

# E-Commerce Platform for Small Businesses and Service Providers

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**Abstract**— According to study, many small businesses have faced losses due to drop in economy during this pandemic situation. In such conditions, household businesses face problem to reach global markets especially in this digital era as they don't have a proper platform to showcase their business. The present scenario forced many businesses to temporarily shut down. Even businesses that are reopening have restrictions. Recent events have made e-commerce an already exploding trend even more important. This has accelerated the growth of this movement for businesses of every size. Small businesses create job opportunities and drive the country's economic growth in smaller geographic areas. They make the market more competitive. To make any business grow networking is important. Networking is not only vital for growing a customer base, but it is also important for small business owners to have a place to relate with other entrepreneurs. For already established ongoing business success often rest on company's ability to bring in new clients. So, analysing this scenario we thought of building a web application which will give a platform to unite local businesses as a big market. This e-commerce website aims to provide platform to all such local businesses and the MSME sector so that people can obtain maximum profit in the most efficient and secure way.

**Keywords:** E-Commerce, Business, Local

## I. INTRODUCTION

Many people have started their own business to start a living. Various small businesses and entrepreneurs and not well known as they don't have a platform to showcase their business. So, analysing the scenario, it can be assumed that this web application will give a platform to unite local businesses as a big market.

### A. Overview

An e-commerce website built for the MSME sector is basically a forum where various local retailers with small businesses can meet and sell their products on a regular website. This website offers their loyalty products also ensures safety and efficiency. This project depicts a web-based platform for linking businesses will not only benefit traditional businesses but will also help consumers find the right product in the same place. Coming to one place ensures a wider audience and thus better profit. There is also a section regarding the frequently asked questions for the ease of use. E-payment using razor pay gateway also makes the website easier to do and saves the tab of all data. Therefore, this small effort of ours will achieve the goal of bringing more and many local businesses in one place.

### B. Problem and motivation

According to research, many small businesses face losses in their early years business. The reasons are a lack of proper marketing, a lack of access to power customers, lack of financial management and much more. Local businesses are

facing a crisis access to global markets especially in this digital age as they have no platform show them their business. As a result of the COVID-19 epidemic many people lost their jobs and started small businesses in their homes for a living. But for the reasons mentioned above they could not grow their business the way they wanted it to. People living in villages do not have enough access to markets and sometimes do not get good payments due to lack of information. At the same time, consumers also do not have access to authentic local products to be tracked lack of honesty. All of these factors have inspired us to build a website as a step towards integrating all of these local businesses in one place ensures greater security, authenticity and accessibility both locals and consumers.

### C. Proposed Plan of Work

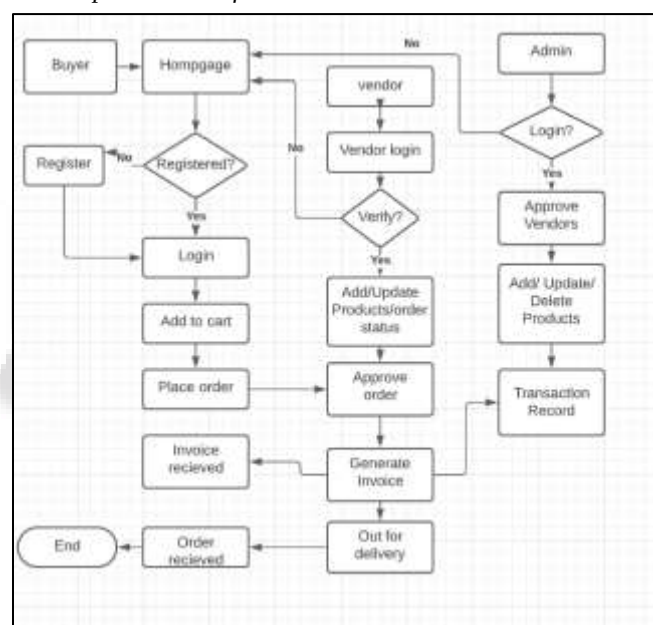


Fig. 1.4.1: Diagram Flow of the Website

### D. Objectives

- 1) To empower small scale businesses.
- 2) To save valuable employee hours and make the process efficient.
- 3) To find customers and grow business.
- 4) To build credibility.
- 5) To make businesses cost friendly and effective.

