

A MINI PROJECT REPORT

ON

“A STUDY ON TRENDING ONLINE BUSINESS POST OUTBREAK OF COVID-19”

**Mini Project Submitted in fulfilment of the requirements for the award of
the Degree of**

MASTER OF BUSINESS ADMINISTRATION

From

BENGALURU CITY UNIVERSITY



Submitted By

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Under the guidance of

Prof. RAVISH B.A

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AL-AMEEN INSTITUTE OF MANAGEMENT STUDIES

Affiliated to Bengaluru City University

(2020-2022)

CERTIFICATE OF INSTITUTION

This is to Certify that this project entitled **a study on Trending Online Business post outbreak of Covid-19** has been successfully completed by **MOHAMMED MOHTASHIM** of Reg. No. **MB206226** during the year **2020-2022** and the report is submitted in partial fulfilment of the requirements for the award of the degree of **Master of Business Administration** as prescribed by the **Bengaluru City University** under the guidance of **Prof. Ravish B.A**

Place: Bangalore

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Principal

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Place: Bangalore

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STUDENT DECLARATION

I hereby declare that the Project Report entitled **a study on Trending Online Business post outbreak of Covid-19** has been prepared by me under the supervision and guidance of **Prof. Ravish B.A**, during the year **2020-22** in a partial fulfillment of the university regulations for the award of the degree of **Master of Business Administration** by **Bengaluru City University**.

I further declare that this project is based on the original study undertaken by me and has not been submitted at any time to any university or institution for the award of any other degree or diploma.

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Here by, I express, my deepest thanks to **HOD Prof. Deepak Singh M.C** for his support and guidance to carry on with the Mini Project.

I am also thankful to **Bengaluru City University** for making this Mini Project a part of our curriculum. It has been a wonderful experience which has helped me gain knowledge and practical exposure in the process of the Mini Project.

Last but not the least I present my heartfelt thanks to my family, Friends and well-wishers for their help and support.

MOHAMMED MOHTASHIM

TABLE OF CONTENTS

CHAPTERS	PARTICULARS	PAGE NO
Chapter 1	Introduction	1-14
Chapter 2	Methodology	15-16
Chapter 3	SWOC Analysis	17-22
Chapter 4	Outcome of the Study	23-29
Chapter 5	Learning Experience & Conclusion	30-31
Chapter 6	Bibliography	32-33

CHAPTER – 1



Introduction:

What is Online Business?

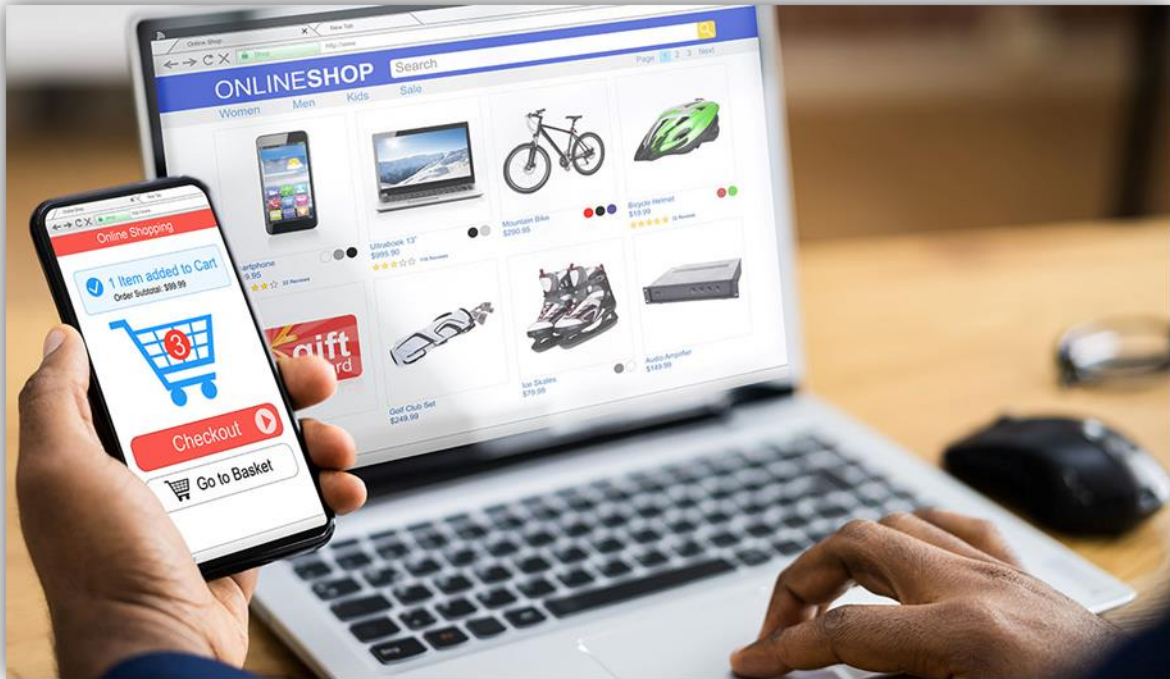


Online business refers to any company activity that takes place through the internet. Whenever a business setup a website to sell their products, customers will be buying them through the use of internet. The growth of the internet has completely changed the business system. Several industries, like entertainment, transportation, and medicine, now employ online enterprises to reach out to their clients. Today, a large number of enterprises depend entirely on the internet.

Online business post outbreak in covid-19

In years to come, 2020 will be remembered as the year that changed everything. Nowhere else has there been such unprecedented and unexpected growth as in the digital and e-commerce sectors, which have exploded in the aftereffects of the COVID-19 crisis.

The pandemic of COVID – 19, the social dimension, and the desire to staying at home has pushed consumers to turn to online shopping. This has an impact on demand and creates uncertainty in the supply chain for the e-commerce industry. COVID -19 may also have an impact on older retailers such as Walmart, which are seeing a decrease in informal shopping, supply chain disruptions, and an increase in the purchase of basic necessities, groceries, and other products.



The term e-commerce refers to any type of business transaction that involves the transmission of data over the internet. E commerce is defined as the use of a transaction or a commercial transaction that involves the exchange of value in exchange for a product or service.

The World Trade Organization stated that now is the time for e-commerce to save the global economy, and that it should intervene with vigor and vitality to demonstrate e-importance commerce's and effectiveness in the field of trade and online shopping.

Because of the spread of COVID-19, traditional trade shares have become volatile and in sharp decline, and this will be a strong motivator for each of these traditional market traders to move to Internet trading in order to preserve the rest of their shares and maintain their commercial field and market success.

The world's functionality was severely hampered as a result of the coronavirus pandemic's lockdown situation. In the long run, it has a significant impact on the overall business and economic environment. Furthermore, it has created a variety of financial complexities, which will result in a variety of other business problems and issues for the operations of various types of businesses.

The spread of the coronavirus has had a significant impact on business operations around the world, negatively affecting the economic conditions of many countries; many are experiencing significant slowing of economic growth.

Furthermore, following the COVID-19 pandemic, social distancing and staying at home are expected to drive consumers to online shopping. However, unpredictability in consumer demand and supply chain issues can have an impact on the e-commerce industry. The COVID-19 pandemic issue may also affect large retailers such as Walmart, which is seeing a drop in casual shopping, supply chain disruption, and an increase in purchases of essential hygiene products, groceries, and other products.

