

Cloud Content Management with Process Bench Marking

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Abstract— Our application is used to setup store for different organisation. Organisation can design and manage all stores. With our application we can build themes, select products, to start business security and payment can be done.

Our application is flexible to design and manage the stores. Platform can be used for planning ,mechanising etc. Platforms can be branded as organization wants.

- 1) Analytics
- 2) Theme management
- 3) Content management
- 4) Payment gateway can be added
- 5) Secure socket layer certificate
- 6) Search engine optimization
- 7) Unlimited Product can be management
- 8) CSV support

Key words: Java, JSP, My SQL Server, User interface, Customer Reports.

I. INTRODUCTION

E-commerce can be used for trading purpose in computer network such as internet. Modern electronic commerce uses the World Wide Web for at least one part of the transaction's life cycle, other technologies such as e-mail.

E-commerce businesses may employ some or all of the following:

- Online shopping web sites for retail sales direct to consumers
- Providing or participating in online marketplaces, which process third-party business-to-consumer or consumer-to-consumer sales
- Business-to-business buying and selling
- Gathering and using demographic data through web contacts and social media
- Business-to-business electronic data interchange
- Marketing to prospective and established customers by e-mail or fax (for example, with newsletters)
- Engaging in retail for launching new products and services.

Merchandising is a practice where it contributes to the sale of products to the consumer. In store level, merchandising refers to the variety of products available for sale and to display of the products in such a way that it gives entices of the customers to make a purchase from online.

II. SCOPE OF THE SYSTEM

As internet growing in india as well as in market. People are not afraid of buying of products nor checking of products. Brands like flipkart is great advertisement, it gives sense to people about the quality of the products who are not used for online shopping. Small town who are far away from malls can buy products through online because of E-commerce. As year passes the E-commerce is becoming bigger and

bigger. There is some scope to the new entries which can provide value to the market.

III. MODULE DESCRIPTION

A. Dashboard & Editor

Dash board can keep track of all sales about the activities and live conversation. They are many different option provided for the customer for order conversation, location etc.

Reports can be broken in days.

Platform provides different types of themes where the customer can upload and create themes. Platform can work on cloud where the user can access anywhere.

Benchmarking helps user to make great choices for your business using sales.

B. E-Manager

They will be many options like color,size or material and according to that we have to select which ever option you want.

Shipping can be done in different ways such as fixed price,location and weight based rates.

Platform can support multiple currencies.

Product images and details can be uploaded.

We can even give a discount on the products and can even provide coupon to the product so that our company can attract the customer.

C. Optimization & Security

Customer can search their products in stores. Our platform will provide business optimization.

If the product stock is limited then we can check regarding our product limitation. We can add as many as product we want to make our customer give their required products.

It support CSV support

D. Payments & Report

Our application can accept VISA and any other credit cards for payment purpose. It is easy for the customers to do business without going out.

They will view reports by the order status, date range and list of all order included in the report.

Tax system allows customer to charge the right taxes on the right products.

IV. EXISTING SYSTEM

Designing the perfect store can be expensive and time consuming. Problems may occur during the construction process, delivering the speed to meet every changing market condition. In existing system purchasing can be done, it doesnot deal with branching, benchmarking and even security concern.

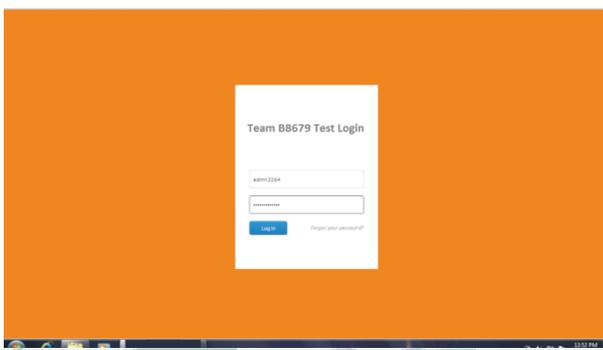
V. PROPOSED SYSTEM

In this application we have to club many features that can be used for our company that are visible in the web. Our proposed system will solve all the problems that can be faced by the company.

