



iJRASET

International Journal For Research in
Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 8

Issue: IV

Month of publication: April 2020

DOI:

www.ijraset.com

Call:  08813907089

E-mail ID: ijraset@gmail.com

Gate Academy E-Commerce Portal

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Abstract: The “Gate Academy E-Commerce Portal” is an E-Commerce portal. Our main objective through this E-Commerce portal is to sell pen-drive course and work books online for the students (customers). This is an example of Business-to-Consumer (B2C) aspect of E-Commerce and is the most viable business used in the World Wide Web.

In order to develop an E-Commerce website various technologies must be learned and used, It mainly include - server and client-side scripting languages such as- PHP, JavaScript and also Relational database such as- MySQL. Overall interface is created using latest web technologies (using HTML/CSS). This project deals with online buying of the products such as- Pen drive, Google drive and Books by the students (customers). These products are created by Gate Academy institute which contains video lectures of various engineering courses. Our portal is meant to be available 24x7 to students.

In order to facilitate online purchase a shopping cart is provided to the customer through which he/she can select the respective products and late this cart is examined at anytime and can be edited or deleted according to the customer choice. Also we have provided Promo code alongside cart.

Overall project deals with- user registration- product management- cost management. Hence, it is an complete e-commerce portal with online payment and tracking.

Keywords:

- 1) Students
- 2) Products
- 3) User Friendly
- 4) World Wide Web
- 5) Online Payment

I. INTRODUCTION

A. Project Description (Initial Description of the Problem)

The “Gate Academy E-Commerce Portal” is an E-Commerce portal which deals with the online buying of the products like Pen drive, Google drive and Books by the students (customers). These products are created by Gate Academy Institute which contains Video Lectures of various engineering courses.

Gate Academy Ecommerce Portal will allow the students (customers) to purchase the products of their choice with ease through online mode. This website is available to students 24x7 so that they can purchase products at any time, at anyplace. In this website payment transactions are done instantly. Students can also track their product. This website also gives facilitates the means to track a product at the dashboard.

As this is an e-commerce portal we have to come up with latest technologies stack to design the system.

Gate Academy E-Commerce Portal is the proposed system created to provide students an online shop where they can purchase products. Firstly, students have to sign up so that he/she can register themselves and then login to the website using his/her username and password. After login students can purchase products as per his/her requirements.

Now, user can see all the courses available and according to those courses students can search products that students want to purchase. Students can add products to cart and delete products from cart if he/she wants. We have provided promo code alongside cart. We can apply them to obtain a discount on the current purchase. Students can place order and buy products online which is less time consuming. Students (customers) can see all his orders, can well check the total Bill that he has to pay and can get printed copy of that if required. Proposed system must be user friendly and easy to use and should be developed to handle traffic and payments robustly.

II. LITERATURE REVIEW

Gupta (2014) in paper of “E-Commerce: E-commerce role in today’s market”, presents a comprehensive explanation of E-commerce while outlying it from E-business. The paper engages B2B, B2C, B2G and C2C as different e-commerce models. Rina (2016) also explains the different utilization of E-commerce in “Challenges and Future Scope of Ecommerce in India”, and also defining the degree to which they are functional in the country.

Gunasekaran, Marri, McGaughey, & Nebhwani (2002) give a wide viewpoint of electronic commerce within organizational systems in “E-commerce and its impact on operations management”, defining it with reference to E-trading and explaining- how it has effected every field of business. Web based technologies increase the quality of customer relationships by maintaining close contact and constant communication and have started businesses to shorten development, purchase and procurement cycles, maintain date product and market information, gradually increase the speed of communications.

Mishra & Kotkar(2015) practice the timeline and enhancement of B2C E-commerce in “A Study on Current Status of E-Commerce in India: A Comparative Analysis of Flipkart and Amazon” with its inception in the mid 1990s through the advent of matrimonial and job portals. However, the progress was very poor because of limited internet accessibility, weak E-payment systems and lack of alertness. With the boost of online services to travel and hotel bookings who are still major contributors by the day The Indian B2C E-commerce industry got a major expansion in mid 2000s.

Das & Ara(2015) studied in “Growth of E-Commerce in India” that their share has comparatively fallen over the years due to the recent augmentation and consequent rise of E-tailing services, despite online travel and hotel bookings still control the lion’s share of E-commerce market. Investors see huge potential in the Indian market, in the light of which, many start ups have received financial help from venture capitalists and private equity firms, With the E-commerce business in the west reaching their saturation. China’s Alibaba Group and affiliate Ant Financial became the largest shareholders of One97 Communications, the parent of Indian E-tailer Paytm, by investing \$680 million, in 2015 (**Aulakh, 2015**). To tap the capacity of what it regards as “underdeveloped internet economy” of India, Japanese investment company and technology powerhouse Softbank invested \$627 million into online retailing marketplace Snapdeal and \$210 million in Ola cabs. (Mac, 2014). Similarly, MakeMyTrip, Flipkart, Myntra and Quikr are some of the companies funded by New York firm Tiger Global Management.

It has started local startups to survive in cut throat competition against foreign giants and has facilitated the penetration of E-commerce to every face of human life; such that the differentiation between E-commerce and traditional business is getting blurred. (Aggarwal,2014).

Raghunath & Panga (2013) present a comprehensive analysis of different nuances of E-commerce while accentuating that, in recent time every business activity, be it advertising, ordering, payment etc, can be carried in the digital ecosystem. It has increased the view of customers in the making of new products and services, at the same time started the creation and exploitation of new business opportunities. E-commerce has not only augmented the working of internal business management, but, has also started better customer relationships by forwarding a business model that is essentially based on information transfer. A new revolution was herald by the use and availability of internet connectivity and other online tools. Awais & Samin (2012) conducted SWOT analysis of E-commerce by highlights ubiquity, low operating cost, improved customer interaction and time saving as the unique strengths of e-commerce, but, at the same time accentuates upon the necessity for the firms to adapt themselves to the changing environment and innovate constantly introduce better offerings for customers. With enhancement in the number of players in the B2C segment, competition for the first position is set to intensify, making it imperative for the firms to enhance service quality and to invest in logistics, so as to derive benefits from increase in the disposable income of households, rise in internet subscriptions and infiltration of mobilecommerce.

III. CONCLUSIONS

This is to conclude that the “*Gate Academy E-Commerce Portal*” project I undertook was worked upon with sincere effort. Gate Academy E-Commerce Portal is an E-Commerce website which means it is an online shopping website. Online shopping has a great future that is not expected to get down in the upcoming years. Online shopping gradually takes the place of traditional stores and becomes the current trend. Most of the people feel comfortable while shopping online. Ease of ordering motivates people the most to purchase online.

In our Gate Academy E-Commerce Portal project it will allow customers to place order without even visiting the shop, the customers can buy products any time, any place, anywhere. This website enables customers to browse before they shop, and to search the products on the basis of different courses. So they have more confidence in what they are buying. Later customers can add products to the shopping cart and finally purchase product. Customers can purchase products such as- Pen drive, Google drive, Books. The products Pen drive and Google drive containing video lectures of various engineering courses which helps the students (customers) in studying easily and efficiently.

This website is efficient and less time consuming. It has user friendly environment so customers can use it easily. Online



shopping becomes more enjoyable and easier than real-world shopping.

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