Faculty: «Computer engineering»
Department: «Multimedia Technologies»

Course work

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sarvar.tuit.uz/mega-books/

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Content

Introduction

Flipkart is an Indian e-commerce company founded in 2007 and headquartered in Bangalore, Karnataka. It is considered as the e-commerce company that made online shopping popular in India. According to Alexa Internet, Flipkart's website is one of the top 20 Indian websites.

About Flipkart. Flipkart was founded in 2007 by Sachin Bansal and Binny Bansal, both alumni of the Indian Institute of Technology Delhi. They had been working for Amazon.com previously. During its initial years, Flipkart focused only on books, and soon as it expanded, it started offering other products like electronic goods, Air Conditioners, Air coolers, stationery supplies and life style products and e-books. Flipkart now employs more than 4,500 people, and is ranked among the top 20 Indian websites. Flipkart's offering of products on Cash on Delivery is considered to be one of the main reasons behind its success. Flipkart also allows other payment methods- Credit or Debit card transactions, net banking, e-gift voucher and Card Swipe on Delivery.

1. E-commerce

1.1 E-Commerce Advantages

E-Commerce advantages can be broadly classified in three major categories:

- Advantages to Organizations
- Advantages to Consumers
- Advantages to Society

Advantages to Organizations

- Using E-Commerce, organization can expand their market to national and international markets with minimum capital investment. An organization can easily locate more customers, best suppliers and suitable business partners across the globe[13].

- E-Commerce helps organization to reduce the cost to create process, distribute, retrieve and manage the paper based information by digitizing the information.

- E-commerce improves the brand image of the company.

- E-Commerce increased the productivity of the organization. It supports "pull" type supply management. In "pull" type supply management, a business process starts when a request comes from a customer and it uses just-in-time manufacturing way.

Advantages to Customers

- 24x7 support. Customer can do transactions for the product or enquiry about any product/services provided by a company any time, any where from any location. Here 24x7 refers to 24 hours of each seven days of a week.

- E-Commerce application provides user more options and quicker delivery of products.

- E-Commerce application provides user more options to compare and select the cheaper and better option.

- A customer can put review comments about a product and can see what others are buying or see the review comments of other customers before making a final buy.

- E-Commerce provides option of virtual auctions.

- Readily available information. A customer can see the relevant detailed information within seconds rather than waiting for days or weeks.

- E-Commerce increases competition among the organizations and as result organizations provides substantial discounts to customers.

Advantages to Society

- Customers need not to travel to shop a product thus less traffic on road and low air pollution.

- E-Commerce helps reducing cost of products so less affluent people can also afford the products.

- E-Commerce has enabled access to services and products to rural areas as well which are otherwise not available to them.

- E-Commerce helps government to deliver public services like health care, education, social services at reduced cost and in improved way.

1.2   E-Commerce Disadvantages

E-Commerce disadvantages can be broadly classified in two major categories:
- Technical disadvantages
- Non-Technical disadvantages

Technical Disadvantages

- There can be lack of system security, reliability or standards owing to poor implementation of e-Commerce.

- Software development industry is still evolving and keeps changing rapidly.

- In many countries, network bandwidth might cause an issue as there is insufficient telecommunication bandwidth available.

- Special types of web server or other software might be required by the vendor setting the e-commerce environment apart from network servers.

- Sometimes, it becomes difficult to integrate E-Commerce software or website with the existing application or databases.

- There could be software/hardware compatibility issue as some E-Commerce software may be incompatible with some operating system or any other component.

Non-Technical Disadvantages

- Initial cost: The cost of creating / building E-Commerce application in-house may be very high. There could be delay in launching the E-Commerce application due to mistakes, lack of experience.

- User resistance: User may not trust the site being unknown faceless seller. Such mistrust makes it difficult to make user switch from physical stores to online/virtual stores.

- Security/ Privacy: Difficult to ensure security or privacy on online transactions.

- Lack of touch or feel of products during online shopping.

- E-Commerce applications are still evolving and changing rapidly.

2. Key elements of web programming

2.1 About php, html, css, ajax, js, xml, mysql

PHP is a server-side scripting language designed for web development but also used as a general-purpose programming language. PHP is now installed on more than 244 million websites and 2.1 million web servers. Originally created by Rasmus Lerdorf in 1995, the reference implementation of PHP is now produced by The PHP Group. While PHP originally stood for Personal Home Page, it now stands for PHP: Hypertext Preprocessor, a recursive backronym.[14]

PHP code is interpreted by a web server with a PHP processor module, which generates the resulting web page: PHP commands can be embedded directly into an HTML source document rather than calling an external file to process data. It has also evolved to include a command-line interface capability and can be used in standalone graphical applications.

PHP is free software released under the PHP License. PHP can be deployed on most web servers and also as a standalone shell on almost every operating system and platform, free of charge.

Adobe Photoshop is a graphics editing program developed and published by Adobe Systems.

HTML or Hyper Text Markup Language is the main markup language for creating web pages and other information that can be displayed in a web browser.[15]

HTML is written in the form of HTML elements consisting of tags enclosed in angle brackets (like <html>), within the web page content. HTML tags most commonly come in pairs like <h1> and </h1>, although some tags represent empty elements and so are unpaired, for example <img>. The first tag in a pair is the start tag, and the second tag is the end tag (they are also called opening tags and closing tags). In between these tags web designers can add text, further tags, comments and other types of text-based content. [15]

The purpose of a web browser is to read HTML documents and compose them into visible or audible web pages. The browser does not display the HTML tags, but uses the tags to interpret the content of the page. [15]

HTML elements form the building blocks of all websites. HTML allows images and objects to be embedded and can be used to create interactive forms. It provides a means to create structured documents by denoting structural semantics for text such as headings, paragraphs, lists, links, quotes and other items. It can embed scripts written in languages such as JavaScript which affect the behavior of HTML web pages. [15]

Web browsers can also refer to Cascading Style Sheets (CSS) to define the appearance and layout of text and other material. TheW3C, maintainer of both the HTML and the CSS standards, encourages the use of CSS over explicit presentational HTML. [15]

Cascading Style Sheets (CSS) is a style sheet language used for describing the look and formatting of a document written in a markup language. While most often used to style web pages and interfaces written in HTML and XHTML, the language can be applied to any kind of XML document, including plain XML, SVG and XUL.[16]

CSS is designed primarily to enable the separation of document content from document presentation, including elements such as the layout, colors, and fonts. This separation can improve content accessibility, provide more flexibility and control in the specification of presentation characteristics, enable multiple pages to share formatting, and reduce complexity and repetition in the structural content (such as by allowing for table less web design). [16]

