

# VIRTUAL MERCHANDISER TOOL CLUBBED WITH ANALYTICS

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## Abstract

Application includes everything business needs to set up virtual store. With fully control on navigating the customers, page contents and overall design, Application is a full of Content Management System along with an online virtual store. It's fastest and easy to choose a required theme, add and display your products, and start taking orders. Virtual stores can be retailer specific branded to generic 'look and feel' stores, including mass, club, grocery, apparel, convenience, drug, electronics or concept store formats. Our software delivers the flexibility to design, test and merchandise at store, aisle and shelf level. Virtual stores are ideally suited for the store planning, research, marketing and merchandising teams.

This application also provide few features where High end analytics, Custom theme where users can demand for their likely themes, according to the users requirement we will develop themes for a specified products. This application also provides Cloud CMS (Content Management System) where it is helpful to custom and develop high performance websites for our clients this makes their job easier and efficient. We are using Payment Gateway Integration where it helps customers to do the online fund transferring much more easily and in a secured manner. Secured software layer will help us to keep in track of our products, privacy, protection and simpler accessing to our customers, clients and vendors. We are using a technique called Search Engine Optimization because of this technique it is very simpler to keep track of our orders, searched items. It also helps the user, customers to know about their previous searches, what was the feedbacks and reviews on that particular product and back to their wish list and so on. Finally it supports CSV format and Client or user can add unlimited product variants to the Virtual Store.

**Keywords:** High end analytics, Custom theme, Cloud Content management system, Payment gateway integration, Search engine optimization, Secured Software Layer.

## I. INTRODUCTION

Ecommerce is offering of items or administrations utilizing PC arranges as a part of the present day society, for example, the Internet. Electronic business conveys on advances, for example, versatile trade, electronic cash exchange i.e. sending cash utilizing web, inventory network administration, Internet marking and advertising, online exchange preparing, electronic information exchange (EDI), inventory(warehouse) administration frameworks, and robotized information frameworks. Highlighted electronic business commonly utilizes the World Wide Web for no less than one piece of the exchange's life cycle, along it might likewise utilize different innovations, for example, email.

E-trade organizations may offer some or the greater part of the accompanying:

- Online shopping sites to do retail deals which specifically associate with shoppers
- Providing or participating in online commercial centers, which makes you to stay in contact with outsider business-to-buyer or customer to-purchaser deals
- Business-to-business connections will help in future purchasing and offering
- Collecting and utilizing demographic information through web contacts and online networking
- Business-to-business related electronic information trade
- Marketing and keep in track of planned and built up clients by email or fax (for instance, with newsletter and E-mail)
- Engaging in retail for propelling and advertising new items.

The technology is used by electronic business for improvement of business. This technology is useful this also includes processes in internally and externally. In internally it include human resources and externally it includes

sales, marketing and relationship with customers. The way is used by business that managed business relationship and this relationship is not changed in any circumstance but if using electronic business tools possibility is available to communicate freely. Using business it provides access the information about products or suppliers. The implementation of business tools is not so use in technology. Example communications in easier way, measure the strength of marketing, opportunities is available to adopt business. The activities is used by e business and it includes:

- . Manage the business activities.
- . The staff is using online training.
- . The retailing business used electronically.
- . Online services through websites.

Marketing is any practice which adds to the offer of items to a retail buyer. At a retail in store level, promoting alludes to the mixture of items accessible available to be purchased and the showcase of those items in such a route, to the point that it fortifies intrigue and allures clients to make a buy.

In retail trade, visual presentation promoting means stock deals utilizing item plan, choice, bundling, valuing, and showcase that animate customers to spend more. This incorporates trains and marking down, physical presentation of items and shows, and the choices about which items ought to be displayed to which clients at which time span.

