

Project ID : **1225**

Project Name : **Detail Study on Emergence of E Commerce - a brief History in Indian Scenario**

Project Type : **E Business**

Project Link : <https://www.readymadeproject.com/FullProjectDetail?id=355>

: <https://www.readymadeproject.com/QuickPay?id=355&type=mba>

Project Report Table of Content

ABSTRACT	4
INTRODUCTION.....	5
1.1 Evolution of Commerce	6
1.2 The Status of E-Commerce in India and its Potential	8
1.3 E-Commerce in India today	9
1.4 Facilitators of E-Commerce in India.....	16
1.5 Potential of E-Commerce in India	16
LITERATURE REVIEW	18
2.1 Functions of Electronic Commerce	18
2.5 Study on E-Commerce Industry in India	21
2.6 E-Business Initiatives.....	25
2.9 Promote E-Commerce Enterprises.....	29
2.10 Security for E-Commerce	29
2.11 E-Commerce and Standards.....	31
RESEARCH METHODOLOGY	33
3.1 Objectives of the study:	33

3.2 Scope of the study:.....	33
3.3 Limitations of the study:	34
3.4 Survey Methodology.....	34
3.5 Definitions.....	36
3.6 E-Commerce & Taxation.....	37
DATA ANALYSIS	39
4.1 Usage of E-Commerce in India.....	39
4.2 Usage of E-Commerce	39
4.3 Triggers and Barriers for the E-Commerce market in India	42
4.4 Categorization of Internet Users	44
FINDINGS	47
5.1 E-COMMERCE IN INDIA	47
5.2 INTERNET GROWTH IN INDIA	51
5.3 Research Highlights	53
RECOMMENDATIONS AND CONCLUSION	59
6.1 Recommendations.....	60
6.2 Conclusion	64
BIBLIOGRAPHY	68

Project Synopsis Table of Content

1. Introduction	3
2. Need for Study / Scope of Study / Problem Statement.....	4
3. Objectives of Study	4
4. Research Methodology	5
5. Project Analysis Plan:.....	5
6. Limitation of the study:	6
7. Chapter Design:	6
8. Literature Review:	7
9. References:	8



Please contact **R. M. Solution.** +91-9920329254, +91-22-28550428

: info@readymadeproject.com or ajprofessionals@gmail.com

<https://www.readymadeproject.com>

** This is readymade project, for new unique, plagiarism free project order please visit
<https://www.readymadeproject.com/TrainingAndDevelopment>