Online business includes the buying and selling of raw materials, products, services, or any other type of goods and services by consumers, retailers, and businesses over an electronic medium (the internet). E-commerce retail, on the other hand, is the exchange of goods and

Services between an online retailer and its customers (generally end-users). The online business can be of different types such as business to business or B2B (Cisco, Alibaba), Business to Consumer or B2C (Amazon, Walmart) and Consumer to Consumer or C2C (eBay).

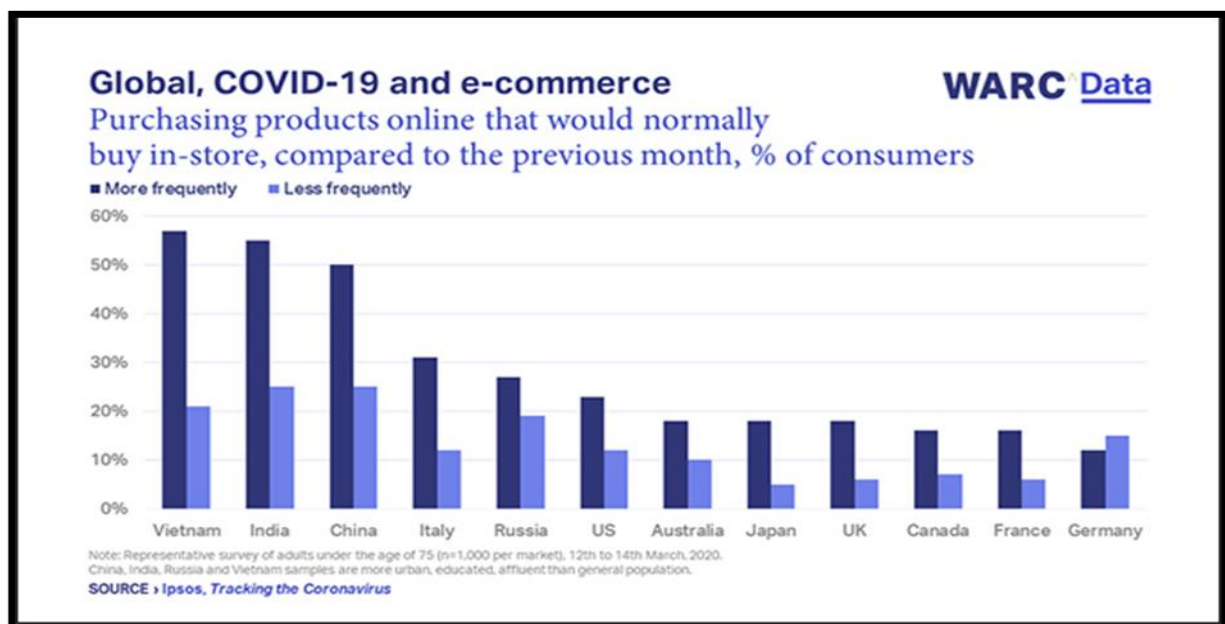
Before the COVID-19 pandemic, the factors driving the growth of the e-commerce market included strong and steady growth of internet users and rising awareness of online shopping, increased online product launches, low prices due to bulk purchase, and so on. Furthermore, an increasing number of exclusive products on the market, as well as lower product prices due to direct distribution channels and economies of scale, contribute to the growth of the global e-commerce market.

The global e-commerce industry report is divided into product categories such as electronics, healthcare, beauty & personal care, and others. The outbreak of COVID-19 had an impact on these segments because of the uncertainty in the supply chain and consumer demand around the world.

Alibaba, China's largest e-commerce service provider, has struggled to maintain growth rates in the face of a domestic economic slowdown and the uncertainty of a coronavirus epidemic. Alibaba Group Holding Ltd., Amazon.com, Inc., Walmart Inc., Spotify, Rakeem Group, and eBay Inc., among others, were some of the key businesses affected in the market. Amazon, for example, made significant investments in one-day shipping that have yet to pay off. In 2019, its net income declined by 26%, while transportation expenses increased by 46%. The coronavirus pandemic has a negative impact on Amazon's revenues in the first half of 2020.

People are shifting from traditional buying to online shopping, changing what they buy, where they buy it, and how they buy it. It increased the number of purchases made through websites

and mobile apps. Customers are avoiding public places due to the increased risk of the Corona virus, which is increasing their attraction to online shopping. E-commerce companies must now improve their policies to meet the changing needs of their customers. According to market research conducted prior to the Corona Virus, India's electronic commerce market is growing at a faster rate (approximately 200 US dollars by the year 2026). Recent developments since the epidemic indicate that target can be met much faster than previously anticipated, owing to an increase in shoppers attracting online deliveries despite concerns about potential infections if they leave their homes.



The impact of the pandemic

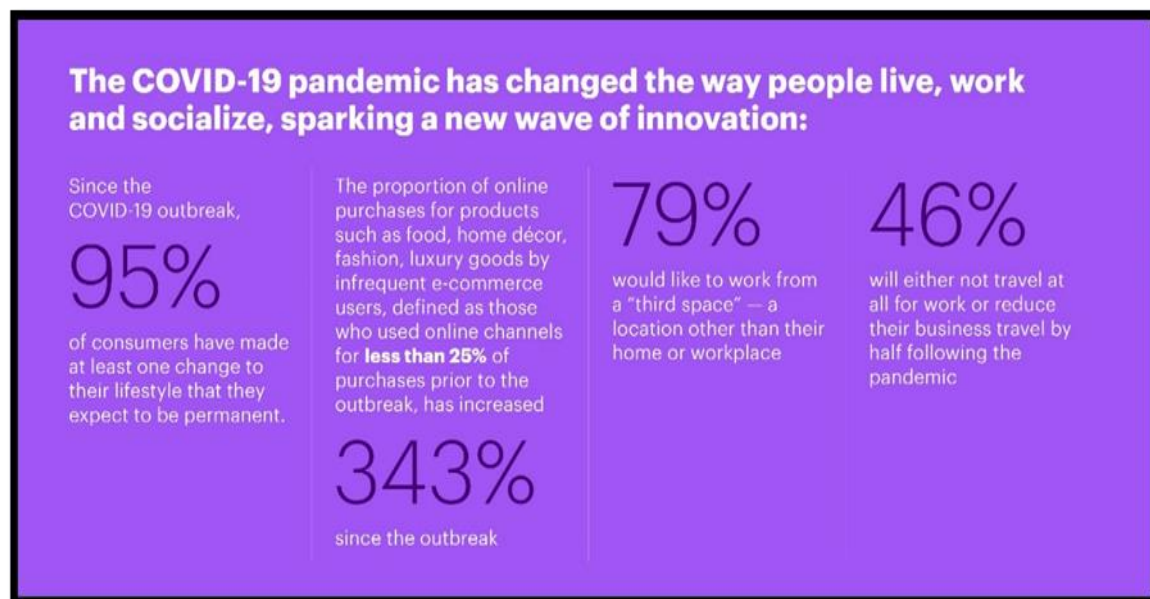
During 2020, the COVID-19 pandemic has dominated global economic development. Movement restrictions and other public health interventions have reduced economic activity in most sectors and countries, affecting production, distribution, and consumption. The global economy is expected to contract by at least 4% this year, rather than grow by 4% or more.

