Online Smart Business

PROF. BHABAD V. M.[1], PANKAJ NIVRUTTI VARPE[2], RAJNANDAN NITIN WALE[3],
DHANANJAY SUNIL CHAUDHARI[4], TUSHAR BHAUSAHEB GADHAVE[5]

[1] *Project Guide, Dept. Of Computer Technology, Amrutvahini Polytechnic, Sangamner*

[2, 3, 4, 5] *Faculty of Engineering & Technology, Department of Computer Technology, Amrutvahini Polytechnic, Sangamner*

Abstract- In the modern world, technology has flourished in a very tremendous way. Where ever we go we come across digital gadgets and everything has been atomized whether it is an institution or business sector or any commercial sector for that matter, anything and everything has become technicality oriented in this cyberspace world. The project "SMART BUSINESS" is a small approach to automate the ledges of the retailers, distributors and stockiest and help them to overcome stress when comes to investment analysis and management of stocks, orders and maintaining products such as baby care, biscuits, body care, hair care etc..., This project deals about the marketing and requirement strategy of the clients. These marketing strategies differ from place to place, time to time and from product to product. This is an application which is been developed and customized based on the categories of clients. The categories of clients are i) Retailer ii) Distributor iii) Stockiest. Using this application, the retailer can maintain his/her profile. He/She can find all the distributors available for the product for which has registered. He/She can order the products from the nearest and available distributors based on the demands of the customers. Similarly, using this application a distributor can maintain his/her profile and can find all the stockiest available for the products for which he/she has registered. He/She can order the products from the nearest and available stockiest based on the demands of the retailers. They can maintain the track of retailers existing in their location so that they can expand their business. In the same way, Stockiest can maintain their own profile and can maintain the details about their products and even their clients and orders placed by them so that it could be delivered as soon as possible. They also record the information regarding the stock availability, reorder level and expiry of products.

Indexed Terms- Business, Market, Products, Smart, Stores

I. INTRODUCTION

Retail markets and shops have a very ancient history, dating back to antiquity. Retailing involves the process of selling consumer goods or services to customers through multiple channels of distribution to earn a profit. Retailers satisfy demand is identified through a supply chain. Retailers typically make a variety of strategic level decisions including the type of store, the market to be served, the optimal product assortment, customer service, supporting services and the store's overall market positioning. Once the strategic retail plan is in place, retailers devise the retail mix which includes product, price, place, promotion, personnel and presentation. In the digital age, an increasing number of retailers are seeking to reach broader markets by selling through multiple channels, including both bricks and mortar and online retailing. Digital technologies are also changing the way that consumers pay for goods and services. Retailing support services may also include the provision of credit, delivery services and a range of supporting services.

The term "retailer" is typically applied where a service provider fills the small orders of a large number of individuals, rather than large orders of a small number of wholesale, corporate or government clientele. Shopping generally refers to the act of buying products. Sometimes this is done to obtain final goods, including necessities such as food and clothing; sometimes it takes place as a recreational activity. Recreational shopping often involves window shopping (just looking, not buying) and browsing: it does not always result in a purchase.

Retail shops occur in a diverse range of types and in many different contexts - from strip shopping centers in residential streets through to large, indoor shopping malls. Shopping streets may restrict traffic to pedestrians only. Sometimes a shopping street has a partial or full roof to create a more comfortable shopping environment – protecting customers from various types of weather conditions such as extreme temperatures, winds or precipitation. Forms of non-shop retailing include online retailing (a type of electronic-commerce used for business-to-consumer (B2C) transactions) and mail order.

