

E-commerce Website

A

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Governmental Regulations



In the United States, California's Electronic Commerce Act (1984), enacted by the Legislature, the more recent California Privacy Rights Act 2020), enacted through a popular election proposition and to control specifically how electronic commerce may be conducted in California. In the US in its entirety, electronic commerce activities are regulated more broadly by the Federal Trade Commission Consumer privacy. (FTC). These activities include the use of commercial e-mails, online advertising and The CAN Spam Act of 2003 establishes national standards for direct marketing over e-mail.

The Federal Trade Commission Act regulates all forms of advertising, including online advertising, and states that advertising must be truthful and non-deceptive.[9]. Using its authority under Section 5 of the FTC Act, which prohibits unfair or deceptive practices, the FTC has brought a number of cases to enforce the promises in corporate privacy statements, including promises about the security of consumers' personal information. As a result, any corporate privacy policy related to e-commerce activity may be subject to enforcement by the FTC.

The Ryan Haight Online Pharmacy Consumer Protection Act of 2008, which came into law in 2008, amends the Controlled Substances Act to address Online pharmacy.

Conflict of laws in cyberspace is a major hurdle for harmonization of legal framework for e-commerce around the world. In order to give a uniformity to e-commerce law around the world, many countries adopted the UNCITRAL Model Law on Electronic Commerce (1996).

Internationally there is the International Consumer Protection and Enforcement Network (ICPEN), which was formed in 1991 from an informal network of government consumer fair trade organisations. The purpose was stated as being to find ways of co-operating on tackling consumer problems connected with cross-border transactions in both goods and services, and to help ensure exchanges of information among the participants for mutual benefit and understanding. From this came Econsumer.gov, an ICPEN initiative since April 2001. It is a portal to report complaints about online and related transactions with foreign companies.

There is also **Asia Pacific Economic Cooperation**. APEC was established in 1989 with the vision of achieving stability, security and prosperity for the region through free and open trade and investment. APEC has an Electronic Commerce Steering Group as well as working on common privacy regulations throughout the APEC region.

In **Australia**, trade is covered under Australian Treasury Guidelines for electronic commerce and the Australian Competition & Consumer Commission regulates and offers advice on how to deal with businesses online, and offers specific advice on what happens if things go wrong.

The **European Union** undertook an extensive enquiry into e-commerce in 2015-16 which observed significant growth in the development of e-commerce, along with some developments which raised concerns, such as increased use of selective distribution systems, which allow manufacturers to control routes to market, and "increased use of contractual restrictions to better control product distribution". The European commission felt that some emerging practices might be justified if they could improve the quality of product distribution, but "others may unduly prevent consumers from benefiting from greater product choice and lower prices in e-commerce and therefore warrant Commission action" in order to promote compliance with EU Competries rules.

In **the United Kingdom**, the Financial Services Authority (FSA) was formerly the regulating authority for most aspects of the EU's Payment Services Directive (PSD), until its replacement in 2013 by the Prudential Regulation Authority and the Financia Authority Conduct. The UK implemented the PSD through the Payment Services Regulations 2009 (PSRs), which came into effect on 1 November 2009. The PSR affects firms providing payment services and their customers. These firms include banks, non-bank credit card issuers and non-bank merchant acquirers, e-money issuers, etc. The PSRs created a new class of regulated firms known as payment institutions (PIs), who are subject to prudential requirements. Article 87 of the PSD requires the European Commission to report on the implementation and impact of the PSD by 1 November 2012.

In **India**, the Information Technology Act 2000 governs the basic applicability of e-commerce.

In **China**, the Telecommunications Regulations of the People's Republic of China (promulgated on 25 September 2000), stipulated the Ministry of Industry and Information Technology (MIIT) as the government department regulating all telecommunications related activities, including electronic commerce. On the same day, the Administrative Measures on Internet Information Services were released, the first administrative regulations to address profit-generating activities conducted through the Internet, and lay the foundation for future regulations governing e-commerce in China.[21] On 28 August 2004, the eleventh session of the tenth NPC Standing Committee adopted an Electronic Signature Law, which regulates data message, electronic signature authentication and legal liability issues. It is considered the first law in China's e-commerce legislation. It was a milestone in the course of improving China's electronic commerce legislation, and also marks the entering of China's rapid development stage for electronic commerce legislation.

Global Trends



E-commerce has become an important tool for small and large businesses worldwide, not only to sell to customers, but also to engage them. Cross-border e-Commerce is also an essential field for e-Commerce businesses. It has responded to the trend of globalization. It shows that numerous firms have opened up new businesses, expanded new markets, and overcome trade barriers; more and more enterprises have started exploring the cross-border cooperation field.

In addition, compared with traditional cross-border trade, the information on cross-border e-commerce is more concealed. In the era of globalization, cross-border e-commerce for inter-firm companies means the activities, interactions, or social relations of two or more e-commerce enterprises. However, the success of cross-border e-commerce promotes the development of small and medium-sized firms, and it has finally become a new transaction mode. It has helped the companies solve financial problems and realize the reasonable allocation of resources field. SMEs (small and medium enterprises) can also precisely match the demand and supply in the market, having the industrial chain majorization and creating more revenues for companies.

Mobile devices are playing an increasing role in the mix of e-commerce, this is also commonly called mobile commerce, or m-commerce. In 2014, one estimate saw purchases made on mobile devices making up 25% of the market by 2017.

For traditional businesses, one research stated that information technology and cross-border e-commerce is a good opportunity for the rapid development and growth of enterprises. Many companies have invested an enormous volume of investment in mobile applications. The DeLone and McLean Model stated that three perspectives contribute to a successful e-business: information system quality, service quality and users' satisfaction. There is no limit of time and space, there are more opportunities to reach out to customers around the world, and to cut down unnecessary intermediate links, thereby reducing the cost price, and can benefit from one on one large customer data analysis, to achieve a high degree of personal customization strategic plan, in order to fully enhance the core competitiveness of the products in the company.

Global Trends In China



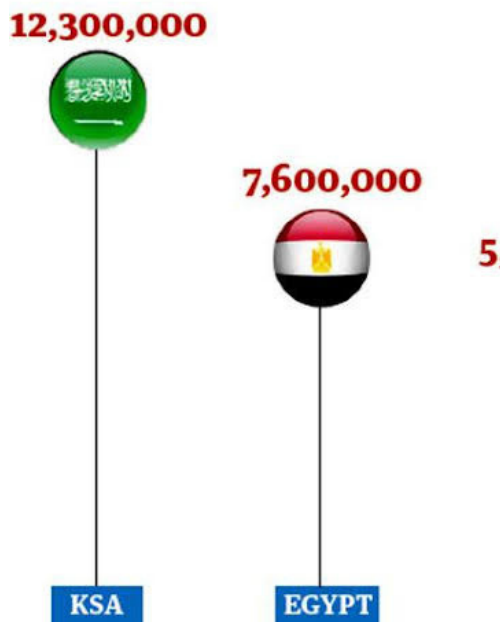
Among emerging economies, China's e-commerce presence continues to expand every year. With 668 million Internet users, China's online shopping sales reached \$253 billion in the first half of 2015, accounting for 10% of total Chinese consumer retail sales in that period. The Chinese retailers have been able to help consumers feel more comfortable shopping online. e-commerce transactions between China and other countries increased 32% to 2.3 trillion yuan (\$375.8 billion) in 2012 and accounted for 9.6% of China's total international trade.

In 2013, Alibaba had an e-commerce market share of 80% in China. In 2014, Alibaba still dominated the B2B marketplace in China with a market share of 44.82%, followed by several other companies including Made-in-China.com at 3.21%, and GlobalSources.com at 2.98%, with the total transaction value of China's B2B market exceeding 4.5 billion yuan. In 2014, there were 600 million Internet users in China (twice as many as in the US), making it the world's biggest online market.

China is also the largest e-commerce market in the world by value of sales, with an estimated US\$899 billion in 2016. It accounted for 42.4% of worldwide retail e-commerce in that year, the most of any country. Research shows that Chinese consumer motivations are different enough from Western audiences to require unique e-commerce app designs instead of simply porting Western apps into the Chinese market.

The expansion of e-commerce in China has resulted in the development of Taobao villages, clusters of e-commerce businesses operating in rural areas. Because Taobao villages have increased the incomes of rural people and entrepreneurship in rural China, Taobao villages have become a component of rural revitalization strategies.