The pandemic and its associated economic downturns occurred at a time when economic circumstances were changing and economic challenges were increasing. Global GDP had been growing at a rate of just over 3.5 percent per year over the previous decade, but recovery from the 2008/9 financial crisis has been slow in developed countries, limiting global demand growth.

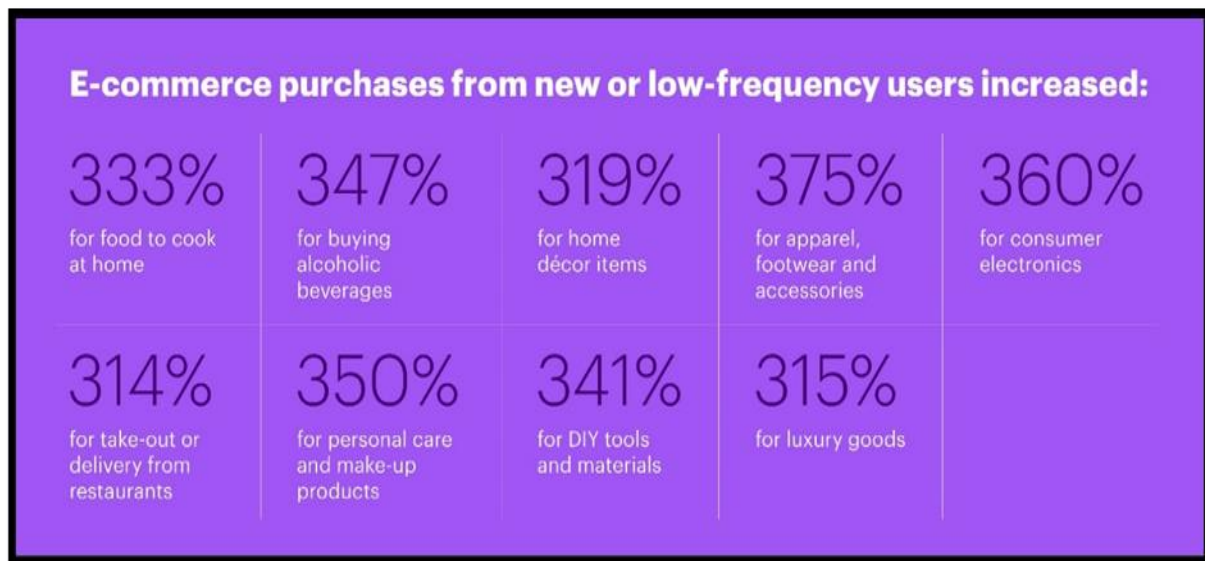
The epidemic has increased the trend of rise of online and increased sales through e-commerce platforms. Consumption habits have also shifted as a result of the necessity to obtain needed things. E-commerce enterprises use social media and their own e-commerce stores as significant sales channels. Groceries, pharmaceuticals, health and hygiene items, restaurant delivery, and financial services are the sales sectors that saw the most growth through third-party online markets during the COVID-19 crisis.

The Pandemic and Online Business

The pandemic caused a sharp slowdown in economic activity, for which most economies were unprepared. However, one impact within that overall reduction in activity that has significance both during the pandemic and for subsequent recovery has been an increase in e-commerce as a result of the need for much activity to move online.



The COVID-19 epidemic has transformed the way people live, work, and socialize, boosting demand for innovation as merchants, consumer goods, and travel industries transition from crisis response to product and service innovation. Working from home, shifting travel patterns, and a greater desire to shop locally are forcing sectors to rethink how they cater to the pandemic-adapted consumer.

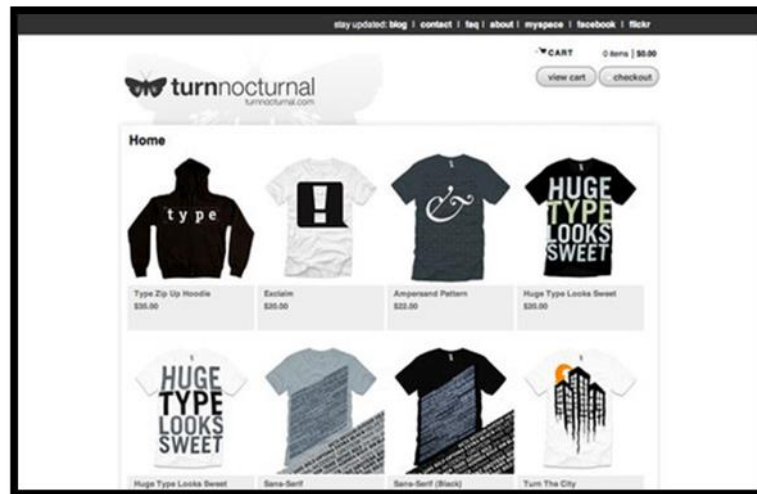


TOP 10 TRENDING ONLINE BUSINESS



Nowadays, internet business is trending like anything, and it will soon be the traditional way of conducting business, therefore there is no doubt that beginning an online business would be a profitable business.

1. Online T-Shirt Shop



Selling t-shirts online is one of the finest Internet businesses currently; according to an Indian online business survey, the apparel business in the Indian market is worth 1.2 million each year, therefore it's a fantastic time to launch an online store selling t-shirts. It will be a great deal to run an online t-shirt business as digitization and smartphone users expand day by day.

2. Online Tutorial Website



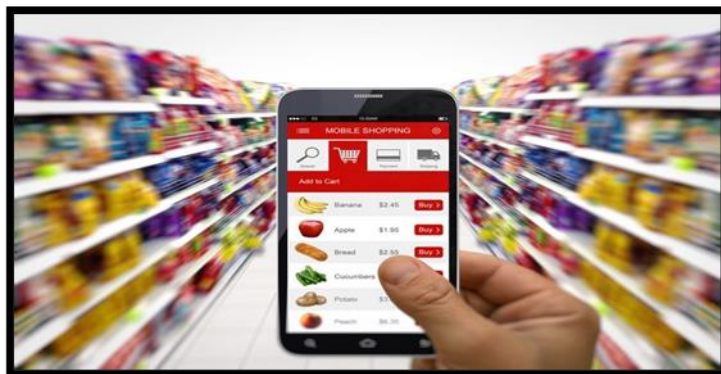
Generate a tutorial website if you are a teacher or someone who enjoys teaching. If you are a teacher or someone who enjoys teaching, online tutoring is one of the best trending businesses. Simply create a website where users or students sign up and learn from you, no need for a classroom and no marketing costs.

3. Online Baking Business



If you're a baker looking to start an online baking business to reach a wide range of clients, you can start by using sites like WordPress or Wax to build your own online bakery and start earning money from it. Simply put your kitchen in front of the world. Baked goods such as breads, cakes, cookies, and pastries, as well as specialty items such as birthday cakes and sugar-free products.

