E-COM 101

PROJECT

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Introduction to E- Commerce:

One of the most popular activities on the Web is shopping. But when we are using the Internet that time we can called E-commerce.

Simple definition for E-commerce that use of the global Internet for purchase and sale of goods, services, including service and support after sale. Some of people can be identify the E-commerce as: buying and selling goods and products over internet.

The Internet service brings some new technology and new capabilities to business, but the fundamental business problems are those that merchants have faced for hundred - even thousands - of years: you must have something to sell, make it known to potential buyers, accept payment deliver the goods or services, and provide appropriate service after the sale.

The Internet an efficient mechanism for advertising and distributing product information. Enabling complete business transactions.

The major differences between Electronic Commerce and traditional commerce:

Electronic Commerce	Traditional Commerce
using Internet or other network communication technology.	face-to-face, telephone lines, or mail systems.
automated processing of business transactions by system.	manual processing of traditional business transactions
individual involved in all stages of transactions	individual involved in all stages of business transactions
pulls together all activities of business transactions, marketing and advertising as well as service and customer support.	No uniform platform for information sharing as it depends with difficulty on personal communication.

Capabilities Required for Internet/Web Commerce:

- ❍ **Enable buyers to:**
    1. inquire about products
    2. review product and service information
    3. place orders, authorize payment
    4. receive both goods and services on-line

- ❍ **Enable sellers to:**
    1. advertise products
    2. receive orders
    3. collect payments
    4. deliver goods electronically
    5. provide on-going customer support

- ❍ **Enable financial organizations:**
    1. to server as intermediates that accept payment authorization
    2. make enable sellers to notify logistics organization.

The majors benefits for E-Commerce:

For Marketing:	For Customer:
Improved market analysis, product analysis and customer analysis.	Wide-scale information dissemination
Low-cost advertising.	Wide selection of good products and goods at the low price
Easy to create and maintain customer o client database.	Save shopping time and money
Easy monitors the business value	Fast services and delivery

The history of E- commerce :

Before 1995, the E-commerce was in infancy stage, then start development with electronic data interchange (EDI), the (EDI) allow to e- commerce to development quickly.

In 1992, CompuServe offers online retail products to its customers. This gives people the first chance to buy things off their computer.

In 1994, Netscape arrived. Providing users a simple browser to surf the Internet and a safe online transaction technology called Secure Sockets Layer.
(Netscape is web browser but it is lost all its features by Internet Explorer).

In 1995 two of the biggest names in e-commerce are launched:
- Amazon.com
- eBay.com

In 1998, the DSL, or Digital Subscriber Line, provides fast, always-on Internet service to subscribers across California. This prompts people to spend more time, and money, online.

In 1999, Retail spending over the Internet reaches $20 billion, according to Business.com and the emphasis of e-commerce shifted from B2C to B2B

In The 2000, U.S government extended the moratorium on Internet taxes until at least 2005.

In 2001, of e-commerce from B2B to B2E, e-government, e-learning, and m-commerce.

In 2005, social networks started to rise and so did E-commerce and wireless applications.

E-commerce will undoubtedly continue to shift and change in the future.

Estimated U.S. Retail Ecommerce Sales as a Percent of Total Retail Sales (1999 - 2007)

Types of E-commerce:

- **Business-to-business (B2B)**
  - describes commerce transactions between businesses, such as between a manufacturer and a wholesaler, or between a wholesaler and a retailer.

- **Business-to-consumer (B2C)**
  - Business-to-consumer sometimes also called Business-to-Customer) describes activities of businesses serving end consumers with products and/or services, like Amazon.

- **Business-to-employee (B2E)**
  - buses an intrabusiness network which allows companies to provide products and/or services to their employees.

- **Business-to-government(B2G)**
  - is a derivative of B2B marketing, which include marketing products and services to various government levels - including federal, state and local - through integrated marketing communications.

- **Business-to-Manager(B2M):**
  - is a new mode of E-business. It refers to transaction between enterprises (product sellers or any other workers) and professional managers.

- **Consumer-to-business (C2B):**
  - is an electronic commerce business model in which consumers (individuals) offer products and services to companies and the companies pay them.

- **Consumer-to-consumer (C2C** or citizen-to-citizen**):**
  - electronic commerce involves the electronically facilitate transactions between consumers through some third party. A common example is the online auction.

8 Unique Features of E-Commerce:

1. *Ubiquity:*
Internet/web tech is available everywhere. Market place can be created so shopping can happen anywhere

2. *Global reach:*
The technology across national boundaries which makes market space potentially billions.

3. *Universal Standards:*
There is one set of technology standards, namely internet standards

4. *Richness:*
Video, audio, and tech messages are possible.

5. *Interactivity:*
The technology works through interaction with the user interface interactive.

6. *Information density:*
The technology reduces information costs, and raises quality.

7. *Personalization/Customization:*

the tech that allows personalized marketing messages to be deliver to individuals as well as groups.

8. *Social Technology:*

User content generation and social networks, enable user content creation and distribution.

