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Handmade Products Trading Made Easy with E-Marketing

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ABSTRACT: Handicraft industry uses manual methods instead of advanced technology for making various items. The entire project is being developed keeping in view of the distributed client server computing technology in mind. In current situation, people having a very busy schedule, so from the proposed solution people get the exact information about the products and ordered it from one place and get it according to them. It is needed for avoiding a rush and saving time. Weaknesses, Opportunities and Challenges faced or to be faced by rural artisans adopting E-commerce have also been analyzed. The primary aim to associate electronic commerce website is to sale product and services online. Ethic Carve is a trial to supply benefits of online looking customers of a true look. It helps shopping for the product within the look anyplace through web, so the client can get the service of online looking and residential delivery from his favourite look.

KEYWORDS: Handicrafts, Rural artisans, Distributed client server, E-commerce.

I. INTRODUCTION

Industry experts believe that global trade now depends upon more on E-commerce along with traditional medium for trading. Industry experts believe that global trade now depends more on E-commerce along with traditional medium for trading. Every passionate person for showing his skill it was awesome way to make his/her future bright, by selling own handmade products on this site. User simply first go on website, then search for products, and in a very simple way order the product, which is very useful for saving time and avoiding rush.

This project mainly contains 3 modules like Merchant module, Customer module, invoice module. In customer module customers will give orders for items which are being available in that shop. In our project that order is processed and details are stored in data base. In invoice module total bill for ordered items will be created. In case if the ordered items are not being shipped at a time then the pending order details will be processed and the bill for the pending order will be created. In MerchantModule products are being maintained in category wise and product wise, item wise and up to date stock will be maintained in computerized manner. And up to date order given by the customer through online web status will be shown with help of dynamic web pages by getting data from database.

Why e-commerce will be in a great demand?

The e-marketing provide platform for the needy people where people or customer can select products which are according to their need and they can easily get it at home.



Easy to use

You are no longer need to go to a store, no longer need to wait in line, you can get all the information you need about the products directly from the internet, and everything else is shortened and made easier when you order online.

Easy to promote

For promoting a store physically, it costs more and also the promotion of store is not very effective. But using online promoting services it will be easier for an seller to promote his/her shop online. Also it will not consume much time and will be effective.

Voice Commerce

Online stores should improve their buying journey with voice search option by optimizing their top-level conversion funnel content to incorporate answers to common questions surrounding products or markets.

Product and Services

Products and Service are the basic element of marketing. If there is no product there is no marketing. It is concerned with the nature and type of products, product quality and design, product planning and development, product decisions relating to branding, labeling, packaging, trademarks etc.

II. E-COMMERCE IN INDIA

According to the website www.statista.com, the number of internet users in the India is estimated as 636.73 Million in 2019. Hence, with proportion to the population data, the penetration is 48.48% in 2019. It means that about 49 people among 100 are internet users in India. This penetration has been recorded as 50% in 2020, 45% in 2021 (till May 2021). Thus, it is very clear that the usage of internet has been increasing day by day in India. The fastgrowing internet population of 1367.6 Million in the year 2019 has increased to 1391.99 Millions till May 2021 (Report of Internet and Mobile Association of India). It is an indicator of the E-commerce sector's huge growth potential in India.

In 2020, the largest e-commerce companies in India were Amazon, Flipkart, ShopClues, Paytm, Snapdeal and e-bay.

TABLE: COMPARISON OF INTERNET USERS IN INDIA WITH POPULATION STATISTICS

Year	2019	2020	2021
Total India Population (in millions)	1,367.6	1378.6	1391.99
Internet Users in India	636.73	696.77	761.29
Penetration (% of Population)	48.48%	50%	45%

III. CHALLENGES

The major challenges faced by artisans, in general, due to lack of awareness about digital platform are:

- **Quality of Product**
Unlike apparels, footwear and other online services, handmade products by artisans face the real challenge of delivering a quality product.
- **Exchange/ Returns**
Efficient tracking and timely returns/ exchange contribute to a major retention of users. If not tracked properly, this also results to a higher loss in revenues and overall loss in reputation.



- **Multiple Payment Options**

Ecommerce platforms need to be open to all kinds of payment options and integrating e-wallets is a must these days for a better and free cash flow. Also there should be option for debit as well as credit cards of multiple banks so that will be easier for seller as well as buyer.

- **E-mail Marketing**

With the sending of too many e-mails and unnecessary product suggestions in the user's inbox or by method of phone messages, ecommerce platforms lose a chunk of their user base and reputation. There has to be proper profiling of users and the emails and suggestions being pitched should take into account their choices, preferences etc.