## II. LITERATURE SURVEY

Preceding the rise of virtual store innovation, the best way to get in-store behavioral information was through in-individual store research. In-individual store examination is the recognized highest level for testing the effect of changes in value, item bundling, or new items on purchaser conduct. A controlled store test obliges a change to be made in one arrangement of stores yet not in another comparable arrangement of stores. The business results are then contrasted with figure out whether the change was useful. This methodology is regularly matched with capture research, which requires the analyst to station information gatherers in genuine stores and intrude on customers to make inquiries about their shopping background. These sorts of tests occur at the season of procurement and are generally considered to yield the most precise experiences about genuine buyer conduct. In any case, they are extremely lavish and drawn out, and the testing themselves are considered by numerous customers and store owners to be profoundly nosy.

Virtual store examination rose as a more financially savvy elective that could address the downsides of in-individual store look into through controlled reproductions.

Philosophies for reenacting a rack set in a virtual situation initially developed in the 1990s, drove by scholarly research labs like Harvard Business School's Marketing Simulation Lab. In 1996, Harvard Business Review distributed a fundamental article by Professor Raymond R. Burke called "Virtual Shopping: Breakthrough in Marketing Research," which set up exactly that "research center information can precisely anticipate the brand piece of the pie and buyer value affect ability saw in the market. Those expectations were most precise when the reproduction replicated the visual prompts that customers used to settle on their buy choices." His information demonstrated that virtual store deals associate intently with deals in genuine or original stores. On the other hand, Burke was almost 10 years right on time with his article. In a 2008 review of scientists, just 3.7% of respondents reported utilizing virtual testing strategies. The explanation on other side of the moderate starting appropriation of virtual store examination is that these tests were still performed in remote labs, obliging purchasers to come to particular areas. Early adopter Kimberly-Clark was highlighted on the front page of The Wall Street Journal in 2007 for its utilization of virtual store innovation in promoting examination, however standard business entrance stayed low.

Outlining the ideal store can be an extravagant and drawn out procedure regularly bringing about lavish re-work. The virtual world include Building stores lessens characteristic dangers connected in physical forms. The issues are very recognized before development starts, conveying the adaptability and rate needed to meet and it changing constantly with economic situations. In the current framework no one but buying should be possible, it doesn't manage marking, and Benchmarking, investigation graphical reports and even security concerns are dependably there. The disadvantages are as in existing survey indicates that physical stores go and visit one store to another store, the bargaining is the problem in retail stores, the security is a very big issue if the shopping is online and computers are not protected then someone theft the credit card key, if someone order a goods and next day is the delivery day in this case the shipping charges is the disadvantage, the barcode is the problem using bar code reader it displays all the information about products such as product price.

## III. PROPOSED SYSTEM

In our application will have attempted to club numerous elements that can be utilized by any organization that needs to wind up noticeable on the web. Our proposed framework will tackle all the issues which are confronted by the business nowadays. This application gives a cloud stage which can be utilized for company administration frameworks, Management of web marketing, Marketing robotization, use models B2B and

B2C ,view the status ,Electronic installment frameworks ,Cloud support ,Security ,Graphical reports and Easy tenet character.

#### A. Points of interest to Organizations

- Using Platform, association can extend their business to national and universal markets with least capital speculation. An association can undoubtedly find more clients, best suppliers and suitable business accomplices over the globe.
- Platform helps association to lessen the expense to make procedure, disperse, recover and deal with the paper based data by digitizing the data.
- Platform enhances the brand picture of the organization.
- Platform helps association to give better client administrations.
- Platform serves to streamline the business procedures and make them speedier and proficient.
- Platform diminishes paper work a ton.
- Platform expanded the profitability of the association. It backings "draw" sort supply administration. In "force" sort supply administration, a business procedure begins when a solicitation originates from a client and it utilizes without a moment to spare assembling way.

