Design and Development of E – commerce Portal for Auto Parts

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ABSTRACT

Electronic Commerce is 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.

Unlike traditional commerce that is carried out physically with effort of a person to go & get products, ecommerce has made it easier for human to reduce physical work and to save time. E-Commerce which was started in early 1990's has taken a great leap in the world of computers, but the fact that has hindered the growth of e-commerce is security. Security is the challenge facing e-commerce today & there is still a lot of advancement made in the field of

Keyword : - *E-commerce, Portal*

1. INTRODUCTION

E-commerce is swiftly gaining ground as a valid and widely accepted business platform. Many businesses are implementing websites providing functionality for executing commercial transactions over the web. It is reasonable to say that the process of shopping online is becoming mainstream. The objective of this project is to develop a general purpose e-commerce portal where all product (such as Suspensions, Horns, Cylinders, Leg Guards) can be bought comfortably from home through the internet.

The reference number should be shown in square bracket [1]. However the authors name can be used along with the reference number in the running text. The order of reference in the running text should match with the list of references at the end of the paper.

Eg1: As per Kong, the density of X increases with Y [3].
Eg 2: It is reported that X increase with Y [2].

1.1 Objective

Customer satisfaction - Customer is the most important part of any E-commerce business enterprise so it is extremely important to make the customer happy and satisfied with the service. Providing good quality and durable products, timely delivery, 24*7 customer support/care and timely sale & best deal offers one can make ones customer happy. It is one of the main aspects of E-commerce.
High Conversions - If customers are visiting your web portal and are purchasing something, then it will be treated as conversions and from the number of people who are buying something from your web portal one can calculate the conversion rate.
Social popularity - It is now a days seen as the most important part of a good business strategy. If one's business is popular on a social media website then it will definitely attract visitors. Also there needs to be a good plan in place on digital marketing.

1.2 Problem Statement

Customers who order from an e -commerce web portals need to be able to get information about a vendor's products and services, ask queries, add items they wish to purchase, and submit payment information. Vendors need to be able to track customer inquiries and preferences and process their orders. So an organized database is essential for the development and maintenance of an e-commerce web portal.

2. WORK DONE

In this project we have work on the image and store the image into the database. The database maintains the image quality. We convert the image into binary image and we saved the image into the database.

The table maintains the images and for storing the image into the table first it converts it into byte array and table stores the byte array of the image not the actual image.

To retrieve the image from the table we need conversation. First byte array will read, and then byte array will be converted back into the image.

Primary key does not allow duplicate value as well as it does not allow null values.

```
How to create a table in database
CREATE TABLE [dbo].[imagetable1](
        [id] [int] NOTNULL,
        [pic] [image] NULL,
PRIMARYKEYCLUSTERED
(
        [id] ASC
)WITH(PAD_INDEX=OFF,STATISTICS_NORECOMPUTE=OFF,IGNORE_DUP_KEY=OFF,ALLOW_ROW_L
OCKS=ON,ALLOW_PAGE_LOCKS=ON)ON [PRIMARY]
)ON [PRIMARY] TEXTIMAGE_ON [PRIMARY]


GO


How to insert value into the table
INSERT INTO imagetable1(image)
SELECT * FROM
OPENROWSET(BULK N'C:\Image1.jpg', SINGLE_BLOB)
```