CSS can also allow the same markup page to be presented in different styles for different rendering methods, such as on-screen, in print, by voice (when read out by a speech-based browser or screen reader) and on Braille-based, tactile devices. It can also be used to allow the web page to display differently depending on the screen size or device on which it is being viewed. While the author of a document typically links that document to a CSS file, readers can use a different style sheet, perhaps one on their own computer, to override the one the author has specified. [16]

CSS specifies a priority scheme to determine which style rules apply if more than one rule matches against a particular element. In this so-called cascade, priorities or weights are calculated and assigned to rules, so that the results are predictable. [16]

The CSS specifications are maintained by the World Wide Web Consortium (W3C). Internet media type (MIME type) text/css is registered for use with CSS by RFC 2318 (March 1998), and they also operate a free CSS validation service. [16]

Ajax (Asynchronous JavaScript and XML) is a group of interrelated web development techniques used on the client-side to create asynchronous web applications. With Ajax, web applications can send data to, and retrieve data from, a server asynchronously (in the background) without interfering with the display and behavior of the existing page. Data can be retrieved using the XML Http Request object. Despite the name, the use of XML is not required (JSON is often used instead. See AJAJ), and the requests do not need to be asynchronous.[13]

Ajax is not a single technology, but a group of technologies. HTML and CSS can be used in combination to mark up and style information. The DOM is accessed with JavaScript to dynamically display, and allow the user to interact with, the information presented. JavaScript

and the XML Http Request object provide a method for exchanging data asynchronously between browser and server to avoid full page reloads.

Technologies[13]

The term Ajax has come to represent a broad group of web technologies that can be used to implement a web application that communicates with a server in the background, without interfering with the current state of the page. In the article that coined the term Ajax, Jesse James Garrett explained that the following technologies are incorporated:

- HTML (or XHTML) and CSS for presentation
- The Document Object Model (DOM) for dynamic display of and interaction with data
- XML for the interchange of data, and XSLT for its manipulation
- The XML Http Request object for asynchronous communication
- JavaScript to bring these technologies together

Since then however there have been a number of developments in the technologies used in an Ajax application, and the definition of the term Ajax. XML is not required for data interchange and therefore XSLT is not required for the manipulation of data. JavaScript Object Notation (JSON) is often used as an alternative format for data interchange, although other formats such as preformatted HTML or plain text can also be used.[13]

Asynchronous HTML and HTTP (AHAH) involves using XML HTTP Request to retrieve (X) HTML fragments which are then inserted directly into the web page [13]

JavaScript (JS) is an interpreted computer programming language. As part of web browsers, implementations allow client-side scripts to interact with the user, control the browser, communicate asynchronously, and alter the document content that is displayed. It has also become common in server-side programming, game development and the creation of desktop applications [14].

JavaScript is a prototype-based scripting language with dynamic typing and has first-class functions. Its syntax was influenced by C. JavaScript copies many names and naming conventions from Java, but the two languages are otherwise unrelated and have very different semantics. The key design principles within JavaScript are taken from the Self and Scheme programming languages. It is amulti-paradigm language, supporting object-oriented, imperative, and functional programming styles [14]

The application of JavaScript to use outside of web pages—for example, in PDF documents, site-specific browsers, and desktop widgets—is also significant. Newer and faster JavaScript VMs and platforms built upon them (notably Node.js) have also increased the popularity of JavaScript for server-side web applications[14]

JavaScript was formalized in the ECMA Script language standard and is primarily used as part of a web browser (client-side JavaScript). This enables programmatic access to computational objects within a host environment [14]

Extensible Markup Language (XML) is a markup language that defines a set of rules for encoding documents in a format that is both human-readable and machine-readable. It is defined in the XML 1.0 Specification produced by the W3C, and several other related specifications, all free open standards.[15]

The design goals of XML emphasize simplicity, generality, and usability over the Internet. It is a textual data format with strong support via Unicode for the languages of the world. Although the design of XML focuses on documents, it is widely used for the representation of arbitrary data structures, for example in web services.[15]

Many application programming interfaces (APIs) have been developed to aid software developers with processing XML data, and several schema systems exist to aid in the definition of XML-based languages [15].

As of 2009, hundreds of document formats using XML syntax have been developed, including RSS, Atom, SOAP, and XHTML. XML-based formats have become the default for many office-productivity tools, including Microsoft Office (Office Open XML), Open Office. organd Libre Office (Open Document), and Apple's iWork. XML has also been employed as the base language for communication protocols, such as XMPP[15].

MySQL is (as of July 2013) the world's second most widely used open-source relational database management system (RDBMS). It is named after co-founder Michael Widenius's daughter, My. The SQL phrase stands for Structured Query Language [16].

The MySQL development project has made its source code available under the terms of the GNU General Public License, as well as under a variety of proprietary agreements. MySQL was owned and sponsored by a single for-profit firm, the Swedish company MySQL AB, now owned by Oracle Corporation[16].

MySQL is a popular choice of database for use in web applications, and is a central component of the widely used LAMP open source web application software stack (and other 'AMP' stacks). LAMP is an acronym for "Linux, Apache, MySQL, Perl/PHP/Python." Free-software-open source projects that require a full-featured database management system often use MySQL.

For commercial use, several paid editions are available, and offer additional functionality. Applications which use MySQL databases include: TYPO3, MODx, Joomla, WordPress, phpBB, MyBB, Drupal and other software. MySQL is also used in many high-profile, large-

scale websites, including Wikipedia, Google (though not for searches), Facebook, Twitter, Flickr, andYouTube [16].

2.2   Web server

The term web server can refer to either the hardware (the computer) or the software (the computer application) that helps to deliver web content that can be accessed through the Internet.

Overview

The primary function of a web server is to deliver web pages to clients. The communication between client and server takes place using the Hypertext Transfer Protocol (HTTP). Pages delivered are most frequently HTML documents, which may include images, style sheet sand scripts in addition to text content.

A user agent, commonly a web browser or web crawler, initiates communication by making a request for a specific resource using HTTP and the server responds with the content of that resource or an error message if unable to do so. The resource is typically a real file on the server's secondary storage, but this is not necessarily the case and depends on how the web server is implemented.

While the primary function is to serve content, a full implementation of HTTP also includes ways of receiving content from clients. This feature is used for submitting web forms, including uploading of files.

Many generic web servers also support server-side scripting using Active Server Pages (ASP), PHP, or other scripting languages. This means that the behavior of the web server can be scripted in separate files, while the actual server software remains unchanged. Usually, this function is used to create HTML documents dynamically ("on-the-fly") as opposed to returning static documents. The former is primarily used for retrieving and/or modifying information from databases. The latter is typically much faster and more easily cached but cannot deliver dynamic content [13].

