

Multivendor E-Commerce Web Application for Local Store

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ABSTRACT

As of late, it has become fundamental for any business to have an online presence to stay pertinent and serious. Because of this need numerous organizations, including little undertakings, presently work an internet business web store in order to build deals and draw in new clients. Likewise, entrepreneurs don't need to stress over discovering a spot to raise their stores and clients can have unhindered admittance to a wide scope of items at whenever and anyplace on the planet. The objective of this project was to develop an e-commerce web application for a local store under the "Vocal for Local" where the store owner sells his/her products online. Registration is provided for customer as well as seller. It also allows the seller to manage products. For customer, application will also provide customer recommendation system for products. Now increasingly users are accessing the online shopping space to express, share and critique products through their buying opinions. But it is a monumental task almost impossible for all consumers to read and analyze each and every product review. These reviews are numerous and varying according to tastes. Hence the need arises to design an effective mining model to summarize the pros and cons of the product opinions, its features etc., so that consumers can quickly find products to their requirements and liking. The proposed model presents a unique product rating and ranking system which is instantaneous by using features for ranking using instant data. Along with this, we provide profit report system to seller. Customers can make orders and pay for the ordered products. The web application sends an automatic email confirmation after completing an order. Lastly, to grow business of seller this web application provides business strategies by predicting profit by doing analysis of their sales. B2C (Business-to-Consumer) type of E commerce is used. The development of this application was carried out on Visual Studio 2008 using the Java programming language. The database communication of the application is implemented by using MySQL 5.0 database was used to store the application data. The JDBC was used to connect database. To run the web application Java Server Pages is used. Web is designed by using Html, Java and Jpg (java server pages) languages.

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I. INTRODUCTION

Before the appearance of online business and the web, buyers needed to visit the conventional physical stores to buy merchandise or clothes, and the dealers needed to discover a space where they could sell their items, yet because of the appearance of internet business and the web a few decades prior customers don't need to visit these stores to make a buy, neither do the merchants need to discover a spot to find their stores. Indeed, purchasing and selling with no type of online business is unfathomable, convoluted and unwieldy to numerous nowadays.

Online business, which is currently an indispensable piece of numerous organizations, is utilized fundamentally to support deals income, to draw in new clients and to get by in the present cutthroat business climate. Additionally, it has profited the clients as they presently have simple admittance to a wide scope of labor and products at whenever and anyplace on the planet. Notable instances of internet business organizations are Amazon, Flipkart, and Myntra.

The product framework being created is called Retail.ly framework. It is being created for a client keen on purchasing and selling items through the Internet. This framework is generally cross stage and is accessible to anybody utilizing the PC and web. The framework will be

run on a focal worker with every client having a distant UI through an internet browser to interface with it. This E-Commerce System will allow any user to create an account to become a customer or vendor. The system will allow customers to browse, search, select, and add product to a shopping cart and allows the vendor to add the products for sale and reach out the customers. This system allows the customers to maintain their cart for add or remove the product over the internet. Products that we are focusing on are clothing and accessories. This platform provides profit report system. A recommendation system is provided for customer.

□ Our online shopping site will be available 24 hours a day and 7 days in a week.

□ Our primary objective is to facilitate the customer. Through online shopping will save a lot of time

□ We will provide excellent security for user details especially for credit card numbers. □ We will manage customer accounts.

□ We will provide the email facility for further correspondence.

□ We will maintain database for different users.

The reason for the venture is to thought of the electronic trade framework for the Local stores that is straightforward and secure. The application utilized B2C (Business-to Consumer) sort of web based business. · User of the site will actually want to make a record. Merchants can list their items on site for selling their merchandise after enrollment. · Products we are focusing on are garments . The purchaser can see thing, peruse for more data about the items and select that thing and gather them in shopping basket then, at that point purchase items on the web. The clients' records are dealt with safely and kept private, however online executive can see them. To develop the matter of merchant benefit report is given by the arrangement of their deals. Proposal framework is offered for purchasers.

II. PROBLEM STATEMENT

Design and develop an Online platform for local store to sell their products online as well as branding their own their own products to get maximum profit and grow business along with generating profit report of their sales to gain profit. Along with which, it would have BUSINESS-TO-CONSUMER type of e-commerce. To build a customer recommendation system for products.

III. LITERATURE SURVEY

1. Flipkart is the head of internet business in the quickly developing Indian market established in 2007 by Sachin Bansal and Binny Bansal. The organization centers around merchandise like hardware, books, music and films. Purchasers can get to the website on the web or through an application on their cell phones.

Abhishek Kona, ex-Flipkart Engineer has uncovered that Flipkart doesn't rely upon any fixed innovation stacks rather target realizing which apparatus takes care of their difficult best and utilize that one deftly. In his work residency at Flipkart, he has utilized Java, Scala and unadulterated python for various ventures. All their product

run on Linux – Debian and the vast majority of different frameworks utilize JVM, despite the fact that they are not generally made on Java. Flipkart utilizes MySQL for information stockpiling and Memcached for storing. The organization has surveyed top most No SQL information stores to pick the best for the creation. Hadoop is another product that Flipkart utilizes for different tasks. It works on assessment and information the executives. Amazon is an American multinational conglomerate technology company based in Seattle, with 750,000 employees. It focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence.

