Research Paper

WOO COMMERCE BEAMING THE FUTURE E-WORLD

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ABSTRACT

Woo commerce optimize preset theme style. The design need to be clear and not confusing in any way. Visitors who are confused won't buy anything. Even though able to double check the product, and compare with local authorized suppliers. There is a link for up sells and cross sales. Shopify is highly recommended separate demine and integrated website i.e. yours stores.com. Remote stores serve entity setup and allow customers to book appointment for services without learning the site. Individual membership also allowed for weekly, monthly and annual payment by EMI Basis. Woo commerce has a very neat tax, module, helps to figure out the GST based on the product handled by the sellers.

KEY WORDS: *Woo Commerce, customers, Online etc.*

INTRODUCTION

Woo-commerce with hyper-targeted e-marketing and recommendation engines, the "perfect" products is always being pushed upon the consumer, taking the thrill out of shopping. Netflix and Personal interest are solid examples of companies that understand the need for personalized discovery, considering they use complex algorithms to recommend media that people may like based on their past interactions. Woo-commerce sounds like nothing new, but they take a step back, employing the use of hefty catalogues, user preference pages, customization options and even categories that span various different topics, giving the power back to the user, instead of simply telling them the next step they need to take.

Consumers see it as relaxing, fun and even a way to socialize with people they haven't seen in a while. That leaves e-commerce in the dust, considering there really isn't anything relaxing, fun or social about sitting at a computer. It will most likely come in the form of offline and online merging. Consider the Fire Phone, which uses software for people to window shop, scan what they like and then buy it online. This type of real world shopping combined with digital information and purchasing power is a strong indicator that buying online is quickly becoming more enjoyable.

MOBILE SELLING

Mobile selling is a huge push to the retail industry, considering they can combine the wonders of online and offline shopping. Seeing how retail stores can use geo-targeting to trigger a push notification when the customer walks near a store. Woo-commerce is helpful to Built Stores to be fast and flexible. To appeal mainly to freelancers, agencies, Woo Experts, and other developers working with Woo Commerce on a daily basis. Now a day's commercial activity to be one in which a private sector entity puts its own capital at risk and provides goods or services primarily to other private sector entities or consumers rather than to the government. Examples of these activities would be direct-to-home satellite the expanse of the internet through the operation of Woo-Commerce endeavor will typically allow individuals who would not – or could not typically interact the opportunity to interact of a virtual basis.

INNOVATION

Innovation would be something similar to one or two hour delivery, allowing customers a chance to send or receive emergency products or gifts. A "pickup in store" option is another way to target people based on location, sending them to the closest affiliate to grab an item within minutes. Since so many people are purchasing on the go, it's essential to target these people and understand how they make purchases while sitting on the train, while out to eat and even while at work. The upcoming wave of innovation comes in the form of mobile check ins, in that customers check in when they go to certain events, places and landmarks, the customers receive rewards and benefits for when they interact

with the real world, and they have the opportunity to bring the real world experience to the digital age.

Woo-commerce report revealed the weakness wasn't coming from the digital sector, as online spending jumped 8.2 percent from the final three months of 2016 to a record high. The nearly 212 billion spent online in the first quarter still represented less than 18 percent of the overall retail landscape in the first quarter, but the sector's growth in recent quarters has been tough to ignore.
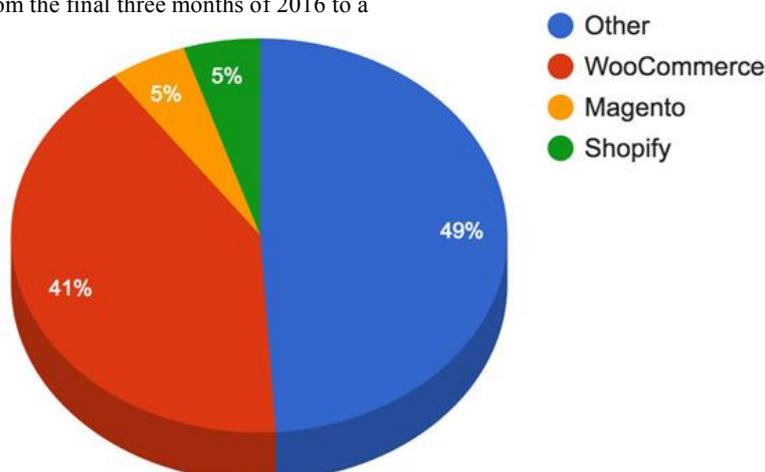
WOO COMMERCE AND SQUARE

Customers Automatic claims are fulfilled by 41 percent of all online stores now run using Woo Commerce. Chances are that customers used a Woo Commerce website without realizing it. Using the same payment processor for both online and offline purchases provides many advantages. Woo Commerce and square have worked on a deep integration that keep the inventory in sync and update everything automatically. Just sold the last crab trap in their fishing store, Square and Woo Commerce will automatically tell online customers that the item isn't available anymore. Offline stores that are already using Square can also easily create an online shop using Woo Commerce. Add items or changes prices in Woo Commerce and everything will be updated in the Square app. unifying the inventory between sales channels isn't new and has been a big e-commerce trend for the past few years, but the fact that even the smallest stores using Woo Commerce and Square can take advantage of that is a convenient addition.