#### B. Points of interest to Customers

- 24x7 support. Client can do exchanges for the item or inquiry about any item/administrations gave by an organization at whatever time, anyplace from any area. Here 24x7 this is 24 hours of every seven days of a week.
- Application gives client more choices and snappier conveyance of items.
- Application gives client more choices to think about and select the less expensive and better alternative.
- A client can put audit remarks around an item and can see what others are purchasing or see the survey remarks of different clients before making a last purchase.
- Platform gives choice of virtual barterers.
- Readily accessible data. A client can see the pertinent definite data inside of seconds instead of sitting tight for a considerable length of time or weeks.
- Platform builds rivalry among the associations and as result associations gives considerable rebates to clients.

#### C. Favorable circumstances to Society

- Customers require not to go to shop an item accordingly less movement on street and low air contamination.
- Platform helps decreasing expense of items so less well-off individuals can likewise manage the cost of the items.
- Platform has empowered access to administrations and items to rustic ranges also which are generally not accessible to them.
- Platform helps government to convey open administrations like social insurance, training, social administrations at decreased expense and in enhanced way.

In the proposed system, a web application is developed that empowers the contenders, clients and different clients to think about the organization. By utilizing this site the web administrator can make clients for this site with few consents given. Furthermore, the organization customers or the client can enlist themselves and submit their request. The primary goal of building up this site is to diminish the time and human asset taken in dealing with the manual exercises. It has different set of functional requirements such as

- a. **Dashboard and editor:** Application provides graphical dashboard where all customer habits can be tracked in a graphical reporting system. Dashboard can help to track all sales related activities and live conversions. Different types of analytical options are provided as orders conversion, revenue, location etc.. Reports can be broken in days and hours ,this platform provides different types of themes that can be used; even themes can be uploaded and created. Users are given the complete control for the design. Platform also supports the mobile interface or we can say works on cloud so can be accessed from any machine form anywhere. Benchmark option is available. Page management gives user complete control for design.
- b. **E-Manager:** Manage unlimited number of product details like color, size etc. for each product price, tax, product no etc. can also be managed. Customer category can be managed based on their location etc. It also supports multiple currencies. Different shipping rates can be managed and customized on the basis of location, weight etc.. Inventory, stock and order management can be easily managed. Product icons and images can be uploaded prebuilt email templates can be managed and even can be branded and designed. Discounts and promotional codes can be setup so that it can help manage sales.
- c. **Optimization & security:** Store will be shown in search for the potential customers. Our platform will provide a base for business optimization. CSV Import is supported

d. **Payments & report** :This application is PCI DSS compliant, so all types of payment options can be managed e.g. Credit cards, visa etc. our platform provides a secure platform for the payments. View reports by order status, date range and list of all order included in the report. Flexible tax system allows you to charge each customer the right taxes on the right products. Other tax rate management is also possible.

#### IV. IMPLEMENTATION

A web application is designed to implement the above methodology using Visual Studio on .Net framework with database as Microsoft SQL Server 2013, which is shown in following figures.