Markets have existed since ancient times. Open air, public markets were known in ancient Babylonia and Assyria. These markets typically occupied a place in the town's center. Surrounding the market, skilled artisans, such as metal-workers and leather workers, occupied premises in alley ways that led to the open market-place. These artisans may have sold wares directly from their premises, but also prepared goods for sale on market days. [2] In ancient Greece markets operated within the agora (open space), and in ancient Rome the forum. In antiquity, exchange involved direct selling, merchants or peddlers.[3]

The Phoenicians, noted for their seafaring skills, plied their ships across the Mediterranean, becoming a major trading power by 9th century BCE. The Phoenicians imported and exported wood, textiles, glass and produce such as wine, oil, dried fruit and nuts. Their trading skills necessitated a network of colonies along the Mediterranean coast, stretching from modern day Crete through to Tangiers and onto Sardinia[4] The Phoenicians not only traded in tangible goods, but were also instrumental in transporting culture. The Phoenician's extensive trade networks necessitated considerable book-keeping and correspondence. In around 1500 BCE, the Phoenicians developed a consonantal alphabet which was much easier to learn that the complex scripts used in ancient Egypt and Mesopotamia. Phoenician traders and merchants were largely responsible for spreading their alphabet around the region. [5] Phoenician inscriptions have been found in archaeological sites at a number of former Phoenician cities and colonies around the Mediterranean, such as Byblos (in present-day Lebanon) and Carthage in North Africa. [6]

In the Graeco-Roman world, the market primarily served the local peasantry. Local producers, who were generally poor, would sell small surpluses from their individual farming activities, purchase minor farm equipment and also buy a few luxuries for their homes. Major producers such as the great estates were sufficiently attractive for merchants to call directly at their farm-gates, obviating the producers' need to attend local markets. The very wealthy landowners managed their own distribution, which may have involved exporting. The nature of export markets in antiquity is well documented in ancient sources and archaeological case studies. [7] Markets were also important ceters of social life. [8]

The rise of retailing and marketing in England, the United States and Europe has been extensively studied, but less is known about developments elsewhere. [9] Nevertheless, recent research suggests that China exhibited a rich history of early retail systems. [10] From as early as 200 BCE, Chinese packaging and branding was used to signal family, place names and product quality, and the use of government imposed product branding was used between 600 and 900 AD. [11] Eckhart and Bengtsson have argued that during the Song Dynasty (960–1127), Chinese society developed a consumerist culture, where a high level of consumption was attainable for a wide variety of ordinary consumers rather than just the elite. [12] The rise of a consumer culture led to the commercial investment in carefully managed company image, retail signage, symbolic brands, trademark protection and sophisticated brand concepts.

II.   LITRATURE REVIEW

As you probably know, manufacturers produce products and retailers sell them to end users. A can of motor oil, for example, is manufactured and packaged, then sold to automobile owners through retail outlets and/or repair shops. In between, however, there are a few key operators-also known as distributors-that serve to move the product from manufacturer to market. Some are retail distributors, the kind that sell directly to consumers (end users). Others are known as merchant wholesale distributors; they buy products from the manufacturer or other source, then move them from their warehouses to companies that either

want to resell the products to end users or use them in their own operations.

According to U.S. Industry and Trade Outlook, published by The McGraw-Hill Companies and the U.S. Department of Commerce/International Trade Administration, wholesale trade includes establishments that sell products to retailers, merchants, contractors and/or industrial, institutional and commercial users. Wholesale distribution firms, which sell both durable goods (furniture, office equipment, industrial supplies and other goods that can be used repeatedly) and nondurable goods (printing and writing paper, groceries, chemicals and periodicals), don't sell to ultimate household consumers.

Three types of operations can perform the functions of wholesale trade: wholesale distributors; manufacturers' sales branches and offices; and agents, brokers and commission agents. As a wholesale distributor, you will probably run an independently owned and operated firm that buys and sells products of which you have taken ownership. Generally, such operations are run from one or more warehouses where inventory goods are received and later shipped to customers.

Put simply, as the owner of a wholesale distributorship, you will be buying goods to sell at a profit, much like a retailer would. The only difference is that you'll be working in a business-to-business realm by selling to retail companies and other wholesale firms like your own, and not to the buying public. This is, however, somewhat of a traditional definition. For example, companies like Sam's Club and BJ's Warehouse have been using warehouse membership clubs, where consumers are able to buy at what appear to be wholesale prices, for some time now, thus blurring the lines. However, the traditional wholesale distributor is still the one who buys "from the source" and sells to a reseller.

