

## A Literature Survey on the Website For Vatsol Company

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### ABSTRACT

Shopping online gradually becomes a kind of fashion with the prevalence of Internet and e-commerce. At the same time, as the development and the increasing integration of network and information technology, many traditional media contents the end to digital methods and it can be predicted that the digital mass media will be an alternative, which can be extensively used in e-commerce, such as online images, MP3's online sales, vigorous development of digital cinema, e-book sales and so on.

### 1. Introduction

In order to carry out online transactions of digital works, especially works as images, text, audio and video, we build an online shopping system in the application of JSP technology and MySQL database, which, achieved a series of functions of digital arts transaction, can help people in need search online, browse and purchase multi-media works.

Shopping online gradually becomes a kind of fashion with the prevalence of Internet and e-commerce. At the same time, as the development and the increasing integration of network and information technology, many traditional media contents the end to digital methods and it can be predicted that the digital mass media will be an alternative, which can be extensively used in e-commerce, such as online images, MP3's online sales, vigorous development of digital cinema, e-book sales and so on.

#### 1.1 Motivation

These Web design portal is for the publicity of the "Vatsol Company". For the enterprise, the website can increase popularity of the Vatsol Industries. The Objectives of the Company will tend to increase the user's favor and has a good effect on website promotion and development of the industries and also can fulfill the demand of all the customers. By rating, ranking and the feedback of each customers about the products, the quality of the product, companies can more clearly understand their own strengths and weaknesses in the industry. These will help to improve the marketing, corporate decision-making provide an important basis and requirement of the customers.

If it is a social media, the information will be more abundant, this is undoubtedly the important resources of enterprises. The site can provide more personalized service to the user through the analysis of massive user information.

#### 1.2 Objectives

At Present, E-commerce is the most vast and popular business sector. Its an Online buying and selling process so its needs are as simple as the business means. Customer

reaching, high sales, products quality and on time delivery are some of the needs of any E-commerce business. And when we talk about its objectives so basically its objectives are for fulfilling its needs.

#### Objectives are:

1. High reachability: The main Objective and at the same time need id traction on your web store. Of course if you are selling product online what you required are customers. If you are getting good reachability then your business will definitely grow. Therefore one of the Objectives is High Reachability.
2. High Conversion: If people are coming on your Web store and purchasing something the it will calculate as conversions and from the number of people who are buying stuff from your web store we can calculate the conversion rate.
3. Customer satisfaction: Customers is a main part of any E-commerce business so its very important to make your customer happy and satisfied. By providing Quality and desirable product, on delivery time 24x7 customer supports, and timely sale and best deal offers you can make your customers happy. It is one of the main objectives of E-commerce.
4. Social popularity: Unless and until you are not famous and popular among people you cannot establish your brand. social presence with Omni channel and digital marketing is essential for any E-commerce business.

### 2. Related Work

Syed Emdad Ullah, Tania Alauddin and Hasan U. Zaman [1] In this era of internet, e-commerce is growing by leaps and bounds keeping the growth of brick-and-mortar businesses in the dust. In many cases, brick-and-mortar businesses are resorting to having a counterpart which is internet or e-commerce driven. People in the developed world and a growing number of people in the developing world now use ecommerce websites on a daily basis to make their everyday purchases. Still the proliferation of e-commerce in the underdeveloped world is not that great and there is a lot to desire for. This paper outlines different aspects of developing

an ecommerce website and the optimum solution to the challenges involved in developing one. It consists of the planning process, which starts with determining the use case, domain modeling and architectural pattern of the web application. The entire development process is primarily divided into two parts: the front-end development and the back end development. The database design is also discussed with an emphasis on its relational connectivity.