4. Online Grocery Shop



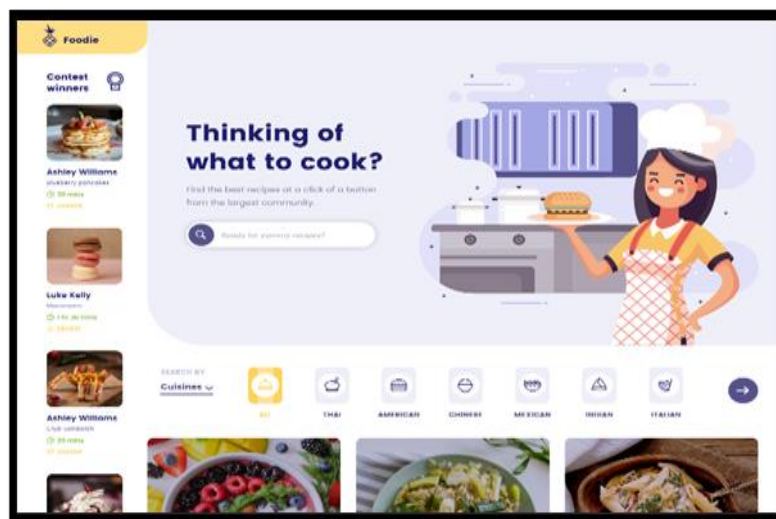
People are drawn to buying things online because they are convenient, safe, and have a wide range of products available under one roof. As a result, the grocery industry is also one of the most popular internet businesses.

5. Web Designing



As you can see, online businesses are quite popular, and everyone is interested in making money online. Therefore, it is a good idea to create an e-commerce website design firm to make money online. Web design is booming as a result of digitization and increased internet usage.

6. Recipe or Cookery Website



It's trendy these days to share your cooking recipes and thoughts.

7. Sell Products on E-commerce Websites like Flip kart, Amazon, and Myntra etc.



Amazon and Flip kart are two of India's most well-known multivendor organizations; they allow small businesses to join their platforms and sell their products. It's also one of the most popular online businesses these days.

8. Selling Handmade items online

People often prefer things that are developed or crafted by hand rather than by machine, and it has become popular to generate money online. Selling handicrafts online is another popular developing online business on the Internet.

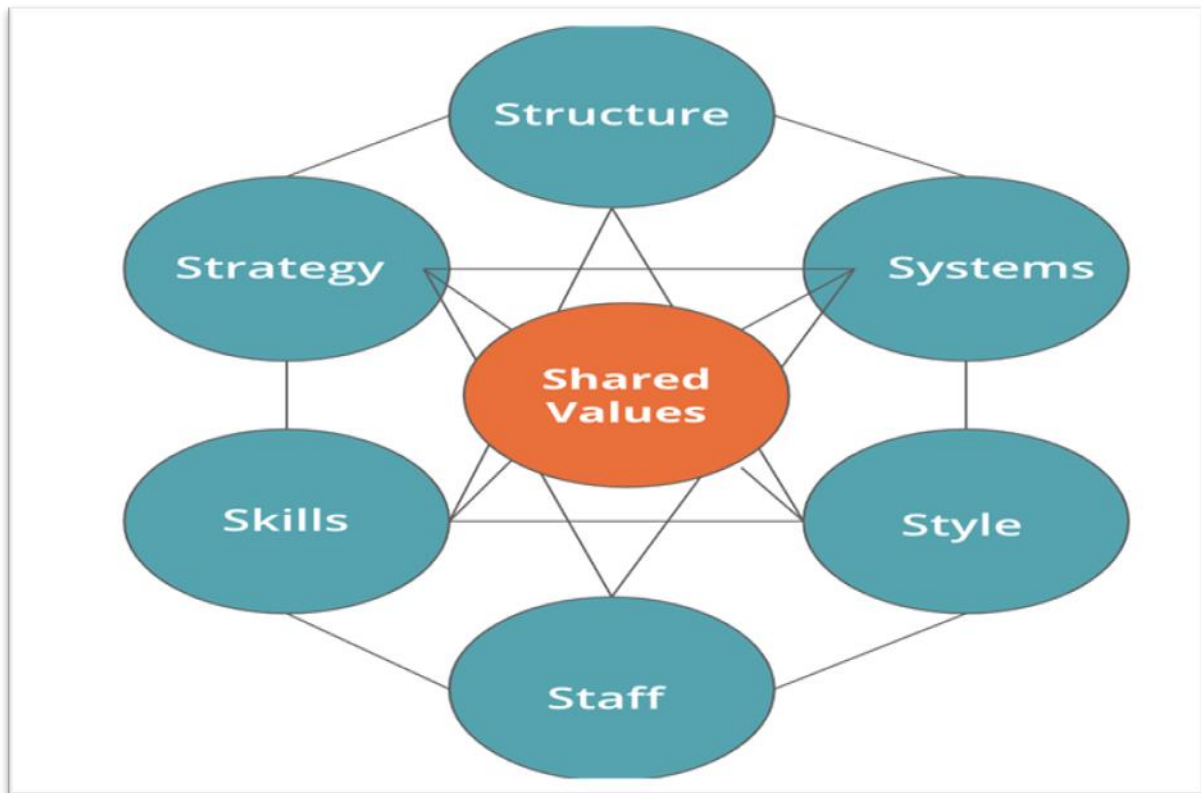
9. Fresh Fruits and Vegetables

Selling organic, fresh food has become somewhat of a trend in recent years. Fruit and vegetable deliveries, local farm boxes, and freshly-made delicacies from local producers can all be good online businesses to start if you want to make money with internet marketing.

10. Selling Online Courses

Offering online courses such as digital marketing, SEO, SMO, SMM, and much more is another popular trend. If you have a skill, start making money online by selling online courses or just teaching through the Internet or online videos.

McKinsey 7S Framework



The model is based on the theory that these seven factors must be aligned and mutually reinforcing for an organization to operate well. As a result, the model can be used to assist in determining what needs to be realigned in order to improve performance, or to preserve alignment (and performance) during other sorts of change.

➤ **Structure:**

To reduce unnecessary costs and boost profitability, you can arrange your online business team with a mix of co-located and remote team members, as well as third-party service providers. Furthermore, it is possible to do so while both caring for your employees and creating an inclusive business culture.

- **Systems:** Online business systems are a collection of online technology, equipment, and tools that allow a company to conduct business via the Internet. These systems assist a business in connecting with customers, processing orders, and managing information.

➤ **Style:**

There are different types of styles that businesses use to attract their customers and serve a specific purpose. To improve user experience, your site should be properly stated from the look of your home page to your contact page.

➤ **Staff:**

When you hear about a successful e - commerce firm, one thing that always stands out is the people. While you've probably heard it before, the individuals that work for your firm are the ones who make everything work (or not). That's why it's a good idea to hire people who will help your company succeed.

➤ **Skills:**

If you're thinking of creating an exclusively online business, you'll want to make sure you have the following skills before you start. The skills required are: Money Matters, Digital Sales and Marketing, Customer Service in Real-Time, Delegation and Leadership Skills, Communication and Negotiation Skills, Writing Skills, Problem Solving, Organizational Skills and Networking Skills.

