

## FROM LOCAL TO GLOBAL: DEVELOPING AN E-COMMERCE PLATFORM TO EMPOWER LOCAL VENDORS

*Souvik Pain<sup>1</sup>, Saourajit Ghosh<sup>2</sup>, Srijan Mondal<sup>3</sup>, Sk Rakib Ali<sup>4</sup>, Sumanta Chatterjee<sup>5</sup>*

<sup>1</sup>UG Student, Dept. of CSE, JIS College of Engineering, Kalyani, Nadia, WB, India.

<sup>2</sup>UG Student, Dept. of CSE, JIS College of Engineering Kalyani, Nadia, WB, India.

<sup>3</sup>UG Student, Dept. of CSE, JIS College of Engineering Kalyani, Nadia, WB, India.

<sup>4</sup>UG Student, Dept. of CSE, JIS College of Engineering Kalyani, Nadia, WB, India.

<sup>5</sup>Asst. Professor, Dept. of CSE, JIS College of Engineering Kalyani, WB, India.

**Abstract-** This research work outlines the creation and implementation of an e-commerce website designed to support local vendors by providing a platform where they can list their products for free. The website allows users to buy products directly from these vendors, with an after-sale service ensuring customer satisfaction before funds are transferred to the sellers. Key features of the website include strong security measures, an intuitive user interface, and a unique focus on helping local vendors while providing a safe and satisfying shopping experience for customers. This initiative aims to boost local businesses and provide customers with a reliable online shopping platform. The following sections cover the requirement analysis, system architecture, development process, testing methodologies, implementation strategies, marketing efforts, and ongoing improvement measures to ensure the project's success.

### Introduction

This paper provides an in-depth overview of the development and implementation of an e-commerce website aimed at supporting local vendors by offering them a

platform to list their products for free. The main objective of this project is to create a user-friendly, secure, and efficient system that enables vendors to reach a larger audience and offers customers a seamless shopping experience. The website includes essential features such as secure payment processing and an after-sale service that

ensures customer satisfaction before funds are transferred to the sellers. This approach builds trust and reliability in transactions, benefiting both vendors and customers. A strong emphasis is placed on security, with robust measures to protect user data and transaction integrity. The user interface is designed to be intuitive and accessible, allowing both vendors and customers to navigate and use the platform easily.

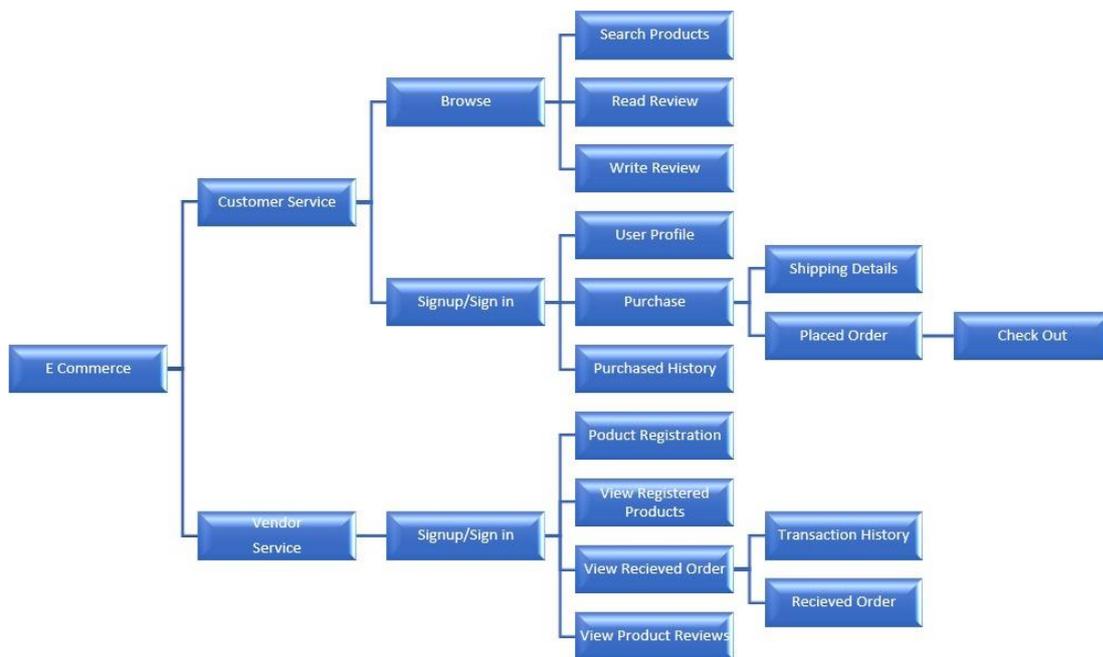
### Methodology

The front-end of the e-commerce website was built using HTML, CSS, and JavaScript to ensure responsiveness and visual appeal. These technologies allowed the website to function smoothly on various devices and screen sizes. Wireframes and prototypes were created to design the user interface (UI), and feedback from vendors and customers helped refine the design. The main goals were simplicity, accessibility,

and easy navigation for both vendors managing their stores and customers making purchases.