The name of our business:

Our E-commerce business as showing in design below is (My online) for mobile shopping. Specially prepared site to providing mobile ant its accessories

The main Items:

Mobiles devices for various companies:

1. Samsung Devices
2. IPhone Devices
3. Nokia Devices
4. HTC Devices
5. LG Devices
6. Sony Devices

Mobiles Accessories:

1. Mobile covers.
2. Batteries.
3. Charger.
4. Screen protection.
5. Bluetooth headset.
6. headset new design

Partners:

We have three companies for deliverable the goods to costumers:

1. Zajil Company.
2. Aramex Company.
3. DHL Company.

Importance objectives for my online website:

- we are not sell the products only , we have service after purchase,
- We committed to the by all agreements regarding the guarantee and maintenance.
- Service and quality of the most important factors to success and customer confidence Us.

Many channels to pay in secure way:

- Epay.
- sadad payment.
- At deliverable goods

Our products advertise show up in different formals websites and multi-channels TV.

1. Facebook
2. Twitter

3. YouTube
4. Google pages.
5. asd321dsa to share our products on TV channels.

Business statement.
On our homepage: You'll always find something new to bay

Business vision.
Our goal is to provide the best products with the greatest service possible.

Business objective.
The ultimate benefit of the website is that it enhances online purchasing and delivers the highest levels of professionalism and experience. Customer demand is always available. These will increase the number of online shoppers, the website will become an industry standard.

Business model and revenue model.

Phase I

- Increase online sales by 20 % by end of year through influencer and social media marketing tactics
- Partner with 3 additional big suppliers with shared values as distribution channels
- Increase online social presence on Facebook, Twitter, Instagram, and Pinterest by 30 %
- Build out a "custom apparel" line of the business giving online consumers the ability to create their own denim jeans and jackets

Phase II

- Explore possibility of brick-and-mortar operations through testing pop-up stores in LA region
- Create strategic partnerships with local fashion boutiques in New York for distribution in the area
- Scope out local manufacturers in New York area for quality production with aim of opening operations for denim jackets as the next product line and increased delivery within region
- Initiate a jean recycling program whereby consumers will be able to deposit their denim and have them be reused in the creation of new jeans

Our Team

Our "one team" attitude breaks down silos and helps us engage equally effectively from the c-suite to the front line. Our collaborative working style emphasizes teamwork, trust, and tolerance for diverging opinions. People tell us we are down-to-earth, approachable and fun.
We have a passion for our clients' true results and a pragmatic drive for action that starts everyday morning and doesn't let up. We rally clients with our infectious energy, to make change stick.
We work hard, but we don't take ourselves too seriously. We enjoy what we do.

Market Size and Development

Recent years have witnessed a fundamental shift in the structure and dynamic of the global smartphone landscape. Profit margins have followed a similar if not worse trajectory to those in the PC industry and the strategic importance of mobile technologies has seen the smartphone market become incrementally more complex and competitive. Large Web players are seeking to embrace the advantages mobile devices offer in terms of engagement, context, connectivity and price compared with the PC-based gateways that have come to define their businesses.

- Suoq.com & Haraj.com

They are **_<u>Brand Differentiation and Value Proposition</u>_**:Though there are more than a handful of organic denim startups, at I'll Be Denim, we firmly believe that with the founder's combined experience, industry partnerships, and focus on providing the quality denim jeans produced with sustainability in mind from cradle to grave, the brand can stand out. Our plan is to leverage our American heritage and love for the fabric and use a marketing strategy that is closely aligned with building personal relationships with our target market. In addition, with fit being the biggest variable in jean purchase decisions, our custom fit program in addition to our slim, straight, and regular fit jeans will help us delight our customers who in turn will spread the word.

Target Market
With our wide variety of mobile phones and accessories will target everybody.

Marketing Plan
- *Paid Search:* We will invest in both Google Adwords and Facebook Ads to take advantage of their PPC(**pay-per-click**) services with optimized landing pages for conversion

- *Instagram:* We will launch campaigns and contest to encourage user-generated images which we will then upload to our product pages

- *Other Social Media:* We will subcontract a community manager to regularly engage our Facebook, Twitter, and Pinterest communities

- *Business Development:* We will actively look for the most popular accessories to deliver theme to our customers.

- Another point to highlight is our focus on customer service with a 100 percent satisfaction.

Product & service type:
We advise the product in our site (Mobile Phones and Accessories)

Where the content coming from?
The content coming from our traditional warehouse and some others of traditional stores subscribe with our site.

SWOT analysis:

Strengths	Weaknesses	Opportunities	Threats
Maintenance	Lack of support from government	Faster market growth than before	Dynamic Policies and Regulations
Good infrastructure	renovations	Provide a bonus and discount cards	New competitors
management	reputation		
Crm			
Flexible and responsive to sales			
High growth			
Provide discount card for subscribers			
sogo shopping			
complex			
Immaculate center			
Experienced			
Management Staff			
Easy Access			

Timeline:

E-commerce website

System analysis/planning — 4-2016 (4)

Building the website — 5-2016 (5)

Test the website — 7-2016 (6)

Advice the subscribe — 8-2016 (7)

Publish the website — 9-2016 (8)