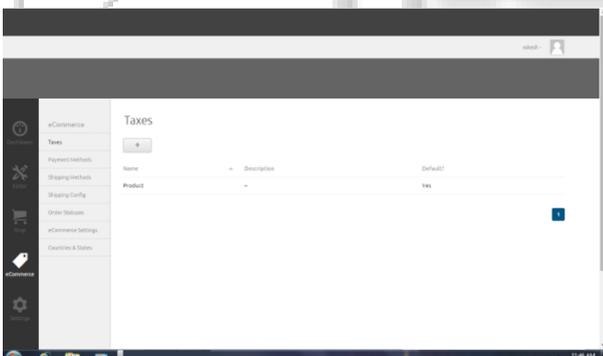
- company management systems
- management of online advertisement
- marketing automation
- use models B2B and B2C
- view the status
- electronic payment systems
- cloud support
- security
- graphical reports
- easy rule define
- Benchmarking

VI. FIGURES

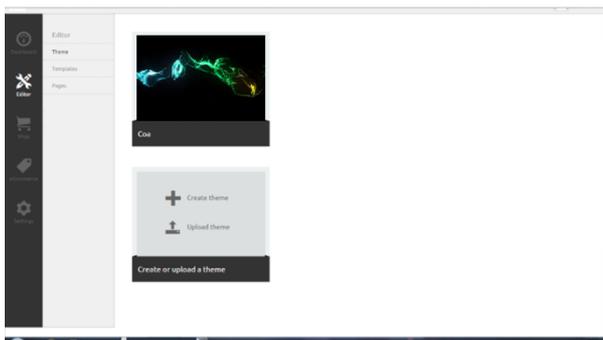
A. Login Page



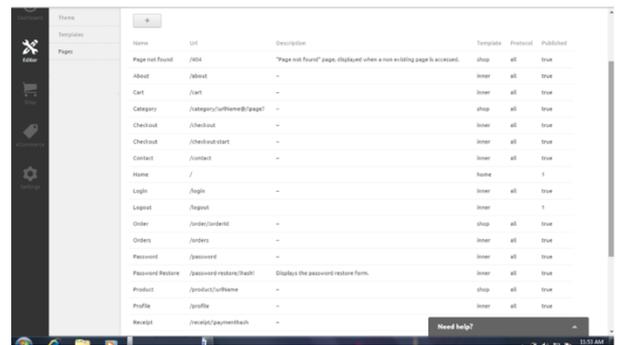
B. Product management



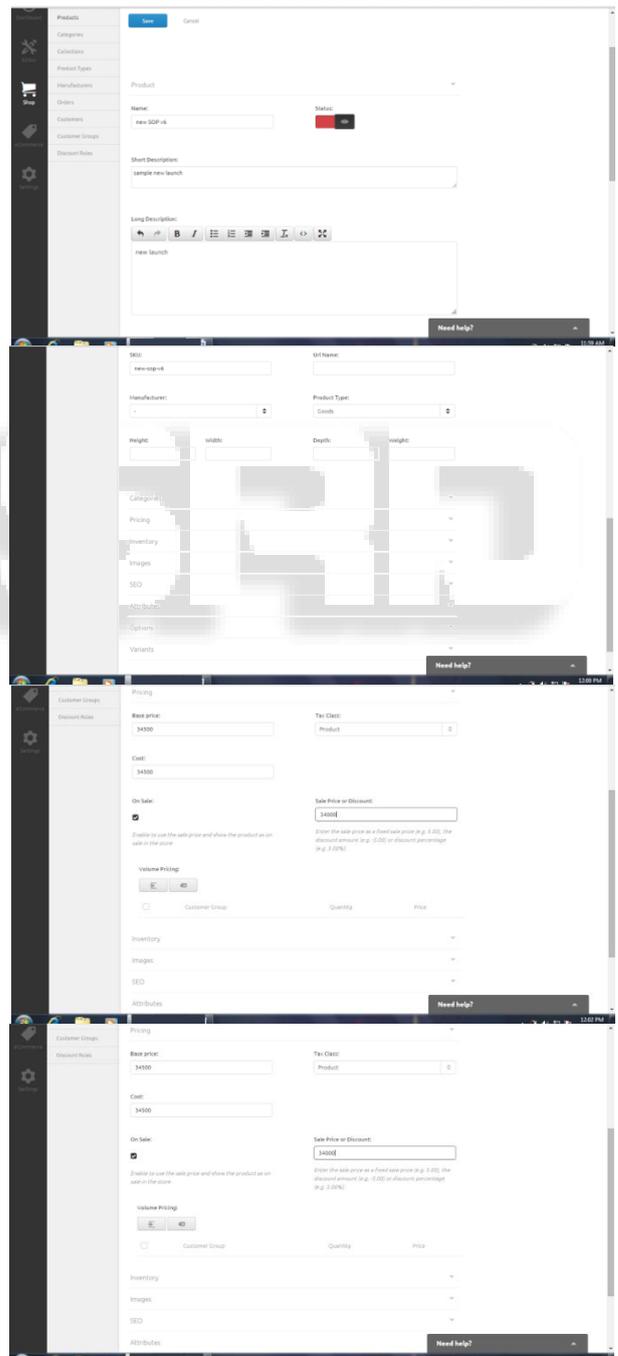
C. Themes Management

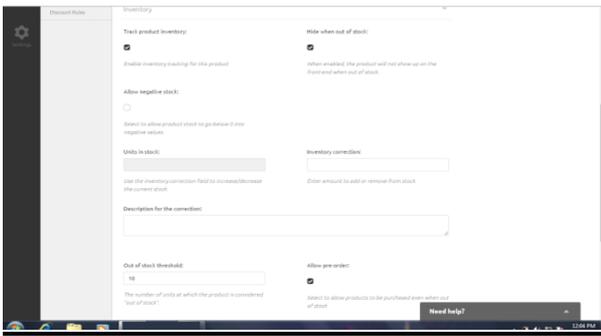


D. Manage page content

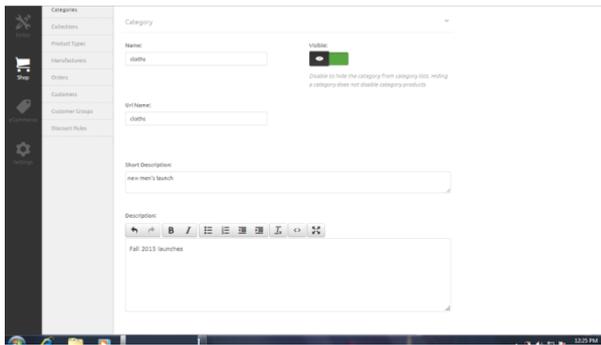


E. Adding new products details





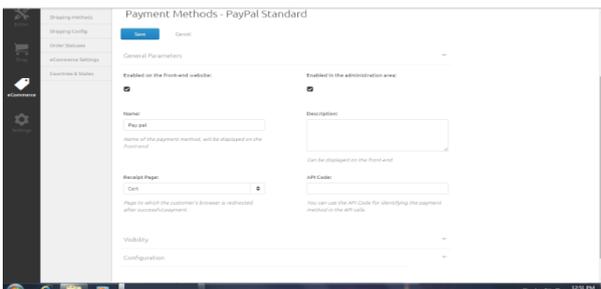
F. Creating new category for the store



