

## Planning in E-commerce :-

The fundamental purpose of economic life is the satisfaction of human wants which are basically unlimited. All the economic activities of any modern society are directed toward satisfying human needs with limited (Scarce) resources.

### Essentials of a good plan :

- It sets up feasible targets or goals for the terminal data.
- An economic plan is based upon the initial resources of the country, presupposing a careful inventory of manpower and domestic resources.
- An economic plan must have some definite aims and objectives.

# Six crucial steps to planning your e-commerce website.

1. Research and Strategy.
2. Planning
3. Information Architecture
4. Design
5. Construction
6. Migration & launch.



Write a Short note on E-commerce implementation.

Ans

Implementing an e-commerce shopping cart gives your business the ability to sell your products online day and night, reach new clients, target your ideal market, establish a strong brand, and build closer relationships with your customers by improving their purchasing experience.

→ Advantages :-

- Allows you to sell products 365 days a year 24 hours a day.
- Lower your costs and raises your sales margins.
- Create cost saving efficiencies.
- Create an automated cycle of repeat business.