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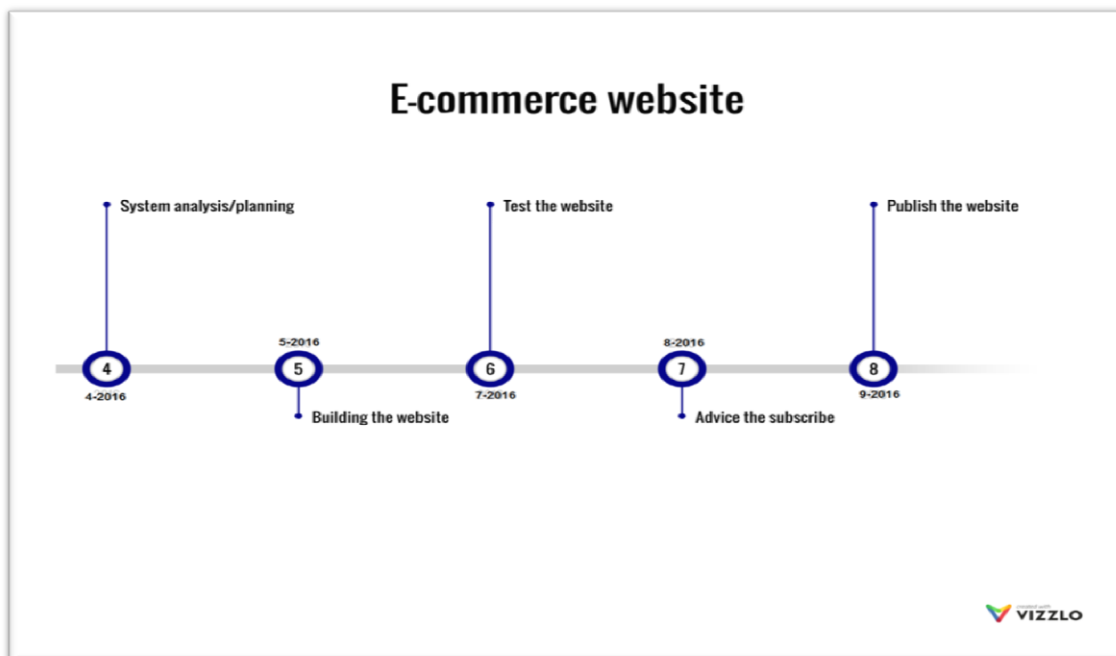
Today's consumers live multi-dimensional, multi-platform lives –and their buying behaviors reflect that same complex dynamic. In many ways, retailers are now racing to catch up. Consumer can shop online and make a purchase with a few clicks of the mouse   (or taps on the screen) another consumer may need to visit a physical store

Building the E-commerce website.

System analysis/planning.

Building an e-commerce Web site requires that the systematically consider the many factors that go into the process.
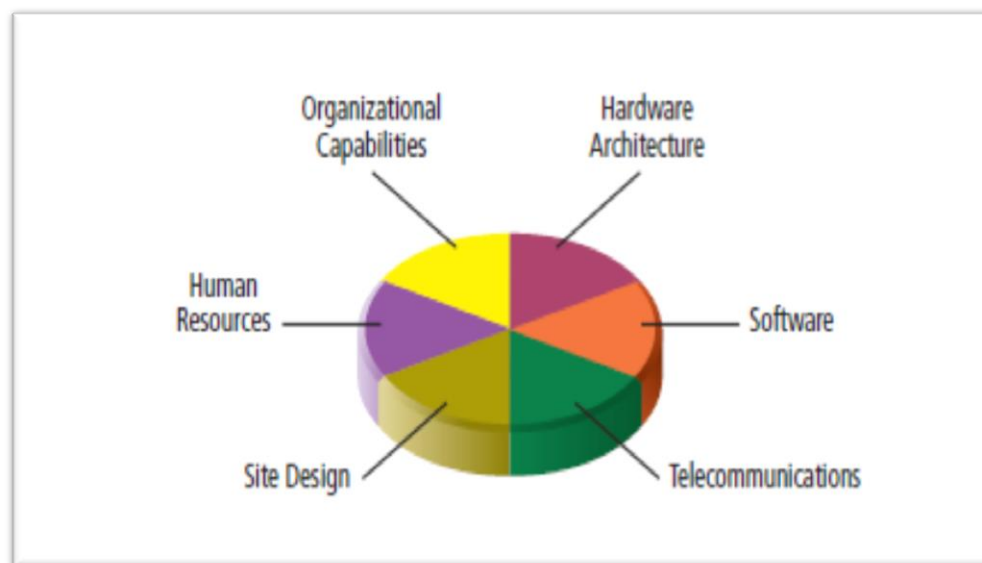
System functionality

This team will make the key decisions about technology, site design, and the social and information policies that will be applied at the site.

> ❖ *To analysis our website we focus in process can be described with just several steps. All of them are important and in general could not be skipped and to find the Information required.*

1. System Users

We first trying to Motivate Users with our website.

Examples of landmarks that trigger the fresh-start effect include the start of a new week, month, year, school semester, or birthday. Temporal landmarks that are personally meaningful, such as job changes, moving to a new city for the first time, and observance of public or religious holidays, can also cause this effect.