Data Flow Diagram
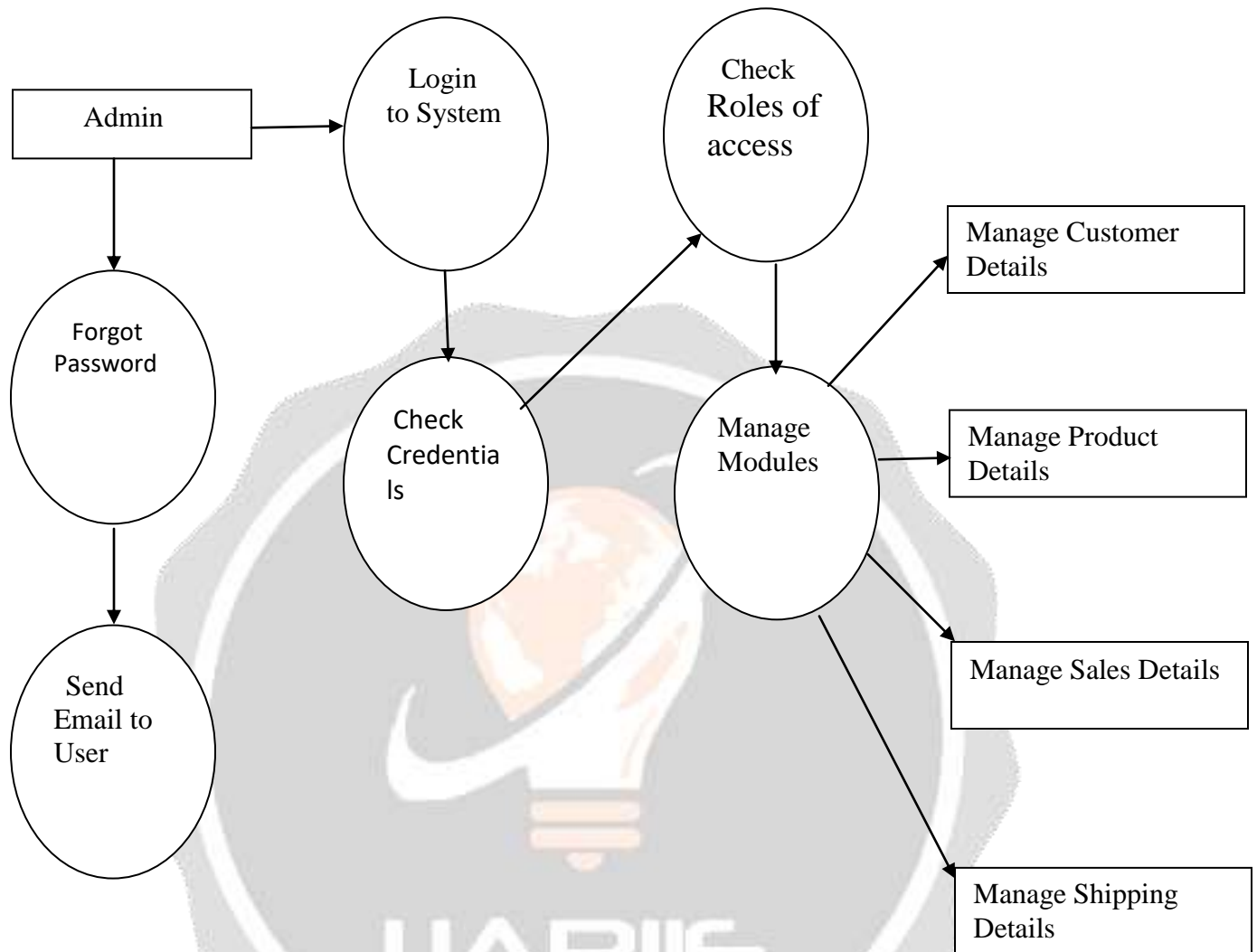
3. CONCLUSIONS

- The Internet has become a major resource in modern business, and online shopping has gained significance not only from the entrepreneurs' but also from the customers' point of view.

- For the entrepreneur, online shopping generates new business opportunities and for the customer, it makes comparative shopping possible and convenient.

- As per a survey, most consumers of online stores are impulsive and usually make a decision to stay on a site within the first few seconds. "Website design is like a shop interior. If the shop looks poor or like hundreds of other shops the customer is most likely to skip to the other site.

- Hence we have designed the project to provide the user with easy navigation, retrieval of data and necessary feedback as much as possible

4. REFERENCES

[1]. Designing and Development of E-commerce portal for Auto Parts.

 By Carlos Busso, Shrikanth Narayanan