The back-end development used Node.js and MongoDB to handle server-side operations and database management.

social media platforms, email marketing, and local advertising to raise awareness and drive traffic to the website. These campaigns highlighted the platform's unique features and benefits, targeting specific demographics to maximize engagement and conversion rates. Additionally, partnerships with local



Node.js managed concurrent connections efficiently, while MongoDB provided a scalable solution for product listings, user information, orders, and payment processing. Secure authentication methods and data encryption ensured the safety and privacy of user data. A secure payment gateway was integrated, holding payments until customer satisfaction was confirmed to build trust between buyers and vendors.

organisations and communities supported vendor recruitment and customer acquisition, expanding the platform's reach and enhancing its credibility. Continuous feedback collection from users allowed for iterative improvements to the platform, ensuring it met evolving needs. A responsive customer support system handled inquiries and resolved issues promptly, maintaining high levels of customer satisfaction and loyalty.

### Workflow diagram

The marketing strategy aimed to attract both vendors and customers through various channels. Digital marketing campaigns used

## Output

**Fig 1** is our landing page. The navigation bar offers links to Home, Shop, Terms, About, and Contact, plus icons for a user account, search, wishlist, and cart. A green header provides an order hotline number. Consumers can navigate and browse products by gender and accessories.



Fig 1: Index page

**Fig 2**, The product browse page on Ebazar is visually engaging, showcasing vibrant images, and discounts. Users can sort items and navigate easily through well-organized sections. Adding filtering options, search functionality, and "Add to Cart" buttons can enhance usability. Ensuring responsive design, consistent formatting, and incorporating user reviews will further improve the shopping experience.

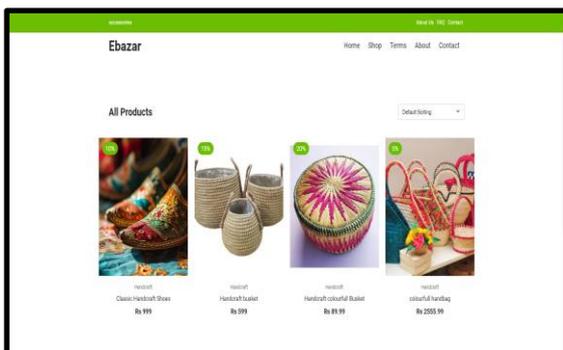


Fig 2: Product page

**Fig 3** is the product details page on Ebazar. It is clear and informative, featuring a large product image, price, and a detailed description. Users can select sizes and add items to their cart easily. Navigation is straightforward with options to contact support and view the cart. Enhancements like user reviews, related products, and more detailed descriptions could further improve the user experience.



Fig 3: Product details page

**Fig 4** is the product order page, It includes fields for the user's name, email, phone number, and address, with options to remember the user for future orders. The page also has buttons to cancel or submit the order and a link to terms and privacy policies.

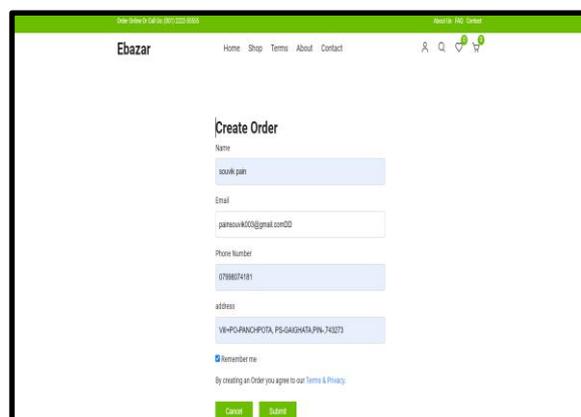


Fig4: Order Page

**Fig 5** is the order successful page, if the vendor successfully verifies your order then the consumer can watch this page

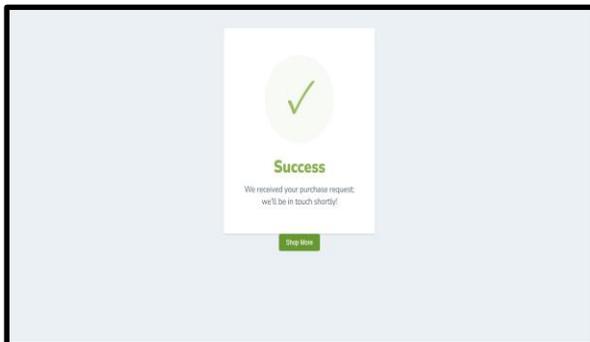


Fig5: Order status page

## Conclusion

In conclusion, this paper has presented the development and implementation of an e-commerce website designed to empower local vendors. We highlighted the unique features and security measures that set our platform apart. By continuously improving based on user feedback, we aim to make a positive impact on local vendors' livelihoods and provide a satisfying shopping experience for customers.

## References

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