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Emergency Medicine Website

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ABSTRACT: E-commerce short for electronic commerce is trading in products or services using computer networks, such as the Internet. The proposed e marketing model here is an ecommerce portal for online medicine trading and searching providing customers the list of nearby medical shops where the particular medicine is available and also online purchasing facility for that medicine. This model is basically proposing a new idea in E-marketing to supply medicines online and the customer can search the medicine's availability in nearby medical shops. The purpose behind making such e-commerce portal is providing customers a 24*7 availability of medicines. The shopkeepers will register over the portal and will let their medicine to be sold online. This will play a very important role in providing rare medicines at remote places where there is unavailability of medicines and also there will be a detailed list of medicines available in the stock. After implementing the proposed model, B2B and B2C transactions and sales would be increasing in coming years and it has a major impact of usability on e-marketing strategy of electronic business.

KEYWORDS: Advanced life support, Medicine guidelines, Medicine Research, Patient stabilization.

I. INTRODUCTION

As the world entered the twenty-first century, business conducted over the Internet with its dynamic, rapidly growing, and highly competitive characteristics, promised new avenues for the creation of wealth. Established firms are creating new online businesses, which are providing new opportunities to the internet providers as well as customers. E commerce adoption of network structure is divided into Intranet and extranet. External information systems is achieved through the website, including pharmaceuticals, consumables and other supplies, equipment, and other online purchases, the customer's online information services, personalized services, telemedicine as well as network services marketing activities. The e-commerce portal for online medicine trading and searching is a new model with a unique idea in which customers can search the availability of the medicine they need in nearby medical shops. This model is also proposing the E-marketing idea in which the customers can register themselves to the website and can order the medicine they need online with online payment facility. The purpose behind making such website is providing customers a 24*7 facility of medicines. The shopkeepers can also register over the website and became the member of the e-commerce portal will let their medicine to be, India sold online. This will play a very important role in providing rare medicines at remote places where there is unavailability of medicines and also there will be a detailed list of medicines available in the stock.

II. ALGORITHMS

- Hashing & Mapping: A cryptographic hash function (CHF) is a mathematical algorithm that maps data of an arbitrary size (often called the "message") to a bit array of a fixed size (the "hash value", "hash", or "message digest").
- It is a one-way function, that is, a function for which it is practically infeasible to invert or reverse the computation. Ideally, the only way to find a message that produces a given hash is to attempt a brute-force search of possible inputs to see if they produce a match, or use a rainbow table of matched hashes. Cryptographic hash functions are a basic tool of modern cryptography.



TABLE I

Test ID	Description	Expected Result	Actual Result	Status
001	To check whether user successfully connected in network	User should successfully connected in network	User has successfully connected in network	PASS
002	User Login	User should Login in system	User has logged in system	PASS
003	Data store in database	System should store values in database	System has store values in database	PASS
004	Incorrect Data	If user gives wrong values, system should show error	System has shown error	PASS
005	System performance	System should perform as per requirements	System able perform as per requirements	PASS
006	Connection to network data protocol	System should able to connect to network protocol	System is connected to network protocol	PASS
007	Delay time management	System should give quick response to	System is giving quick response to	PASS
008	Notification to user on display	System should able to give notification to user on display	System is giving notification to user on display	PASS
009	System Accuracy	System should performance features with accuracy	System able to perform features with accuracy	PASS
010	System output test System	should give all the output as per programming	System is give all the output as per programming	PASS

