A PROJECT REPORT

ON

E-COMMERCE DOMAIN

FOR

GODADDY BUILD-A-THON

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Introduction

<u>Overview</u>
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.

<u>Purpose</u>
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.

Literature Survey

<u>Existing problem</u>
Not a great accessibility for people trying to find a new hobby or look instrument for their passion. Sometimes the desired instruments may not be available in consumer's local market or a greater model of the instrument they need might not be easily accessible to them. Not to mention the high price in which the product is sold in the local market.

<u>Proposed solution</u>
The website offers a great variety of instrument with the great convenience of ordering from anywhere on the country and anytime of the day. The price is also reduce as no middle man is involved in the trading.

Theoretical Analysis

<u>Hardware design</u>
When it comes to hardware design all we need is a PC or laptop with some decent or even below average specs to use the software. However the software does not have a lot of high system requirements but a decent system is recommended for smooth functioning.

<u>Software design - Wordpress</u>
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.

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

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

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 isssue 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.

Application

This project is very useful where the local market does not satisfy the need of the consumers. It can be implemented for other business to grow their range of selling products and increase their business.

Conclusion

I would conclude 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 it's even easier to make one for one's business.

Future Scope

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