

E-COMMERCE SYSTEM FOR ELECTRONICS SHOP

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Abstract - Electronic commerce or e-commerce is a term which encompasses commercial transaction or business activity that involves the transfer of data across the Internet. It covers a broad range of different types of businesses, from private retailing sites, through automobile or music sites, to communication or services between different organizations. E-commerce is rapidly evolving through the rapid development of information technology and Internet and also a major part of future computerized world. We are developing this site by considering scope and requirement of internet marketing in future.

Keywords- E-commerce, E-marketing, World-Wide-web, Web browser, Business to Business (B2B), E-Bay, Amazon, Retail sale, Front end, Back end, XAMPP server, E-R diagram, DFD (data flow diagram).

1. INTRODUCTION

The main goal of this project is to develop a platform which allows customers to find and purchase the products online. Also it is designed in such a way that it lets the managers to manage inventory details online. Customers can order products, and they will be contacted to further process the orders. It is globally observed that, in today's market it is extremely challenging to start a new small-scale business and stay sustained with large scale competition from the well-established and settled competitors. Additionally, even when the quality of the product is all good but due to lack of advertisement or small scale scope of the business, it becomes another challenge and the product does not reach a larger group of customers. In today's fast life everyone is squeezed for time, so online shopping is the need of time today. Logistically, a consumer finds a product more interesting and attractive when they find it on the website directly and are able to see details about the product.

Today's customers are widely attracting towards online shopping because they have broader selections, reasonable prices, detailed description about the product (including people's reviews) and very efficient searching facility among wide variety of products. Moreover, many of the business owners are shifting towards online selling because of higher

expenses and additional overhead of physical business. Further, with an online website, they can expand their business to a worldwide market, which increases the number of customers from different regional groups, rises popularity and overall sustainability in the marketing.

2. LITERATURE SURVEY

The evolution of e-commerce shopping sites began immediately after the World Wide Web (WWW) and it became a major medium to circulate information around the world. E-commerce shopping sites help customers to buy goods or services over the internet using a web browser. The e-commerce concept states the business-to-consumer (B2C) process in which a consumer buys directly from the business. Another process where one business buys from another business is known as business-to-business (B2B) process. The B2B process includes great examples of previously developed online-market companies eBay and Amazon, both of which were launched in 1995.

E-commerce is divided in four major categories according to the characteristics of the buying and selling groups. Which are business to customer (B2C), business to business (B2B), consumer to consumer (C2C) or customer to business (C2B).

2.1 The Internet

Nowadays computer and the Internet are most familiar tools for our daily life in relation with the rapid development of knowledge and technology. With the rise of this new technology most of the technology lovers started finding everything on the web what they need. Moreover this biggest network is playing vital role in circulating knowledge and information amongst all over the internet users across the world.

2.2 Online Shopping

Due to technological innovations, the traditional way of shopping has been totally overcome by the technology. Individuals are attracting towards easier ways to reach brands and stores. The Internet has fundamentally changed customer's point of view about convenience, price, product details and after sale services.

The e-commerce sites have continued their growth in recent years. The researcher demonstrates that 'e-commerce is taking larger portion of the overall retail sales and is growing far faster. Therefore major organizations are turning their focus to e-commerce sites which gives speed to online sales.

2.3 Existing System

The existing system for shopping is to go to the shop physically and select the product that is needed and that too from very limited amount of varieties. This is comparatively inconvenient and time consuming than online shopping. Following are some drawbacks of traditional shopping compared to online shopping.

1. It is less user-friendly
2. A Person must go to shop and select products from limited variety.
3. It is difficult to find the appropriate product in a shop.
4. Limited description is provided about the product.
5. Physical shopping is a time consuming process.
6. Scope of advertisement is very limited.