Today, total U.S. wholesale distributor sales are approximately $3.2 trillion. Since 1987, wholesale distributors' share of U.S. private industry gross domestic product (GDP) has remained steady at 7 percent, with segments ranging from grocery and food-service distributors (which make up 13 percent of the total, or $424.7 billion in revenues) to furniture and home furnishings wholesalers (comprising 2 percent of the total, or $48.7 billion in revenues). That's a big chunk of change, and one that you can tap into.

The field of wholesale distribution is a true buying and selling game-one that requires good negotiation skills, a nose for sniffing out the next "hot" item in your particular category, and keen salesmanship. The idea is to buy the product at a low price, then make a profit by tacking on a dollar amount that still makes the deal attractive to your customer.

Experts agree that to succeed in the wholesale distribution business, an individual should possess a varied job background. Most experts feel a sales background is necessary, as are the "people skills" that go with being an outside salesperson who hits the streets and/or picks up the phone and goes on a cold-calling spree to search for new customers.

In addition to sales skills, the owner of a new wholesale distribution company will need the operational skills necessary for running such a company. For example, finance and business management skills and experience are necessary, as is the ability to handle the "back end" (those activities that go on behind the scenes, like warehouse setup and organization, shipping and receiving, customer service, etc.). Of course, these back-end functions can also be handled by employees with experience in these areas if your budget allows.

"Operating very efficiently and turning your inventory over quickly are the keys to making money," says Adam Fein, president of Pembroke Consulting Inc., a Philadelphia strategic consulting firm. "It's a service business that deals with business customers, as opposed to general consumers. The startup entrepreneur must be able to understand customer needs and learn how to serve them well."

III. PROPOSED SYSTEM

This system enhanced combined all stockiest, distributor, retailer and also user. Its reduced time-consuming process. Here need limited resources only. Ecommerce allows you to reach customers all over the

country and around the world. Your customers can make a purchase anywhere and anytime, especially more people are getting used to shopping on their mobile devices. Ecommerce website through SEO, PPC ads or a good old postcard, there is a way to track your traffic and customers' entire user journey to get insights into keywords, user experience, marketing message, pricing strategy, and more. Ecommerce platform technologies, it has become very easy and affordable to set up and maintain an ecommerce store with a low overhead. Ecommerce platforms give merchants the opportunity to serve up personalized content and product recommendations to registered customers. These targeted communications can help increase conversion by showing the most relevant content to each visitor.
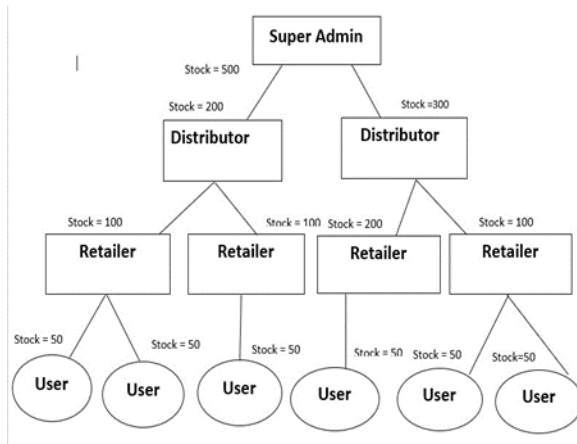
System design Dig.

IV. USER BASED PROBLEMS

i. It is not cost-effective for small scale business owner.
ii. Invoices can go into spam folders due to flagging by email servers; that leads to delay of payments.
iii. Reaching offline customers who do not access the internet makes the process difficult.
iv. Automatic invoices and management system reduces human mediation, which re-duces personal touch for the business.
v. Irregularity of updates can lead to hardships and hassles between purchases and credits.