A.B. M Shawkat, Mr Anal Kumar [2] online shopping is an easy and comfortable way of shopping from a large range of products. There are innumerable advantages of online shopping. Customers can save a lot of time which they normally need to physically go to the retail shop and buy the products that customers want. We have set up a fully functional e-commerce website that has the capability to be extended to a smarter model by incorporating data mining to understand customer buying habits and traits to predict future trends. We have utilized a free CMS system and developed the website using MYSQL database and PHP programming language. Firstly it is a free CMS system so others can use without paying. This smart shopping model is divided into 9 modules. The Registration Module which allows users and customers to register on the i-shop website in order to use it. The Products Browse and Products Search Module allow the customers easy access to search the website for their preferred products. The Shopping cart Module which has multiple currency capability to allow customers to use the website in their preferred currency. Also implemented is the Shipping & Billing Module which allows the vendor to control the amount of shipping charges. The Payment Module allows the customer many methods to make payments. The Admin User Management, Admin Catalog Management and Admin Order Management Module allow the admin of i-shop model to manage, control and monitor the overall website in a seamless manner. Finally this study attempts to examine how a smarter shopping model will influence consumers' online shopping attitude.

Aditya Parashar, Eshant Gupta [2] ANN is a widely used technology in computing world and there are number of areas where it is applicable. E-Commerce sector is also a kind of an area where ANN based algorithms can be applied. Quality of product is very essential thing for the customer as well as stakeholders of the company. Customer of an E-Commerce website has no way to assess quality of a product except to read huge number of reviews. This research work focus over developing a decision making algorithm which can evaluate quality of a product by categorizing previous reviews on a scale of numbers and display it over an E-commerce website. Customers can make use of this ranks provided with products over any E-Commerce website to make their own decisions.

Wang Lin<sup>1</sup>, Luo Dongying<sup>1</sup>, Shi Haizhang<sup>1</sup>, Ding Shengbao [3] In order to explore the semantic clues and online shopping consumer behavior rules contain online shopping commentary, this paper takes 55560 after-sales evaluation as the research object to put forward the netizens related hypothesis evaluation of social network evolution, and evaluation of innovation of Internet users social network evolution diagram visualization description and empirical

analyses. The study found that, the commodity "quality", "practical", "the seller" "attitude" attribute has a high center, and consumers rely on degree bigger to merchandise the four attributes; the highest correlation between utility and quality of goods in the commodity attribute of CO word matrix; the whole network density of consumer evaluation is relatively large, suggesting that it on the online shopping attitude and behavior will have a great impact. Therefore, this study finally reveals the social network online shopping reviews the evolution process and the consumer behavior evolution characteristics.

Shuhua Liu and Thomas Forss [4] Living in an era of anywhere anytime connectedness for the great mass, safety and security on the web presents enormous challenges. There is a great need for better content detection systems that can more accurately identify excessively offensive and harmful websites. Web classification models in the early days are limited by the methods and data available. Today advanced developments in computing methodologies and technology have brought us many new and better means for text content analysis, for example new methods for topic extraction, topic modeling and sentiment analysis. Our recent studies suggested the promising potential of combining topic analysis and sentiment analysis in web content classification. This paper further explores new classification models for better classification performance, especially to enhance precision and reduce false positives, by incorporation of semantics in developing classification models and by examination and handling of the issues with the dataset reliability, class imbalance and covariate shift.

GAO Lan-juan, LIU Quan, JIANG Xue-mei [5] In order to go shopping online more convenient, the design and implementation of the online shopping system based on JSP is presented in this paper. It mainly introduced the online shopping program, online payment, the order generating, and completed a series of functions about online shopping for Digital works. Buyers and sellers can get together through the online trading space, and in that way we can enjoy more and more convenient business services. On-line trading system provides basic purchase service for digital works so that consumers can browse and purchase at any time to achieve an efficient online marketing approach. In this paper, on-line purchasing module has basically completed all the required features, and consumers can easily navigate to the various works hits, get a convenient and quick understanding about work-related information and make a purchase. However, we also need to improve in some areas, such as the module's security features, the lack of corresponding data encryption, and when transaction payments should be involved; you can try to take other payment method such as PayPal and other forms of payment.

### 3. Methodology

In this website, we are implementing some module that are as follows:

1. Admin
2. Users
3. Products

**1. Admin**

Admin will know about the total number of products available for selling. He has an authority to update the products their details and costing. He knows the total number of users who placed the order and also knows the order status. He knows the report of user by date and by product for which date and what product the customer visited the website.

**2. User**

Firstly user has to do the registration. After Registration User have to Login in if previously the user is not logged. User will have all the account details of himself/herself. When the user visit the website he/she will get the product list, their details, information as well as the contact details which is mentioned in the website. If they want to purchase anything there will also have the option of Add to cart. Later user can place the order. As soon as user placed order they can also track the order otherwise checkout.