Web servers are not always used for serving the World Wide Web. They can also be found embedded in devices such as printers, routers, webcams and serving only a local network. The web server may then be used as a part of a system for monitoring and/or administering the device in question. This usually means that no additional software has to be installed on the client computer, since only a web browser is required (which now is included with most operating systems).

Web servers are able to map the path component of a Uniform Resource Locator (URL) into:

- A local file system resource (for static requests)
- An internal or external program name (for dynamic requests)

For a *static request* the URL path specified by the client is relative to the web server's root directory.

Consider the following URL as it would be requested by a client:

http://www.example.com/path/file.html

The client's user agent will translate it into a connection to www.example.com with the following HTTP 1.1 request:

GET /path/file.html HTTP/1.1
Host: www.example.com

The web server on www.example.com will append the given path to the path of its root directory. On an Apache server, this is commonly /home/www (On Unix machines, usually/var/www). The result is the local file system resource:

/home/www/path/file.html

The web server then reads the file, if it exists and sends a response to the client's web browser. The response will describe the content of the file and contain the file itself or an error message will return saying that the file does not exist or is unavailable.

Kernel-mode and user-mode web servers

A web server can be either implemented into the OS kernel, or in user space (like other regular applications).

Web servers that run in user-mode have to ask the system for permission to use more memory or more CPU resources. Not only do these requests to the kernel take time, but they are not always satisfied because the system reserves resources for its own usage and has the responsibility to share hardware resources with all the other running applications. Executing in user mode can also mean useless buffer copies which are another handicap for user-mode web servers.

2.3   Web hosting

A web hosting service is a type of Internet hosting service that allows individuals and organizations to make their website accessible via the World Wide Web. Web hosts can also provide data center space and connectivity to the Internet for other servers located in their data center, called colocation, also known as *Housing* in Latin America or France [14].

The scope of web hosting services varies greatly. The most basic is web page and small-scale file hosting, where files can be uploadedvia File Transfer Protocol (FTP) or a Web interface. The files are usually delivered to the Web "as is" or with minimal processing.[13] Business web site hosting often has a higher expense depending upon the size and type of the website.

Single page hosting is generally sufficient for personal web pages. A complex site calls for a more comprehensive package that providesdatabase support and application development platforms (e.g. PHP, Java, Ruby on Rails, ColdFusion, or ASP.NET). These facilities allow customers to write or install scripts for applications like forums and content management. Also, Secure Sockets Layer (SSL) is typically used for e-commerce.

The host may also provide an interface or control panel for managing the Web server and installing scripts, as well as other modules and service applications like e-mail. Some hosts specialize in certain software or services (e.g. e-commerce), which are commonly used by larger companies that outsource network infrastructure.

Many large companies that are not internet service providers need to be permanently connected to the web to send email, files, etc. to other sites. The company may use the computer as a website host to provide details of their goods and services and facilities for online orders.

- Free web hosting service;
- Shared web hosting service;
- Reseller web hosting;
- Virtual Dedicated Server also known as a Virtual Private Server (VPS);
- Dedicated hosting service;
- Cloud hosting;
- Clustered hosting;
- Grid hosting;
- Home server.

3.   Analysis of w euroset.ru

3.1.   Technological perspectives

Flipkar.com uses Business to Customer (B2C) of e-commerce model.

It's being touted as India's answer to Amazon. Founded by Sachin Bansal and Binny Bansal (not related to each other) in Oct 2007, Flipkart has catapulted to one of India's most popular e-commerce sites and undoubtedly as the most popular online destination for books within a short span of three years. With expected revenues of Rs. 75 crores this FY, Flipkart plans to generate a whopping Rs. 4,500 crores by FY2015. Now that's pretty impressive for any business.

Flipkart's initial success can be pegged down to the experience of its founders, both of whom had worked with Amazon. They also successfully used word of mouth marketing and social media to get word out. But there are literally millions of retail websites. And not many have achieved even a fraction of the attention that Flipkart has. So what is it that makes Flipkart stand out? For one, they offer a huge range of titles (more than 7 million) which really sets them apart from the rest of the crowd.

But is simply offering so many titles enough? I don't think so. I mean, how difficult is it for someone with deep pockets to simply replicate this? Not very. In fact, the Bansals started their venture with just Rs. 5 lakhs. So what does Flipkart have that makes its model so robust? An amazingly well-oiled warehousing and delivery system. This ensures that deliveries occur within promised times all over India. And with a business volume of nearly 2 lakh books every year, one can imagine how important logistics is to this business.

Businnes and Financials. Initially, the founders had spent INR4,00,000 to set up the business. Flipkart has later raised funding from venture capital funds Accel India (US$1 million in 2009] and Tiger Global (US$10 million in 2010 and US$20 million in June 2011). On 24 August 2012, Flipkart announced the completion of its 4th round of $150 million funding from MIH (part of Naspers

Group) and ICONIQ Capital. The company announced, on 10 July 2013, that it has raised an additional $200 million from existing investors including Tiger Global, Naspers, Accel Partners and Iconiq Capital.

Flipkart's reported sales were INR40 million in FY 2008–2009, INR200 million in FY 2009–2010 and INR750 million for FY 2010–2011. In FY 2011–2012, Flipkart is set to cross the INR5 billion (US$100 million) mark as Internet usage in the country increases and people get accustomed to making purchases online. Flipkart projects its sales to reach INR10 billion by year 2014. On average, Flipkart sells nearly 20 products per minute and is aiming at generating a revenue of INR50 billion (US$.81 billion) by 2015.

On November 2012, Flipkart became one of the companies being probed for alleged violations of FDI regulations of the Foreign Exchange Management Act, 1999.

In July 2013, Flipkart raised USD 160 million from private equity investors, taking the total to USD 360 million in its recent fund raising drive to build and strengthen technology and bolster its supply chain.

In October 2013, it was reported that Flipkart had raised an additional $160 million from new investors Dragoneer Investment Group, Morgan Stanley Investment Management, Sofina and Vulcan Capital with participation from existing investor Tiger Global. With this, the company has raised a total $360 million in its fifth round of funding, the largest investment raised by an Internet company in India, emulating InMobi's $200 million investment from Softbank in September 2011. The company plans to use the capital raised to improve its technology and supply chain capabilities, enhance its end user experience and for hiring.

Business strategy

Flipkart is like the story of "Stay Hungry and Stay Foolish" – Rashmi Bansal; featured by student's left lucrative job to follow the rough road of entrepreneurship. Sachin Bansal and Binny Bansal (Alumni of IIT, Delhi) are also like them those who left their jobs from one of the renowned company

Amazon.com to set up their own company – Flipkart, established in 2007 with the small investment of ₹ 4,00,000 and later on they raised their capital through multiple VC firms especially from two common VCs' firms Tiger Global and Accel Partners. In a very small period of time they have registered sale were ₹4 Crore in 2008-2009 and ₹ 20 Crore in 2009-2010 and ₹ 75 Crore in 2010-2011and now moving ahead with objective of ₹ 5000 Crore by 2015. There is no surprise to know that Flipkart sells nearly 20 products per minute.