➤ **Strategy:**

If a company is just getting started in the online world, the web strategy programme will lay out how it should position itself online, what online media it should use to spread its message, how it should communicate with customers, what services and products it should offer online, and what supporting infrastructure it should have in place. The web strategist, a highly experienced business professional with knowledge of online trends, business, design, user experience, and technical concepts and principles, creates a web strategy.

➤ **Shared values:**

Shared values are organizational values that are developed by the organization's leadership and subsequently adopted by all of the organization's members. When acting on behalf of the organization, all members of the organization share and follow the principles.

STATEMENT OF THE PROBLEM

There was a time when going out to shopping and checking out several stores before making a final purchase was the routine. As the epidemic hit us hard, all of this changed, and it affected the entire shopping environment in terms of priorities, product and service availability, and consumer purchasing capability.

Online business have attempted the influence on trending online business post outbreak of covid-19. Covid-19 influenced a significant role in affecting and giving way for the establishment of new business that are based online. Voluminous data is available regarding online business. This study contributes to the existing body of knowledge in a way as it attempts to improvise the process based on the types of online business.

NEED FOR THE STUDY

The key contribution of this study is that the study can be used for minimizing the after effects of covid-19 in the customer's mind. The study suggestions can be used for formation of views by the customers in the process of collecting information for the study.

The study forms a framework of helpfulness for the study and provides formulation of analysis and synthesis of literature using from journals of various disciplines, articles, published online and research reports.

The outbreak had an impact on the economy which had changed the consumer buying behavior when it comes to online shopping as there is a rise in purchasing which can be seen as consumers are becoming more interested towards buying cleaning and staples products. With the move from traditional shopping to online shopping and an increased amount of time being spent on online channel. The internet has become the source for most of the buying decisions. The problem of impulse buying has existed for a long time. However, there has been an increase in purchasing behavior as a result of the current growth in online business as a result of the epidemic. This study explores the factors behind online business.

CHAPTER – 2



Methodology

The procedures or strategies used to find, select, process, and analyze information about a topic are known as the research methodology. The methodology section allows the reader to evaluate the overall validity and reliability of a study.

Objectives

- To analyse the impact of COVID-19 on Online Business.
- To study the impact of COVID-19 on consumer online purchasing behavior.
- To understand the current status and trends in online business.

Methodology of the Research

The research is purely descriptive. The information was gathered using only secondary data. Secondary data was obtained from a variety of periodicals, text books, newspapers, magazines, internet sources, and online research reports for this study.

Secondary Data

The present study is basically drawn upon secondary data which are published in journals, newspapers, magazines etc... And from various books related to the topics and other references were made.

Discussion

The collected data is discussed keeping in view the objectives of the study i.e., the impact of covid-19 of trending online business and the factors which influences the online business. The suggestions and conclusions are drawn through the discussion.

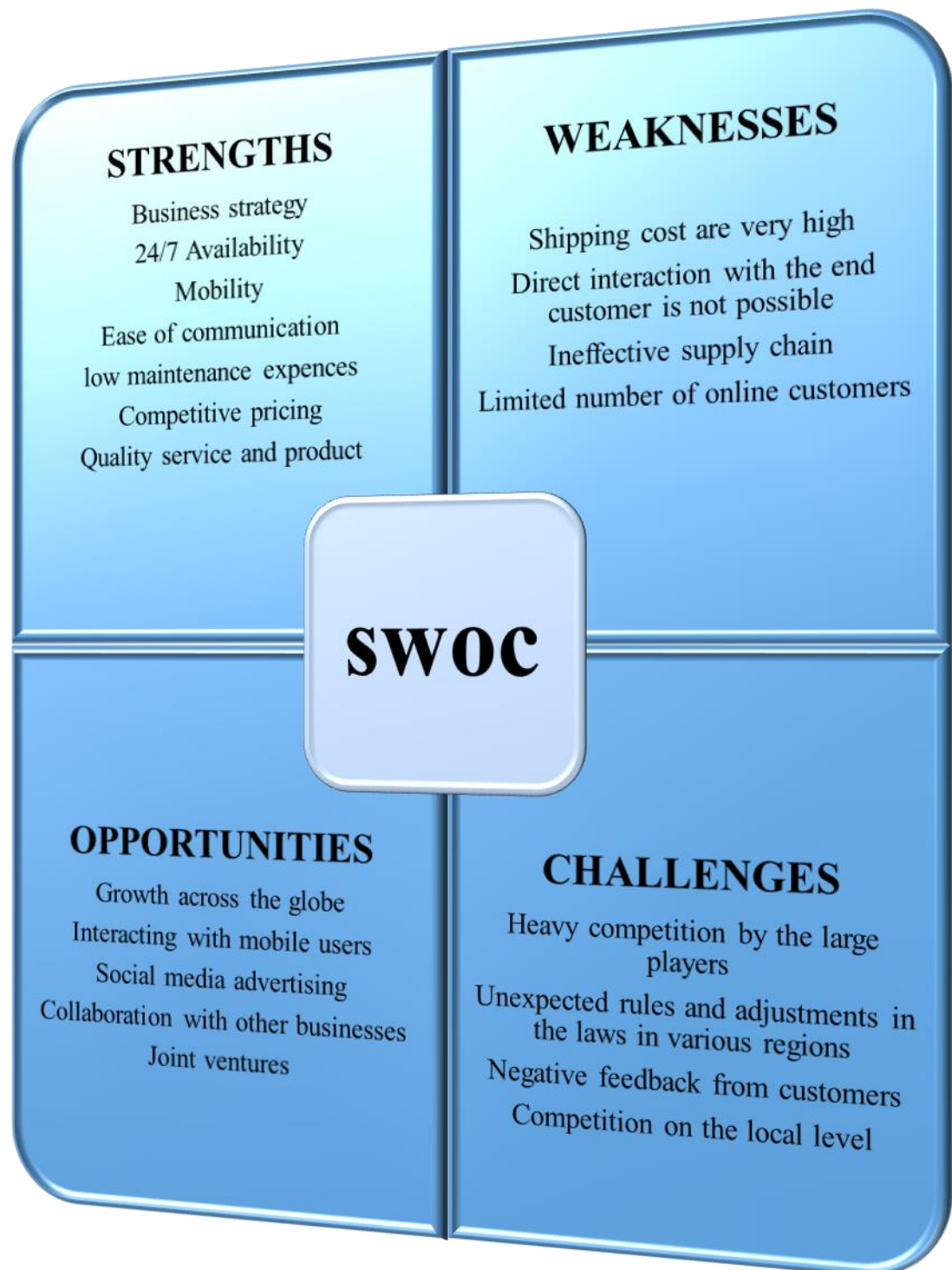
Limitations of the Study

- Time was a constraint.
- The study was limited to secondary data only.
- Secondary data was assumed to be true and unbiased.

