

# E-Commerce Website for Local Shopkeepers

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## ABSTRACT

E-commerce is becoming more and more common as a result of how simple it is to use and how effective it is for trading. Although young people are attempting to order the majority of their daily essentials online, this has undoubtedly not yet had an impact on the sales of everyday goods. Many store owners are intimidated by all the technological ideals and technical terminologies even if they want to enter the online market. Companies want to promote themselves online without requiring a lot of technological expertise. A platform for business owners to advertise their goods and services to typical consumers is the suggested answer. This solution functions as a recommendation system by acting as a middleman between store owners and customers. We are trying to bridge this gap where consumers are more technology oriented and shopkeepers lie at another end of the spectrum. The consumers, on the other hand, get to choose which shops to visit or get their product delivered from. This would reduce the monopoly caused by the e-commerce giants like Amazon, and Flipkart in the market. Also, the consumer enjoys instant knowledge about the availability of the product.

I.

## INTRODUCTION

The emergence of eCommerce platforms has revolutionized the way people shop, providing convenience and access to a wide range of products. However, there is a need for a localized eCommerce solution that caters specifically to the needs of local shopkeepers and nearby residents. This project aims to develop a unique eCommerce website that focuses on the local market, enabling shopkeepers to showcase their products, allowing nearby residents to compare prices and products, assisting shopkeepers in managing their sales, and providing a comprehensive dashboard for performance monitoring. This section provides an overview of the project's goals, significance, and the problem it aims to address.

Step into the future of local shopping with Online, your trusted neighbourhood store now just a click away. In an era where convenience meets community, we are thrilled to introduce our ecommerce website, bringing the warmth of your favourite local shop to the digital realm. Now, with our online presence, we aim to extend our commitment to providing quality products and personalized service to an even wider audience. Experience the charm of local shopping without leaving the comfort of your home. Online offers a user-friendly interface, allowing you to browse through our extensive collection with ease. Whether you're a loyal customer or a first-time visitor, our digital shelves are stocked with the same care and attention to detail as our physical store. No more waiting for store hours or rushing before closing time. With Online, your favourite products are available 24/7. Whether you need to replenish your pantry, find the perfect gift, or discover new local treasures, our virtual doors are always open to serve you. As a token of our appreciation for embracing our online journey, Online introduces exclusive deals and promotions. Enjoy special discounts, online-only offers, and the convenience of doorstep delivery all while supporting your local business.

II.

## LITERATURE SURVEY

2.1 : Yidan Wang," Research on E-commerce Platform of Online Shopping Consumers

In recent years, e-commerce platforms have emerged in an endless stream. This paper chooses four popular e-commerce platforms at present: JD, Taobao, and Small the analysis objects. as Analyzing consumers' purchasing tendency and reasons for different platforms by investigating, 3rd International Conference on Economic Management and Cultural Industry (ICEMCI 2021).

2.2 : YANRONG ZHANG , KEMIN HE , AND RONG SONG

Image Multi-Feature Fusion for Clothing Style Classification”, E-commerce platforms are evolving rapidly, and consumers have adapted to shop online more effectively by utilizing product images on shopping websites. s. In the case of apparel, consumers pay attention not only to the information about practical attributes but also to the information about attributes , This work was supported in part by the 2021 Harbin University of Commerce Teacher Innovation Project Support Plan Project; and in part by the 2023 Harbin University of Commerce Cultivation Project for ‘Young Innovative Research Talents’.(5 October 2023).

2.3 : Soomaiya Hamid, Narmeen Zakaria Bawany, Kanwal Zahoor

Assessing Ecommerce Websites: Usability and Accessibility Study”, An effective website attracts more users and results in creating more business opportunities. The aim of this study is to evaluate the usability and accessibility of ecommerce websites.. We selected, 20 popular Pakistani ecommerce sites and analyzed their usability and accessibility. This paper also includes recommendations for improving the usability and accessibility of these websites , Center of Computing Research, Department of Computer Science and Software Engineering Jinnah University for Women(2020).

2.4 : Junqiang Ge, Rongheng Lan and Xinming Zhang

Understanding E-Commerce Systems under Massive Flash Crowd: Measurement, Analysis, and Implications”, In this paper, we investigate the systems of Tmall and JD, the top-two most popular e-commerce websites in China, with a measurement approach. We also reveal Tmall and JD's e-commerce infrastructures, including content delivery networks (CDNs) and clouds, and evaluate their performances under the flash crowd. (NOVEMBER/DECEMBER 2020)

### III.

### SYSTEM DESIGN

A system overview diagram which represent the actual flow of ecommerce website for local shopkeeper. We have to follow some steps for shopping online material. Login : In this part we have create an account . But if user have already created an account then user directly get log in option. Search Item: Popular searches module like festivals, seasons, and special occasions trigger the demand for specific products. That’s why it makes perfect sense to add a popular searches module to our e-commerce website.