Global Trends In Arab State



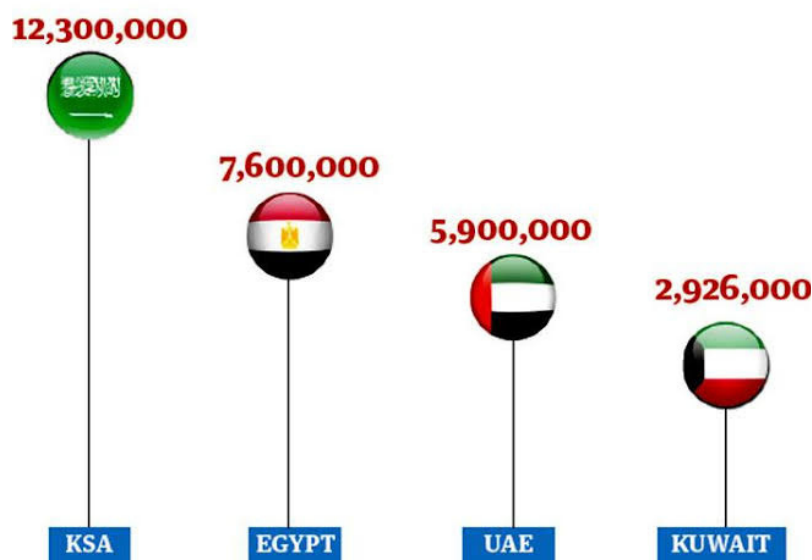
The rate of growth of the number of internet users in the Arab countries has been rapid – 13.1% in 2015. A significant portion of the e-commerce market in the Middle East comprises people in the 30–34 year age group. Egypt has the largest number of internet users in the region, followed by Saudi Arabia and Morocco; these constitute 3/4th of the region's share. Yet, internet penetration is low: 35% in Egypt and 65% in Saudi Arabia

The Gulf cooperation Council countries have a rapidly growing market and are characterized by a population that becomes wealthier (Yuldashev). As such, retailers have launched Arabic-language websites as a means to target this population. Secondly, there are predictions of increased mobile purchases and an expanding internet audience (Yuldashev). The growth and development of the two aspects make the GCC countries become larger players in the electronic commerce market with time progress. Specifically, research shows that the e-commerce market is expected to grow to over \$20 billion by 2020 among these GCC countries (Yuldashev). The e-commerce market has also gained much popularity among western countries, and in particular Europe and the U.S. These countries have been highly characterized by consumer-packaged goods (CPG) (Geisler, 34). However, trends show that there are future signs of a reverse. Similar to the GCC countries, there has been increased purchase of goods and services in online channels rather than offline channels. Activist investors are trying hard to consolidate and slash their overall cost and the governments in western countries continue to impose more regulation on CPG manufacturers (Geisler, 36). In these senses, CPG investors are being forced to adapt to e-commerce as it is effective as well as a means for them to thrive. The future trends in the GCC countries will be similar to that of the western countries. Despite the forces that push business to adapt e-commerce as a means to sell goods and products, the manner in which customers make purchases is similar in countries from these two regions. For instance, there has been an increased usage of smartphones which comes in conjunction with an increase in the overall internet audience from the regions.

Global Trends In Arab State

Yuldashev writes that consumers are scaling up to more modern technology that allows for mobile marketing. However, the percentage of smartphone and internet users who make online purchases is expected to vary in the first few years. It will be independent on the willingness of the people to adopt this new trend (The Statistics Portal). For example, UAE has the greatest smartphone penetration of 73.8 per cent and has 91.9 per cent of its population has access to the internet. On the other hand, smartphone penetration in Europe has been reported to be at 64.7 per cent (The Statistics Portal). Regardless, the disparity in percentage between these regions is expected to level out in future because e-commerce technology is expected to grow to allow for more users.

The e-commerce business within these two regions will result in competition. Government bodies at the country level will enhance their measures and strategies to ensure sustainability and Consumer protection (Krings, et al.). These increased measures will raise the environmental and social standards in the countries, factors that will determine the success of the e-commerce market in these countries. For example, an adoption of tough sanctions will make it difficult for companies to enter the e-commerce market while lenient sanctions will allow ease of companies. As such, the future trends between GCC countries and the Western countries will be independent of these sanctions (Krings, et al). These countries need to make rational conclusions in coming up with effective sanctions.



Global Trends In INDIA



India has an Internet user base of about 460 million as of December 2017. Despite being the third largest user base in the world, the penetration of the Internet is low compared to markets like the United States, United Kingdom or France but is growing at a much faster rate, adding around six million new entrants every month. [citation needed] In India, cash on delivery is the most preferred payment method, accumulating 75% of the e-retail activities. [Citation needed] The India retail market is expected to rise from 2.5% in 2016 to 5% in 2020.

- The policies introduced by the Government of India, including 100% FDI in B2B E-commerce through the automatic route in the marketplace model of B2C E-commerce, are projected to boost the sector's growth. As per the new FDI policy, online entities, through foreign investment, cannot offer the products sold by retailers in which they hold an equity stake.
- According to the India Brand Equity Foundation (IBEF), the Indian government's Digital India effort aims to drive it into an online economy worth trillions by 2025. It has led to the formation of a new steering group to review and analyze the development of an e-commerce platform for the government.
- The commerce ministry has started a new committee to review the Open Network for Digital Commerce (ONDC) strategy. ONDC is an e-commerce platform that the government is supporting and aims to provide the final shop's infrastructure, which will resemble Flipkart and Amazon. Such developments are expected to drive the studied market.
- According to IBEF, by 2024, online retail penetration will reach 10.7%, up from 4.7% in 2019. Likewise, by 2025, India's internet buyers will number 220 million. According to a Payoneer report, India's e-commerce sector is ranked 9th in the world for cross-border growth. E-commerce in India is expected to grow from 4% of total food and groceries, fashion, and consumer electronics retail sales in 2020 to 8% by 2025.

Global Trends In INDIA

- Expansion of e-commerce can raise competition in retail markets, increase consumer choice, and motivate and expedite product distribution innovation. However, several competition agencies' recent enforcement and advocacy work have revealed the possibility of anticompetitive behavior in the internet context. Concerns about potential market fragmentation are significant among many organizations that have looked into the topic of e-commerce competition.
- The pandemic-induced lockdown and mobility restrictions represented a significant point for e-commerce in India, driving demand to new highs, bringing new shoppers and sellers into digital platforms, and offering players long-term growth. Containment efforts introduced people to the convenience of online buying and motivated online buyers to buy more, making the Indian e-commerce business one of the significant beneficiaries of the pandemic.

India E-Commerce Market Trends

Internet Plays a Significant Role in Market Growth:-

- As per IBEF, internet and smartphone usage has fueled most of the industry's expansion. Because of the 'Digital India' campaign, internet connections expanded dramatically to 850 million in 2022. According to TRAI, as of September 2022, rural internet subscribers were over 343.8 million in India and 507.8 million in its urban counterpart.
- According to TRAI, in 2022, India had over 1020.91 million wireless mobile subscribers. The majority of traffic that year came from a 4G data payload.
- Due to a lack of confidence and security concerns with internet payments, cash payments have traditionally been the favored payment method in India. However, digital payments are predicted to account for 80% of all transactions in India by 2025 due to a large young population with smartphone access. The Indian market has been adopting digital eWallets quicker than the United States, the United Kingdom, and China, according to ASSOCHAM (the Associated Chambers of Commerce and Industry).
- Presently, 5G is among the most invested technologies by several end-user industries in the market. 5G connectivity further opens up various use cases in increasing the efficiency of varied sectors. With the growing proliferation of technology in smartphones, consumers are increasingly expecting digital engagement and personalized experiences overall.



E-commerce logistics

Logistics in e-commerce mainly concerns fulfillment. Online markets and retailers have to find the best possible way to fill orders and deliver products. Small companies usually control their own logistic operation because they do not have the ability to hire an outside company. Most large companies hire a fulfillment service that takes care of a company's logistic needs. The optimization of logistics processes that contains long-term investment in an efficient storage infrastructure system and adoption of inventory management strategies is crucial to prioritize customer satisfaction throughout the entire process, from order placement to final delivery.



STEP ONE

STEP TWO

STEP THREE



E-commerce Forms

Contemporary electronic commerce can be classified into two categories. The first category is business based on types of goods sold (involves everything from ordering "digital" content for immediate online consumption, to ordering conventional goods and services, to "meta" services to facilitate other types of electronic commerce). The second category is based on the nature of the participant (B2B, B2C C2B, and C2C)

On the institutional level, big corporations and financial institutions use the internet to exchange financial data to facilitate domestic and international business. Data integrity and security are pressing issues for electronic commerce.

Aside from traditional e-commerce, the terms m-Commerce mobile commerce as well (around 2013) t-commerce have also been used.



STEP ONE

STEP TWO

STEP THREE

Impact of E-commerce



E-commerce markets are growing at noticeable rates. The online market is expected to grow by 56% in 2015–2020. In 2017, retail e-commerce sales worldwide amounted to 2.3 trillion US dollars and e-retail revenues are projected to grow to 4.891 trillion US dollars in 2021. Traditional markets are only expected 2% growth during the same time.

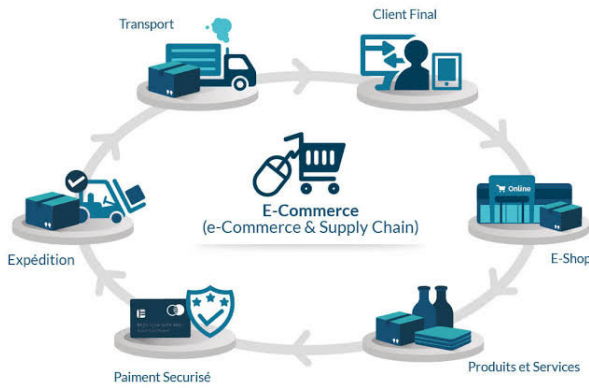
Brick and mortar retailers are struggling because of online retailer's ability to offer lower prices and higher efficiency. Many larger retailers are able to maintain a presence offline and online by linking physical and online offerings.