Most of us have ways that we'd like to improve (e.g., exercising more, eating healthier, putting more money aside for savings). We also remember times in our past when we've failed at those goals. Psychologists studying the fresh-start effect show that it works because highlighting meaningful occasions creates a clean slate for people to make better decisions. Temporal landmarks that signify a

new time period—a fresh start– help us leave our missteps in the past and create an untarnished feeling for our present and future selves. This feeling opens the path for people to initiate goal-oriented aspirational behaviors.

To incorporate new beginnings as a way to encourage users to do something, start by considering what motivates our users. Providing or participating in online marketplaces like:

1. **Understand our users' aspirational behaviors.**
2. **Connect our users' motivations to what our company offers.**
3. **Pair our message with a temporal landmark**.

2. Main Users Goals

Each user in the system has specific goals. One user role will use system not very frequently to solve just a few problems, while another user role will use system about 2 hours per day and resolve many complex problems.

3. Define System Usage Patterns

Each user has common behavioral patterns. For example, Manager comes at work and start checking yesterday results. Or Frequent Flyer wants to optimize travel expenses for the next month. Or Sales Person having a call with existing unhappy customer. Or Resource Manager handles requests on additional developers for 3 projects simultaneously. All these are typical usage patterns. This is the best starting point for functional solution. You clearly see the real problems, you understand them well, you have all you need to be creative and invent simple, effective and elegant solution.

4. Invent Functional Solution to Meet

Users Goals and Usage Patterns

This is just a logical continuation of previous step, but maybe the most complex step. Here you think how to solve exact problem, discuss the solution, jump to steps 5-6, refine the solution, write down it and move to the next usage pattern.

5. Define Main Navigation Paths

This and next steps usually performed together with step 4. Usually it is hard to invent great solution without tracking user paths and sketching some UI areas. In fact it is better to stay off UI as far as you can. In discussions replace all phrases like "Then User clicks Leads link in the top menu and sees leads list" with "Then User sees leads list". Concentrate on information user need on each step, not on links and clicks. Good navigation path looks like this:

User:
1. Quickly add new lead into the system
2. See leads list
3. Find leads added yesterday
4. See additional details for each yesterday lead
   There is no UI in the list above, just information.

6. Create UI Mockups

UI mockups are great to have a quick look at possible users/system interaction. Dashboard sketches are perfect. Forget about cool tools like Visio, Dreamweaver or any other UI prototyping tool. Dashboard sketches are the fastest, easiest and exciting thing to work with. You will group around dashboard with markers in hands and discuss where to place system settings link with great enthusiasm. Everyone can draw with a marker, but it is just not possible with computer. With marker in hand everyone feels that s/he can improve this UI and bring in cool ideas. Here is the place where team spirit rises! Draw UI sketch, make a photo on digital camera and put all photos in a single shared space.

7. Polish UI Elements

There is always a possibility to make things better, to improve something here and there. It is a good attitude. You should think about UI details of most important features that will be implemented right after the project start. But be careful, don't spend much time on UI perfection, likely it will change during development anyway. And never polish UI for features that will be implemented in 3+ months ahead of current date, with great possibility it will be a waste of time.

Typical questions:

After all the steps above we end up with solid understanding of future system, with the most important artifacts in hands and clear starting points.

functionality

The following are five functions be doing daily in e-commerce business.

1) Search Engine Optimization (SEO)

Generate unique relevant content. Google loves unique content that is related to what our site is all about. Ensure you are using good keywords you want to focus on.

Every page should have an H1 tag around what is the focus of the page, such as a product name, category name, or static content title. Use H2 tags as well for other important page sections.

Keywords in optimized page titles.
Internal linking. Link keywords in unique content to pages related to that keyword.
Friendly URLs with related phrases. E.g.

2) Selecting New Products

- A key to the success of new products includes trends, price, quality — for the right target audience. Too many ecommerce businesses invest in new products without aligning them to their customers.
- When purchasing a new product line, be sure that our customers will buy it. If they are value focused, is it a good strategy to add a high-end product?
- Sell what the customer wants to buy, not what want to sell! This is a common mistake, especially when merchandisers are given a great price to sell a particular product. If nobody wants to buy that product, it doesn't matter what price you set it at.

- Find out what customers want. What is our value proposition on products sell? Capitalize on niche!

3) Merchandising New Productions

- Now that you have invested in new products you are sure our customers will buy, it's time to sell them. Be sure to write good product descriptions and use compelling photos. Feature our new products prominently on our website. Promote the new items in our newsletter, on home page, and on Facebook or Pinterest.
- Review our sales history and search for customers who have purchased similar items. Send them an email, stating you have a new product they may interest them.
- This is basic selling. But all too frequently, new products get buried at the bottom of a new or existing product category.
- Pictures, pictures, pictures! It is very important to have high quality images of the products.
- Hero photos: if have a big seller, feature it on a category page with a hero image of the product.
- Promote latest releases in our newsletters and feature them in categories or on our homepage.
- Market to customers who have purchased related items in the past.