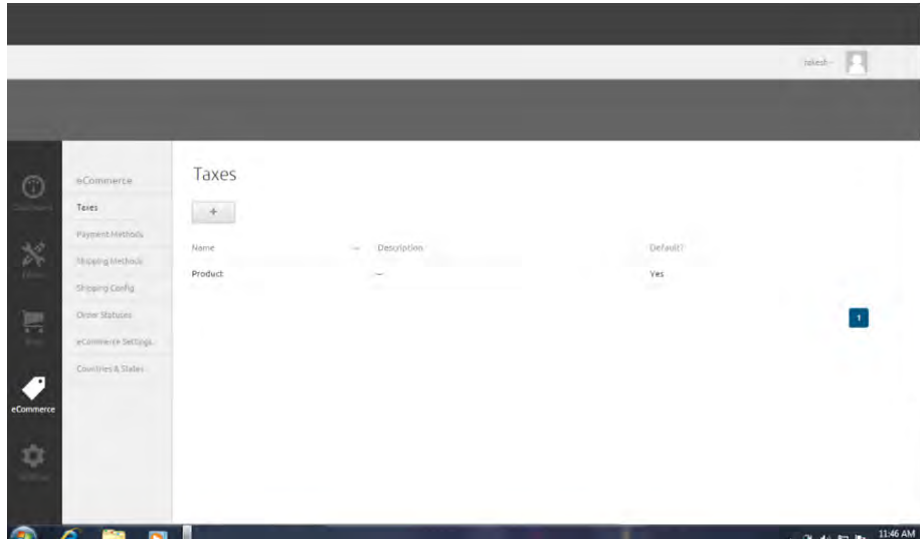


Figure 1. Manage Products

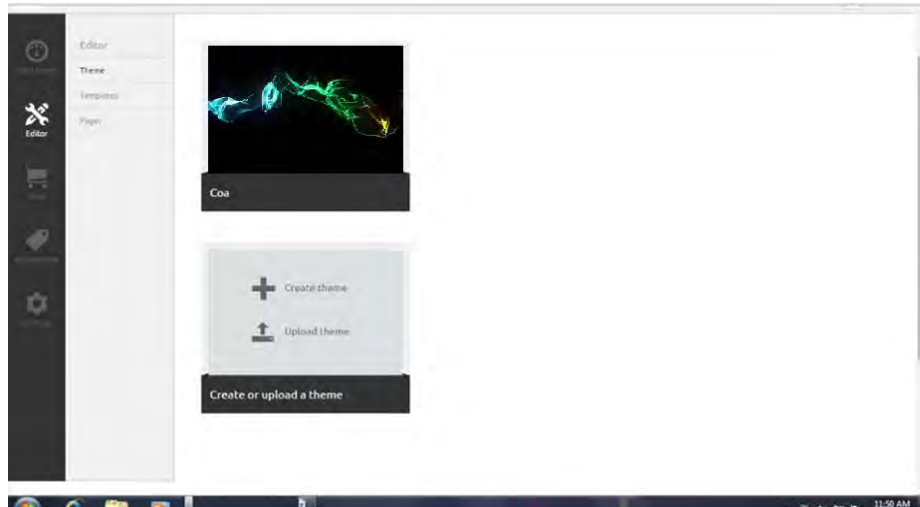


Figure 2. Customization of Themes

Figure 1. helps the clients to add the required tax for different products and also allows to change the tax whenever it is necessary. Figure 2. helps Super Admin to customize the themes according to the Clients Expectation

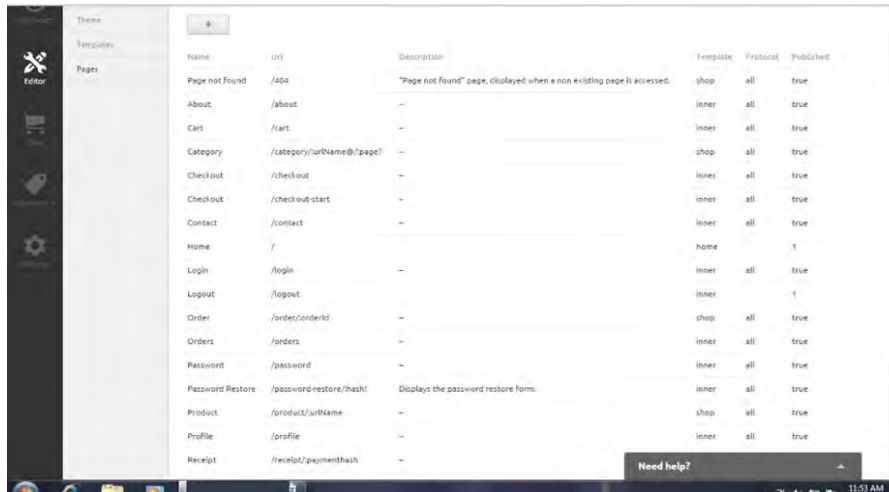


Figure 3. Manage the contents in the list

This page will help the Clients to manage the contents in the List and also edit whatever changes they need according to the products.

