

**A PROJECT REPORT**  
**ON**  
**E-COMMERCE DOMAIN**  
**FOR**  
**GODADDY BUILD-A-THON**

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# **Introduction**

## Project Objective

The objective of this project is to create an E-commerce website in Wordpress and to host it on the Godaddy server. The website should be responsive for both desktop and mobile platform, and also should have a user friendly interface.

## Overview

For this project I have made an E-commerce website to sell musical instruments. I have made sure that the website is both desktop and android compatible and has a user friendly interface which makes it easy to navigate.

# **Wordpress**

The entire website was created and designed on Wordpress. Wordpress is the best platform to create website without coding which made the process fairly easier and simpler. Wordpress provides a varieties of plugin which make the job even simpler and easier.

## Plugin used

- Elementor
- All-in-one WP Migration
- Woocommerce

These were the major plugin which I used for my website developement.

# **Advantages**

- Allows us to reach customers all over the country and the world.
- Provides a higher opportunity of sale.
- Have the ability to scale up or down the business instantly.
- Exclude middle-man which decreases the cost of the product for the consumer.
- Quick response to change in trends and market demand.

## **Disadvantages**

- Lack of personal touch which make not result in a greater buying experience.
- Comparision of products and their prices might forces the seller to reduce price of their products.
- Requirement of internet access.
- Security issue related to IT information like consumer details, credit card fraud caused by hackers.

## **Result**

The website was successfully designed and created on Wordpress. Hosting of the website was also successfully implemented.

## **Conclusion**

I would conclued this project by saying that E-commerce websites are a great accessibility as they are available all time and the consumer can buy the product anytime. Small business can grow drastically with their own E-commerce websites and with Wordpress its even more easier to make one for one's business.

## **Future Scope**

This project has a great future potential as more varaities of instrument can be added. For future I am think to add some softwares like tuner, chord library, musical sheet and even some courses related to music and musical instruments.