E-commerce allows customers to overcome geographical barriers and allows them to purchase products anytime and from anywhere. Online and traditional markets have different strategies for conducting business. Traditional retailers offer fewer assortment of products because of shelf space where, online retailers often hold no inventory but send customer orders directly to the manufacturer. The pricing strategies are also different for traditional and online retailers. Traditional retailers base their prices on store traffic and the cost to keep inventory. Online retailers base prices on the speed of delivery.

There are two ways for marketers to conduct business through e-commerce: fully online or online along with a brick and mortar store. Online marketers can offer lower prices, greater product selection, and high efficiency rates. Many customers prefer online markets if the products can be delivered quickly at relatively low price. However, online retailers cannot offer the physical experience that traditional retailers can. It can be difficult to judge the quality of a product without the physical experience, which may cause customers to experience product or seller uncertainty. Another issue regarding the online market is concerns about the security of online transactions. Many customers remain loyal to well-known retailers because of this issue.

Security is a primary problem for e-commerce in developed and developing countries.

Impact on supply chain management



For a long time, companies had been troubled by the gap between the benefits which supply chain technology has and the solutions to deliver those benefits. However, the emergence of e-commerce has provided a more practical and effective way of delivering the benefits of the new supply chain technologies.

E-commerce has the capability to integrate all inter-company and intra-company functions, meaning that the three flows (physical flow, financial flow and information flow) of the supply chain could be also affected by e-commerce. The affections on physical flows improved the way of product and inventory movement level for companies. For the information flows, e-commerce optimized the capacity of information processing than companies used to have, and for the financial flows, e-commerce allows companies to have more efficient payment and settlement solutions.

In addition, e-commerce has a more sophisticated level of impact on supply chains: Firstly, the performance gap will be eliminated since companies can identify gaps between different levels of supply chains by electronic means of solutions; Secondly, as a result of e-commerce emergence, new capabilities such implementing ERP systems, like SAP ERP, Xero, or Megaventory, have helped companies to manage operations with customers and suppliers. Yet these new capabilities are still not fully exploited. Thirdly, technology companies would keep investing on new e-commerce software solutions as they are expecting investment return. Fourthly, e-commerce would help to solve many aspects of issues that companies may feel difficult to cope with, such as political barriers or cross-country changes. Finally, e-commerce provides companies a more efficient and effective way to collaborate with each other within the supply chain.

Impact on employment



E-commerce helps create new job opportunities due to information related services, software app and digital products. It also causes job losses. The areas with the greatest predicted job-loss are retail, postal, and travel agencies. The development of e-commerce will create jobs that require highly skilled workers to manage large amounts of information, customer demands, and production processes. In contrast, people with poor technical skills cannot enjoy the wages welfare.

On the other hand, because e-commerce requires sufficient stocks that could be delivered to customers in time, the warehouse becomes an important element. Warehouse needs more staff to manage, supervise and organize, thus the condition of warehouse environment will be concerned by employees.

Talking specifically of the e-tail ecosystem, expectation is that the industry will contribute to 1.45 million of employment in 2021, a significant jump from the 23,500 jobs which existed in 2012¹². This includes the employment created in the key allied sectors like logistics, warehousing, and IT/ITeS.

There has been an increase in demand from small towns and rural India in the last couple of years, primarily due to growing smartphone penetration and high aspiration levels. A leading e-commerce player, for example, gets more than 70% of its orders from beyond the top eight metros¹. The e-commerce model has opened up diverse employment opportunities in tier II, tier III, and rural segments.

With ~66 % of the population living in rural areas², employment creation will experience a multifold impact when the industry gathers serious momentum in rural parts of the country.

Impact on customers



E-commerce brings convenience for customers as they do not have to leave home and only need to browse websites online, especially for buying products which are not sold in nearby shops. It could help customers buy a wider range of products and save customers' time. Consumers also gain power through online shopping.

They are able to research products and compare prices among retailers. Thanks to the practice of user-generated ratings and reviews from companies like BazaarVoice, Trustpilot, and Yelp, customers can also see what other people think of a product, and decide before buying if they want to spend money on it. Also, online shopping often provides sales promotion or discounts code, thus it is more price effective for customers. Moreover, e-commerce provides products' detailed information; even the in-store staff cannot offer such detailed explanation. Customers can also review and track the order history online.

E-commerce technologies cut transaction costs by allowing both manufactures and consumers to skip through the intermediaries. This is achieved through by extending the search area best price deals and by group purchase. The success of e-commerce in urban and regional levels depend on how the local firms and consumers have adopted to e-commerce.

However, e-commerce lacks human interaction for customers, especially who prefer face-to-face connection. Customers are also concerned with the security of online transactions and tend to remain loyal to well-known retailers. In recent years, clothing retailers such as Tommy Hilfiger have started adding Virtual Fit platforms to their e-commerce sites to reduce the risk of customers buying the wrong sized clothes, although these vary greatly in their fit for purpose. When the customer regret the purchase of a product, it involves returning goods and refunding process. This process is inconvenient as customers need to pack and post the goods. If the products are expensive, large or fragile, it refers to safety issues.

Impact on the environment



Environmental Impact of E-commerce



In 2018, E-commerce generated 1.3 million short tons (1.2 megatonnes) of container cardboard in North America, an increase from 1.1 million (1.00) in 2017. Only 35 percent of North American cardboard manufacturing capacity is from recycled content. The recycling rate in Europe is 80 percent and Asia is 93 percent.

Amazon, the largest user of boxes, has a strategy to cut back on packing material and has reduced packaging material used by 19 percent by weight since 2016. Amazon is requiring retailers to manufacture their product packaging in a way that does not require additional shipping packaging. Amazon also has an 85-person team researching ways to reduce and improve their packaging and shipping materials.

Accelerated movement of packages around the world includes accelerated movement of living things, with all its attendant risk. Weeds, pests, and disease all sometimes travel in packages of seeds. Some of these packages are part of brushing manipulation of e-commerce reviews.

There's no denying that we all benefit from e-commerce. It combines our love of shopping with the accessibility and convenience of the internet, bonus points if free delivery is included!

During the COVID-19 pandemic e-commerce boomed, enabling businesses to successfully adapt to requirements and survive the lockdown era. It's becoming increasingly rare to encounter a business that does not offer an online order and delivery service for their products. And while we're all distracted by the appeal of same day delivery, it's no surprise that many of us have never stopped to think about the affects e-commerce can have on the environment.

It may seem harmless but ordering those items in your basket from the comfort of your home may have unexpected consequences. In 2022, businesses of all industries and sizes are facing pressure from consumers and shareholders to find more environmentally conscious solutions in their business operations, and e-commerce is an excellent place to start.

Impact on traditional retail



E-commerce has been cited as a major force for the failure of major U.S. retailers in a trend frequently referred to as a "retail apocalypse."^[62] The rise of e-commerce outlets like Amazon has made it harder for traditional retailers to attract customers to their stores and forced companies to change their sales strategies.

Many companies have turned to sales promotions and increased digital efforts to lure shoppers while shutting down brick-and-mortar locations. The trend has forced some traditional retailers to shutter its brick and mortar operations.

The impact of e-commerce on traditional retail business has been substantial and far-reaching. With the rise of the internet and technological advancements, e-commerce has gained immense popularity as a convenient and accessible way of buying and selling goods and services. This shift in consumer behaviour has presented both advantages and challenges for traditional retail businesses.

Rise of E-commerce

E-commerce has experienced exponential growth over the years. Factors, such as the increasing prevalence of smartphones, improved internet connectivity, and changing consumer preferences have contributed to its rise. Online marketplaces and dedicated e-commerce websites have emerged as major players in the global retail industry. Companies, like Amazon, Alibaba, and eBay have transformed the way people shop, creating a highly competitive environment for traditional retailers.

For example, A traditional retail clothing store that has been operating for decades decides to embrace e-commerce to reach a wider audience. They establish an online store where customers can browse their product catalogues, make purchases, and have the items delivered to their doorstep.

E-commerce during COVID-19



In March 2020, global retail website traffic hit 14.3 billion visits signifying an unprecedented growth of e-commerce during the lockdown of 2020. Later studies show that online sales increased by 25% and online grocery shopping increased by over 100% during the crisis in the United States.

Meanwhile, as many as 29% of surveyed shoppers state that they will never go back to shopping in person again; in the UK, 43% of consumers state that they expect to keep on shopping the same way even after the lockdown is over.

Retail sales of e-commerce shows that COVID-19 has a significant impact on e-commerce and its sales are expected to reach \$6.5 trillion by 2023. As more cases of COVID-19 emerge, research by Bloomreach shows increased sales volume for certain items (such as health products and cleaning supplies). According to the data, the following items saw dramatic spikes in a week-over-week time period when COVID-19 was the top headline.

- Hand sanitizer sales increased 420%;
- Mask sales increased 590%;
- Gloves sales increased 151%;
- Vitamins sales increased 78%;
- Disinfectants sales increased 178%.

Those in the eCommerce industry that sell these and similar items are at an obvious advantage. However, online retailers that specialize in clothing, electronics, luxury products and other goods are less likely to benefit because there is less of a demand. In fact, they may suffer greatly because many of the products are made in China where several factories are under quarantine.

Supply chain issues are increasingly becoming a concern. The B2B eCommerce industry, in particular, is scrambling for inventory as the World Health Organization declares COVID-19 a global pandemic.