Acquisitions. For adding more revenue year-by-year they have acquired WeRead in 2010 with aim of getting social recommendation platform for buyer (Buzz Marketing/Word of Mouth). Mine360 and Chakpak.com in 2011 to enter into e-music store and to update their customer about Bollywood gossiping this site includes 40,000 filmographies, 10,000 movies and close to 50,000 rating. And it acquired Letsbuy in 2012, which is second largest e-retailer in electronics in India.

Marketing Concepts. We all known that Today's commonplace platforms are blogs, the Internet, Facebook, Twitter and YouTube - give us instant responses and interaction and quickly tell us where we stand but ten years ago we had to wait for the results to know if we had made it or not. It is also more about cutting waste than about cutting cost. No-cost marketing that most successful start-ups employ is one mantra to reduce wastage even as they reach the target, says Paul, CEO of Paul Writer Strategic Advisory that she floated in late 2009 for start-ups. Now everyone is taking about this concept to prompt their product from Market to Bollywood to Tollywood (Popular noodles and sauces brand Ching to Ra.One to Kolaveri di).

Initially 'Flipkart' used word of mouth marketing to popularize their company. A few months later, the company sold its first book on flipkart.com - John Woods' Leaving Microsoft to Change the World. Today, as per Alexa traffic rankings, Flipkart is among the top 30 Indian web sites and has been credited with being India's largest online bookseller with over 11 million titles on offer.
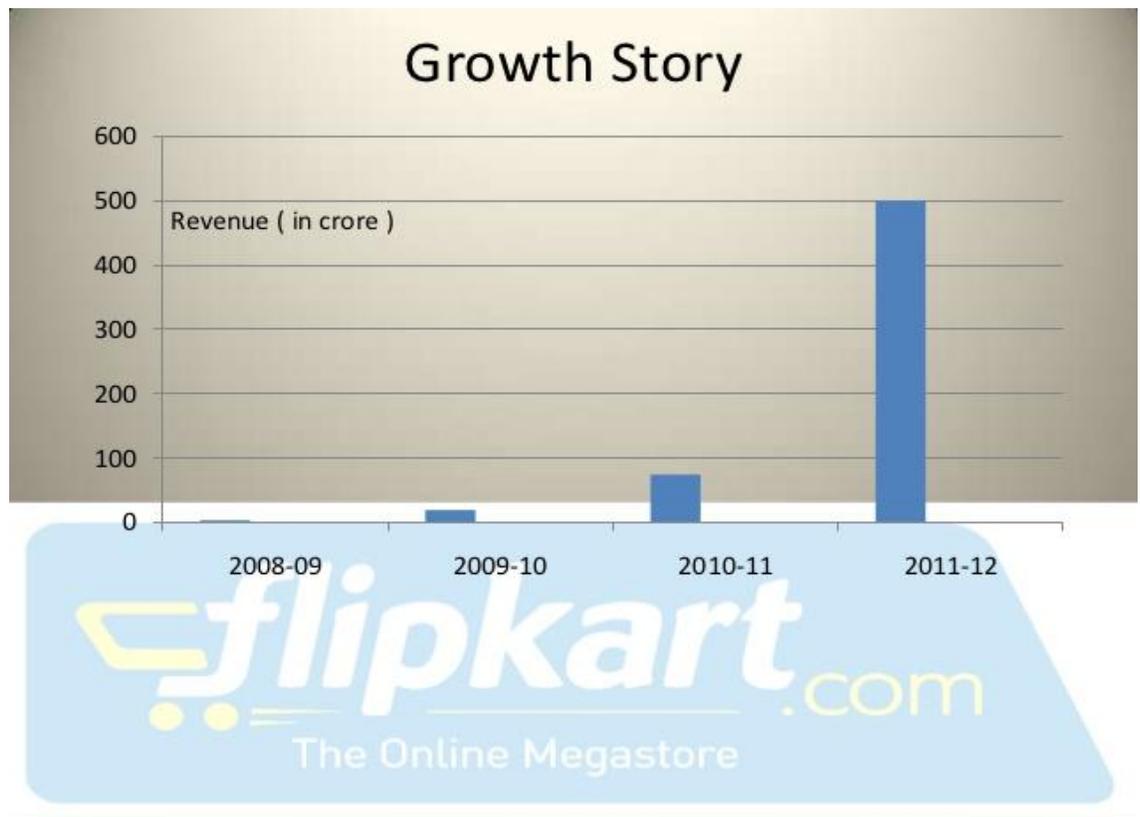
Pic1. Growth Story

Expansion plan. Speaking on their expansion plans for 2012 and in the next couple of years, Bansal said, "As far as the future is concerned, we will look at bigger investments in our supply chain and technology because if we lack in this area we can't fulfill our clients' expectations. We don't want any delay in delivery of product and this should result in larger warehouses and increased automation of our processes."

"We intend to enter into various new categories and expand on our current categories as well. Everything, except for groceries and automobiles, is fair game for Flipkart," said Bansal.

While seeking to be a one-stop shop, Bansal referred to cash/card on delivery, 30-day replacement policy, equated monthly installment and 24X7 customer support as Flipkart's path-breaking services that make this firm different from the other players in this space.

To go up further in the value chain, it is looking at associations with a larger number of suppliers and partners - both nationally and internationally. "Currently,

we work with 1,500 suppliers across the country and a significant number of major international ones."

Targeted audience of Flipkart:

- Book lovers

- Students, Academicians and Corporate/executives

- Normal people (for gifts, etc.)

Social media strategy of Advertising methods

It's one of the few Indian brands which is actively using Google Plus!!

Pic 2. Social media strategy of Advertising methods

Moderately active on Google Plus, Flipkart updates it once a while its self-promotional. Though it still boasts of a community with more than 12k people.