4) Customer Service

- In my previous ecommerce business — selling jewelry and bead products — we emphasized fulfillment accuracy. We made mistakes, for sure. But we took great pains to ensure that what was shipped matched the pick list.
- We also learned not to question a customer. If a customer said a product was missing or incorrect, we might ask him to recheck the packing materials, or confirm the quantity. But, regardless, we would refund or reship the missing parts. Likewise, if a customer said she did not receive a package, we would reship or refund — even if we had a delivery confirmation from the shipper.
- Make our customers happy.
- Delivery orders on time.
- Ensure order accuracy.
- Reship promptly if a package was failed to be delivered to the customer, if it came damaged, or if it was missing parts.
- Don't try to save every penny on an order. You may need to take a loss to make a customer happy in order to retain their loyalty to you, and therefore be very valuable for many orders to come.

5) Monitoring our KPIs / Analytics

- In I addressed key metrics to focus on, to improve business. At a minimum, monitor sales, average order value, cost of goods sold, traffic, conversion rates, abandonment rates, and our cash position.
- Monitor our analytics reports. View what items are selling and bubble them to the top of product listings so customers can find them easier..
- Tackle cart abandonment. Remarket those products to the customers if you have their email addresses. Incentivize them to complete their checkout within X days.

The website screen shots

Product menu showing the product.
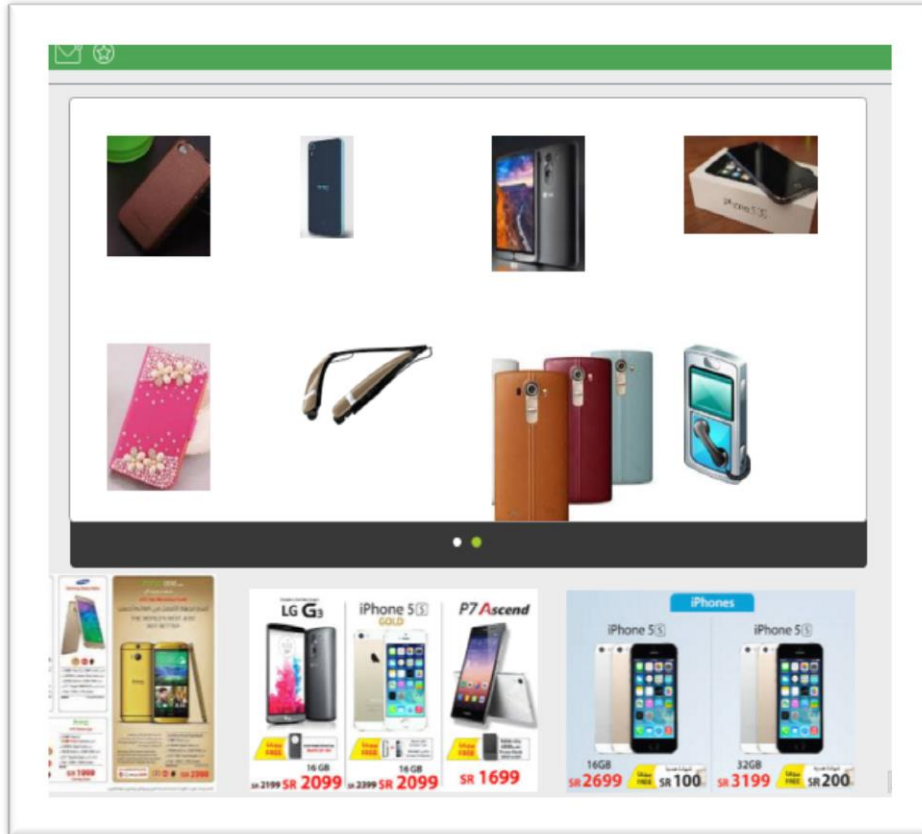
Main menu and company contact details
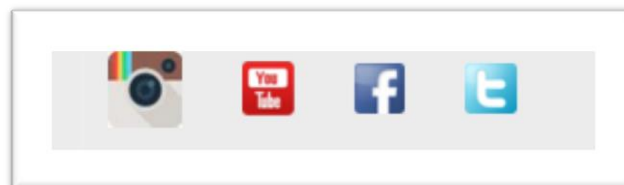
Other Selections

Menu viewing other selections such as settings.