E-commerce Timeline

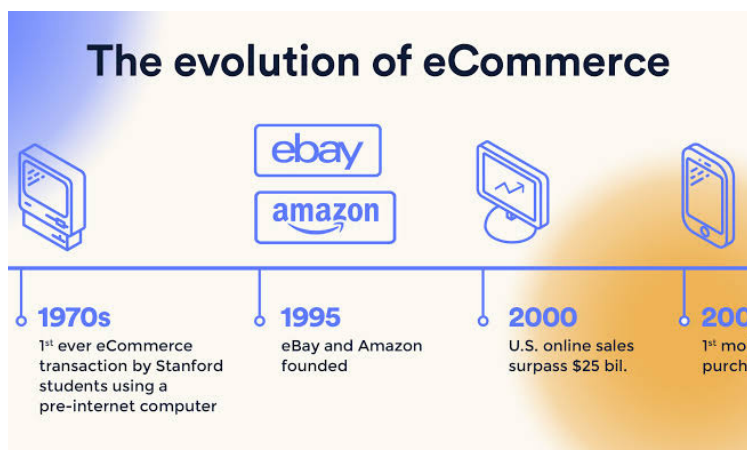
- 1971 or 1972: The ARPANET is used to arrange a cannabis sale between students at the Stanford Artificial Intelligence Laboratory and the Massachusetts Institute of Technology, later described as "the seminal act of e-commerce" in John Markoff's book *What the Dormouse Said*.



- 1979: Michael Aldrich demonstrates the first online shopping system.
- 1981: Thomson Holidays UK is the first Business to business(B2B). online shopping system to be installed.
- 1982: Minital was introduced nationwide in France by France Technology and used for online ordering.
- 1983: California state Assembly holds first hearing on "electronic commerce" in Volcano, California. Testifying are CPUC, MCI Mail, Prodigy, CompuServe, Volcano Telephone, and Pacific Telesis. (Not permitted to testify is Quantum Technology, later to become AOL.) California's Electronic Commerce Act was passed in 1984.
- 1983: Karen Earle Lile (AKA Karen Bean) and Kendall Ross Bean create e-commerce service in San Francisco Bay Area. Buyers and sellers of pianos connect through a database created by Piano Finders on a Kaypro personal computer using DOS interface. Pianos for sale are listed on a Bulletin board system. Buyers print list of pianos for sale by a dot matrix printer. Customer service happened through a Piano Advice Hotline listed in the San Francisco Chronicle classified ads and money transferred by a bank Wire transfer when a sale was completed.
- 1984: Gateshead SIS/Tesco is first B2C online shopping system and Mrs Snowball, 72, is the first online home shopper.
- 1984: In April 1984, CompuServe launches the Electronic Mall in the US and Canada. It is the first comprehensive electronic commerce service.
- 1989: In May 1989, Sequoia Data Corp. introduced Compumarket, the first internet based system for e-commerce. Sellers and buyers could post items for sale and buyers could search the database and make purchases with a credit card.

E-commerce Timeline

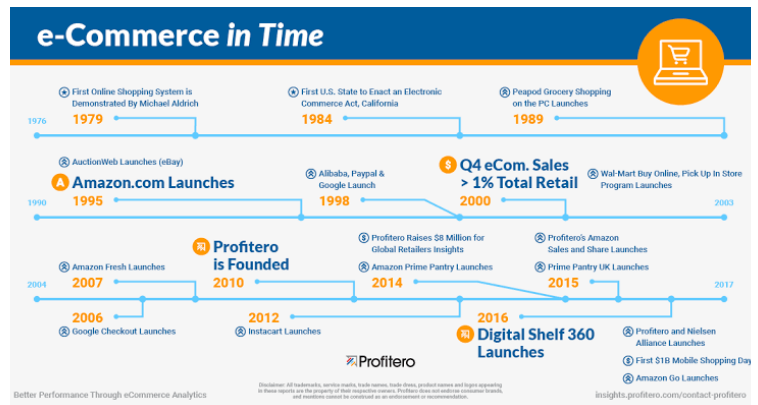
- 1990: Tim Berners-LEE writes the first web browser, World wide bweb, using a Next computer.
- 1992: Book StackUnlimited in Cleveland opens a commercial sales website (www.books.com) selling books online with credit card processing.



- 1993: Paget Press releases edition No. 3 of the first app store, The Electronic AppWrapper.
- 1994: Netscape releases the Navigator browser in October under the code name Mozilla. Netscape 1.0 is introduced in late 1994 with SSL encryption that made transactions secure.
- 1994: IPswitch IMail Server becomes the first software available online for sale and immediate download via a partnership between Ipswitch, Inc. and Open market.
- 1994: "Ten Summoner's Tales" by Sting becomes the first secure online purchase through Net Market.
- 1995: The US National Science Foundation lifts its former strict prohibition of commercial enterprise on the Internet.
- 1995: Thursday 27 April 1995, the purchase of a book by Paul Stanfield, product manager for CompuServe UK, from W H Smith's shop within CompuServe's UK Shopping Centre is the UK's first national online shopping service secure transaction. The shopping service at launch featured W H Smith, Tesco, Virgin Megastores/Our Price, Great Universal Stores (GUS), Interflora, Dixons Retail, Past Times, PC World (retailer). and Innovations.
- 1995: Amazon is launched by Jeff Bezos.
- 1995: eBay is founded by computer programmer Pierre Omidyar as AuctionWeb. It is the first online auction site supporting person-to-person transactions.
- 1995: The first commercial-free 24-hour, internet-only radio stations, Radio HK and Netradio start broadcasting.
- 1996: The use of Excalibur BBS with replicated "storefronts" was an early implementation of electronic commerce started by a group of SyOps in Australia and replicated to global partner sites.

E-commerce Timeline

- 1998: Electronic postal stamp can be purchased and downloaded for printing from the Web.
- Napster 1999: Alibaba group is established in China. Business.com sold for US\$7.5 million to eCompanies, which was purchased in 1997 for US\$149,000. The peer-to-peer filesharing software ATG Store launches. launches to sell decorative items for the home online.
- 1999: Global e-commerce reaches \$150 billion.
- 2000: The dot cum bust.
- 2001: eBay has the largest userbase of any e-commerce site.
- 2001: Alibaba.com achieved profitability in December 2001.
- 2002: eBay acquires Paypal for \$1.5 billion. Niche retail companies Wayfair and Netshop are founded with the concept of selling products through several targeted domains, rather than a central portal.
- 2003: Amazon posts first yearly profit.
- 2004: DHgate.com, China's first online B2B transaction platform, is established, forcing other B2B sites to move away from the "yellow page" model.
- 2007: Business.com acquired by R.H. Doonelleyfor \$345 million.
- 2014: US e-commerce and online retail sales projected to reach \$294 billion, an increase of 12 percent over 2013 and 9% of all retail sales. Alibaba.com has the largest Initial public offering ever, worth \$25 billion.
- 2015: Amazon accounts for more than half of all e-commerce growth, selling almost 500 Million SKU's in the US.
- 2017: Retail e-commerce sales across the world reaches \$2.304 trillion, which was a 24.8 percent increase than previous year.
- 2020: Government of India launched BHIM UPI digital payment interface in 2016. In the year 2020 it had 2 billion digital payment transactions



Types of products sold via e-commerce



The digital component of e-commerce allows sellers to offer a wide range of products, some of which wouldn't be possible to sell in a physical location.

In the virtual world of ecommerce, photography is of key importance. Your online store is heavily reliant on product images to make those sales. Without it, your online store, ads, and social media pages would mean next to nothing.

This is why investing in good-quality product images is more than a great idea for anyone running an online store. After all, quality pictures will work hard to do much of the selling for you.

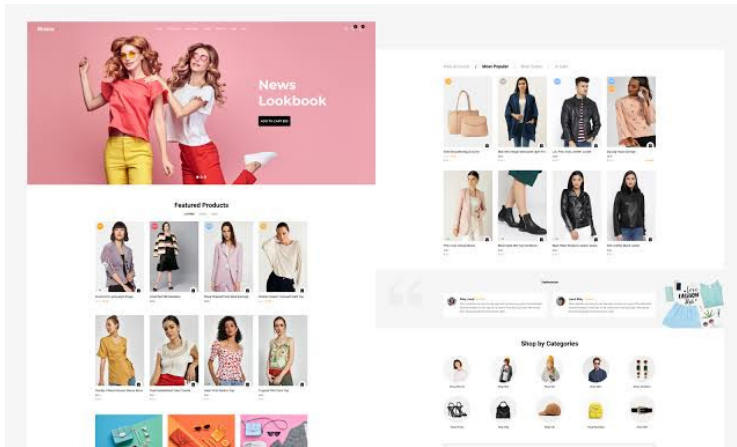
If you are running an online store, it is vital that you note that a photograph has the power to communicate and convey information, traits, and the real-life function of your product to your consumers. Your photographs are what captures the eye and attention of customers and it plays a big part in turning them into your buyers, so it's important that you maximize their potential.

You may be using your manufacturer's photos or you may be investing in your own product pictures. Regardless of where you are getting your product photos, being familiar with the different types of images commonly used will assist you in the development of your online store, branding, and in most other aspects of your marketing campaign.

Having the knowledge of the different types of photography that you can use will help you showcase your products in more ways than one, which could help you boost your conversation rates by showing your prospective customers the very best images, angles, and traits of your products.

