Survey Paper on Advertise Business

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Abstract— The proposed Advertisement system for products planned to design for both companies as well as users. At user end, the system work as a window shopping system, so that before purchase any product, they at least see in their city at different stores, the price difference, and finally select the best and lowest store from which they get product in minimum cost. At companies end, the most important benefit is save advertisement cost. If system like this will exists in market, where advertisement is free, in this case after popular of system, they apply for their advertisement and as per the availability they will get a web space for showing their product and their selling budget.

Key words: Advertisement System, Window based Shopping, Price

I. INTRODUCTION

Advertising is the impersonal communication of information to coaxing an audience to take some action, such as buying the product[1]. Many ways for advertising are available in today's world, but all are not cost efficient. If in available systems, if there will exist a system using which advertising cost becomes zero and companies can get maximum profit by saving the advertisement cost which is the major cost of any product based company. This will be cost saving also and also users plan to purchase any product. They can search for specific product as per their requirement and can get discounted price products.

E-business is the framework of business to business communication which includes following new things.

1) Logistic communication: it consists information related to the warehousing of product and related information and their distribution as well.

2) Offering services: for the purpose of customer satisfaction it play the role of reliable host, reliable deployed and manager.

3) Outsourcing: In this section it covers all the issues of e-business like security and customer care solution for outsourcing of product.

4) Maintenance to perform successful process cycle one need to maintain operation at run time.

5) Object or content manager: it consist the management work of handling some unfair situations like securing website content and data management.

II. RELATED WORK

In this world of showoff, branding of any product is becoming an important factor for product based organizations. Advertising of product belongs to every business is very costly now-a-days either in Newspaper, or in any other media like Hoardings, TV, radio etc. With millions of online and offline businesses today, and millions of internet users around the world, companies found a cheaper and more convenient way of advertising their products, and that is through the internet [2]. Online advertising provides many different ways to advertise the product like pop-ups, plain text message, email newsletters, posting to forums [2]. In existing system, only large companies product are available to the user which are costly. They can't get the information of the product of small scale companies. In the offline advertisement such as TV, radio etc, the advertisement is visible for only few minutes and later they forget which is one of the biggest disadvantage. The user is not aware of the companies or shop which are available to their nearby locality.

In [4] one can find that what should we add or remove from ecommerce business this study help to decide the estimation measurement of e business applications it is also good for resource commitment as well as in [5].

As per the study in [6, 7, 8, 9, 10, 11, 12] many researcher has been doing good job for finding the facts regarding the way to do e-business and applications , here one can classified the e-business applications with various category. In B2B type belongs to the category of business object communication where to business entity are individually getting interact for the business purpose as also find in[14], in another category as B2C belongs to the way of doing business between business entity and customer who gets product by some online selling website like snapdeal, amazon etc, as defined in [13],in C2C category customer itself doing his business as they can perform money transition through some payment gateway as PayPal, net banking etc as studies in [15], similarly G2G is belongs to Government to Government business planning where all the government business policy has been taken over for doing business through government organizations as discussed in [16,17,18].
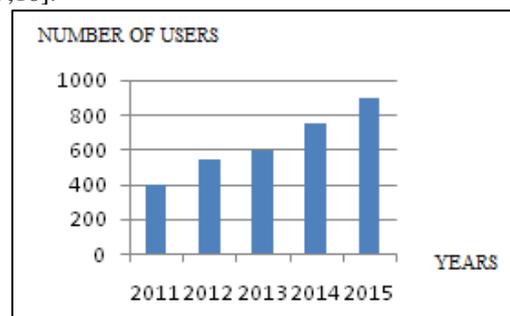

Fig. 1: Representation of Users growth per year

As the figure 1 exploring the idea of the increasing number of user are getting higher and higher on day to day business therefore digital computing environment are growing in the similar fashion to enhance the usability of underlying connected network. As per the need of users so many websites has been introduced in near days that provides easy to use interface for selling and purchasing of product at the same time they offer easy return policy as well to get trust of people on such demanding business in this case reliability issues should be fulfilled properly to make goodwill of business, maximum number of online business are providing customer satisfaction with quality of

communication services like flexibility, time in information, reliability, trustworthy and scalability

A. *Click.in Website*

This is a classified website where one can post ads and get the information of particular product. In this, one can get the products of selected cities. The user can view the products only by locality. The other disadvantage of this is that the user can't get the discounted products in their nearby locality as in [3].

B. *Advertise.com Website*

This is the advertising website on which the companies can post their advertisements. One of the drawbacks of the website is that the user can't compare the products as find in [4].

III. PROPOSED RESEARCH

The website is development on Java technology. I am working on the user and administrator module. The system work as a window shopping system, so that before purchase any product, they at least see in their city at different stores, the price difference, and finally select the best and lowest store from which they get product in minimum cost. The user can view offline products as well as online products too. The user can compare the discounted products. If system like this will exists in market, where advertisement is free, in this case after popular of system, they apply for their advertisement and as per the availability they will get a web space for showing their product and their selling budget.

The user can also add their preferred product, when the company give advertisement of the user's preferred product, they will get the notification about it. The user can view the product company wise, brand wise, price wise, location wise. They also compare the products price wise.

The administrator manages the profile of user as well as companies. When the company register through sign up, without the approval of the administrator their advertisement is not available to the users. The administrator sends the alert message to the company when the subscription period is going to be expired.

IV. CONCLUSION

Its really a great and big opportunity to all the government and private e-business service providers to manage the heavy range of user product, perform all the necessary operation for customer satisfaction and management. Security should be enhanced and need to be improve for future updation in e-business technology , system should be more reliable and effective so that customer can be deal more easily in the same journey of invention author proposed a research model in section 3 to implement new method to perform business by online more effectively.

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