CHAPTER – 3



SWOC analysis is a strategic planning technique for investigating external and internal elements that influence a company's success and growth. SWOC analysis is used by businesses to determine their firms, products', and competitors' strengths, weaknesses, opportunities, and challenges



1) Strengths

- Global access, 24 hours a day, 7 days a week
- Improved client service through greater flexibility
- Cost savings
- Product selection
- Faster delivery of products
- Increased professionalism
- Less paper waste
- Opportunities to manage the business from anywhere in the world
- Lower operating cost
- It requires very small office space or there is no requirement for an office space at all.
- There are various customization options available for a customer.
- A business that operates online is not constrained by time restrictions.
- Customers can shop whenever they want as long as they have access to the internet.
- Customers from all over the world will be able to place orders.
- Adopt the market requirements
- Customer data
- Customer reach.
- It can make it faster, safer, or cheaper than the rest
- Return policy

2) Weaknesses

- Huge start-up cost
- Financial resources
- Shipping is more expensive
- Security
- Competition
- Customer Satisfaction
- Customer service challenges
- Technical problems
- Lack of credibility
- Marketplace saturation
- Personal aspect
- High customer expectations
- There is a lack of clear value creation
- Some customers are still afraid to buy online
- Gaining a customer's trust is a challenging task in this business.
- Face-to-face interactions are completely missing in online business.
- There is no opportunity to check before they purchase.
- During a site crash, no one can make a purchase.
- Customers might be impatient
- Delivery times might be lengthy
- In some cases, shipping cost is much higher than the product cost
- The lack of direct interactions between the client and the supplier makes it hard to influence decision making.

3) Opportunities

When it comes to the online aspects of your business, you should consider the following opportunities:

- Run an online shop
- Manage their suppliers
- Technological improvements
- Innovative market segments
- Increase in a products demand
- Communicate with customers, and get their feedback on their business
- Offer services online
- Allow customers to make reservations or appointments online
- Managing the finances, such as online banking, tax and employee pay
- Research their competitors and other businesses that use online tools
- Decide what aspects of online business will benefit your business
- Review the budget to work out what they can afford
- Understand about any laws and regulations that may apply to the online business activity.
- Consider their requirements, such as the software that needed and the computer hardware required to operate it.
- Plan for risks such as computer viruses, scams, data theft, and hardware loss or damage.
- Consider what kind of training that employees would require.
- Be realistic about the time and money you'll need to manage the company's web presence.

4) Challenges

- Creating the own online business website
- Generating Targeted Traffic with Digital Marketing
- Finding the perfect product to sell online
- Getting attention
- Building trust
- Identifying the mistakes
- Customer Acquisition
- Converting visitors to customers
- Retaining customers
- Cyber security in online businesses
- Return and Refund policies
- Pricing and shipping
- Building trust with the user
- Choosing the right technology
- Increasing sales and long-term growth
- Finding the right market and competitor analysis
- Maintaining customer relationships with B2B e-commerce
- Meeting the requirements of a challenging Online business buying decision

CHAPTER – 4



OUTCOME

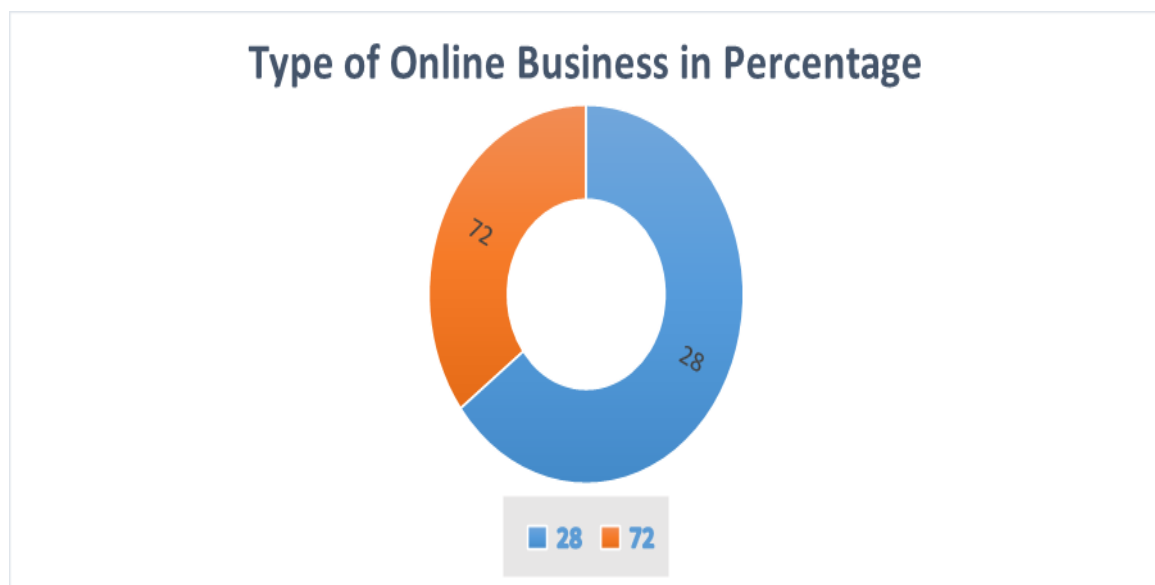


Analysis of the Study

Analysis is a study which focuses on defining business requirements and finding solution to challenges. A software systems development component is common, but solutions might also involve process improvements, organisational change, strategic planning, and policy creation.

Under the post outbreak of covid 19 we will analyse the trending online business which changed the consumer buying behaviour. To create a complete trending online business guide, we will mostly focus on the other online business and try to know the after effects of covid-19.

The COVID-19 outbreak acts as a strong reminder that pandemics, and like other unexpected crisis, have occurred in the past and will continue to happen in the future. Even if we cannot prevent dangerous viruses from emerging, we should be prepared to reduce their societal impacts. The current outbreak has had a severe economic consequence across the globe, and it does not look like any country will be unaffected. This not only has consequences for the economy, but the entire society is affected, which has led to dramatic changes in how businesses act and consumers behave. This latest issue is a global effort to address some of the pandemic related issues affecting society. There are many topics that cover different industry sectors (e.g., tourism, retail, and higher education), changes in consumer behaviour and businesses, ethical issues, and aspects related to employees and leadership.