In this article, you will learn about the different types of images that you can use as a tool to promote your products and your online store. Without further ado, let's get into it and discuss the 8 types of product images that every online shop owner needs to know about:

Types of products sold via e-commerce



According to a study conducted by consulting firm McKinsey, by 2022 the global fashion industry could bring back 2019's billing levels (regardless of the pandemic's impact).

1. Fashion items

Interestingly, fashion is the top selling industry in almost all of the world.

Yes, despite the industry being tricky and having products that come in sizes that may vary from store to store, fashion remains the queen of sales.

The increase in demand in the fashion industry in the online world owes itself mainly to the improvement in returns policies.

Previously, it was difficult for somebody to risk buying a shirt, pants, or a jacket without knowing for sure if it was going to fit well. Nowadays returns are free in almost all shops and you can try something on at home, without lines and knowing that you can return it at any time.

What's more.

Advantages of starting a fashion eCommerce

- Specialize yourself as much as you can: don't just start a shop about clothes—find a style, a specific garment, or even a specific model from just one brand, and aim to be the best.

Disadvantage of starting a fashion eCommerce

- Too general: the term “fashion”, when said like that, is too general. This means that there are a lot of different types of fashion that fall under that umbrella term. If you try to cover them all, you will surely fail.
- Swamped market: if the most-sold products are fashion products, don't expect to reach the open blue sea (a market with no competitors), but rather a red one full of fishermen.

Types of products sold via e-commerce



If you always run to get the new Traveler and you have the Lonely Planet guides from every city you've been to, it is quite probable that you love traveling and this is your thing. It is a huge point in favor, but don't lose perspective.

2. Trips and tourism

If there is one industry that has adapted well to the online revolution, it is the tourism industry.

Surely you can't even remember the last time you bought a plane ticket, reserved a hotel, booked a tour, or planned any other part of a trip in person.

Furthermore, the huge number of comparison sites drives prices to be much more competitive. In the past, we all went to travel agencies, but now we can organize our own trips from home with a computer and a few clicks.

Even though it's clear the COVID-19 crisis has deeply affected this industry,

3. Tech products

It's interesting that tech products aren't the #1 seller, isn't it?

The main reason behind a sale slipping away is the customer's lack of guarantee.

When you buy a piece of technology in a physical establishment you tend to have much more confidence that, in the case of defect, they will be there to repair it.

We want to feel that no matter what problem we have, there will be a "real" person we can go to.

With an online shop you don't have that kind of confidence, unless they have inspired it and boost it with a solid marketing strategy

For example, in the Spanish tech market, BQ has become a benchmark thanks to their excellent guarantee. Anyone buying from them knows that if they have any defects they will have their product replaced or repaired within 2 days.

Types of products sold via e-commerce



Though eBay isn't quite what it was a few years ago, second-hand sales remain one of the top sellers online.

The ease with which you can find a product being sold for half the price and in great condition cannot be matched in almost any physical shop.

4. Second-hand sales

Beyond that, the world of second-hand selling opens up possibilities of finding and selling almost any type of product. There are shops of all types: electronics, clothing, tickets, books, cars, etc.

If that wasn't enough, demand for secondhand products has increased among populations with medium to high income.

Buying used products is no longer stigmatized as being for those with low economic status, but rather as a love for quality products that combats the "made in China" trend.

All this has been accompanied by technology.

To those who were already part of MilAnuncios or Vibbo, a new app called Wallapop was added, an app that has more than 20 million users in Spain alone.

There was a comment made by the Spanish Ministry of Economy that created a bit of a fuss. He basically said that these types of transactions between private parties should be taxed.

We will see where all that goes, but the boom is unstoppable. Don't discard the idea that it becomes number one on our list.

Without a doubt, one of the biggest winners in this sector is fashion.

According to ThredUp, this sector could grow around 126% between 2022 and 2026.

They are closely followed by remanufactured technological goods, especially smartphones.

Fun fact: Amazon is the most used platform to buy second hand product
How would you feel about owning a marketplace of second-hand product?

Types of products sold via e-commerce



These products may be thought to be in a higher position in this ranking, but taking into account the amount of illegal downloading of both music and books, fifth place is not bad at all.

5. Books and Music

Lower prices, after eliminating some of the costs related to distribution, allows us to buy books for as little as \$1 and to choose which tracks of an album we want to buy.

Since it seems that hard copies of books are going to disappear altogether, it wouldn't surprise us if book sales jumped up in the rankings in the coming years.

It's been a long time since Napster and other platforms of that sort started to come along.

Since those days, when this sector began to fear what could happen, we've experienced a revolution, especially in the way music is bought and sold.

Books and music albums are still among the most sold products because of platforms such as iTunes, Spotify, or Amazon and its Kindle. If it had depended on music labels, we would still be buying cassette tapes.

There's a big disadvantage to selling music, books or movies; there are many platforms that offer access to these products at very accessible prices—even for free (piracy aside).

This doesn't mean it's a lost cause.

But if you decide to enter the culture sector, it would be a good thing to broaden your product stock with some complementary products, such as:

- Digital books
- Speakers (smart ones such as Alexa are here to stay).
- Earbuds/Headphones (as we mentioned above, wireless ones have a lot of potential).

Types of products sold via e-commerce



It's hard not to notice how popular e-learning is becoming. A lot of online learning platforms have appeared lately; like course platforms such as Video2Brain (recently bought by LinkedIn), or Udemy.

6. Educational Courses

Specific education in some areas is taking over general education (like official university and master's degrees).

Given that we live in a global setting in which finding a job is getting more and more difficult, it is understandable that the demand for online training is on the rise.

The key to that change is that users are no longer afraid of learning without getting a degree or certificate.

Let's break that down.

The most important thing now is simply the content you learn, not the certificate that says that you have learned it.

Perhaps there were too many cases of students holding university bachelor's and master's degrees despite not knowing anything about the real market.

When someone has the skills and knowledge in order to train other people about something, it is not necessary to issue a certificate specifying what students have learned.

For many years, we have had an obsession with certificates. Luckily, users are starting to get online training these days.

This unaccredited education is surely going to grow in the future. In addition, the entrance requirements are quite flexible. And that's good, isn't it?

Keep reading.

This democratization of the transfer of knowledge, as some people like to call it, has just started.

One of the risks is the low barrier for entry. Just by having a website, some videos, and a couple of testimonials, anyone can teach.

What should your e-commerce site do?



When it comes to selling goods and services online, there are a few basic functions every e-commerce site should include.

1. Accept Orders

If you're running a business that sells a product, your e-commerce site must be able to accept orders from your customers. This process can be more complex than you might expect. For each order, your site will need to:

- Record customer information (name, address, etc.)
- Collect customers' acceptance of your terms of service
- Calculate any applicable taxes
- Apply coupons or discounts
- Generate order and tracking numbers
- Share delivery details
- Process billing information
- Provide access to a payment gateway

2. Take Payment

There should be a seamless transition from your website to a payment gateway. Typically, payment gateways allow customers to:

- Select a payment option
- Provide details such as credit card numbers and CVVs
- Use multi-step authentication for secure payments

What should your e-commerce site do?

3. Handling Shipping and logistics

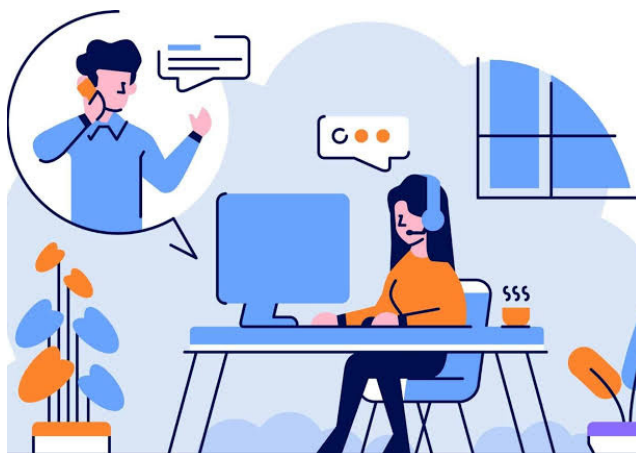


Once your site has handled the order and payment process for a customer, the next step is delivery.

As a seller, your goal is to ensure that customers receive the right product on time and in perfect condition.

To help this process along, you can either handle shipping and logistics yourself or use a third-party provider. No matter which method you choose, your website should be able to initiate the process accurately and consistently.

4. Provide customer services



Inevitably, your customers will need to communicate with you about their order or experience. They may need to correct their personal information, make an exchange, or return a faulty product.

Your website is where these customers will turn to get in touch with you. The easier you make it for customers to connect—with a contact form or chat service, for example—the easier it will be to solve their problems quickly.

What should your e-commerce site do?

5. What metrics should you track?



Tracking e-commerce metrics can help you measure success, showing you what's working for your customers and what might need some improvement.

Most e-commerce platforms have some built-in data tracking, but for truly robust metrics, you'll want to connect your website to an analytics platform, such as Google Analytics.