V. PROBLEM IDENTIFICATION

i. Maintaining more than one store – Those who have a chain of stores or even more than one store, product/item lookup, inventory transfer, checking the overall sales report and more becomes difficult.
ii. Level of efficiency – In case of both the retail stores and QSRs, managing customers and billing during the rush hours become tough. Hand billing or billing through a cash register takes time and serving more number of customers in less times becomes an impossibility.
iii. Maintaining payments and receivables – A cash register does not provide you the option to keep a check on your payments and receivables. So, without a billing solution, you need to keep track of these things manually, which again takes up a lot of your time.
iv. Keeping track of stock – Keeping track of stock is one of the most important things for a business. But a cash register cannot provide any kind of help in this regard.

VI. SYSTEM MODULES

ADMIN
- Login - The main activities in the application are the user login page for user. The other modules are followed by this login page. This module records only user and password of the user.
- Approve user - An admin can be approve the user's process and their status.

STOCKIEST & DISTRIBUTOR
- Register and Login – Stockiest & Distributor has to register their basic details to get access with this service. And the main activities in the application are the user login page for user. The other modules are followed by this login page. This module records only user and password of the user.
- Create product - A stockiest & Distributor will be create the products is based on the user's requirements. Like product name, their description, cost, shipping date and shipping chargers also.
- View my production - A stockiest & Distributor can be view the production stock, available stock and maintenance stock.

- Upload image - Stockiest & Distributor will be upload the images on production stocks and available stocks.
- Edit/Delete Product - A Stockiest & Distributor can be edit the product details, cost or description. Or else if stock will not available stockiest can delete the product.
- Get Order from Retailer - A distributor will get order from the retailer product details, user's information and distributor can be distribute the product to user.
- Update Delivery Status - And then, A distributor will be updated the product delivery status to user and retailer.

RETAILER

- Register and Login - Retailer has to register their basic details to get access with this service. And The main activities in the application are the user login page for user. The other modules are followed by this login page. This module records only user and password of the user.
- View and search Products - Retailer can be view the products and search the products of availability. If can't available the goods retailer will be purchase from the stockiest.
- Place Orders for Distributor - Retailer will check the orders from the users. If retailer can get orders it will distribute to the distributor
- My order - Retailer will check the user's orders. And chart to the order list.
- View Delivery Status - Retailer can be view the status of delivery from the distributor. Distributor will be update the delivery status.

CONCLUSION

The main objective of "ONLINE SMART BUSINESS" is to enhance and upgrade the existing system by increasing it efficiency and effectiveness. Due to the change in buying behavior of consumers, ecommerce business has emerged to provide another channel for shopping online.

In an e-commerce business, orders are first received through the online platform, then the goods are delivered to customers. Instead of visiting physical retail shops, the emergence of e-commerce provides convenience to customers. In this case, good logistics arrangements are crucial to ensure that the right goods can be delivered to customers in the right place and with good quality. As cloud is adopted for E-commerce therefore proposed system is architected for resource provisioning which achieves high availability and reliability. An innovative pricing policy is introduced for further cost reduction.

REFERENCES

[1] M. Falk, and E. Hagsten, "E-commerce trends and impacts across Europe", International Journal of Production Economics, 170, pp. 357-369, 2015.

[2] J. Mosteller, N. Donthu, and S. Eroglu, "The fluent online shopping experience", Journal of Business Research, 67(11), pp. 2486-2493, 2014.

[3] Y. Fang, I. Qureshi, H. Sun, P. McCole, E. Ramsey, and K.H. Lim, "Trust, Satisfaction, and Online Repurchase Intention: The Moderating Role of Perceived Effectiveness of E-Commerce Institutional Mechanisms". Management Information Systems Quarterly, 38(2), pp. 407-427, 2014.

[4] J. Lehtonen, J. M.Småros, P. Appelqvist, and J. Holmström, "The impact of increasing demand visibility on production and inventory control efficiency", International Journal of Physical Distribution & Logistics Management, 33(4), pp. 336-354, 2003.

[5] R. Ramanathan, U. Ramanathan, and H. Hsiao, "The impact of ecommerce on Taiwanese SMEs: Marketing and operations effects", International Journal of Production Economics, 140(2), pp. 934-943, 2012.