

# An Seller in E-commerce Online Website

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**Abstract** – To become a seller in an Online Website, first we need to decide an Store Name and which Product should be sold. Amazon would be an best Online website for selling. To Create an Seller Account in Amazon, we need to have the required documents with us such as Gumasta License , GST or VAT number and a Current account for the transactions in any Bank. As the Seller Account in created, we need to upload our product to the website with the help of the catalogue template provided to us by the Amazon. The Account provides us an choice of selling like an Happy Seller and Non- Happy Seller. In Happy Seller the Amazon is also known as FBA- Fulfillment By Amazon and it will take care of all the responsibilities from the Seller like Order fulfillment, delivery, return and refund and Rating as well. In Non-Happy Seller, the Seller has to take care of all the responsibilities of Order fulfillment, Delivery, Return and Refund and Ratings as well. Ratings of an Account is based on Customer Feedback, Customer Messages, Late Shipment, Order defect rate.

**Keywords:** Supervised Classification, Text Mining, , Text Feature, Text Ontology, Un-supervised Classification.

## I. INTRODUCTION

Nowadays Most of the people prefer to do Online shopping, as it is an trusted shopping which saves the time of the customer. For Online Shopping, the customer can shop anything and from anywhere in the world. Earlier there were not an option of Online Shopping and people used go to the store and do the shopping. Customer gets the interested product directly through online shopping [1-6]. The customer has a choice to return the product, if he is not satisfied with the product and refund is also provided by the online websites. So the customer don't need to worry of losing their money through online shopping [8-10]. There are many benefits of online shopping such as great discounts, sale, cash back offers etc and many more.

## II. ONLINE STORE FEATURES

### 1. Product and Store name

Product to sell (Already an offline seller then the same product can be sold online or else need to decided which product to sell) Keep the store name or Brand name for the product. Which Online website is good to start selling our product.(For example Amazon ,Flipkart , Snapdeal etc)

### 2. Seller Account in Website

Lets select Online store (Amazon) to create an seller account id (seller account is same as customer account id). To Create an Seller account in Online store (Amazon), the following documents are required:-

- Gumasta License (need to verify under which category the product belongs).
- GST or VAT number(its different for every product).
- Current Account for transactions(Any Bank).

### 3. Account Manager

- Online store (Amazon) will provide us with an Account Manager who would guide us with setting up everything such as catalogue, feedback, ratings, daily orders etc. He will also help the seller in marketing his products in the website.
- Its also known as FBA (Fulfillment by Amazon) Seller has to drop the products in the Amazon warehouse. The Amazon executive will take care of the order's and will deliver the product to the customer. Ratings will be handled by the Amazon Executive.
- The Seller needs to prepare an separate catalogue for the products which he is going to deliver at the Amazon Warehouse. The products get processed soon as the Amazon wants to clear the warehouse [7-14]. The Amazon would take care of the delivery as well as customer's feedback. Amazon would do the marketing for the products in order to clear the stocks.
- Seller has to take care of daily Order's, dispatch, delivery and feedbacks everything. Seller has to make sure that all the order are dispatched on time and its been delivered to the customer. Ratings is full depended on seller's performance.

### 4. Operations

**4.1. Inventory:** The seller has to keep the product in stock so that there wont be any issues at time of order dispatch. A employee should take an special care for the inventory in everyday basis [15-18]. Inventory plays an important role in order dispatching.

**4.2. Order fulfilment:** When an order is placed, the seller gets an time to dispatch the order and get it deliver to the customer. The minimum time for this process is 2 days and the maximum time is 5 days. As

the Online store (Amazon) provides us 5 days for the dispatching and the delivering the order, the same scenario for the customer would be like the order takes 5 days to deliver.

#### 4.3. Delivery

Schedule pick up:- The seller has to schedule the pick up for the order and the Online store (Amazon) transport service(ATS) will come and pick up the product from the seller end and get it deliver to the customer.

Confirm shipment:-The ATS does not cover every region in India, hence they does not provide their ATS delivery to every customer, they provide only to those who comes under their ATS zone. In this scenario, the Seller has to dispatch the order with an external courier services like DTDC, Professional etc and make sure that the order gets deliver to the customer.

**4.4. Refund:** If the customer is not happy with the product, the customer can raise an return request. After raising an return request, the ATS will provide an pick up service for the customer and the deliver it to the seller. As soon the pick up is done, the customer refund process is initiated. It takes 7 working days for the refund process to get it done. If the customer reside in a location where the ATS does not provide their pick up services .Then the customer has to send the product back to the seller through any courier services. As soon the product gets deliver to the seller, The seller would initiate the refund process for the customer as well as reimburse the courier charges also.

#### 5. Payment

As the customer does the payment for the order, the payment process for the seller is initiated and it takes 15-25 working days to get it done. Online store (Amazon) charges 50Rs for every delivery as well as the pick up done by them. The seller can see the payment structure in their seller account on weekly and monthly basis.

#### 6. Ratings

- Ratings is the first thing which the customer checks before doing any online purchase.
- Ratings is based on the following:-
- Late Shipment:- It keeps an track of the order which was late to get dispatch from the seller side.
- Messages:- The Messages of the customer has to be replied within 24 hrs. If it exceeds more than 24hrs then it would affect in the seller ratings.
- Feedback:- The customer has the right to give feedback for the order

The Online store (Amazon) has some feedback guidelines for the seller which are as follows:-

- If the order is fulfilled by Amazon (FBA)
- The customer is not allowed to give feedback based on the product.
- The customer cannot use Abusive Language.
- The customer cannot mention any details about the seller.
- If the feedback is under Online store (Amazon) feedback guidelines than the seller can request to Online store (Amazon) for the feedback removal and Online store (Amazon) removes the feedback for the seller.

### III. CONCLUSION

The E-commerce shopping plays an main role in everyday's life and has become an important part in the modern generation. E-commerce has totally changed an Concept of shopping. It has given an great opportunity to seller to sell their products more easily. The Seller has many benefits while selling Online such as the seller doesn't have to convey the customer to buy the products. Everything would be systematically while performing the operations. The Seller doesn't has to worry about anything in Online shopping but he has to take care that all the operations are performing well and the customer's are get the product on time. The Online shopping has reduced the half work of the seller in order of everything.

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