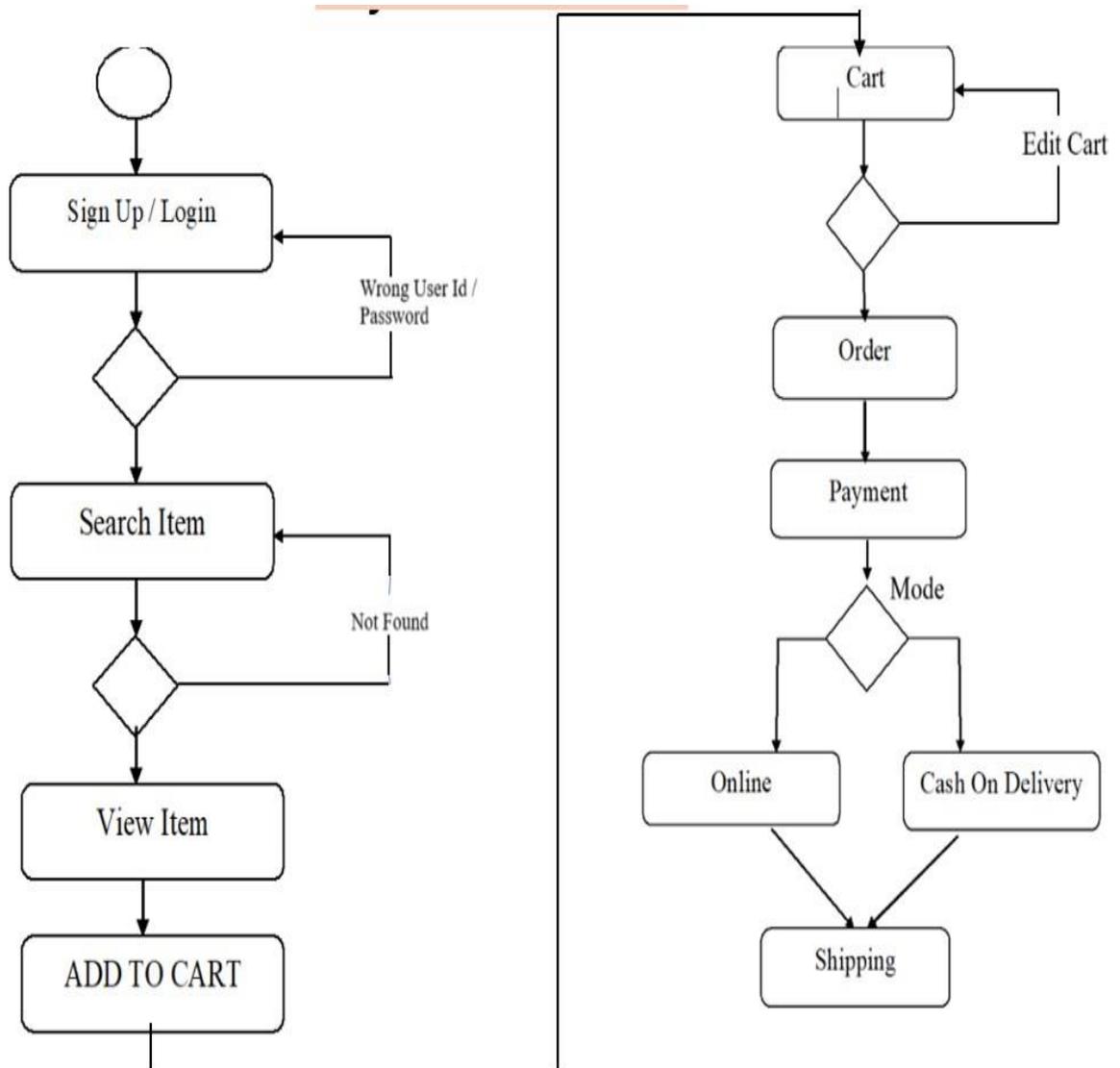
#### Admin Module

- Add / delete businesses
- Make advancements and changes on the system
- Maintaining records
- Add and update inventory
- Update business details
- Confirms orders
- Get the order ready for dispatch and share tracking details
- Manages deliveries and orders

#### Customer Module

- Create, manage and delete their account
- Search for products
- Place an order
- Initiate payment and complete it
- Receive confirmation and tracking details
- Receive the order

Fig 1. Flow Chart



IV.

RESULTS AND DISCUSSION

The Proposed System has a main landing page(dashboard) with a list of products by categories for the user to choose from and select a particular product based on the requirements of the user and different tabs for different purpose i.e. Cart, Shop, Checkout, My account.