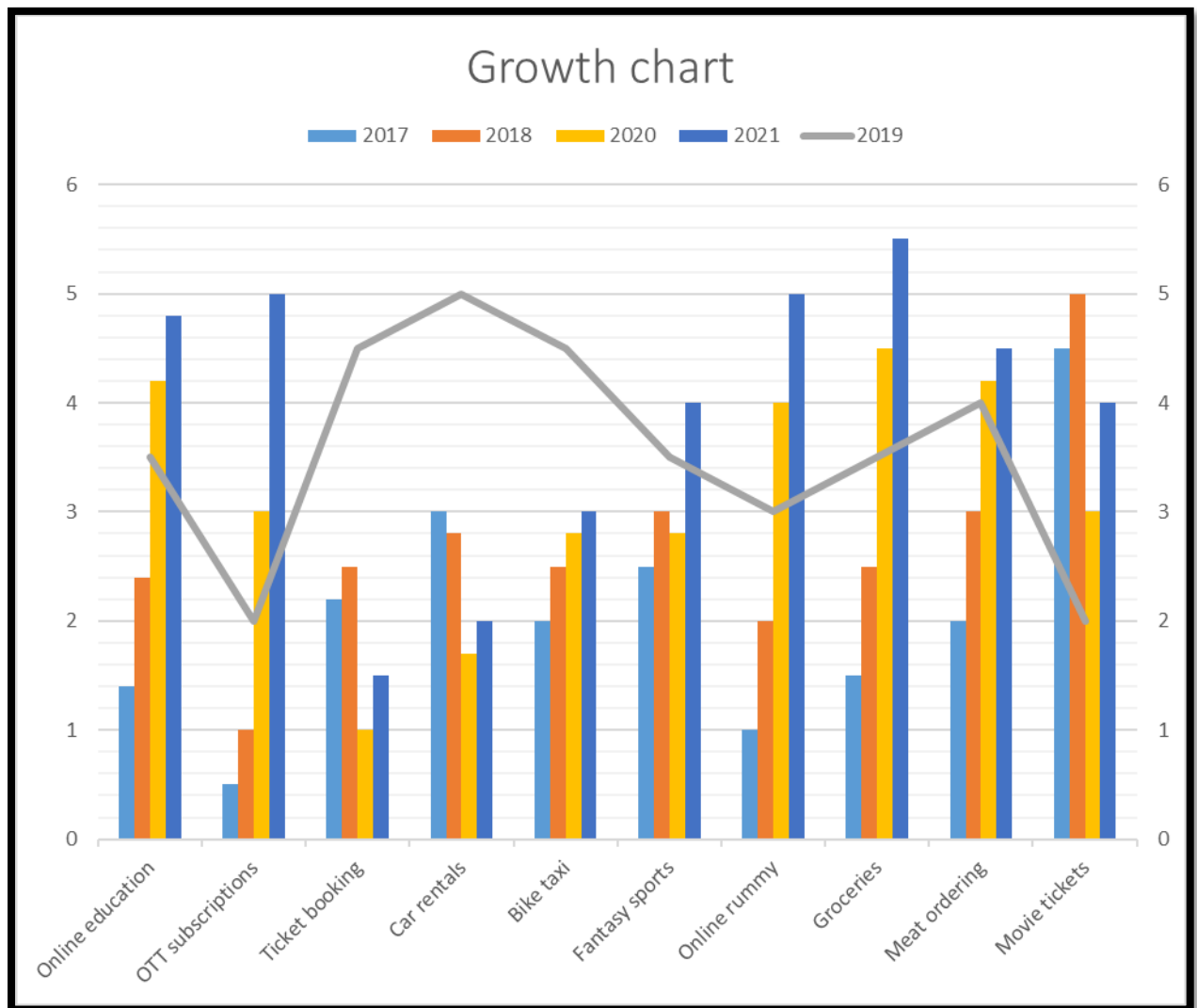
- **Company that sells goods/service online**
- **Third party online market place**

The business models that have transformed online business in the last decade



A Study on Trending Online Business Post Outbreak of Covid-19

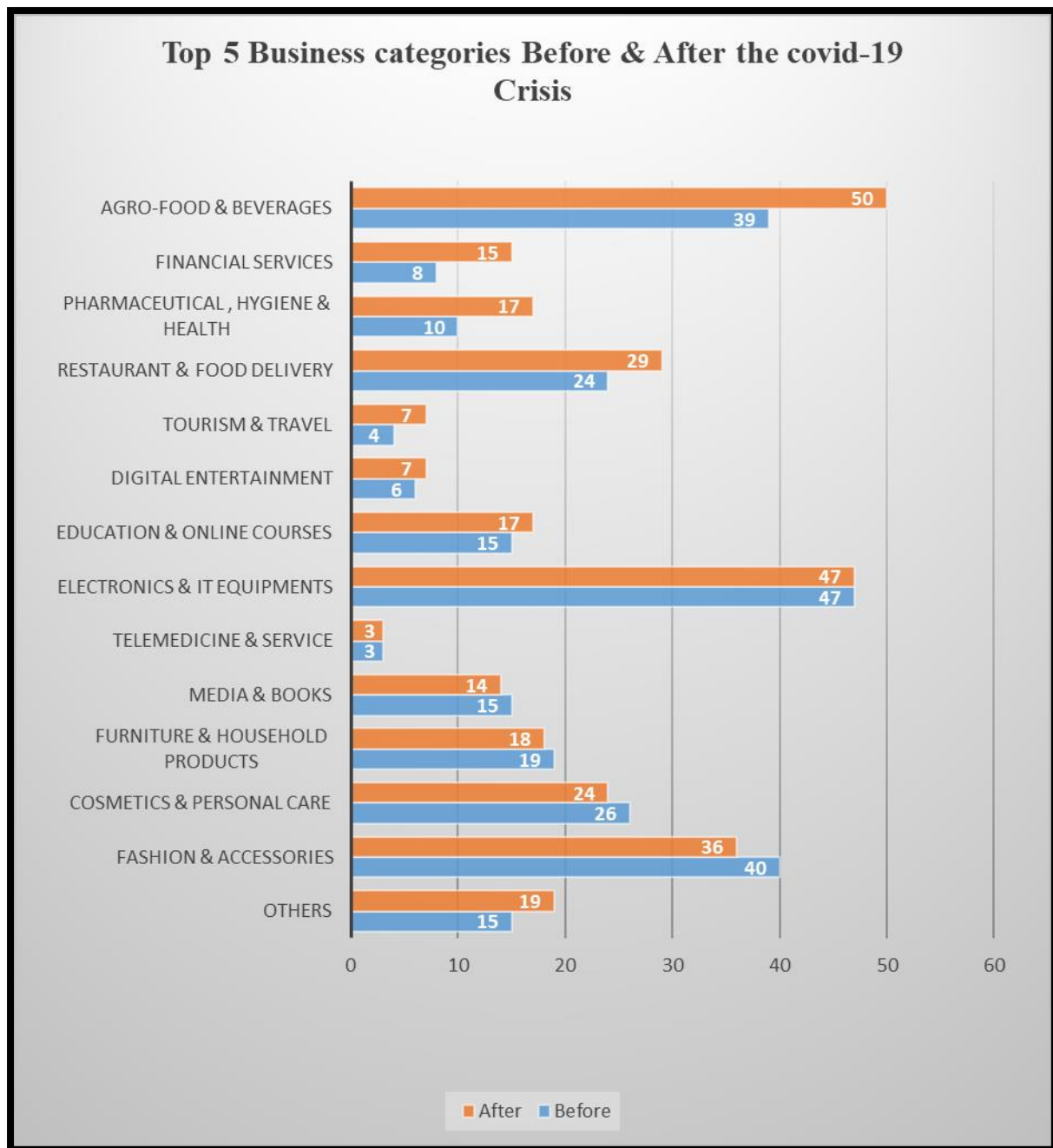
The growth chart for the ten major categories of enterprises that consumers used the most in the last five years are shown below.



The year 2020 has seen an increase in users in areas such as e-learning. People have become used to it; therefore, it will continue to grow in the next years. Other categories, such as bike taxis, movie tickets, and online gaming are expected to increase.

Fantasy sports, OTTs, rummy, bike taxi, groceries, meat ordering and online education were among the categories that expanded during the lockdown.

Car rentals, travel, and movies were among the categories that decreased during the lockdown.



