Website for Promoting Small-Scale Businesses

Onkar Kedar, Alfaiz Ansari, H. R. Kulkarni, Vishal Waghole*, **S. H. Karande**

G.H. Raisoni College of Arts, Commerce & Science, Wagholi, Pune

Author for Correspondence: vishalwaghole20@gmail.com

Abstract

In today's competitive digital environment, small-scale businesses require a strong online presence to attract customers and sustain growth. This research presents the design and development of a website focused on promoting small-scale businesses by providing features such as product catalogs, business listings, customer reviews, and integrated marketing tools. The proposed system aims to bridge the gap between small entrepreneurs and customers by offering an affordable, user-friendly platform to improve visibility, expand market reach, and support sustainable business development.

I. Introduction

Small-scale businesses often struggle to compete with larger enterprises due to limited resources, minimal digital presence, and lack of effective marketing strategies. In the modern economy, establishing an online presence through websites and e-commerce platforms is essential for visibility and long-term survival. This research proposes a digital platform designed to empower local entrepreneurs by enabling them to showcase their products, connect with customers, and expand their market globally. As technology becomes increasingly vital in supporting entrepreneurship, digital tools offer small businesses valuable opportunities for growth and innovation.

II. Problem Definition

Many small enterprises face challenges related to limited customer reach, poor marketing exposure, and insufficient access to modern technologies. The core problem addressed in this work is the lack of a unified, cost-effective digital platform where entrepreneurs can display offerings, interact with customers, and market their products efficiently. When businesses remain confined to local markets, they miss opportunities for expansion. A dedicated website can overcome these limitations by reducing reliance on physical networks and enabling broader outreach.

III. Existing System and Need for the New System

Existing platforms such as Amazon Karigar, Etsy, Go Swadeshi, and Craftsvilla provide visibility but include several limitations—high competition, commission-based models, limited customization, and reduced control for local entrepreneurs. Therefore, a new dedicated platform is required to ensure affordability, continuous availability, dynamic product showcasing, and improved customer engagement. A community-driven and entrepreneur-focused platform can better support business owners in achieving digital independence and sustainable growth.

IV. Scope of Work

The project scope includes the development of an online marketplace with features such as:

- E-commerce functionality
- Social media integration
- Search engine optimization (SEO)
- Customer engagement tools
- Mobile-friendly design
- Multi-language support
- Scalable cloud-based infrastructure

The platform aims to build a digital ecosystem where entrepreneurs can collaborate, analyze customer insights, and use analytics to improve overall performance.

V. Feasibility Study

- **Technical Feasibility:** The project can be implemented using HTML, CSS, JavaScript, Java (Spring Boot), and MySQL.
- **Economic Feasibility:** It requires moderate development and hosting costs.
- **Operational Feasibility:** A small team of developers, marketing specialists, and support staff can manage platform operations.
- **Risk Assessment:** High competition and cyber security threats exist but can be mitigated with strong security protocols, unique features, and regular training/workshops for business owners.

VI. Requirement Analysis

Functional Requirements

- User registration and authentication
- Business profiles and dashboards
- Product/service listings
- Customer reviews and feedback
- Secure payment gateway integration
- Admin panel for management

Non-Functional Requirements

- **Security:** SSL encryption, OAuth/JWT authentication, CAPTCHA
- **Database:** 3NF-compliant MySQL database
- **Performance:** Optimized for mobile devices and low-bandwidth users
- **Scalability:** Support for increasing users and businesses over time

VII. Conclusion

The proposed website serves as an effective digital platform for enhancing visibility, customer reach, and growth opportunities for small-scale businesses. Through low-cost marketing tools, e-commerce integration, and improved digital branding, the system addresses key challenges faced by local entrepreneurs. Future enhancements, including AI-based recommendations, mobile app development, and multilingual expansion, can transform the platform into a comprehensive ecosystem supporting entrepreneurship in the digital age.

References

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[4] Go Swadeshi – Indian Handloom Initiative