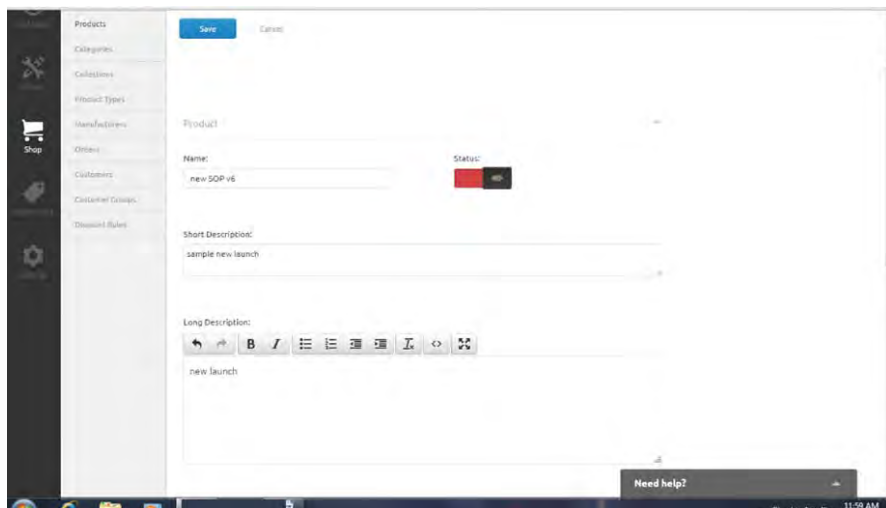


Figure 4. Adding products to Virtual store.

This Page will help the clients to add Products to the virtual store with their names, status, short and long descriptions.

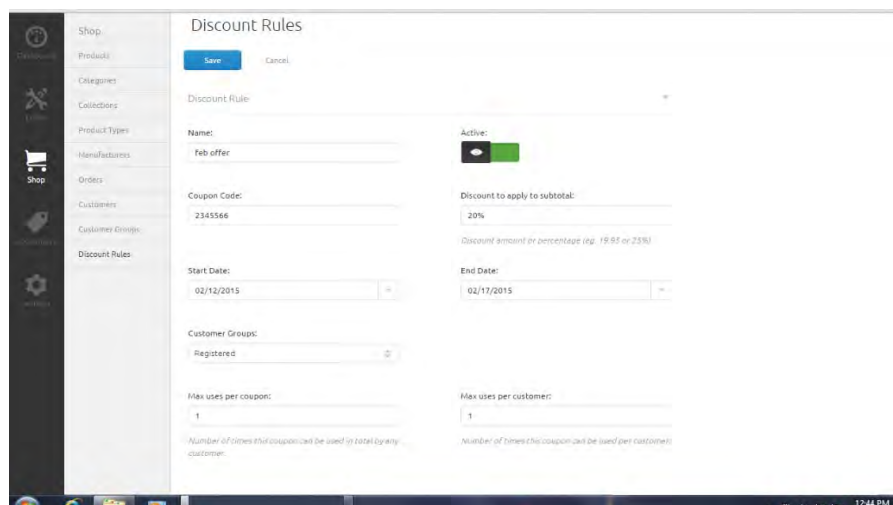


Figure 5. Managing Discounts

Using Figure 4. we can Manage discount rules, coupon codes, monthly discount starting and ending dates in the Virtual Store.