Before the pandemic outbreak the, agro-food and beverages items were among the top-5 sellers on 39% of the analysed online marketplaces. Since the covid-19 outbreak, this category has become one of the top five most sold goods on 50% of the third-party online market place analysed. In addition to necessary products, financial services have experienced a significant increase as one of the top 5.

Product categories changed from before to after the pandemic outbreak from 8 to 15%, which can be related to the expansion of e-payment systems and the growth of digital financial services since the outbreak of the covid-19 crisis as seen in the following section.

Outcomes of the study

With a population of 1.33 billion people, India is the world's most populous country. With such a large online Business platform in which the population, individuals must deal with a variety of issues. It also provides us with a large market for various Online Business concepts.

Based on past Covid-19 experiences, we have become more conservative and protective after a pandemic outbreak. We save resources in order to be prepared if the unthinkable happens again. The evaluation of low-cost internet services and cell phones revealed a vast opportunity for online entrepreneurs. Ecommerce platforms have changed the way people do business in India.

While some businesses are struggling, some businesses are thriving. This is true for a number of Internet-based businesses, such as those related to online entertainment, food delivery, online shopping, online education, and solutions for remote work. People have also changed their consumption patterns, increasing the demand for takeout, snacks, and alcohol as well as cleaning products as we spend more time in our homes. Typically, when studying markets, it is assumed that they are static, a natural conclusion since they tend to change slowly. The responsive strategy works predominantly for firms that involve physical contact, but it can easily be transferred from offline marketing channels to online channels. A collective strategy can be implemented by firms that are highly affected by the crisis, which need to develop new business by collaborating with other firms during the post outbreak crisis. A proactive strategy is for firms that are less affected by the COVID-19 crisis (mostly online businesses) to develop new businesses to meet the special demands of existing customers during the post outbreak of COVID-19.

The COVID-19 pandemic has caused a massive economic disruption, leading businesses to make a rapid transition and take a new approach to business strategy. COVID-19 has affected every type of business, from tourism to food service to web design. The Coronavirus outbreak has made an unprecedented impact on the global economy. It has compelled various companies to shut down or look for an alternate revenue stream to sustain in the marketplace. However, when it comes to the grocery industry, the effects of this virus outbreak are quite unusual.

While Coronavirus has created a panic state making users buy more than required items, it has also made them focus on essential goods only. An impact of which is that grocery retail industry segments like that of food and beverages, electronic shopping, health and personal care, and

general merchandising is seeing a significant rise in their sales. The COVID-19 outbreak poses a unique opportunity to study how markets are created and how they disappear within a very limited time span. It would also be interesting to explore whether the disappearance of one solution for a market may be replaced by another.

Coronavirus impact the whole e-commerce of the world; it has changed the nature of business. Despite the Covid-19 crisis and economic downturn, the e-commerce industry in India saw an upward trend post lockdown, registering a 17 per cent increase in order volume as of June 2020, when compared to the pre-lockdown period.

There has been a spike in e-commerce in India

As the safety guidelines to combat this virus is to cut down physical contact and adhere to social distancing norms, India has seen a proliferation in this segment. There has also been an increment in FTUs or first-time-eCommerce-users, who till now had been hesitant to indulge in online shopping. Although the fear about the shortage of essential supplies accentuated using e-commerce supply, nonetheless, this segment has surely seen a surge.

Therefore, Online Business has seen a noticeable transformation with the onset of the post outbreak of covid-19 and in the upcoming times, the business model will see a change in trend.

CHAPTER – 5

Learning Experience & Conclusion

Learning Experience

The study on trending online business post covid-19 outbreak is conducted by latest research, which helped me in analysing different kinds of online businesses during the pandemic.

From the above study I got a chance to learn about the online business post covid-19 outbreak. Nowadays almost every individual uses social media, platform from entertainment to buying and shopping. Online business has taken its way and adding to this after pandemic many individuals have shifted their business from offline to online with this, they have turned out their business in digital form.

The study has helped me in various aspects of learning new concepts of online shopping from post covid-19 outbreak. The study has added value to my learning.

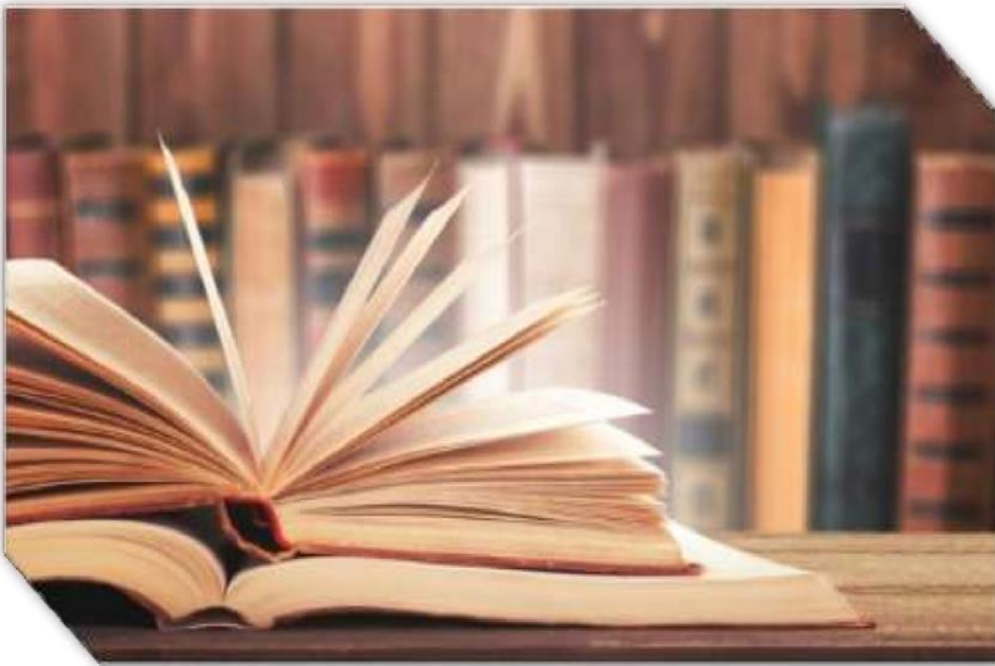
Conclusion

The online business model is a simple strategy for providing value to customers through the internet. It increases the sense of convenience by saving time and effort in obtaining desired services or online at any time and from anywhere in the globe.

Depending upon the type of business, an online store, portal, or marketplace can be launched. Because they can analyse and manage the search history, online businesses make it easier for businesses to understand customer behaviour. It also enables management the ability to predict future demands and deliver them correctly and on schedule. Because the website plays such an important part in building a successful online business, examining the firm's website from the perspective of its customers will provide further encouragement for business success.

The popularity of online Business on the increase after the advent of covid-19 pandemic 17% more from 2019 and expected to rise further. Sectors such as electronics and home appliances, fashion and accessories, health and pharma, and fast-moving consumer goods (FMCG) did particularly well, with an average growth of 133 % in sales. Titled 'Online Business Trend Report', it further stated that the top three states in terms of ecommerce volumes were Delhi-NCR, Maharashtra and Karnataka.

Chapter-6



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10-12-2021	Discussion of Online Business Post Covid outbreak of covid 19 and SWOC analysis.	
15-12-2021	Discussion of outcomes of the study, learning experiences and conclusion	