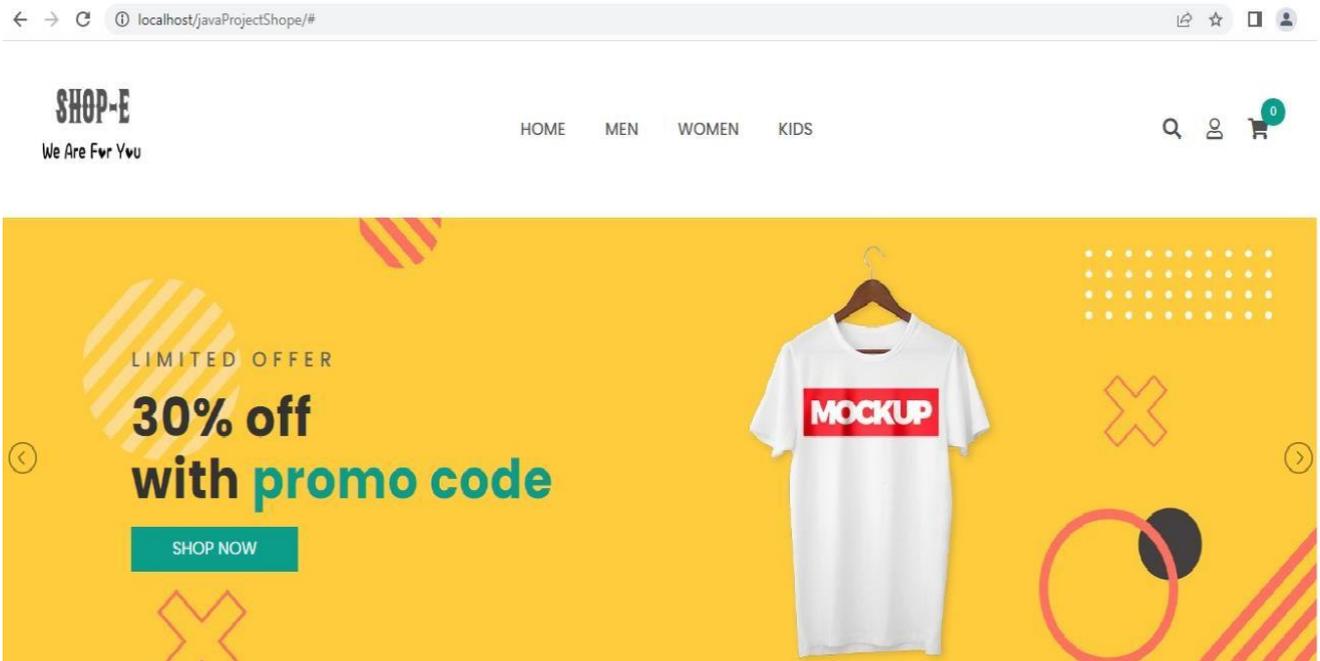


Fig 2: Home Page

The user can search for the product of choice they require, they can browse through the categories the products are classified based on their criterias also filtering is provided.

