Review of Case Study of E-Commerce Website

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Abstract: *An E-Commerce Website is an online store or a virtual store on the Internet where customers can browse the catalogue and select products of interest. The selected items may be collected in a shopping cart. At checkout time, the items in the shopping cart will be presented as an order. At that time, more information will be needed to complete the transaction. Usually, the customer will be asked to fill or select a billing address, a shipping address, a shipping option, and payment information such as a credit card number. An e-mail notification is sent to the customer as soon as the order is placed. Electronic Commerce is the process of doing business through computer networks. A person sitting on his chair in front of a computer can access all the facilities of the Internet to buy or sell the products. The main advantage of e-commerce over traditional commerce is the user can browse online shops, compare prices and order merchandise sitting at home on their PC.*

Keywords: E-commerce Website, Web Development, etc.

I. INTRODUCTION

The internet makes doing business much easier and faster. It led to changes in the way people do business with a rapidly growing worldwide trend towards online shopping or e-commerce. Online shopping is considered to be a very helpful way of buying products through the internet especially during the holidays and clearance seasons. It allows customers to enjoy a wide variety of products and items not only from a specific store but from diverse storage that includes all kinds of items. Online shopping also provides customers with good customer service that also occurs online.

II. OBJECTIVES

1. **E-Commerce Helps You Reduce Your Costs**
   To have an online store you don't need to have all your products presented in a physical space. Different companies operate online where they only show all their inventory through their electronic commerce. This implies not only saving by not needing a rental or purchase of premises, but also everything that involves electricity, the Internet, etc. Or if you want to have one so that customers have a physical space, it does not have to be as large as everything you offer. In either case, you will be reducing your costs.

2. **E-Commerce Helps Businesses Go Global**
   If you are running a physical store, it will be limited by the geographical area that you can service, but owning an eCommerce website will allow you to increase your outreach. It'll offer your products & services to customers around the whole world, regardless of the distance and time zone.

3. **Online Payment Getaway System**
   Improve the ease of conducting card/digital transactions for an individual. Reduce the risks and costs of handling cash at the individual level. Reduce costs of managing cash in the economy.

4. **E-Commerce Offers Better Marketing Opportunities**
   An eCommerce site is the best marketing tool that you would ever have. Thanks to the internet, now anyone can market through online tools like social media marketing, email marketing, search engine marketing, pay per click ads, and SEO to help you build very useful links and contacts.

5. Your Online Store Will Stay Open 24*7/365

Also, one of the great importance of eCommerce that eCommerce retailers can enjoy is store timings are now 24/7/365 as the eCommerce stores are open 24 hours a day, 7 days a week, compared to the regular stores. In this way, retailers can increase their sales by boosting their number of orders. However, it is also helpful for customers as they can purchase products & services whenever they want no matter whether it is midnight or early morning.

III. LITERATURE SURVEY

Existing System

E-Commerce software can be used to manage your online store and handle aspects such as adding and removing products, tracking inventory, calculating taxes and other work required to fulfil orders placed on the website. Currently most popular systems are discussed as follows:

1. Amazon:

Amazon (Amazon.com) is the world's largest online retailer and a prominent cloud service provider. The company was originally a book seller but has ex- pended to sell a wide variety of consumer goods and digital media as well as its own electronic devices, such as the Kindle e-book reader, Kindle Fire tablet and Fire TV, a streaming media adapter, etc.

2. Flipkart:

Today, Flipkart is India's largest online e-commerce website. Flipkart was started in 2007 and recently it also acquired an online fashion e-commerce store Mantra for 300 million. The annual revenue of Flipkart is Rs. 5000 crores. In the world, among the top 100 websites, Flipkart is ranked 82nd by Alexa, and 7th position as in India.

Problem Definition

Purchasing and selling products offline, then you will restrict to sell the products in limited area where the shop is located. While purchasing any product customer have to visit many websites for price, feature comparison, delivery time and avail- ability of product. Customer generally suffer from unnecessary notification and Redi- rection.

IV. PROPOSED SYSTEM

We are going to provide solution to address this issue through online website. We have considered dry foods, play equipment's and solar products for selling purpose, also we are going to provide facilities to connect the dealer, farmers. Also, as a social responsibility we are going to provide blood donors information to the customer. The details of design and implementation is discussed in the successive sections.

A. Modular Design

The functionality of the proposed application is divided into number of sub modules. The modules to be taken into account are customer shopping cart, orders, payment and product module. These modules while integrated together give the functionality desired out of the application.

B. Customer

In this module the client information is processed. This information includes giving username and password to login to this site. This is required to verify the user. The email id of the customer is used to confirm the customers' orders and also to send promotional emails [10].

C. Shopping Cart

This sub-module lets the user to select the items that they intend to buy to store in cart before placing the order. The items can be stored into the cart and it can be deleted from the cart.

D. Order

In this module customer order is processed. The user can place the order for the items they want to buy.

E. Payment

In this sub module payment options for the order is given and processed. Payment would be through credit card, debit card, E-cash or cash on delivery.

F. Product

In this module product details can be added to the database. The tax per product and actual price of the products can be added. The product details can be edited by admin. The products are stored as per category. Arrangement of products into categories enables the user to search the products based on its category. The database is normalized [13] so that the redundancy is minimized. The database for the proposed application is normalized up to third normal form.

V. MAIN FUNCTIONS

1. **Installing Software's and Building Project**
   Let's start by installing VS Code editor for HTML, CSS, PHP, JavaScript, JSON files and XAMPP server.
   Editor has interactive interface and it will help to write code, run code.

2. **How to Execute Project**
   There you'll find a folder naming "htdocs".
   Inside the "htdocs" folder, paste the project folder (not the .zip one, but the extracted one).
   Open your favourite browser; we recommend using Google Chrome or Mozilla Firefox.
   Then, go to URL "*http://localhost/phpmyadmin*".
   Create a Database with a name that is provided inside the "01 LOGIN DETAILS & PROJECT INFO.txt".
   Click on the "Import" tab and choose the database file (.sql) which is provided under the folder naming "DATABASE FILE".
   After setting up all these, go to URL "*http://localhost/ [PROJECT_FOLDER_NAME]/*"

3. **Testing Project**
   For testing we added multiple users and sellers and we host our website then user tried to buy products and able to get delivery on time and gave positive responses to us.

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