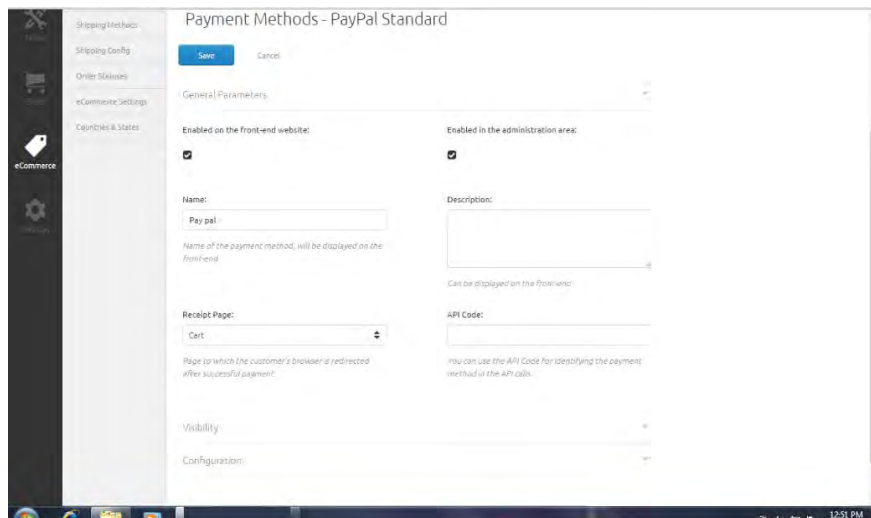


Figure 6. Payment Setup

Using Figure 5. we can do Payment setup and the associated banks and their credit and debit card details can accepted.

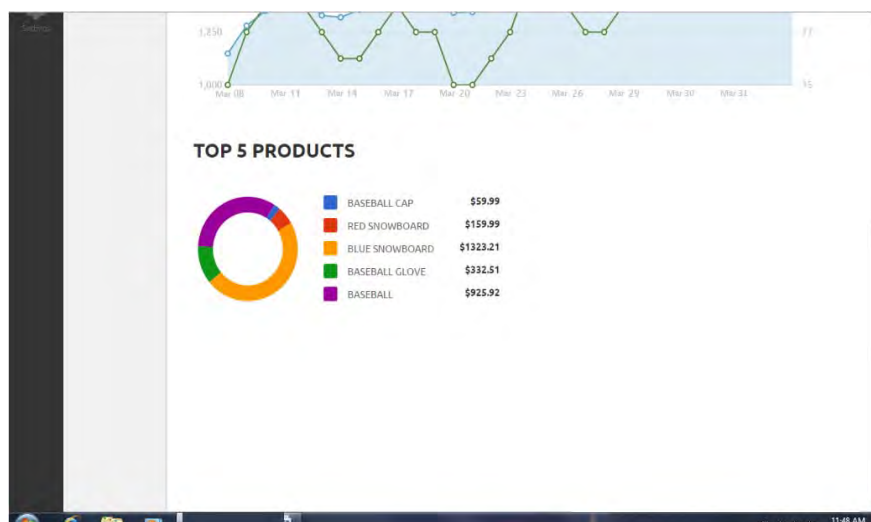


Figure 7. Statistics

This screen help us to view the dashboard details by the client just to see the business statistics and product sold and left out in the warehouse

## V. CONCLUSION

Operational advantages of this application incorporate decreasing both the time and faculty needed to finish business procedures, and diminishing strain on different assets. This is a result of every one of these focal points that one can saddle the force of ecommerce and believer a business to e-business by utilizing our stage.

- Application permits individuals to do organizations without the obstructions of time or separation. One can sign on to the Internet anytime of time, be it day or night and buy or offer anything one wishes at a solitary snap of the mouse.
- The direct cost-of-offer for a request taken from a stage is lower than through customary means (retail, paper based), as there is no human collaboration amid the on-line electronic buy request procedure. Additionally, electronic offering basically takes out handling slips, and being speedier and more advantageous for the guest.
- This application is perfect for corner items. Clients for such items are generally few. Yet, in the incomprehensible commercial center i.e. the Internet, even corner items could create feasible volumes.
- Another imperative advantage of our stage is that it is the least expensive method for working together.

- The regular weights of the commercial center have had influence in diminishing the open doors for organizations to put resources into enhancing their aggressive position. An experienced business sector, expanded rivalries have all diminished the measure of cash accessible to contribute. On the off chance that the offering cost can't be expanded and the fabricated expense can't be diminished then
- The contrast can be standing out the business is completed. Our stage has given the arrangement by wrecking the expenses, which are caused.

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