Many Goods Cannot Be Purchased Online

Despite its many conveniences, there are goods that cannot buy through online. Most of these would be in the categories of "perishable" or "odd-sized." Think about it, customer cannot order a Popsicle (also referred to as an ice pop or ice lolly stick) or a dining table set. Well, customer could order both of them online, but consider the inconvenience. This would have to be transported in refrigerated trucks. Unless the seller was willing to make a huge loss, the cost of shipping that would far exceed the cost. Likewise, a dining table set can certainly be purchased online. In some cases, the cost of logistics is bearable. But if you have to return the furniture, it will get well-acquainted with the inconvenience of Woo-commerce.

Business in a Box

Under most of the circumstances, customers have spent a lot of time picking out and purchasing the individual components that they need to set up an online store. Business in a Box eliminates those steps and saves the time by packaging everything they need into one place. It's collaboration with both the accounting software firm Xerox and Woo commerce, an open source woo-commerce that helps business owners easily manage their own customized Word sites. In addition

to Pay instant standard infrastructure, the new B2B service includes hosting an online storefront, offering a range of accounting tools and opportunities to apply for working capital from Pay instant itself.

Specify in Prices Entered with Tax

Specify in **Enable Taxes** whether or not Woo Commerce should deal with tax calculations. Taxes will be calculated and rounded as needed for each position when the option Rounding is deactivated, and not only when calculating a subtotal. The only exception is to "small business operator regulations" can be applied. Even then it will still have to observe some specific legal requirements. **Prices Entered with Tax** must be selected to specify whether the gross price (incl. tax) or the net price (excl. tax) should be stated, Woo Commerce will calculate the associated price with or without tax. Generally, shops in the B2C environment (sales to private end customers) will use the setting The option **Calculate Tax Based On:** specifies which address is to be used as basis for calculation of the automatically selected tax rate if an order from another country requires a different taxation (more on that later). The options are "Customer Shipping Address", "Customer Billing Address", or "Shop Base Address". In most cases, the customer shipping address will be used.
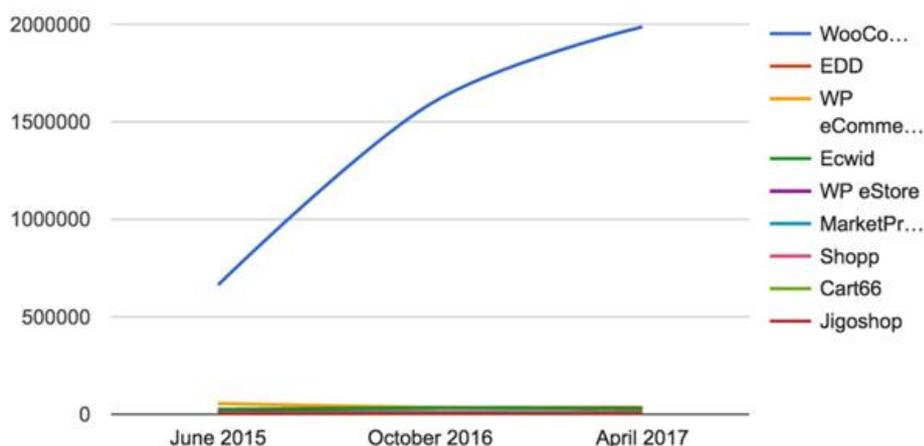
Increase Efficiency

A full service performance marketing company, today announced notable updates to its network to help brands maximize influencer marketing strategies, such as affiliate, and drive greater online revenue With real-time tracking, marketers are now able to view and adjust the top three metrics that matter most to the brand's goals, including: Average Order Value (AOV), Budget, Click Active Publisher Count, Conversation Rate, New vs. Returning Customer Percentage, Return on Ad Spend, Revenue Active Publisher Count, Revenue Growth or Traffic Growth.