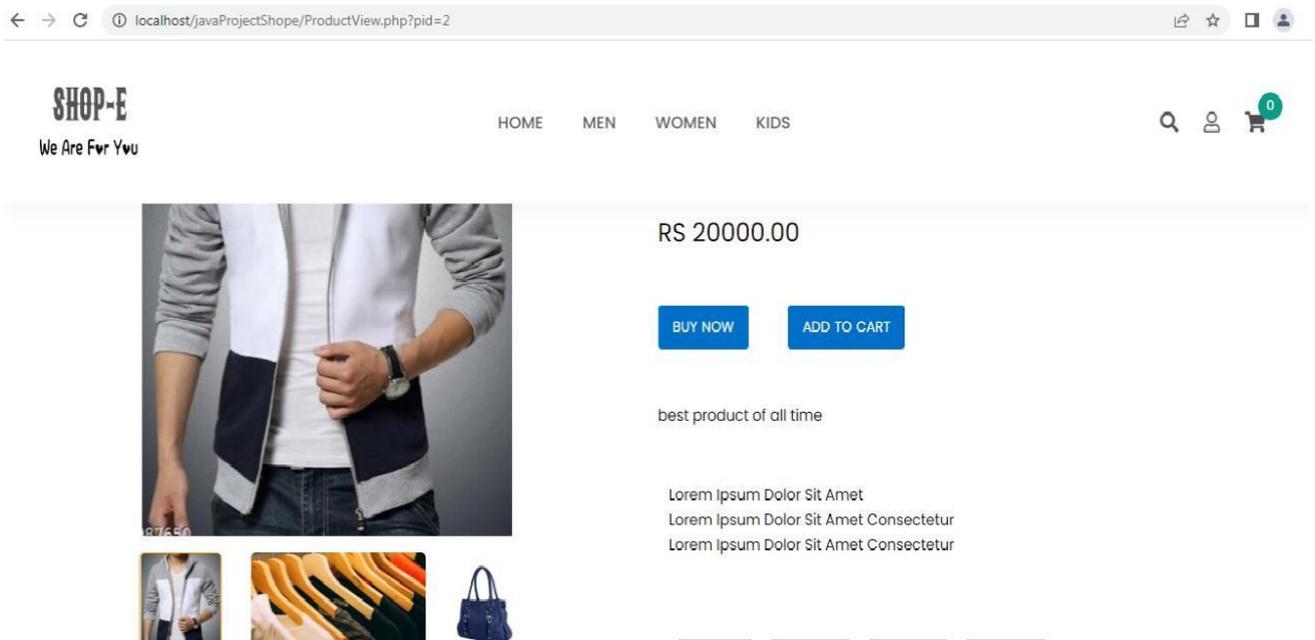


Fig 3: Shopping Page

### Enter shipping address

City

Flat no

Landmark

Pincode

Contact

**NEXT**

Fig 4 : Customer Details

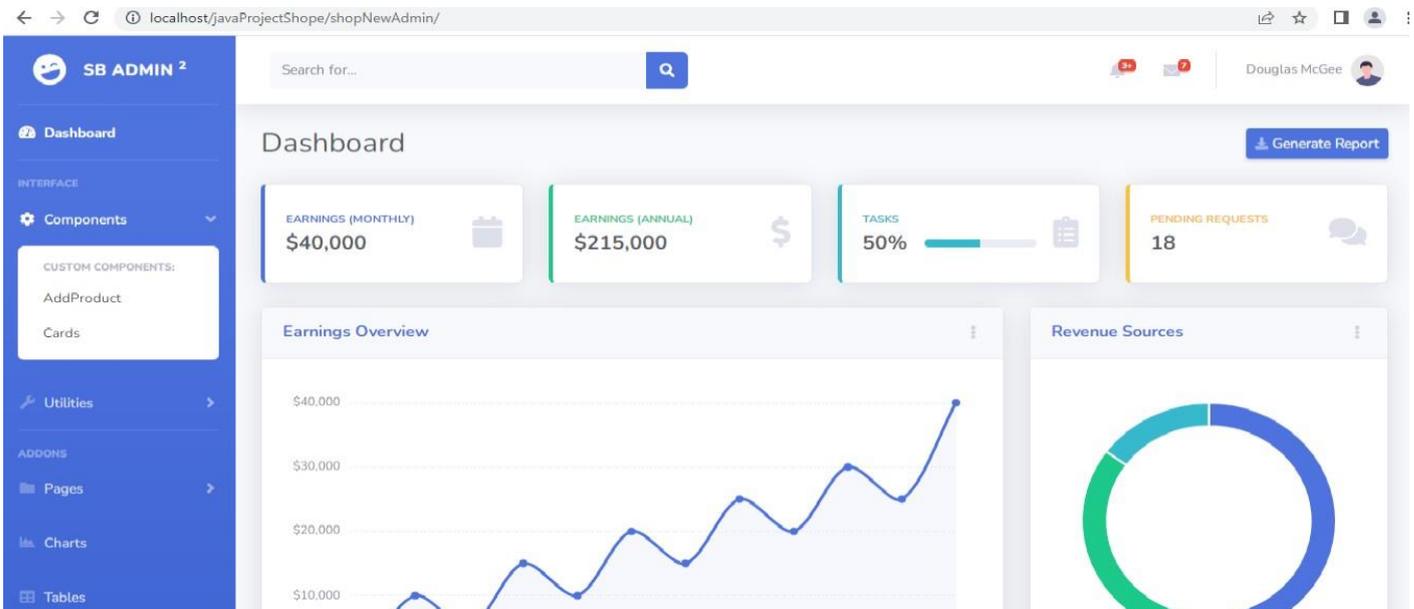


Fig. 5 : Admin Dashboard

## CONCLUSION

The proposed eCommerce website for local shopkeepers aims to address the need for a localized shopping experience while empowering shopkeepers with effective management tools. However, the system has limitations such as limited market coverage, geographic restrictions, connectivity barriers, and challenges in shopkeeper adoption. To overcome these limitations, it is essential to implement marketing and awareness campaigns, expand to additional locations, integrate delivery services, and introduce customer feedback and ratings. With these enhancements, the platform can provide a comprehensive solution for local commerce, fostering economic growth and convenience for both shopkeepers and customers.

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