Facebook. A simple Facebook page with friendly communication tonality. The content primarily revolves around latest festivals/birthdays, Q&A updates and self-promotional posts (https://www.facebook.com/flipkart)

However, the lack of any interesting content has lead to a relatively low engagement rate for the page that has more than 1.2 million people in its community.
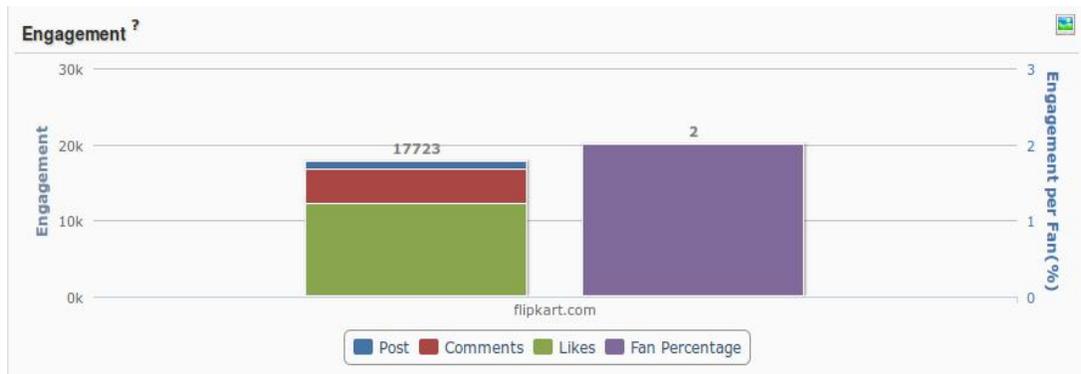
Pic 3. Engagement
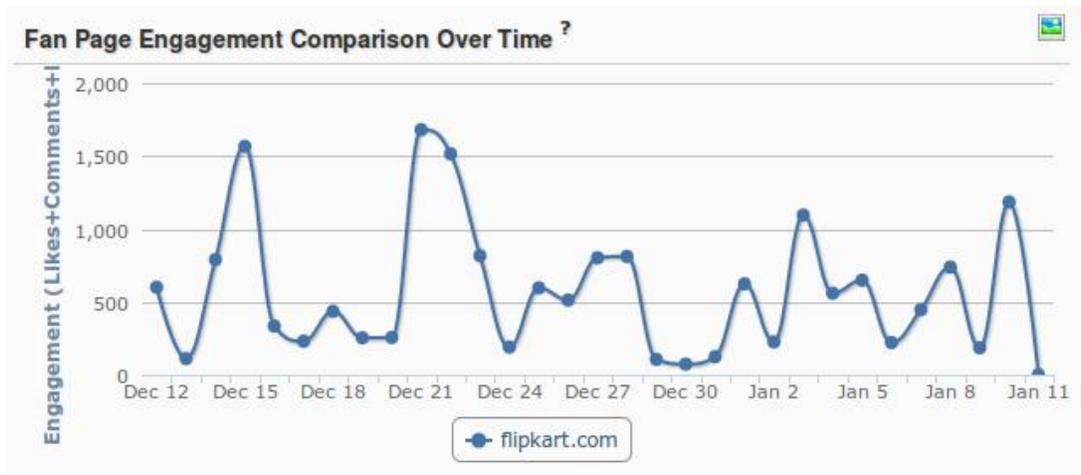
Pic 4. Engagement

Google Plus. Considering how fickle the Goole Plus users are, the updates get a decent response (http://www.youtube.com/user/MrFlipkart)

Youtube. Again a place where TVCs are stored. But since the TVCs are damn interesting, no complaints.(http://www.youtube.com/user/MrFlipkart)

Competitors in book market

5 e-commerce sites cheaper than flipkart to buy books:

- Uread.com
- Simplybooks.in
- Bookada.com
- Landmarkothenet.com
- Infibeam.com

Offering better discounts, consumer's choices are split and they seem less included to buy books only Flipkart.

cities after finding that once an item leaves the warehouse, the affiliate courier companies did not deliver to customers. The pilot in Bangalore helped find repeat customers to the extent of 50%. By 2012, more categories will be added to Flipkart.

3) A misstep that Flipkart took was betting on B2B sales for books. The assumption was that libraries and universities will buy in bulk. It turned out that the bulk buyers would dictate terms and so it quickly turned to scale B2C channel, which has proved to be successful. Scaling technology is also important to cater to growing demand.

Interesting tings about flipkart businnes model:

- In other words, 20 products per minute.
- Clocking daily sales of Rs.2.S crore ($ 0.5 MN). Growth rate has been 100 percent quarter on quarter According to Sachin Bansal, CEO of Flipkart.
- The interesting part is that around 60 percent of Flipkart's orders are cash or card on delivery.
- The cash on delivery service has helped a lot of traditional consumers turn to online shopping.
- The model has unbolted the lock to a whole new customer base which hasn't been exposed to the benefits of plastic money as yet or those with a default technological handicap.
- From browsing to delivery, you can track your order. You can pre-order an unreleased book, get good prices, even the customer service is very strong. Raise any issue, it's efficiently resolved.
- Flipkart's biggest draw has probably been the huge discount it offers - much to the envy of offline stores.
- Though all bookstores get up to 50-60 percent discounts from publishers, the low overheads -- one of the numerous virtues of online stores - enables Flipkart to pass on the savings in the form of discounts.
  Flipkart started with books, but now deals in 12 product

- **Widening of Range in some product categories:** There is an obvious scope for improvement in the product variety in some of the newly launched product ranges.

- **Customised products and Gifts:** One area where lnfibeam.com, a competing company scores over Flipkart is their customised gifts through PicSquare. Though Flipkart offers an option of a gift wrap and a personal

message for a nominal charge, the service is not quite apparent for first time users. Customized products and gifts is another area where there is scope for future development.

- **Same-day-Shipping:** Flipkart could have different versions of their website based on the location of the customer that offer different shipping times for their products. Some of the bigger cities could soon be equipped with same-day shipping considering that Flipkart has a strong in-house logistics service.

- **Product Pages:** Flipkart could look at having better product pages for individual items. Some items like a Cell phone or a camera or a Microwave oven would be better projected with a 360 degree image viewer. This would offer a more intuitive view for the consumers than the photographs that are on display now. Flipkart could also look to develop their product pages in a better manner than they are right now, with lesser unnecessary data being displayed.

Customised Delivery Dates: As an extension to the gifting service, Flipkart could look at offering customer chosen delivery dates for the same, beyond a threshold date that Flipkart can provide

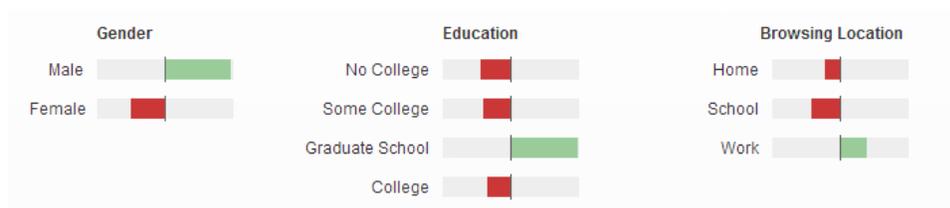**Technological perspective**

Site ranking of flipkart in www:

- Global rank: 169

- Rank in India: 10

Pic.6 Site ranking of flipkart

Audience Geography
Where are this site's visitors located?