- **Competition**

Increasing competition from factory made products and also from foreign players. Decreasing supply of good quality raw material.

- **Awareness about schemes**

Improper implementation of schemes by government which fails to work in targeted manner and desired outcomes are not achieved.

IV. ADVANTAGES

- Inter-Department Communication using Intranet Mailing Services (emails) Tracking the mails received from the customers as complaints and using them for appraisal and audit purpose purposes.
- Order indent-automation from the direct sales dept.
- Customized and adhoc reports for the MIS for decision-making.
- Shop Inventory Database updates.
- Stock in shop information Communication with the customers regarding the orders and complaints and tracking them for the future purposes. User can Purchase product at lesser or original price (no commission strategy).

V. APPLICATION PORTFOLIO

It is recommended that the organization takes up the following four functional areas for automation

- Merchant department
- customer department
- Stores department
- Billing
- Shipping Information System

The reasons for selecting the above are that firstly they directly address the problems enumerated.

Secondly, together they form a cohesive set of well-integrated application with one system acting as the feeder system for the other.

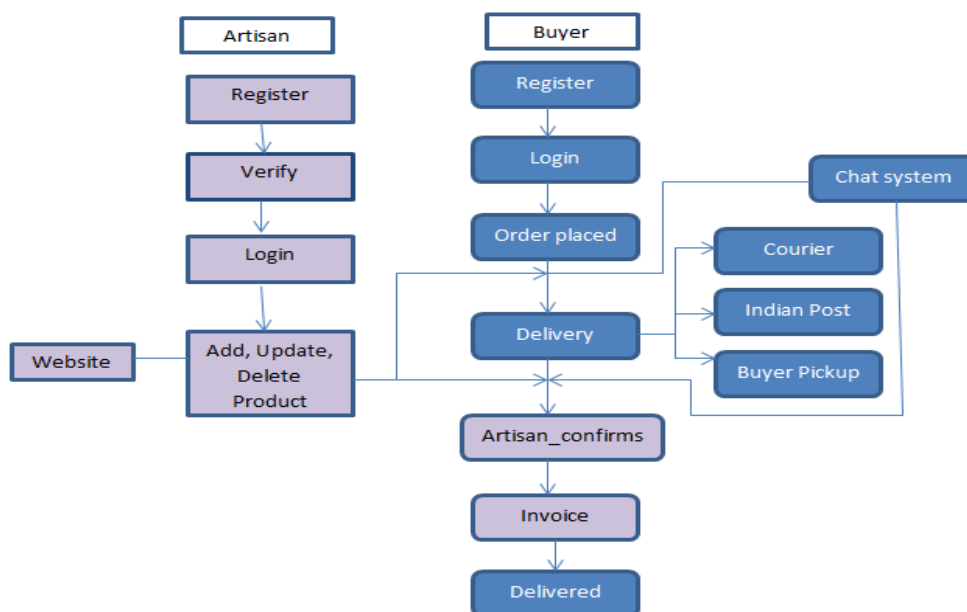


Figure 1: Structure Diagram of System

VI. CONCLUSION

The system was developed once the necessary feasibility study and technical feasibility were conducted. Firstly the requirements of the users were assimilated. The users were made aware of the advantages in adopting the automated process and also reassured that the automation process would not lead to retrenchment.

Subsequently the development started. The software requirement specification was prepared and designing done. The Iterative paradigm was used for developing this system. This system took about four months to develop. Careful verification and validation was performed to ensure that the system conformed to the user specifications. Once the system was developed it was delivered to the users who were satisfied with the performance of the system. Though delivery has been completed the developed system will be monitored and the responsibility of the maintenance rests with the developers. In order to overcome the drawbacks in the current system a decision to automate some of the departments of the Pump Industries. Infomise Technologies bagged this contract.

Thus, the portal aims at the elimination of various hindrances that an artisan faces while entering the e-commerce market. The dedicated artisans will be benefited for their valued traditional crafts as the portal eliminates various middlemen that portray a clean line of separation from other e-commerce, giants at the same time focusing on customer satisfaction aided by various facilities delivered via the portal with ease of payment.

VII. FUTURE SCOPE

The future scope of this web app is one can make use of Artisan card as a means for authentication and further applications. One can segregate hand-made crafts/products from machine-made on the go by analysing the material. Accordingly, allowing appropriate cost management for the products and necessary acknowledgments to the particular artisans leading to proper benefits and customer satisfaction.

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