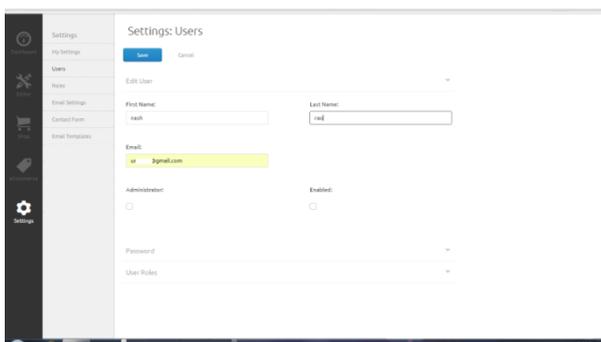
G. Manage discount rules



H. Payment setup



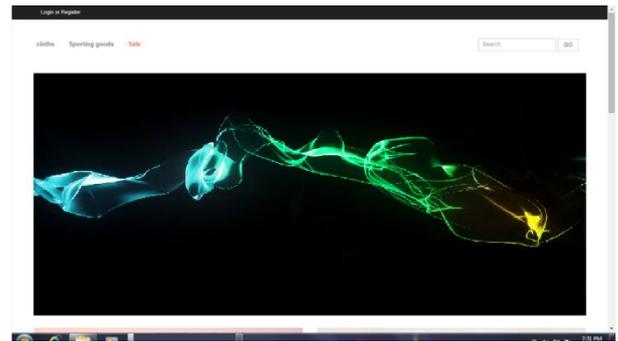
I. User Management



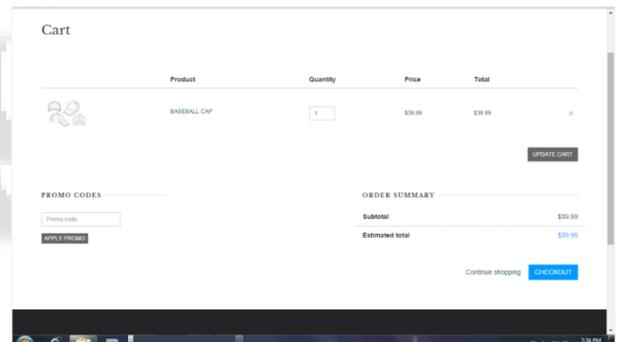
J. Screen showing dashboard details



K. Virtual store interface



L. Different cart options



VII. CONCLUSION

The advantage of E-commerce is to convert business into E-business by using our platform.

- You can log on to internet at any point of time and we can order products in day or night by a single click.
- There is no human interaction during online purchase. Its is very fast in delivering of products to the customer.

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