially how to create a complex website layout and still, it can be clear to use. I have also learned how to use colours in an efficient way on the website, and how to draw a user's attention to some specific part of the website.

After that training it was our task to complete these website within 8 days.it was difficult for me to complete as I was beginner and there was load of college too but any how I managed to create a layout of my website and started designing . Finally I was completed with my work in gien time

All in all, this project gave me a clear picture of how in the future I should structure and maintain a website development, and how important the decided deadlines are. During this project, I have become a better website programmer and learned some design skills, which would be useful for future website projects.

10.FUTURE SCOPE

In future , we want our own brand ti be recognsed by everyone and order all required bags from our website .

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11.BIBILOGRAPHY

I referred some of the youtube videos to implement the website.