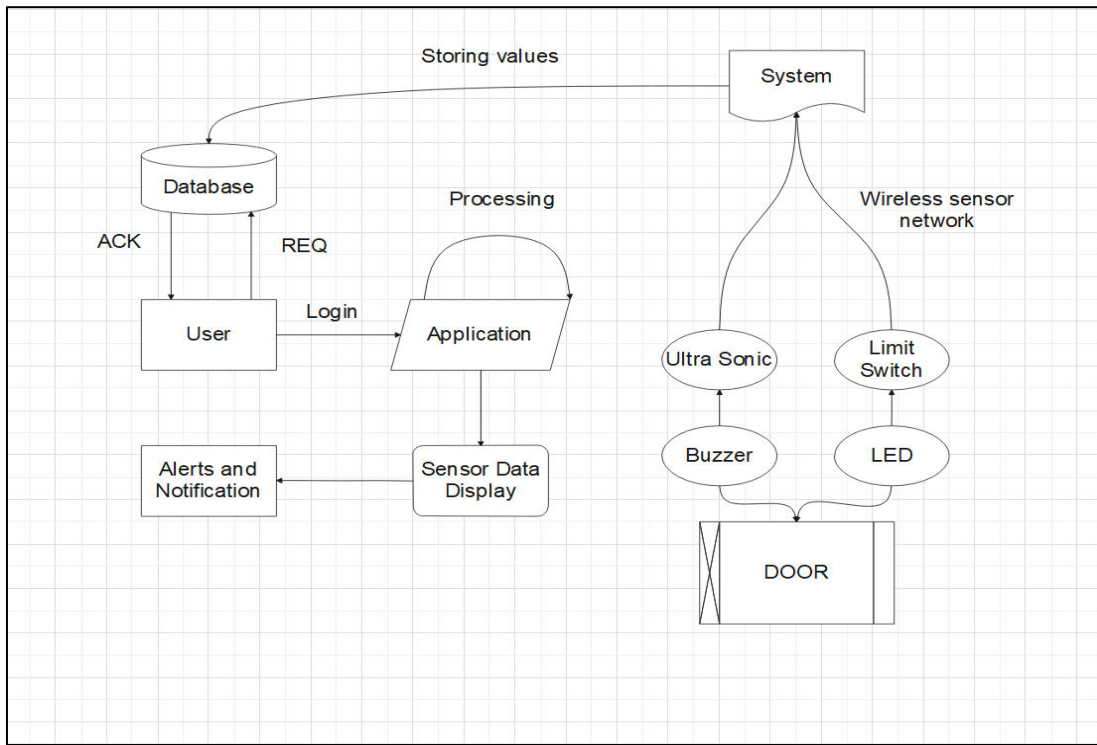


Fig.1. System Architecture

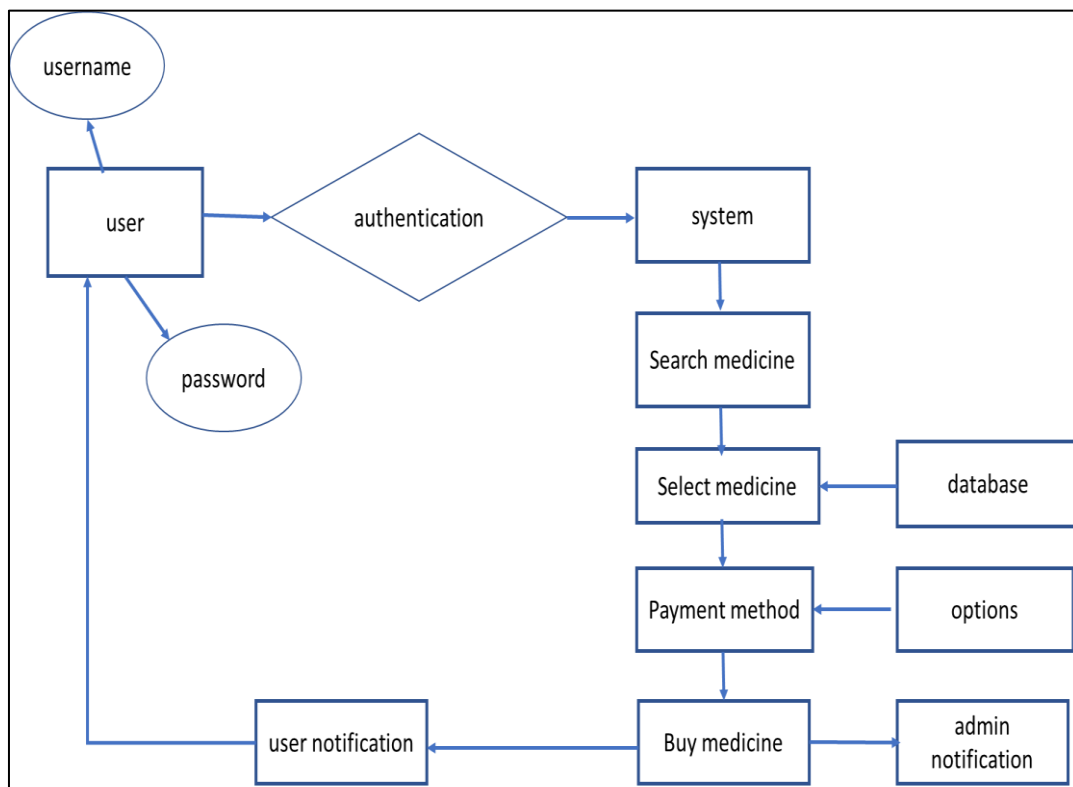


Fig.2 ER Diagram



An entity relationship diagram (ERD), also known as an entity relationship model, is a graphical representation that depicts relationships among people, objects, places, concepts or events within an information technology (IT) system. Depending on the scale of change, it can be risky to alter a database structure directly in a DBMS. To avoid ruining the data in a production database, it is important to plan out the changes carefully. ERD is a tool that helps. By drawing ER diagrams to visualize database design ideas, you have a chance to identify the mistakes and design flaws, and to make corrections before executing the changes in the database.

III. CONCLUSION

E –marketing is a part of the e-commerce and has very close relationship with e commerce. This model is useful to promote improving the e- marketing method. The model is based on demand analysis of various customers as well as a new model in E-marketing to supply medicines online with 24*7 facilities. We had also kept in mind the needs of customers and their ease in ordering medicine. This will play a very important role in providing medicines at remote places where there is unavailability of medicines. There will be a detailed list of medicines available in the stock.

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