6. Website traffic

Ways to increase eCommerce Website **TRAFFIC ORGANICALLY**

techliance
Empowering the future of business

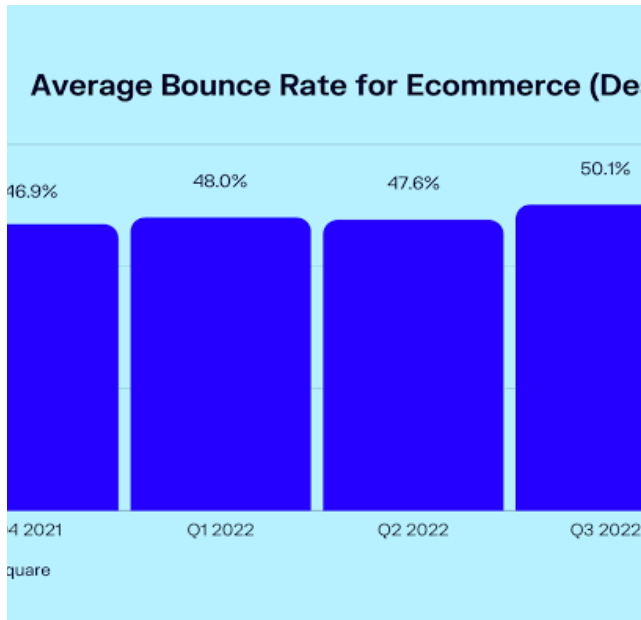


Your website traffic is a straightforward measurement of visitors to your site and the number of people who buy something while they're there. Traffic often paints a clear picture of the effectiveness of your latest E-commerce marketing efforts.

Website traffic refers to web users who visit a website. Web traffic is measured in visits, sometimes called "sessions," and is a common way to measure an online business effectiveness at attracting an audience.

What should your e-commerce site do?

7. bounce Rate

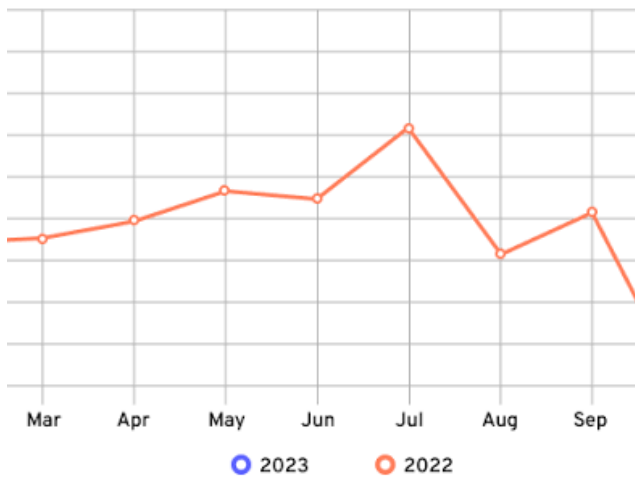


Your bounce rate is the percentage of visitors who leave your site after viewing only one page or interacting with just one area of your site. If you see a high bounce rate, consumers probably aren't making many purchases, so it's important to figure out why they're leaving. The problem may come down to marketing, pricing, the layout of your site, or a host of other factors.

8. Visitor conversion rate

E-commerce Conversion Rate Data

Conversion Rates - 2023 v 2022

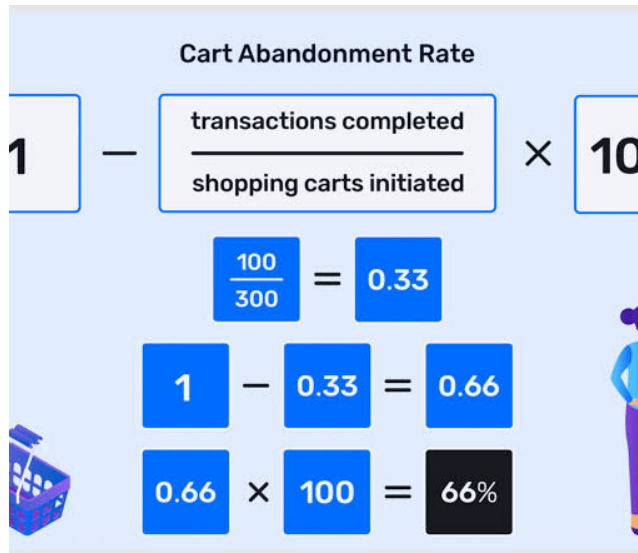


The visitor conversion rate captures the percentage of website visitors who become paying customers. Conversion rates are important because they show how effectively you're able to persuade folks to make a purchase. When you have a low conversion rate, customers are letting you know that something is missing from your business or your marketing.

Cart

What should your e-commerce site do?

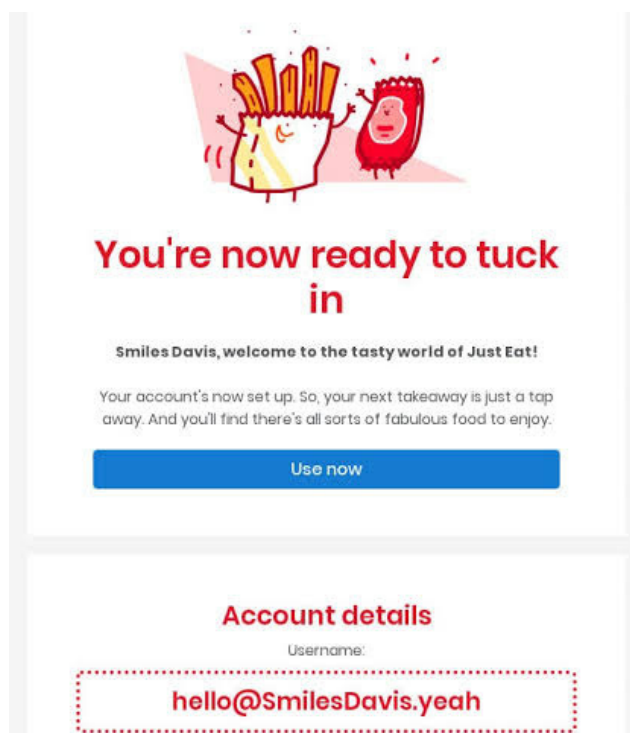
9. Cart abandonment rate



Just like in a physical store, an abandoned cart in e-commerce is one that has been filled and deserted by the shopper. While abandoned carts can be frustrating as a seller, they're not always a bad sign. Many shoppers use their carts as a wishlist or placeholder as they look around for the right product.

Regardless, you want customers to re-engage and buy those items in their cart. You can encourage them to complete their purchase by offering a discount or nudging them with a promotional email.

10. Email subscriber engagement



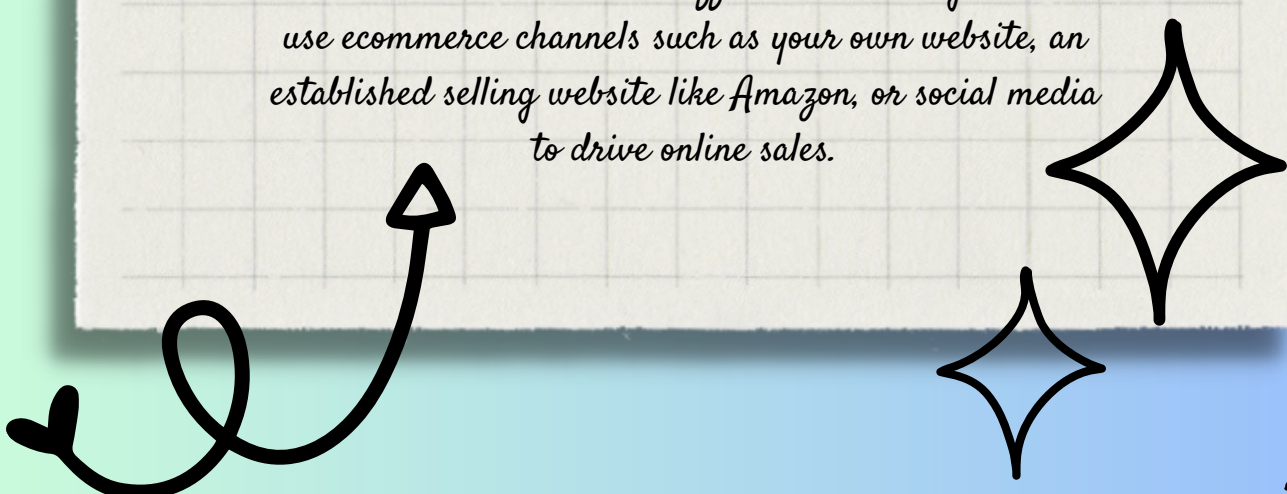
It's easy to track how many people are reading your emails—and how many are becoming customers. Monitoring your email subscriber engagement can help you determine which aspects of your email marketing are effective and what might still need some work.



E-COMMERCE WEBSITE

PROJECT: ONLINE MARKETING STRATEGY

The standard definition of E-commerce is a commercial transaction which is happened over the internet. Ecommerce is a method of buying and selling goods and services online. The definition of ecommerce business can also include tactics like affiliate marketing. You can use ecommerce channels such as your own website, an established selling website like Amazon, or social media to drive online sales.





→What is an E-commerce?

An e-commerce website is one that allows people to buy and sell physical goods, services, and digital products over the internet rather than at a brick-and-mortar location. Through an e-commerce website, a business can process orders, accept payments, manage shipping and logistics, and provide customer service.

It's tough to imagine daily life without e-commerce. We order food, clothes, and furniture; we register for classes and other online services; we download books, music, and movies; and so much more. E-commerce has taken root and is here to stay.