Visitors by Country

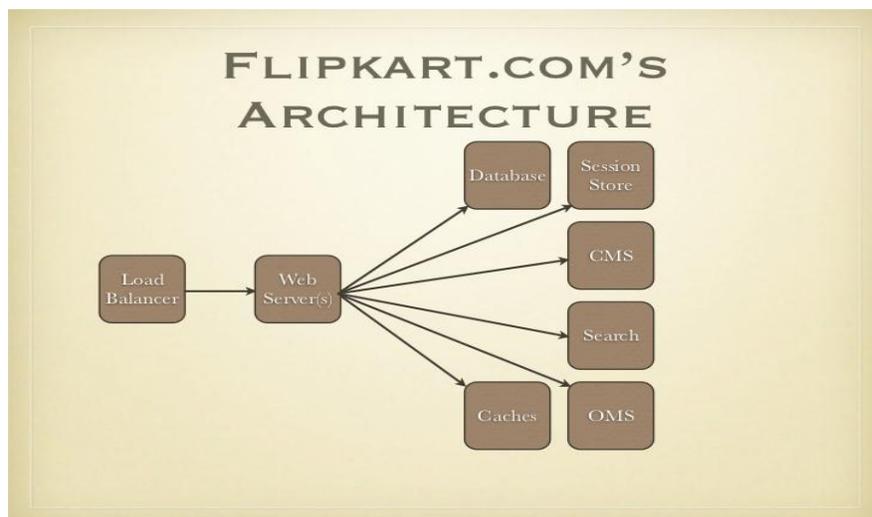| Country	Percent of Visitors	Rank in Country
India	96.2%	10
United States	0.9%	5,267

Pic. 7 Similar is this site's audience to the general internet population.
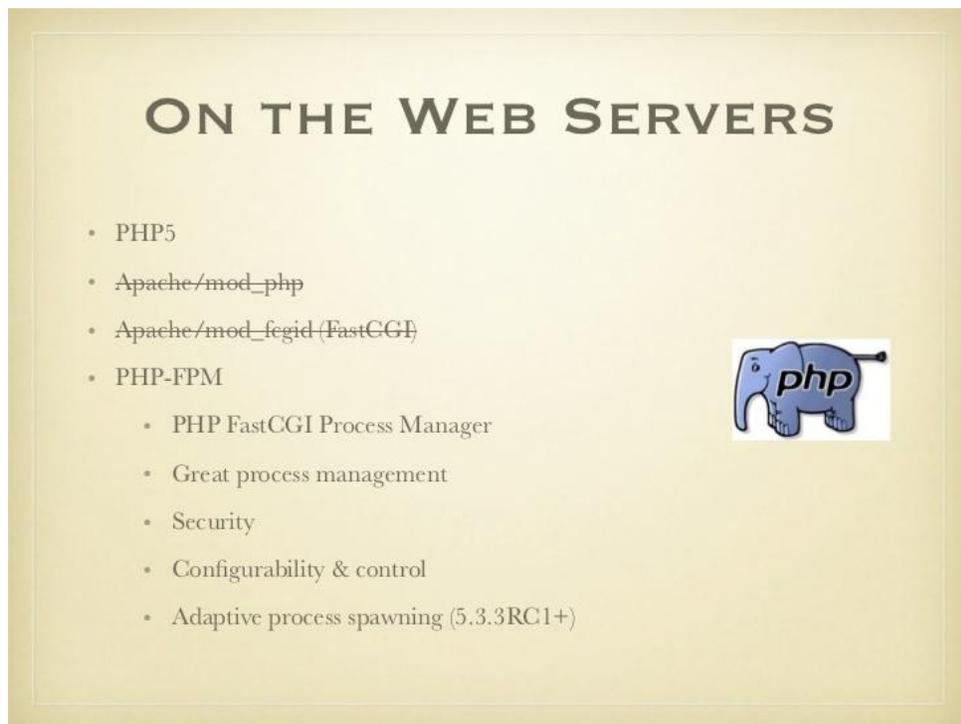

Pic. 8. Fast does flipkart.com load?

Slow (2.404 Seconds), 69% of sites are faster.

Pic 9. Flipkart.com architecture

Pic 10. On the web servers

Options of paying through:

- Cash on Delivery,
- Debit Card,
- Credit Card and
- Net Banking

How popular is flipkart.com?

- **Cash on Delivery**, EMI, and 30 day guarantee: The varied payment schemes provided by the site like Cash on Delivery, EMIs and the 30 day guarantee scheme for products go a long way in countering the general tendency of the Indian Consumer to shop in traditional shops than online.

- **Payment Interface:** Rather than going in for the confusing CCAvenue payment gateway that most e-Commerce websites opt for, Flipkart has a much more reliable Axis Bank Payment Gateway that is easier to use.

- **Variety:** The most important thing for a book store is the variety. A consumer who finds a rare title is definitely bound to return back to the website for further orders, and Flipkart with their variety have gone a long

way in ensuring this.

- **Customer Service:** Flipkart's business model is based on repeat purchases and retaining customers and has built a highly responsive customer service team that responds to all queries within 24 hours. Their active presence on Social Networking sites and ensuring timely deliveries, with a smile, go a long way in ensuring success of their business model.

The downside of business offering:

- **Search feature:** The search feature on the website allows only a basic search, and not an advanced option that allows you to search by author name or ISBN etc. This proves to be a hassle when the name of the book is a common name.

Categorizing: Though Flipkart has a visible 'category' wise catalogue for their books, it becomes pretty apparent that most of their titles are not properly catalogued. Buying in book shops generally happens when the customer spots the book in a particular category and gets interested in it, despite not having known the book previously. Flipkart's poor cataloguing eliminates the opportunity of such buys.

The scope for future development at flipkart:

International Shipping: A logical step ahead is to move into the sphere of international shipping - initially with Srilanka and Bangladesh, and start competing with their big brother, Amazon.

Deliveries and packaging: Flipkart is renowned for its prompt deliveries within the promised deadline, and most of the time delivers earlier than promised. It is this customer focused approach that has helped Flipkart keep their noses ahead of the competition.

- **Widening of Range in some product categories:** There is an obvious scope for improvement in the product variety in some of the newly launched product ranges.
- **Customised products and Gifts:** One area where lnfibeam.com, a competing company scores over Flipkart is their customised gifts through

PicSquare. Though Flipkart offers an option of a gift wrap and a personal message for a nominal charge, the service is not quite apparent for first time users. Customized products and gifts is another area where there is scope for future development.

- **Same-day-Shipping:** Flipkart could have different versions of their website based on the location of the customer that offer different shipping times for their products. Some of the bigger cities could soon be equipped with same-day shipping considering that Flipkart has a strong in-house logistics service.