social media links

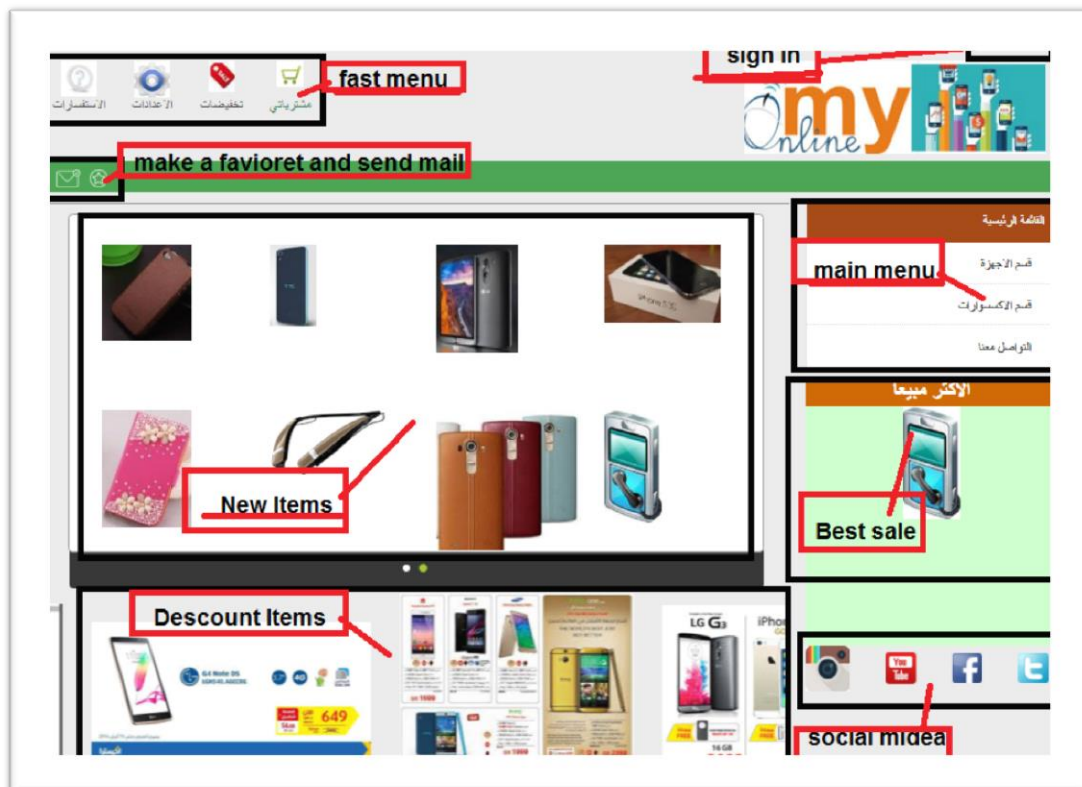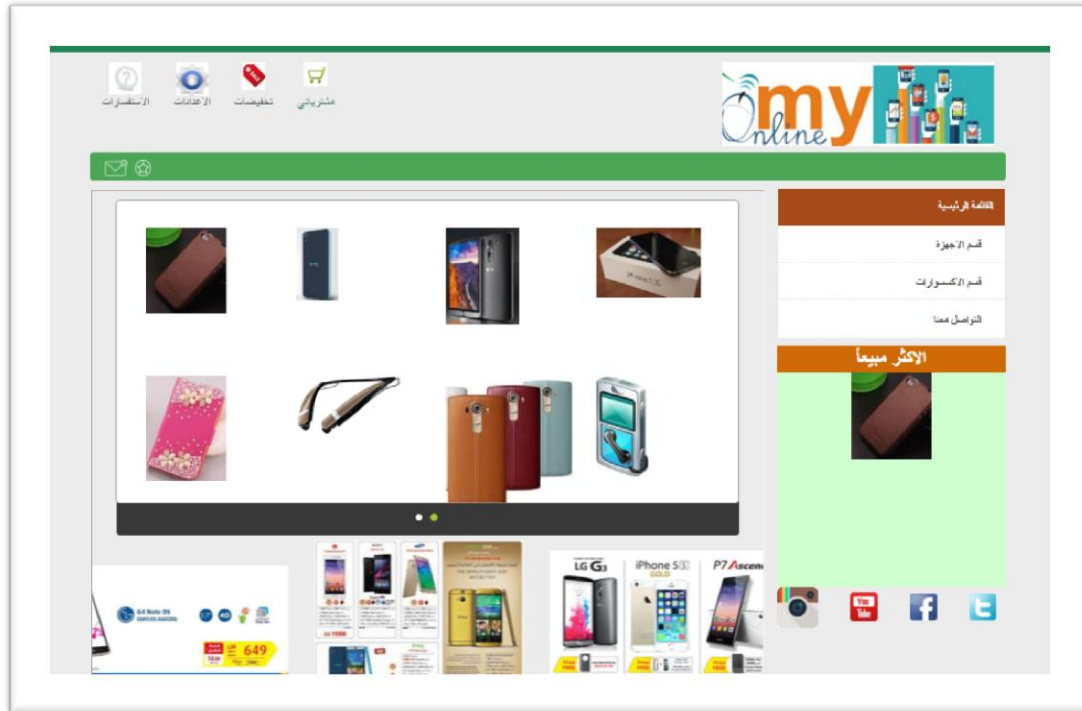Menu viewing social media links.

Best seller

Menu viewing best seller products in specified period of time.

System design

Choosing the software and hardware.

Online Catalog

to sell products on the Web , online catalog of its products, available on its Web site. Server software includes:
- a database capability that will allow for construction of a customized online catalog.
- a simple list with text descriptions and perhaps color photos for each mobile
   and accessories
- 3 D videos demonstrate the product fro different angel
- customer service instant messaging to comment in the product answer questions

Shopping Cart
- Make software collect all selected purchase items and collect the sum of the price

Credit Card Processing

Conjunction with credit card processing software, which verifies the shopper's credit card and then puts through the debit to the card and the credit to the company's account at checkout

Customer database-includes customer information such as the name, address, phone number, and e-mail address.
- Sales database-contains information regarding the customer ID, product purchased, date, payment, and shipment to be able to provide after-sale customer support