The term “e-commerce” simply means the sale of goods or services on the internet. In its most basic form, e-commerce involves electronically transferring funds and data between 2 or more parties. This form of business has evolved quite a bit since its beginnings in the electronic data exchange of the 1960s and the inception of online shopping in the 1990s.

In recent years, e-commerce has enjoyed a massive boost from the rise of smartphones, which allow consumers to shop from nearly anywhere.

Much like a traditional physical retail store, e-commerce websites allow consumers and businesses to buy and sell to one another on a designated platform. The main difference between e-commerce and physical commerce, however, is that e-commerce transactions occur entirely over the internet rather than at a brick-and-mortar location.

E-commerce (electronic commerce) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. These e-commerce transactions typically fall within four types: business-to-business (B2B), business-to-consumer (B2C), consumer-to-consumer or consumer-to-business.

The terms e-commerce and e-business are often used interchangeably. The term e-tail is also sometimes used in reference to the transactional processes that make up online retail shopping.

E-commerce (electronic commerce) is the activity of electronically product buying or selling on online services or over the Internet. E-commerce draws on technologies such as mobile commerce, slectroni fund_transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management system data collection, and automated systems. E-commerce is the largest sector of the electronic industry and is in turn driven by the technological advances of the Semiconductor industry.

The term was coined and first employed by Robert Jacobson, Principal Consultant to the California State Assembly's Utilities & Commerce Committee, in the title and text of California's Electronic Commerce Act, carried by the late Committee Chairwoman Gwen Moore (D-L.A.) and enacted in 1984.

E-commerce typically uses the web for at least a part of a transaction's life cycle although it may also use other technologies such as e-mail. Typical e-commerce transactions include the purchase of products (such as books from Amazon) or services (such as music download in the form of digital distribution such as the iTunes stores).[1]. There are three areas of e-commerce: online retaining, electronic marketing, and online auction.

E-commerce is supported by electrinic bussiness. The existence value of e-commerce is to allow consumers to shop online and pay online through the Internet, saving the time and space of customers and enterprises, greatly improving transaction efficiency.

TYPES OF E-COMMERCE SITES



◆ *The scope of e-commerce is vast, but the types of sites that host electronic transactions can be broken down according to the parties involved.*

01. → **Business-to-consumer (B2C)**

Probably the most familiar to the average person, a B2C site enables an exchange of goods or services between a business and a consumer, such as buying a T-shirt from your favorite online shop.

→ **Business-to-Business (B2B)**

Business to business marketing, or B2B marketing, refers to a business marketing its products or services to another business, rather than to individual consumers. B2B marketing is important for a myriad of reasons. It's how other businesses can become familiar with your brand and potentially even convert them into customers.

02.



03

Business-to-administration (B2A)

A B2A site facilitates electronic exchanges between an organization and a public institution, like the website of a company that designed your city's web portal, for instance.



→ **Consumer-to-consumer (C2C)**

04

A C2C site, often known as a marketplace, hosts an exchange of goods between 2 or more consumers. Examples include websites like Etsy and eBay.



05 Consumer-to-business (C2B)



On a C2B site, individuals offer goods or services to businesses. This could be a freelance SEO expert who works with companies in a certain industry or an influencer paid to promote a company's products.

→ Consumer-to-administration (C2A) 06

Similar to B2A, this type of site allows a consumer to provide information, goods, or services to public administration and governmental organizations—think paying a parking ticket on your city's web portal.





Certificate of Approval

This is to certify that the project entitled “E-Commerce” carried out by “Ujjwal kumar, Naveen Kumar, Satyam Kumar”.

A student of sixth semester of BCA at College of L.N.D COollege Motihari {Bihar} is here by approved after proper examination and evaluation as a creditable work for the partial fulfilment of the requirement for awarding the degree of Bachelor of Computer Applications(BCA) from Babasaheb Bhimrao Ambedkar Bihar University {Bihar}.

{Internal Examiner}

Date:

{External Examiner}

Date:





Certificate of Originality

This is to certify that the project report entitled **E-Commerce**

Submitted to

College of L.N.D College Motihari, Bihar, in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMPUTER APPLICATIONS (BCA) ,is an original work carried out by Mr. **Ujjwal Kumar, Naveen Kumar, Satyam Kumar** under the guidance of Mr./ Ms. **Prabhat Sir & Anjana chaudhary Ma'am** The matter embodied in this project is a genuine work done by the student and has not been submitted whether to this University or to any other University / Institute for the fulfilment of there requirement of any course of study.

Signature of the students

Student: Ujjwal kumar
Roll No: 214129
Registration No: 20CCVGCS010/20

Student: Naveen Kumar
Roll No: 214130
Registration No: 20CCVGCS011/20

Student: Satyam Kumar
Roll No: 214147
Registration No: 20CCVGCS031/20

Signature of the Guide/ Approving Authority





Acknowledgement

"Encouragement and revealing suggestions is a constant source of inspiration"

I have great pleasure in the submission of this project report entitled "E-Commerce" in partial fulfilment of Bachelor of Computer Applications {BCA}.

While submitting this project report, I take this opportunity to thank those, directly or indirectly related to the project work. Without their active co-operation and guidance, it would have become very difficult to complete this task in time.

I would like to express my sincere thanks and gratitude to Dr. Pinaki Laha Sir (Co-ordinator of the BCA Department), Mr. Prabhay Sir (Professor), Mrs. Anjana Chaudhary Ma'am (Professor), and all my teachers and other staff of College of L.N.D College Motihari {Bihat}, for their continuous help and guidance through out the course.

"Ujjwal Kumar"
"Naveen kumar"
"Satyam Kumar"



Thank You





Now Is The Best
Time To Get Started!

[CLICK TO JOIN](#)

SOURCE CODE

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <title>E commerce website</title>
  <link rel="stylesheet" href="index.css">
  <link rel="stylesheet"
href="https://fonts.googleapis.com/css2?family=Material+Symbols+Outlined:opsz,wght,FILL,GRAD@20..48,100..700,0..1,-50..200" />
</head>
<body>
  <header>
    <div class="logo-container">
      <a href="#"></a>
    </div>
    <nav class="nav-bar">
      <a href="http://127.0.0.1:5500/men.html">Men</a>
      <a href="http://127.0.0.1:5500/women.html">Women</a>
      <a href="http://127.0.0.1:5500/kids.html">kids</a>
      <a href="http://127.0.0.1:5500/home.html">Home and Living</a>
```

```
<a href="http://127.0.0.1:5500/beauty.html">Beauty</a>
```

```
</nav>
```

```
<div class="search-bar">
```

```
  <span class="material-symbols-outlined search_icon">
```

```
    search
```

```
  </span>
```

```
  <input class="search-input" placeholder="Search for products, brands  
and more">
```

```
</div>
```

```
<div class="action-bar">
```

```
  <div class="action-container">
```

```
    <span class="material-symbols-outlined">
```

```
      person
```

```
    </span>
```

```
    <span class="action-name">Profile</span>
```

```
  </div>
```

```
</div>
```

```
<div class="action-bar">
```

```
  <div class="action-container">
```

```
    <span class="material-symbols-outlined">
```

```
      favorite
```


Favourite

</div>

</div>

<div class="action-bar">

<div class="action-container">

shopping_bag

Bag

</div>

</div>

</header>

<main>

<div class="banner_container">

</div>

<div class="category_heading">

Top brands to bag

</div>

```
<div class="category-items">
```

```
  <a href="#"></a>
```

```
  <a href="#"></a>
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  <a href="#"></a>
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  <a href="#"></a>
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<a href="#"></a>
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<a href="#"></a>
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<a href="#"></a>
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```
</div>
```

```
<div class="category_heading">
```

```
Shop By Category
```

```
</div>
```

```
<div class="category-items">
```

```
<a href="#"></a>
```

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<a href="#"></a>
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<a href="#"></a>
```

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<a href="#"></a>
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```
<a href="#"></a>
```

```
</div>
```

```
</main>
```

```
<footer>
```

```
<div class="footer-container">
```

```
<div class="footer-column">
```

```
<h3>SHOP FOR</h3>

<a href="#">Men</a>
<a href="#">Women</a>
<a href="#">Kids</a>
<a href="#">Home And Living</a>
<a href="#">Beauty</a>
</div>

<div class="footer-column">
  <h3>USEFUL LINKS</h3>

  <a href="#">Blog</a>
  <a href="#">Careers</a>
  <a href="#">Site Map</a>
  <a href="#">Corporate Information</a>
  <a href="#">Whitehat</a>
</div>

<div class="footer-column">
  <h3>CUSTOMER POLICIES</h3>

  <a href="#">Shipping</a>
  <a href="#">Track Orders</a>
  <a href="#">Returns</a>
  <a href="#">FAQ</a>
```

```
    <a href="#">Contact Us</a>
    <a href="#">Privacy Policy</a>
</div>

</div>

<hr>
<div class="copyright">
    © 2023 www.stitch.com. All rights reserved.
</div>

</footer>

</body>
</html>


```

CSS

```
*{
    margin: 0;
    padding: 0;
    font-family: Assistant, -apple-system, BlinkMacSystemFont, 'Segoe
UI', Roboto, Helvetica , Arial , sans-serif;
    box-sizing: border-box;
}
header{
```

```
display: flex;
background-color: white;
height: 80px;
justify-content: space-between;
align-items: center;
border-bottom: 2px solid #b6b1b1;