- **Product Pages:** Flipkart could look at having better product pages for individual items. Some items like a Cell phone or a camera or a Microwave oven would be better projected with a 360 degree image viewer. This would offer a more intuitive view for the consumers than the photographs that are on display now. Flipkart could also look to develop their product pages in a better manner than they are right now, with lesser unnecessary data being displayed.

- **Customised Delivery Dates:** As an extension to the gifting service, Flipkart could look at offering customer chosen delivery dates for the same, beyond a threshold date that Flipkart can provide.

CONCLUSION:- On the whole, Flipkart, through its methodical approach of expansion of product categories, rather than starting off as a Jack of all trades is slowly emerging as the Amazon of the Indian e-Commerce arena. With a strong logistics and customer focused approach, Flipkart is slowly taking steps into becoming a giant in the e*Commerce space. Future scope for development includes wider range of products and international shipping etc.

• REASONS FOR SUCCESS OF FUPKART:-

1) In the traditional way, Flipkart also started selling books online as many e-commerce startups have done, for the simple reason that supply chain dynamics and payment cycle suits best. So Flipkart scaled the cash on delivery system to retain customers. Pricing right is also important.

2)   To   scale sales, one method Flipkart bets is on increasing order value per customer by offering the customer more selection and relevant uptakes. Giving reason to come back is very important. The one fix Flipkart has done successfully was building its own delivery in 30.

3.2.   Critical analysis of current issues and possible solutions

There is problem with delivering to the countries that have not official store. It would be better to do the centralized internet store for countries which are not involved or temporarily not joined to official store. Like an alternative, the solving of this problem is a cooperative with delivering services by using delivery services such as DHL, UPS, and city mail like an example. However, the main idea of this solving is doing all procedures and payments in the store and does delivering in a store side, by plus cost of delivery to total price of goods. By doing this, company will increase their profits and will involve more part of market to their side. By doing this, more consumers will obtained and markets respectively.

managers should consider upgrading its DOS-based Point-of-sale (POS) system Intuit HP-only solution for both retail trade and for industry, proven software. This solution may be more complex than the cash register and more durable than a PC. In addition to cash, Intuit-HP Retail solution can provide a reliable solution and track customers, inventory and get business ideas. This lack of use of modern POS DOS, which put in a disadvantageous position compared to competitors. Store managers request to have an opportunity to see an inventory balances in stores and other markets grows tremendously.

should also consider implementing SAP. SAP is currently the leader in financial applications and is very compatible with the most commonly used applications in the industry and not only. SAP can run on Windows or UNIX operating systems and can be applied to their POS-terminals. SAP application has a strong technical support and installation of all commands is available at the time of purchase. SAP is a complete suite of industrial, providing the capability to manage financial assets, cost accounting, production operations and materials, HR, plants, and even records management.

4. Web store – technology market

4.1   CMS Prestashop

A content management system (CMS) [15] is a computer program that allows publishing, editing and modifying content as well as maintenance from a central interface. Such systems of content management provide procedures to manage workflow in a collaborative environment [16]. These procedures can be manual steps or an automated cascade. CMSs have been available since the late 1990s.

CMSs are often used to run websites containing blogs, news, and shopping. Many corporate and marketing websites use CMSs. CMSs typically aim to avoid the need for hand coding but may support it for specific elements or entire pages.

PrestaShop is a free, open source e-commerce solution. It supports payment gateways such as DirecPay, Google Checkout, Authorize.Net, Skrill, PayPal and PayPal Payments Pro (Direct) via their respective APIs. Further payment modules are offered commercially.

PrestaShop is available under the Open Software License and officially launched in August 2007. The software, which is written inPHP and based on the Smarty template engine, is currently used by 150,000 shops worldwide.[16] MySQL is the default database engine. PrestaShop is the winner of the 2010 and 2011 Best Open-source Business Application awards.

The PrestaShop group was founded in Paris, with a second office opened in Miami in 2011.

PrestaShop is translated into 57 languages, with only English, French, Portuguese, German, Spanish, Italian, Dutch, Polish and Russian having full support in all release versions.

Technical support is provided on the official forum from PrestaShop growing Community consisting of more than 600,000 active members.

The software makes extensive use of AJAX in the admin panel, while module blocks can be easily added to the store to provide extra functionality; these are normally provided free of charge by independent developers.

The makers of PrestaShop have an official marketplace for priced modules and themes entitled *PrestaShop Addons*.

There are a number of volunteers who support and contribute their own Addons to PrestaShop. Contributors often program additional features for the software, on top of the 310 features available by default.

PrestaShop operates an associated website called PrestaBox, which integrates the software into a simple one-stop hosting operation [13].

Technical requirement [15].

The merchant must have a domain name and a web server with these features:

- Apache web server 1.3 or later

- PHP 5.1 or later

- MySQL 5 or later

- Linux, Unix or Windows installed operating system

(*) Incompatibility issues with the following PHP 5 versions prevent PrestaShop from working correctly:

- PHP 5.2.1 (authentication is impossible)

- PHP 5.2.6 (authentication is impossible under 64bit servers)

- PHP 5.2.9 (image management/upload broken)

- PHP < 5.2 (invalid date timezone)

4.2   Functionality

All of pages have a similar design. This chopon e-store was constructed on the base of analyzed web store www..com. Almost all of functionalities which have www..com were included to this store too.

The functionality of chopon.pz9.ru:

- Registration without typing any additional information;

- Cart;

- Discount making system;

- Tax;

- Featured products;

- Best seller;

- Viewed products;

- Specials;

- Search system;

- Menu bar;

- Categories and sub categories;

- Multilanguage (it has 5 world languages: English, Russian, French, Germany and Spain);

- World dominator currencies (EUR and USD);

- Shipping;

- Payment systems;

- Wish list;

- Admin panel

- Counter

- Mobile oriented and PC oriented.