## II. LITERATURE REVIEW

### A. Overview

The literature review is highlighted in the reference to performance and approach of current situation. With increasing unemployment due to the COVID-19 pandemic and increasing number of people starting their small household businesses it becomes important to come up with a system that ensures security and authenticity to such businesses and service providers.

With the proper use of technology these businesses can grow in the markets and gain the deserved profits. Having a single platform not only gives larger audience to these businesses but also gives customers the option to choose from and get authentic local products.

Uploading and selling products on a website will make functioning effective, fast and more sustainable in long run. With the features such as AI based chatbot and recommendation system the website aims to attain user friendliness and convenience. E-payment gateway is another tool that makes the website good for transactions and efficient money management. Hence, this small effort of ours will achieve the aim to bring more and more household businesses on a same platform.

#### B. Existing System and its drawbacks

##### 1) Traditional buying and selling process

Most of the local vendors sell items physically and do not have an online store. This doesn't give them the proper exposure needed to expand their business. Many also fail to sell items on a bad day. Even if some local businesses have online stores, many of them fail to get proper customers on their online store.

##### 2) Lack of knowledge of current pricing for the items.

Small businesses are unaware of the current price most of the times due to lack of connection with other small businesses. This leads to losses which might prove to be massive especially for small businesses.

### III. WORKING AND MODULES

#### A. Working

- 1) Creating a user interface.
- 2) Scripting for the user and server side.
- 3) Creating a database for the user and the vendor.

#### B. Modules

- 1) User module: The user module starts at the homepage. There is a login option available for a buyer to login into his/her account. After logging in the buyer can add desired products to cart and buy them. For buying the products there is an option of e-payment as well as cash on delivery. After receiving the products, the buyers can give feedback.
- 2) Admin Module: The admin module has a separate login option. The admin will act as a moderator and keep a tab of all the orders and transactions taking place on the website. The admin can add, update as well as delete products of the vendors. The admin can also approve and add vendors. Admin will also have access to the FAQs section, reviews section and details of the vendors and buyers.
- 3) Vendor Module: The vendor module has a separate login option. The vendor can add, update as well as delete products of the vendors. The order status will be available to the vendors.

### IV. RESULT AND DISCUSSIONS

#### A. Stipulated Development

As per the synopsis of the E-commerce Website project development team has completed 100 % of the total project work that is needed to deem the project as complete by the faculty and the project development team.

All of the work in the project was divided in three phases and the work described below stands true for the first three phases of the project that involves the development of the user interface and admin-vendor management.

#### B. Hardware Setup for Development

The development of the user interface for this project involving a website was undertaken using three different systems working on three different operating systems.

The website's user interface was developed using a system running Windows 10 home operating system having Intel Core i7 quad core processor with 8 GB of random-access memory.

The hardware that was used was working as per the requirements of the team.

#### C. Software Setup for Development

The development of the user interface of the website was undertaken using Hypertext Markup Language (HTML), Cascading Style Sheets (CSS), JavaScript, jQuery and Bootstrap.

The entire code was built and compiled in Visual Studio Code also known as VS Code.

Google chrome was the web browser of choice for testing the website. Hence, the website developed so far is a responsive website that can be viewed on any device without any user interface issues.

### V. SUMMARY AND CONCLUSION

#### A. Summary

- The E-commerce platform for small businesses and service providers is a platform where various local vendors having small businesses can come together and sell their products on a common website.
- The main focus of this project is to provide a user-friendly interface to the customers.
- The main motive of this website is to bring all local businesses together on the same platform so as to grow their business in an effective manner.
- The main features of this project is a customized dashboard for admin and vendors, a checkout page with online payment options, wish list features for the users, etc.

#### B. Conclusion

The project exposed us to the latest technology in the area of software development. The project demonstrates a web-based platform for connecting local businesses which will not only benefit traditional businesses but also help consumers find correct product on a same platform. Through this project, we also got a knowledge about the needs and problems of consumers and traditional businesses. Hence, this small effort

of ours will achieve the aim to bring more and more household businesses on a same platform.

### *C. Future Scope*

The current e-commerce website can be expanded by adding feedback and product recommendation system. The vendors and the users both can be benefitted with this. An interactive platform would help local businesses grow and reach more consumers. Sales forecasting and Pricing Optimization would ensure better rates and sales for the sellers. Virtual Assistant that is Chatbot can be added to guide the users in a efficient way.

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