CUSTOMER RELATIONSHIP MANAGEMENT (CRM) SYSTEMS

Customer information that records all of the contacts that a customer has with a firm and generates a customer profile available to everyone in the firm with a need to "know the customer" like email and contact number registration and by IP address of the machine
Use this software to create:
- A map of the customer's relationship with the institution
- Product and usage summary data
- Demographic and psychographic data
- Profitability measures
- Contact history summarizing the customer's contacts with the institution across most delivery channels
- Marketing and sales information containing programs received by the customer and the customer's responses
- E-mail campaign responses
- Web site visits

So to achieve this functionality we will use outsource as it has the following advantages:
- Fast and easier implantation of web site an in the market
- Less employee
- Grantee for maintenance and stability
- Less risk of failure

hardware needed

As we chose outsource for software we chose it also for hardware as they know the best hardware that compatible for their software to provide speed capacity and scalability we will chose the outsource cloud server as it provide maintenance , security and less expensive.

We will chose number of laptops according to number of employees type of this laptop and specification will let to outsource to detect the best one that run in good manner with their software

Security software implemented.

Also we will use outsource to provide the security the security will be to web site to improve integrity availability and confidentiality and also to customer information and their contact and credit card information by:
- Develop a security policy-a set of statements prioritizing the information risks, identifying acceptable risk targets, and identifying the mechanisms for achieving these targets.
- Create an implementation plan-a plan that determines how you will translate the levels of acceptable risk into a set of tools, technologies, policies, and procedures.
- Create a security team-the individuals who will be responsible for ongoing maintenance, audits, and improvements.
- Perform periodic security audits-routine reviews of access logs and any unusual   patterns of activity

Potential threats

Potential threats include
Malicious code-viruses, worms, 'Itojan horses, and bot networks are a threat to a system's integrity and continued operation, often changing how a system functions or altering documents created on the system.
Potentially unwanted programs (adware, spyware, etc.)-a kind of security threat that arises when programs are surreptitiously installed on your computer or computer network without your consent.
- Phishing-any deceptive, online attempt by a third party to obtain confidential information for financial gain.
- Hacking intentionally disrupting, defacing, or even destroying a site.
- Credit card fraud/theft-one of the most-feared occurrences and one of the main reasons more consumers do not participate in e-commerce. The most common cause of credit card fraud is a lost or stolen card that is used by someone else, followed by employee theft of customer numbers and stolen identities (criminals applying for credit cards using false identities).
- Spoofing-occurs when hackers attempt to hide their true identities or misrepresent themselves by using fake e-mail addresses or masquerading as someone else. Spoofing also can involve redirecting a Web link to an address different from the intended one, virith the site masquerading as the intended destination.

- Social network security issues-malicious code, PUPs, phishing, data breaches, identity theft and other e-commerce security threats have all infiltrated social networks.
- Mobile platform security issues-the mobile platform presents an alluring target for hackers and cybercriminals, and faces all the same risks as other Internet devices, as well as new risks associated with wireless networks security.
- Cloud security issues-as devices, identities, and data become more and more intertwined in the cloud, safeguarding data in the cloud becomes a major concern.

Marketing and Advertising strategy.

There are ecommerce strategies that empower brands to attract consumers and boost sales:

1) To understand how consumers are behaving on all devices. Based on our data, we release a quarterly State of Mobile Commerce report
2) Desktops (including laptops) now dominate the modern day corporate workplace, so when lunch hour rolls around, many tend to browse and shop for personal reasons while at their desks. While mobile shopping is no doubt on the rise
3) For digital advertisers, consumers jumping from one device to another means each experience delivered needs to be relevant, consistent and non-intrusive.
4) performance-based results is the key to accurately attributing sales to digital advertising. Looking ahead, attribution is making big strides in understanding how online ads are influencing offline transactions

Demographic

Mobile phone owners used their devices to go online as of May this year, according to [pdf] a new report from the Pew Research Center's Internet & American Life Project, and of those, 34% said they go online mostly using their mobile phone ("cell-mostly internet users"). Despite no gender differences, there are some strong variations in cell-mostly internet use when sorting by age, ethnicity, education attainment and household income.
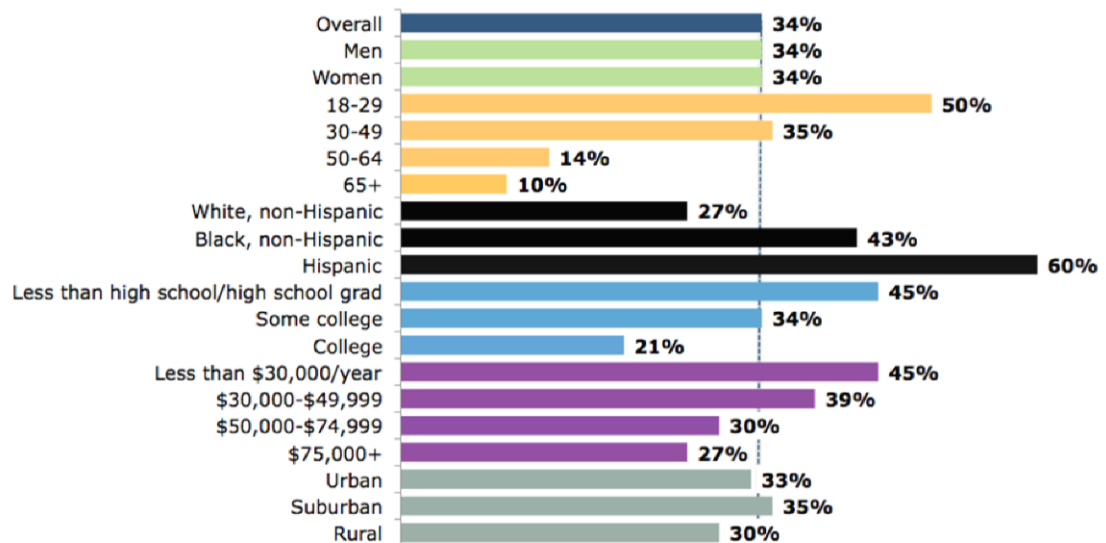
Predictably, the percentage of mobile internet users who rely mostly on their device for access is higher among younger age brackets. Exactly half of 18-29 mobile internet users claim to go online mostly using their phone, a figure that drops to 35% in the 30-49 bracket, 14% in the 50-64 group, and 10% in the 65+ crowd.