2. Amazon was established by Jeff Bezos in Bellevue, Washington, in July 1994.

The huge innovation center that keeps Amazon running is altogether Linux-based. Starting at 2005, Amazon has the world's three biggest Linux data sets, with an absolute limit of 7.8 terabytes (TB), 18.5 TB and 24.7 TB individually [ref]. The focal Amazon information distribution center is comprised of 28 Hewlett Packard workers, with four CPUs for each hub, running Oracle 9i data set programming. The information distribution center is generally isolated into three capacities:

Question, authentic information and ETL (remove, change, and burden - an essential data set capacity that pulls information from one source and incorporates it into another). The inquiry workers (24.7 TB limit) contain 15 TB of crude information in 2005; the snap history workers (18.5 TB limit) hold 14 TB of crude information; and the ETL group (7.8 TB limit) contains 5 TB of crude information. Amazon's innovation design handles a great many back-end tasks each day just as questions from the greater part 1,000,000 outsider merchants. As per a report delivered by Oracle after it moved Amazon's information distribution center to Linux in 2003 and 2004, the focal assignment measure looks something like this:

Amazon utilizes the Netscape Secure Commerce Server utilizing the SSL (secure attachment layer) convention (perceive How Encryption Works to find out about SSL). It stores all Visa numbers in a different information base that is not Internet-available, removing that conceivable section point for programmers. Myntra is an Indian online shopping retailer headquartered in Bangalore, established in year 2007 by Mukesh Bansal along with Ashutosh Lawani and Vineet Saxena. It currently offers close to 50,000 products from more than 600 Indian and international brands.

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Myntra site is being taken care of as Content Management System-

WordPress 5.2.5- WordPress is an open source blog distributing and content administration framework, in light of PHP , MySQL.

server side Programming Language-PHP

Client-side Programming Language-JavaScript

JavaScript Libraries-jQuery, bootstrap, modernizr

Web Server-Apache

Working System-CentOS

Web Hosting Provider-Telia Company (previously TeliaSonera)

Email Server Provider-Gmail is the email administration given by Google. Site Elements

External CSS, Embedded CSS, Inline CSS.

Markup Language-HTML5 is the fifth correction of the HTML standard. Content Language- English

IV. METHODOLOGY

As we heard Vocal for Local to promote made in India items or to promote local businesses. The objective of this project was to develop an e-commerce web application only for the local stores where the store owner can sell his/her products online, with minimum cost to be paid to the platform. And for the customers who will get personalized shopping experience. It is an internet shopping site which upholds various capacities for both the shopper and sellers. This item pointed toward an individual who would prefer not to visit the shop as he would don't get time for that or might not keen on visiting there and managing part of conventions.

The software system being produced is called Retail.ly system. It is being delivered for a client keen on purchasing and selling items through the Internet. This framework is to a great extent cross-stage and is accessible to anybody utilizing the PC and web. The framework will be run on a focal worker with every client having a distant UI through an internet browser to interface with it.

This E-Commerce System will permit any client to make a record to turn into a client or merchant. The framework will permit clients to peruse, search, select, and add item to a shopping basket and permits the merchant to add the items available to be purchased and connect the clients. This system allows the customers to maintain their cart for add or remove the product over the internet. Products that we are focusing on are clothing and accessories. This platform provides a maximum profit and to grow business along with generating profit report of their sales to gain profit. A Recommendation system is provided to customer for personalized shopping.

- Our online shopping site will be available 24 hours a day and 7 days in a week. Our primary objective is to facilitate the customer. Through online shopping will save a lot of time. We provided excellent security for user details especially for Passwords to manage customer accounts safely. We have provided the email facility for further correspondence. We will maintain database for different users. We have used HTML, Java, Jpg (java server page) as a Programming language.
- We have used AES Algorithm for user password encryption.

AES represents Advanced Encryption Standard and is a significantly utilized symmetric encryption calculation. It is essentially utilized for encryption and assurance of electronic information. It was utilized as the substitution of DES (Data encryption standard) as it is a lot quicker and better than DES. AES comprises of three square codes and these codes are utilized to give encryption of information.

Benefits

- i. It can be carried out on both equipment and programming.
- ii. It gives high security to the clients.
- iii. It gives outstanding amongst other open-source answers for encryption.
- iv. It is a strong algorithm.
 - We have used collaborative filtering algorithm with ranking algorithm for Recommendation system.

In a web based business site a traditional issue is to rank your item offering in the pursuit page in a way that augments the likelihood of your things being sold. For any new e-commerce website, the first problem faced is how to display products which products should be displayed? This is also known as cold start problem

When user searches for any product in search bar, the value named rank from the database increases by 1 for each search. Thus, the most ranked products will be arranged in descending order and they are shown here.

- We have provided profit reports to all the sellers to visualize the profit made in consecutive months. This profit report is backbone of our project. The profit report generated for specific sellers will help them to decide further business strategy to grow their business. The graph will point the real value of profit gained from their sales data. If at X month profit is more than that seller can repeat the same product listings further so that he can increase his sales. Following is its advantages.

- i. Relationship between month and profit represented and can be visualized using graph.
- ii. Using graph helps to understand the pattern of profit or loss to everyone.
- iii. During literature survey we came along small business owners who aren't tech savvy and who are confused and can't map their profit/loss This Profit report overcomes such problems.

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VI. CONCLUSION

We studied briefly about the e-commerce website and its advantages also how anyone and everyone can use it efficiently. We develop Online platform for Local Stores to sell their products online as well as branding their own products to get maximum profit and grow business along with supporting them through analysis of their sales and reported profit. Sellers can list their products on website for selling their goods after registration. Buyer can view item, browse for more information about the products and select that item and collect them in shopping cart then buy products online. To grow the business of seller profit prediction is provided by the system by doing analysis of their profit. Recommendation system is offered for buyers mainly focused on local stores without promoting any particular brand. To implement of vendor(shopkeeper) and making availability of verified products at low cost or rate.

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