

E-Commerce Business Plan Optimization

Amol Kawade

Student, Department of Mechanical Engineering, Vishwakarma Institute of Technology, Pune.

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ABSTRACT— E-Commerce is a platform which has been in wide use for a very long time. In recent years commodities like Electronics, Services, Food, Groceries, Delivery services, etc. have opened. Farmers put in a lot of effort and grow a produce and sell it to the E-Commerce companies at marginal profits which is not fair and is disingenuous to the sheer effort taken by these farmers to produce the goods. This project intends to make light of this issue and simulate, through MS Project to further understand and find solutions to this issue. The project is being carried out Microsoft Office Project and Microsoft Excel. In Microsoft Project all the workflow along with its resources and cost calculation will be done and Microsoft Excel will be used to solve travelling salesman problem. Making a streamlined process where there is no middleman, and the farmers can have most of the profits will be highly beneficial to the economy of this country. It is impertinent that we find a way to utilize this beneficial platform and make light of the current situation of the agriculture industry.

Keywords— Agriculture, E-Commerce, Farmers, MS Project, MS Excel.

I. INTRODUCTION

The current situation of India's agriculture industry might seem well off with all the export quantity and profits being made but little to none of this profit goes in the hands of most of the farmers who work day and nights to feed not only their families but also hundreds of thousands of other families. We intend to find a solution through simulating an E-commerce company that intends to make the lives of the farmers of our country get what they truly deserve. Most traditional methods of selling their produce like the APMC, wholesale markets, retail buyers or hawkers, yield very little profits to the farmer themselves. This project will help us understand more in depth about the situation and how it can be rectified. Modernizing the process of selling their produce will be highly beneficial to the farmers growth and the understanding the state of their finances and the route they can take to further grow their profits. It is very difficult to find a way for farmers to sell their produce and gain

profits to further invest into farming without taking heavy loans. Agricultural marketing covers the services involved in moving an agricultural product from the farm to the consumer. These services involve the planning, organizing, directing, and handling of agricultural produce in such a way as to satisfy farmers and consumers. As we transition to the new period of business, we are headed towards a changing world where humans, machines, and AI can create strong and reliable methods of income for the various needs a farmer could have. We will use MS Project to make a simulation of a company that will remove the middlemen and give the majority of the profits to the farmer and boosting the economy and enriching the lives of our farmers. Being financially stable will significantly improve the day-to-day life of the average farmer and make them more productive and efficient and encouraged to do a better job. Giving the farmers a sustainable and profitable method of selling produce will be beneficial to the growing economy and to feed a lot more people in or country.

II. LITERATURE SURVEY

- 1] This paper explains about the startups in India and also explains about various types steps taken by the government. It also gives summary about how startup works. The paper also presents about case studies of Zomato and RED Bus which helps us to understand their marketing strategies how they influence market and how do they advertise mainly through social media.(1)
- 2] The paper presents about one of the influential and inspiring e-com business related to grocery , Groffers. It explains how the company was started and how it works and its business model. It also tells about the failure of the company and how it was short of inventory which resulted in its loss before 2016. The paper also tells how it changed its business model after 2016 leading to its success and becoming one of major e-com business in India.(2)
- 3] This website helps us to get information about startup. A startup is a company or business started by an entrepreneur to develop and run a