 (1 in 4) of Teens Access the Internet Mostly From a Mobile Phone

The Demographics of "Cell-Mostly" Internet Users

%, among mobile internet users who mostly use their phone to go online

September 2013

Overall	34%
Men	34%
Women	34%
18-29	50%
30-49	35%
50-64	14%
65+	10%
White, non-Hispanic	27%
Black, non-Hispanic	43%
Hispanic	60%
Less than high school/high school grad	45%
Some college	34%
College	21%
Less than $30,000/year	45%
$30,000-$49,999	39%
$50,000-$74,999	30%
$75,000+	27%
Urban	33%
Suburban	35%
Rural	30%

MC MARKETINGCHARTS.COM

Marketing method

Here is an app to upsell ore products:
1) Instagram
2) Twitter
3) Facebook
4) Emails
5) Snapchat
6) Our own Web pages

Social media

There are several new trends emerging in of E-Commerce

Email marketing: They can share links to products and product reviews, websites featuring sales or promotions, and much more with a simple click of the mouse.

Mobile Marketing: mobile marketing is also gaining momentum as more and more consumers switch to cell phones with web browsing capabilities.

The Personal Touch: many consumers are choosing online shopping in favor of traditional brick and mortar stores.

Local marketing

To make the most of our small business's time and money, here are some off effective local marketing tactics.

1. Coupons it is one of the oldest tactics in the book, but it is also one of the most effective.
2. First-time freebies.
3. Rebranding when most people think of rebranding, they think of a big, time-consuming overhaul that requires a huge investment

App marketing:

1. Instagram
2. Twitter
3. Facebook
4. Emails
5. Snapchat
6. Our own Web pages

Multichannel marketing

Actually as we are understand the value of our customers of so we are trying to interact with our customers using a combination of indirect and direct communication channels – websites, retail stores, mail order catalogs and email to give a good presentation to our products . As we know we are in very competitions business field and we believe to reach to the customers every possible place so we using different channel to care about our customers and provide for them high quality of services and trying to help them to choose their correct products. Our channel on the Youtube and our accounts on (twitter, Facebook and Instagram) to achieve our customers satisfying and achieve their value.

Advertising method
Banners & pop ups

Our strategy on banners and pop ups is to control and organize them at the same time we do our best to get customers and stay in their mind.We don't want to advertising by banners and pop ups everywhere but to do that on the proper way. We believe to do that only in most popular sites and do more on the social networking apps. Today most of the customer are preferred the social networking apps so we focus to use Banners and popups on mobiles and Tablets more than visiting the websites through PCs and Laptops.

Videos

In our marketing strategy the videos advertising is one of important advertising method that we followed. We make our site rich by video advertising which save our customers time by produce the new product and the top selling items. Also we make our youtube channel rich by all the important contents which reach our vision to the customers also by presenting the site content.

Search engine

Our commitment to the results of searches appear in the various search engines such as google, bing and yahoo as We took upon ourselves to be pioneers in the field of electronic sales.

As we believe the social networking media is the most important method to reach to the customers and we but a lot of effort to make our accounts as important as and as useful as. Actuary We focus on our account on Instagram to present the funny and important moment with our customers. On Facebook we interactive with the customers and reply their answers as well as. On Youtube channel we give a live brief about the store and presenting the product in very professional way. In fact we combine all this social networking to make our customers satisfying and to present our products in professional.

Ethics and law

Privacy and information right

- Honesty making honest decisions

- Integrity maintaining a high level of personal integrity

- Respect treating everyone with respect

- We only use your personal information to provide services and customer support to you

- All personal information is encrypted.

- If you are concerned that your username or password has been compromised, please contact our customer support team immediately and ensure you change your password by logging onto the My Account section of the Site.

Conclusion

Online shopping is a new experience and has greatly impacted the lives of consumers in its short time of existence. It is expected to grow constantly in years to come with advancements in technology. Online shopping has made consumers more effective and efficient in their shopping behaviour and has driven businesses to a new level, forcing many to make the necessary adjustments and changes to reach the new market of knowledgeable consumers.