The web page was constructed under Prestashop CMS:
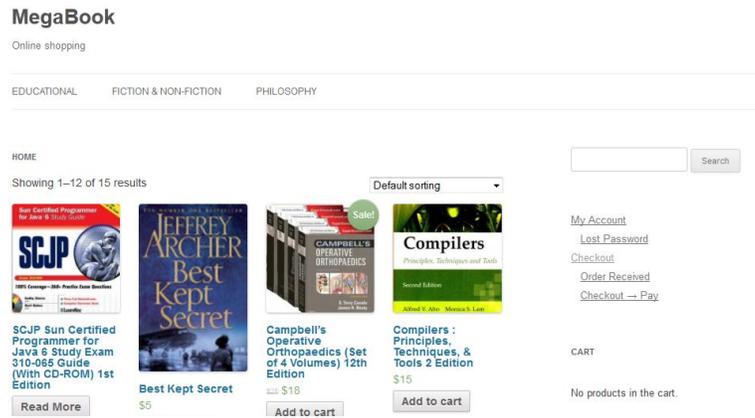

Pic.11 general detail

Above standard view was redesigned for much easy one, without any unnecessary elements on home page. Mainly black, white and grey colors were used for designing www.chopon.pz9.ru. In top under menu bar, home page has animated slide show (it can be advert). The products which are now in store were copied from www..com/us store.
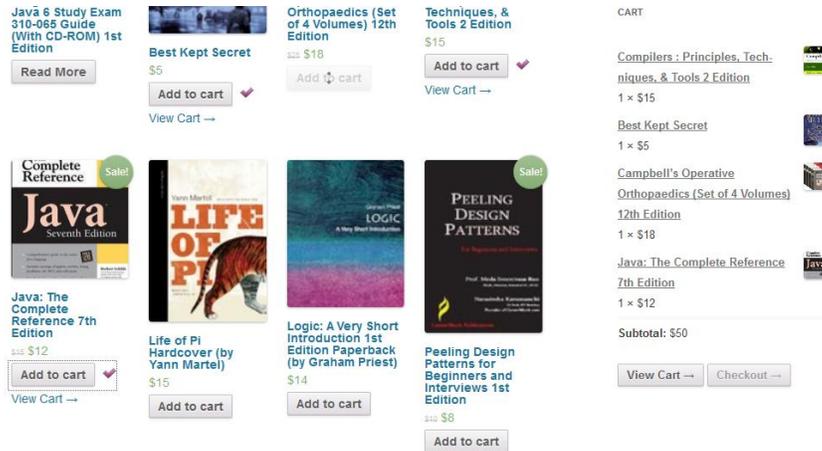
Pic 12. Facial room concerning information
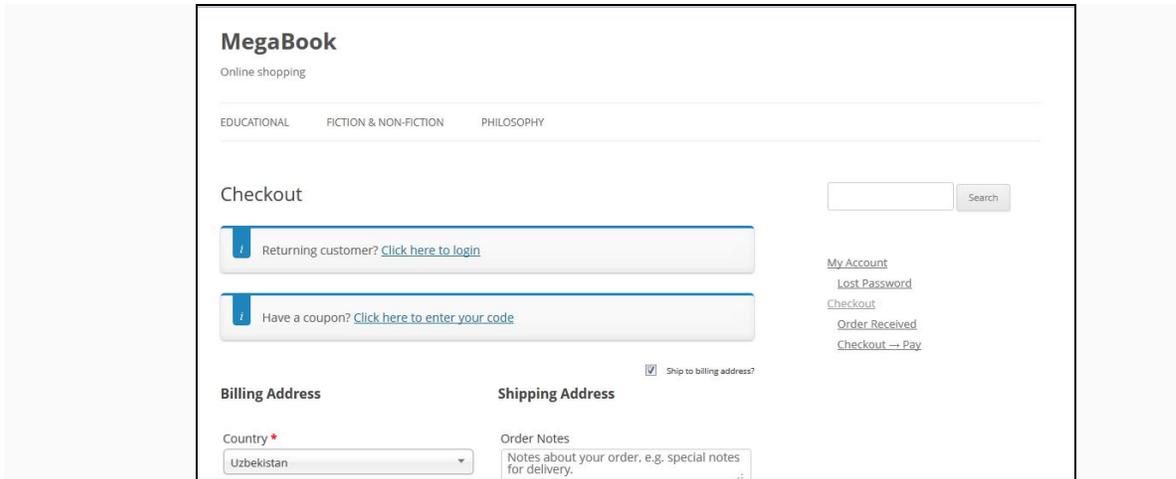
Pic 13. Checkout
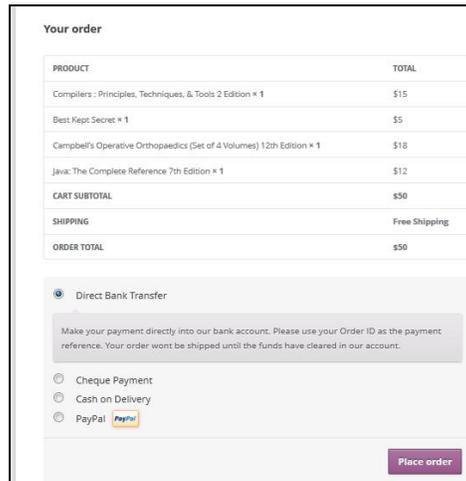
Pic 14. Your order

5-**расм**. Производители менюси part

4.3. User`s manual

For opening the store, you should type the address of store to your browser: chopon.pz9.ru. It will automatically open the full version if you are on computer, else mobile version.

To change a language of store, click one of the top left pictures of flags, each picture will change the language respectively to the flag.

Search bar: for searching you need to input minimum first three alphabet of product, which you`d like to search. Search works like Google's search system, when you are typing, system will show you products which on store. If nothing changed it means that this searched product is not on store.

For shopping, client should to register. The form of registration is also not difficult and it has 5 steps. After registration, user will have opportunity to shopping and can order products from cart. Each product has own attributes, for instance shoes has size and color, clothes has own size and color. If product is out of store, system will not show button – Add to cart, in spite of this there will be string with information that this product is out of stock.

By click to Cart button, you will see what you have bought. By click to Checkout, you will begin ordering process.

Shopping company which ships to whole world I called UzDelivery, and included rules for shipping cost. Cost will depend on countries, weight, quantity and total amount.

Only administrator has permission of operating with products, catalogues.

Conclusion

To conclude, it is necessary to write about future view of web stores by my opinion. I suppose that the vast majority of real shops won`t have a real shop, they will have developed e-commerce systems and e-shops. But in the other hand they need to have warehouse, in this case they can use real shops for warehousing. Moreover, web stores will give much more profit. One of the most importance expenditure will be saved, it is staff salary.

Online store should be informative and should not contain excessive or unnecessary information, by this shop will accentuate attention of client to the products, which customer can easily find in store, and gently try to interest him in something else, remember to shop. Then, if necessary, the client will return to this e-market again and again, will advise it to friends and family.

Optimum and most convenient method of ordering is still the so-called "cart" or "basket". In all the major stores, it is used in one form or another, but the meaning remains one: basket is a list of products which was selected by the buyer in the store.

Choosing software for building online - shops quite extensive. And you cannot say that one solution is cheap and impractical and expensive and more versatile. All solutions are designed and created for some purposes, for which it would be optimal.

Architecture of Internet store is standard today. For convenience, it was indicated several parts: the administrator, and client software.

However, even e-shops have disadvantages it stay famous among of major producers, and develops. Moreover the advantages easily cover disadvantages, and many users even do not know about disadvantages, if they are not a professional web developer.

Overall, e-shop systems will be developing, and will change traditional methods of shopping in coming future.

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