3. PROPOSED SYSTEM

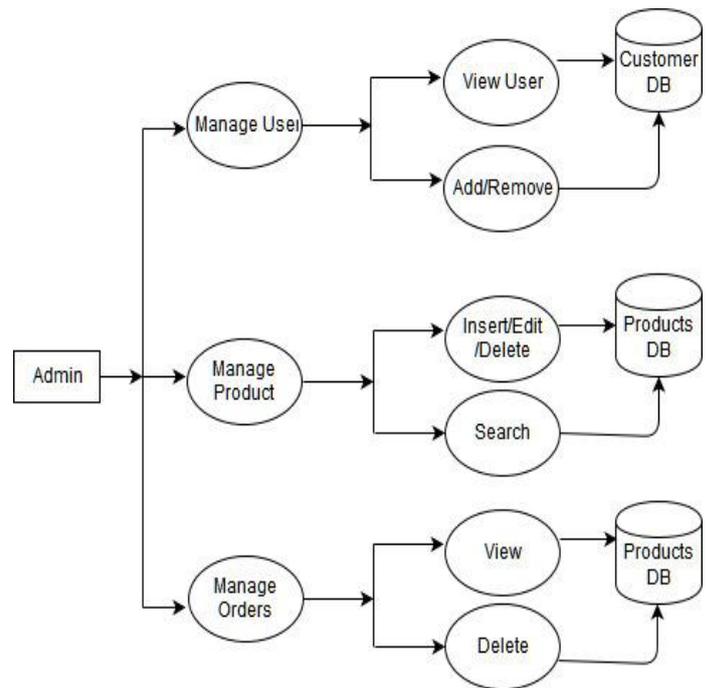
In this newly proposed system the customers will be able to make their shopping from their homes without migration to the market with the help of the internet.

They can order the product they wish to buy through any device connected to the internet. The shop owner will be the admin himself and he will manage all the customer requests. The system also recommends a home delivery system for the purchased products.

3.1 MODULES:

3.1.1 Admin module:

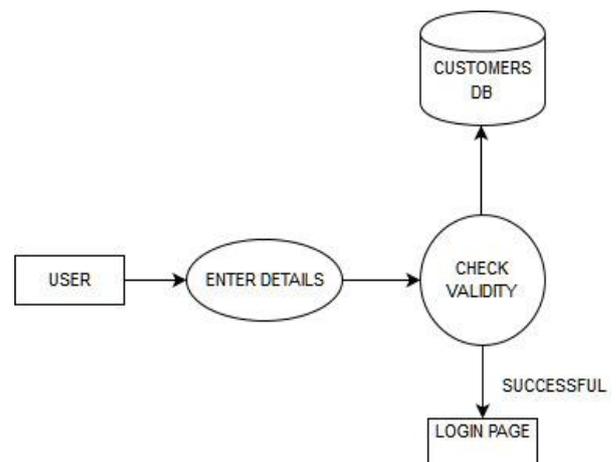
Admin is the one who is an intended person to control all the aspects of this ecommerce site. Admin can be able to manage user accounts, product details and can process the user orders. Admin module provides easy user interface, by using which admin of the system can perform all the required operations.



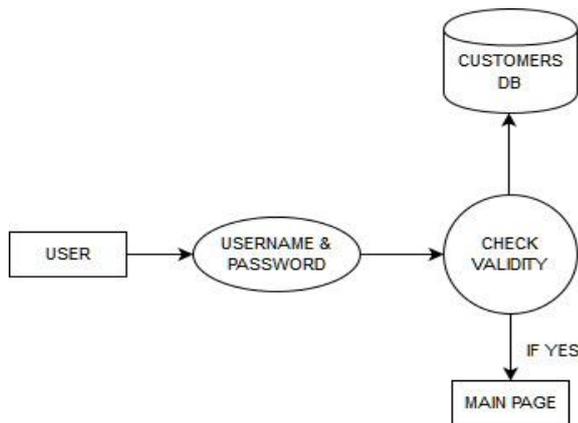
(Fig- Admin DFD)

3.1.2 Customer Module

Customers can view all the stuff available on the site and at the time of buying any of them, they will have to register if they are new or have to just login if they have an existing user account. Customer module maintains details about customers which will be helpful in issuing their orders.



(fig- Registration DFD)



(fig-Login DFD)

4. REQUIREMENT SPECIFICATION

4.1 Software Specification

OPERATING SYSTEM: Windows 7

FRONT END: PHP

BACK END: MySQL

SERVER: Xampp Server

4.2 Hardware Specification (Minimum)

SYSTEM: Pentium Dual core

HARD DISK: 40 GB

RAM: 512MB

6. CONCLUSIONS

Through this project, we have proposed a platform for internet users to be able to shop online. This project can also be set according to market position and will be helpful to provide wide variety of products directly to the customers. Since the framework is designed in SOA (Service Oriented Architecture), it would offer a high flexibility.

7. AKNOWLEDGEMENT

We are glad on this opportunity to express our gratitude to everyone who supported us throughout the course of this BE (CSE) project.

It gives us great pleasure to present our project report on “**E-Commerce System**” As per requirement of the curriculum of the course Department of Computer Science & Engineering **P.E.S. College of Engineering, Aurangabad.**

We thankful for their valuable guidance and friendly advice during the project work. We sincerely grateful to them for

sharing their truthful and illuminating views on a number of issues related to the project.

We express our warm thanks to **Prof. N. S. Syed** Madam for their support and valuable guidance.

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