- specific business model. The website also tells us about the entrepreneurship and explains it in the detail. It also tells us about some types of startup's such as unicorns which are privately held startup companies under \$1B, and Internal startups which are focuses on corporate entrepreneurship and which are promoted by large corporate companies. (3)
- 4] This website explains how to conduct market research and how should our marketing strategies be designed. It also tells about steps and various methods to conducts market research.(4)
 - 5] The website explains how to start your e-commerce startup. Various steps to start a start up. The website has helped a lot understand startup techniques. It has explained how to brand our brand, design logo and other things. Before starting a startup we should plan a perfect business plan , then to register our business we should first apply for DIN number and then incorporate the company. After that we should build a website and also look for inventory handling techniques. Other important thing is to set payment gateways which is very important for developing e-commerce business.(5)
 - 6] Warehouse building is an important step for our e-commerce startup. The warehouse layout should be perfectly planned. It should be planned according to the inventory handling with respective of availability of floor space and its storage capacity. We should also set up a good transportation system for the warehouse which is its necessity (6)
 - 7] Advertising is one of the major practice needed to make our startup reach to the people. Advertisements can be done by various sources such as social media , emails , newspapers , posters. We should also develop our SEO strategy in order to reach the customer. Social media is one of the most influential source for advertise. We should be capable of identifying our target customers , reaching them and convincing them. The art of creating a good content is very helpful especially on social media. Setting up email strategies is important for a company especially foe e-commerce company.(7)
 - 8] Budget is a crucial part for business. To create a budget we should first create a target which we would like to pursue. Then we should determine variable costs and expenditure than we should calculate the profit percentage. We should also study and think about interest and taxes . Then calculate the estimates of financial

statement. The budget should be calculated with much care as it is the heart of the startup.(8)

III. METHODOLOGY

The project is being carried out Microsoft Office Project and Microsoft Excel. In Microsoft Project all the workflow along with its resources and cost calculation will be done and Microsoft Excel will be used to solve travelling salesman problem.

First we have to do agricultural map studies of the area where our company is going to work , so that we can check what are the crops grown in the area and identify where we would get capable constant suppliers. This also includes studying the prices of crops

We have to then divide area into the zones and study the specific zones

We have to also choose and check the area compatibility for setting different distribution centers , warehouse and office.

Now we have to decide company's name and logo and start the process for incorporating the company. For incorporating the company we have to first apply for DIN number, after getting approval confirming the name and logo and then incorporating the company. After getting DIN number there are six months for incorporating the company but the time required to do that is much less i.e minimum 7 days .

The further steps include applying for GST and opening bank account . Also we will develop a initial budget for setting all other things before the company officially starts.

We also need to identify supplier for various purposes such as contractors , material suppliers .etc.

Side by side we will start building our warehouse and setting distribution centers. This is the work need lot of investment and is one of the heart for setting up a startup. We need to plan the floorspace according to our future prediction of inventory holding. As we set the infrastructure we also need to look for transport routes to the warehouse.

Now the important work comes i.e is building application and website for our e-commerce startup. We need to analyze the market trends , set our gal and start building the application and website. We need to prepare code , GUI . Testing the application and website and deploying it on platforms like playstore , applestore and Microsoft store will be important.

Now we should set up an inspirable workspace for work and also decide transport routes for delivery purposes.

We have to set target , list income sources calculate

income and expenditure and decide profit percentage. We also set payment gateways which is important for receiving payments especially online payments. Also have to set up policies, terms and condition prepare agreements.

We now have to look for workforce management. Recruiting workforce and giving work to previous workforce. Training the workforce by appointing trainers and by experienced people Advertising is the heart activity of any company. We have to now advertise our company and its products and how it is easy and helpful to customer. We have to create content and direct it. We have to channelize our advertise through social media, newspaper, posters, email etc. We have to identify our target customer and create SEO and blogs. We also have to create email strategies so that we can attract customers.

IV. RESULTS AND DISCUSSION

The buying and selling of good and services is E-commerce in this project we plan to find solutions to an e-commerce company. In our country the methods of selling the produce are normally markets, wholesale and etc by which farmers don't get as much as they deserve by this project we are trying to add some new methods of selling with the help of this methods farmers get benefit and they grow their profit as well as understands the state of their finance.



Fig 1.1

In this we mainly use Microsoft office project for the workflow, resources as well as cost calculation and Microsoft excel is used to make a sufficient process where there is no middle man. in this project there is planning organizing and handling of agricultural produce and farmers can get more profit what they deserve.

V. CONCLUSION AND FUTURE SCOPE



Fig 1.2

The project in future can be useful for vendors to grow their produce and to grow their profit as well as it is beneficial in agricultural area like agricultural marketing covers the services involved in moving of agricultural product from farm to customer.

And the important part is application and websites for the E-commerce in future the customer can order their products online by the help of application which is available on play store, apple store and Microsoft store etc. and in future the project can be used by whole country for providing farmers a good profit.

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