}
```

```
.home{
  height: 36px;
}
```

```
.logo-container{
  margin-left: 2%;
}
```

```
.action-bar{
  margin-right: 4%;
}
```

```
.nav-bar{
  display: flex;
  min-width: 500px;
  justify-content: space-evenly;
}
```

```
.nav-bar a{
  font-size: 14px;
  letter-spacing: .3px;
  color: #282c3f;
  font-weight: 700;
  text-transform: uppercase;
  text-decoration: none;
  padding: 30.5px 0;
  border-bottom: 2px solid #b6b1b1;
}
```

```
.nav-bar a:hover{
  border-bottom: 2px solid #f54e77;
}
```

```
.search-bar{
  height: 40px;
  min-width: 270px;
  width: 30%;
  display: flex;
  align-items: center;
}
```

```
.search_icon{
  height: 20px;
  padding: 10px;
  box-sizing: content-box;
```

```
background-color: #f5f5f6;
color: #282c3f;
font-weight: 300;
border-radius: 8px 0 0 8px;
}
```

```
.search-input{
  color: #696e79;
  background-color: #f5f5f6;
  flex-grow: 1;
  height: 40px;
  border: none;
  border-radius: 0 8px 8px 0;
}
```

```
.action-bar{
  padding-left: 30px;
  display: flex;
  min-width: 50px;
  justify-content: space-evenly;
}
```

```
.action-container{
  display: flex;
  flex-direction: column;
  align-items: center;
}
```

```
.banner_container{  
  margin: 40px 0;  
}
```

```
.banner-img{  
  width: 100%;  
}
```

```
.category_heading{  
  text-transform: uppercase;  
  color: #3e4152;  
  letter-spacing: .15em;  
  font-size: 1.8em;  
  margin: 50px 0 10px 0;  
  max-height: 5em;  
  font-weight: 700;  
}
```

```
.category-items{  
  display: flex;  
  flex-wrap: wrap;  
  justify-content: space-evenly;  
  
}
```

```
.sale-item{  
  width: 200px;
```



```
}
```

```
.footer-container{  
  padding: 30px 0 40px 0;  
  background: #dad6d6;;  
  display: flex;  
  justify-content: space-evenly;  
}
```

```
.footer-column{  
  display: flex;  
  flex-direction: column;  
}
```

```
.footer-column h3{  
  color: #282c3f;  
  font-size: 14px;  
  margin-bottom: 25px;  
}
```

```
.footer-column a{  
  color: #696b79;  
  font-size: 15px;  
  text-decoration: none;  
  padding-bottom: 5px;  
}
```

```
.copyright{  
  color: #94969f;  
  text-align: end;  
  padding: 15px;  
}
```

MEN PAGE CODE

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-
scale=1.0">
  <title>Men</title>
  <link rel="stylesheet" href="men.css">

</head>
<body>
  <header>

    <div class="heading">
      Men
    </div>

  </header>
  <main>
    <div class="category-heading"></div>
    <div class="category-items">
      <a href="#"></a>

      <a href="#"></a>
```


</div>

```
</main>
<div class="load-more">
  <button>Load More</button>
</div>
</body>
</html>
```

CSS

```
*{
  margin: 0;
  padding: 0;
  font-family: Assistant, -apple-system, BlinkMacSystemFont, 'Segoe
  UI', Roboto, Helvetica , Arial , sans-serif;
  box-sizing: border-box;
}
```

```
header{
  display: flex;
  background-color: white;
  height: 50px;
  justify-content: space-between;
  align-items: center;
  border-bottom: 2px solid #b6b1b1;
}
```

```
.heading{
  padding-left: 30px;
  font-size: 24px;
  letter-spacing: .3px;
  color: #282c3f;
  font-weight: 700;
  text-transform: uppercase;
  font-weight: 600;
}
```

```
.category-heading{
  margin: 40px 0 ;
}
```

```
.category-items{
  display: flex;
  flex-wrap: wrap;
  justify-content: space-evenly;
}
```

```
.sale-item{
  width: 200px;
}
```

WOMEN PAGE CODE

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-
scale=1.0">
  <title>women</title>
  <link rel="stylesheet" href="women.css">

</head>
<body>
  <header>

    <div class="heading">
      Women
    </div>

  </header>
  <main>
    <div class="category-heading"></div>
    <div class="category-items">
      <a href="#"></a>

      <a href="#"></a>
```


</div>


```
</main>
<div class="load-more">
  <button>Load More</button>
</div>
</body>
</html>
```

CSS

```
*{
  margin: 0;
  padding: 0;
  font-family: Assistant, -apple-system, BlinkMacSystemFont, 'Segoe
  UI', Roboto, Helvetica , Arial , sans-serif;
  box-sizing: border-box;
}
```

```
header{
  display: flex;
  background-color: white;
  height: 50px;
  justify-content: space-between;
  align-items: center;
  border-bottom: 2px solid #b6b1b1;
}
```

```
.heading{
  padding-left: 30px;
  font-size: 24px;
  letter-spacing: .3px;
  color: #282c3f;
  font-weight: 700;
  text-transform: uppercase;
  font-weight: 600;
}
```

```
.category-heading{
  margin: 40px 0 ;
}
```

```
.category-items{
  display: flex;
  flex-wrap: wrap;
  justify-content: space-evenly;
}
```

```
.sale-item{
  width: 200px;
}
```

KIDS PAGE CODE

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-
scale=1.0">
  <title>kids</title>
  <link rel="stylesheet" href="kids.css">

</head>
<body>
  <header>

    <div class="heading">
      kids
    </div>

  </header>
  <main>
    <div class="category-heading"></div>
    <div class="category-items">
      <a href="#"></a>

      <a href="#"></a>
```


</div>

```
</main>
<div class="load-more">
  <button>Load More</button>
</div>
</body>
</html>
```

CSS

```
*{
  margin: 0;
  padding: 0;
  font-family: Assistant, -apple-system, BlinkMacSystemFont, 'Segoe
  UI', Roboto, Helvetica , Arial , sans-serif;
  box-sizing: border-box;
}
```

```
header{
  display: flex;
  background-color: white;
  height: 50px;
  justify-content: space-between;
  align-items: center;
  border-bottom: 2px solid #b6b1b1;
}
```

```
.heading{
  padding-left: 30px;
  font-size: 24px;
  letter-spacing: .3px;
  color: #282c3f;
  font-weight: 700;
  text-transform: uppercase;
  font-weight: 600;
}
```

```
.category-heading{
  margin: 40px 0 ;
}
```

```
.category-items{
  display: flex;
  flex-wrap: wrap;
  justify-content: space-evenly;
}
```

```
.sale-item{
  width: 200px;
}
```

HOME AND LIVING PAGE CODE

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-
scale=1.0">
  <title>home</title>
  <link rel="stylesheet" href="home.css">

</head>
<body>
  <header>

    <div class="heading">
      home and Living
    </div>

  </header>
  <main>
    <div class="category-heading"></div>
    <div class="category-items">
      <a href="#"></a>

      <a href="#"></a>
```


</div>


```
</main>
<div class="load-more">
  <button>Load More</button>
</div>
</body>
</html>
```

CSS

```
*{
  margin: 0;
  padding: 0;
  font-family: Assistant, -apple-system, BlinkMacSystemFont, 'Segoe
  UI', Roboto, Helvetica , Arial , sans-serif;
  box-sizing: border-box;
}
```

```
header{
  display: flex;
  background-color: white;
  height: 50px;
  justify-content: space-between;
  align-items: center;
  border-bottom: 2px solid #b6b1b1;
}
```

```
.heading{
  padding-left: 30px;
  font-size: 24px;
  letter-spacing: .3px;
  color: #282c3f;
  font-weight: 700;
  text-transform: uppercase;
  font-weight: 600;
}
```

```
.category-heading{
  margin: 40px 0 ;
}
```

```
.category-items{
  display: flex;
  flex-wrap: wrap;
  justify-content: space-evenly;
}
```

```
.sale-item{
  width: 200px;
}
```

BEAUTY PAGE CODE

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-
scale=1.0">
  <title>beauty</title>
  <link rel="stylesheet" href="beauty.css">

</head>
<body>
  <header>

    <div class="heading">
      beauty
    </div>

  </header>
  <main>
    <div class="category-heading"></div>
    <div class="category-items">
      <a href="#"></a>

      <a href="#"></a>
```


</div>

```
</main>
<div class="load-more">
  <button>Load More</button>
</div>
</body>
</html>
```

CSS

```
*{
  margin: 0;
  padding: 0;
  font-family: Assistant, -apple-system, BlinkMacSystemFont, 'Segoe
  UI', Roboto, Helvetica , Arial , sans-serif;
  box-sizing: border-box;
}
```

```
header{
  display: flex;
  background-color: white;
  height: 50px;
  justify-content: space-between;
  align-items: center;
  border-bottom: 2px solid #b6b1b1;
}
```

```
.heading{
  padding-left: 30px;
  font-size: 24px;
  letter-spacing: .3px;
  color: #282c3f;
  font-weight: 700;
  text-transform: uppercase;
  font-weight: 600;
}
```

```
.category-heading{
  margin: 40px 0 ;
}
```

```
.category-items{
  display: flex;
  flex-wrap: wrap;
  justify-content: space-evenly;
}
```

```
.sale-item{
  width: 200px;
}
```