**3. Products**

- There are mainly three products that are as follows
- “wud-safe” anti-termite wood primer.
- “termi-ban” anti-termite building protector.
- “fungi-ban” anti-fungal /anti wet-rot wood primer.

These products are not available in other company or any place it can be purchase only from these company. These products are much better and effective than other product which available in market.

**WUD-SAFE:-**

WUD-SAFE does not contain any toxic , synthetic , organic chemicals as in other products which unnecessarily kill non-harmful insects and be fatal to the humans and animals who may come in remote contact with it.

WUD-SAFE contain only inorganic compounds. While manufacturing this products too , the eco balance is not

disturbed nor are their poisonous fumes , hence this is called as environment friendly product.

WUD-SAFE impregnates outer surface of the and wood and repels termites and insects. And thus is effective for min. 4 in ten years, if the moisture contains of the wood and instruction for application are observe.

**TERMI-BAN:-**

Termi-ban does not contain any Toxic, synthetic, Organic chemicals as in other product, which unnecessarily kill non harmful insect and be fatal to be the humans and animals coming in remote contact with it.

Termi-Ban contains only inorganic compounds. While manufacturing this products too , the eco balance is not disturbed nor are their poisonous fumes , hence this is called as environment friendly product.

Termi-Ban impregnates outer surface of the and wood and repels termites and insects. And thus is effective for min. 10 to 15 in ten years, if the moisture contains of the wood and instruction for application are observe.

**FUNGI-BAN:-**

FUNGI-BAN does not contain any Toxic, synthetic, Organic chemicals as in other product, which unnecessarily kill non harmful insect and be fatal to be the humans and animals coming in remote contact with it.

FUNGI-BAN contains only inorganic compounds. While manufacturing this products too , the eco balance is not disturbed nor are their poisonous fumes , hence this is called as environment friendly product.

FUNGI-BAN impregnates outer surface of the and wood and repels termites and insects. And thus is effective for min. 4 in ten years, if the moisture contains of the wood and instruction for application is observe.

**4. Comparative Study**

**Wud-safe/Termi-ban/Fungi-ban with other product available in Market**

Sr.No	Wud-safe/Termi-ban/Fungi-ban	Other Products (Terminator)
1.	No Pesticides Chemical, Repels termite/insects Thus 'Non-violent' methods	Mostly contain toxic pesticides, Kill all coming in contact with it.
2.	No fumes, no smell hence called environment friendly product.	While manufacturing and using, also after applying these evaporate and emit toxic fumes with very strong smell.
3.	Has fire retardant properties	No fire retardant product
4.	Cost of "Wud-safe/Termi-ban/Fungi-ban" Rs.200/liter for bigger packing to Rs 100/liter for smaller packing	Cost for Terminator and other product approx. Rs.300/Liter
5.	Effective for borers also.	No use for borers
6.	If use as per Instruction for "Wud-safe/Termi-ban/Fungi-ban "give life time guaranty for wood against termites/fungi and Termi-ban gives 10 years guarantee. Conditions apply.	Minimal and Non-Effective guaranty.
7.	Available in water soluble powder foam, hence easy and safe for transformation, storage and use Wud-safe/Termi-ban/Fungi-	Available in toxic solvent liquid form, hence very difficult for transportation, storage and use.

	ban powders are mixed with 5 times water and Termi-ban is mixed with 40 times water.	
8.	“Wud-safe” colors wood dark bound, “Fungi-ban” colors wood greenish.	Colorless
9.	Contains slightly poisonous but non-toxic inorganic compounds	Mostly contain highly toxic, synthetic, organic solvents.
10.	No expiry	Expiry of products
11	No need for any precautions for empty containers.	Empty containers have to be disposed of by burying 2 ft. deep in soil.

## 5. Conclusion

The Website will be useful for the people who actually need the products to avoid the Alates. This Website is useful for the interface between the User and the management system of the

“Vatsol Comapany”. It is useful for the publicity of that company which gives a lot of benefits for the household purposes. It is very user-friendly for the user or the customers.

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