**B2C E-commerce customer relation management based on the long tail**

**Abstract:**

With the development of computer technology and network communications technology, e-commerce has a rapid development on a global scale. B2C e-commerce as a new shopping channel, because it has characteristics of providing sufficient information, breaking time and space boundaries, low-cost and real time, has rapid development. As a channel for transactions, B2C e-commerce also needs to be supported by appropriate customer relationship management (CRM). So e-commerce companies need to do customer segmentation based on their value, and then take appropriate customer relationship management strategy. The long tail, as the basis of a new business model, emphasizes the value of sporadic demand and small customers. In this paper we propose a new customer value model in the new economic environment based on the long tail and then offer corresponding customer relationship management strategies.

 This project is developed for the automation process of shopping through online i.e. through web. This project mainly contains 3 modules like Merchant module, Customer module, invoice module.

 In merchant module adding the categories, products, item Sales, giving orders, Stock maintain ace, creating invoice (bill) for orders, shipping of items order given by customer. Creation, details, and other transactions like automatic increment ,decrement of stock, paid invoice(amount),shipping invoice And all other transactions for large scale  whole sale or retail sales, very big shops, or organizations.

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 Marchant Module  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.

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**EXISTING SYSTEM**

In existing system every thing is manual like customer will go to shop manually and he/she selects items which are available in shop and the merchant will calculate the bill for products selected by the customer and then shipping process will take place.

 Existing System is manual, every thing we have to do manually i.e.

1.  displaying items

2.  selecting items

3.  billing process

4.  Shipping

**Proposed System**

1.  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.

2.  Customized and adhoc reports for the MIS for decision-making.

3.  Order indent-automation from the direct sales dept.

4.  Shop Inventory Database updates.

5.  Stock in shop  information

**Hardware Specification:**

Processor                    :       Intel P-IV based system

Processor Speed         :       250 MHz to 833MHz

RAM                            :       1GB

Hard Disk                    :       2GB to 30GB

**Software Specification:**

Language                             :       C#.NET

Database                             :       SQL SERVER 2005

Operating System              :       Windows2000

Technologies                      :       ASP.NET, ADO.NET

Web/Application server     :       Internet Information services (IIS)