Cash crunch

Woo Commerce Pricing! Allows you to select an advanced quantity strategy that lets you to specify which quantity has to consider (single product, sum of product quantities/amount spent belonging to the same category. According to experts, Snap deal had started moving towards a cash crunch since July 2016 when it had only $500 million

of the $1.4 billion raised since October 2014, left in its kitty. The company, however, continued to offer heavy discounts, spent exorbitantly in marketing and rejected two funding offers. One of the biggest baits adopted by woo-commerce companies was offering products at almost dirt cheap prices. Taking a cue from Snap deal's fate, brands like Zapyle and Shoptox are re-enforcing their business models. "We agree that we are operating in difficult times but it is too quick to write an obituary of the industry. There is still enough potential and we are focusing on building a strong customer base instead of just luring them with freebies, discounts andcash backs. So it a well-rounded approach towards product quality, customers' requirement and entire operating-delivery system," says Jimmy Kaul, CEO, Shoptox

Extra Product Options

Woo Commerce Extra Product Options is an extension can help you create priced product variations, conditional logic, build style & validate features and forms. It was ranked as five stars support. With Extra Product Options the current functionality of the Woo Commerce products will meet their need, also can add conditional logic to various forms; have further pricing options to attract the customer's attention. Moreover, customer can control the placement of the new fields because of the builder. Woo Commerce Extra Product Options is really helpful but every coin has two sides. Make sure to find further information about this to find out if it is necessary for the web or not.

E-commerce Lacks Personal Touch

Not that all physical retailers have a personal approach, but I do know of several retailers who value human relationship. As a result, shopping at those retail outlets is reassuring and refreshing. Clicking on "Buy Now," and piling up products in virtual shopping carts, is just not the same for me. Different people sing to different tunes. The demise of the personal touch in online transactions can be the biggest disadvantage of e-commerce.

E-commerce Delays Goods

Unless are using a website to merely order a pizza online, e-commerce websites deliver take a lot longer to get the goods into customers hands. Even with express shipping, the earliest you get goods is usually "tomorrow" (with the exception of some Amazon services).But if customers want to buy a pen because he need to write something right now, he cannot buy it off a Woo-commerce website. Likewise with candy that they want to eat now, a book that he want to read tonight, a birthday gift that need immediately in this evening. They get the idea. An exception to this rule is in the case of digital goods, e.g. an e-Book or a music file. In this case, e-commerce might actually be faster than purchasing goods from a physical store.

E-commerce does not allow you to Experience the Product before Purchase

Customer cannot touch the fabric of the garment they want to buy. They cannot check how the shoe feels on their feet. They cannot "test" the perfume that they want to buy. In many cases, customers want to experience the product before purchase. E-commerce does not allow that. If they buy a music system, they cannot play it online to check if it sounds right? If they were purchasing a home-theater system, rather than the sit in the "experience center" that several retail stores set up.

Anyone Can Set Up an woo -Commerce Website

The lowered barriers to entry might be a great attraction to the aspiring woo-commerce entrepreneur. But for the buyer, reliability can be an issue. This could lead customers to restrict their online purchases to famous woo-commerce websites. Woo Commerce Companies are also not pinning the downfall of top players and mergers with rivals only on discounts and a "hook the user at any cost" outlook. "Lack of differentiation in business models and products, overhype around the businesses, and high expenses are the reasons for the woo-commerce players' sudden downfall. In the absence of uniqueness of products and efficiency of operational system, major e-commerce players fail to build a sustainable subscriber base; hence either they fall or merge with other strong players like woo commerce.

Geo Targeting

Already started seeing how retail stores can use geotargeting to trigger a push notification when the customer walks near a store. This type of mobile selling is a huge push to the retail industry, considering they can combine the wonders of online and offline shopping. Store front Power pack, an extension that allows changing the appearance of Storefront theme for Woo Commerce without touching a single line of code. Power pack allows anyone to customize their store without dabbling in HTML or CSS, and the results of those customizations can be seen instantly. As we prepared to release this extension, we realized we'd never written very much about the thinking behind Storefront's development, and why we've chosen to break functionality out into extensions instead of packaging it into the theme itself.

As a platform it feels much simpler to bolt on features and integrations through apps than fiddling with

comparability in the Word. The theme shop is getting started. Some of the easy way to link with designers to develop custom themes or additions to current ones. Almost like a library Integrating the payment gateway was simple which is really appreciated as this stuff gets daunting really quick, but not pushy, always friendly, always helpful, always available, absolutely awesome.

Geographically targeted discounts are also promising, considering online companies could automatically send out a push notification that their online store sells better or cheaper products when the person is shopping at a competitor or similar shop. Imagine owning a supplement online store and partnering with a fitness facility. When someone goes into the fitness club, they may receive a discount for the supplements.

Fast approaching world can overnight delivery is a way of the past. Woo-commerce is not only way to provide within two day delivery, but they provide it at an alarmingly low rate. An upcoming innovation would be something similar to one or two hour delivery, allowing customers a chance to send or receive emergency products or gifts. A "pickup in store" option is another way to target people based on location, sending them to the closest affiliate to grab an item within minutes. One of the biggest hurdles the ecommerce industry has still yet to jump over is the fact that people still enjoy the experience of shopping at a physical store.

There is a another problem in the e-commerce industry is that consumer data is being collected in huge amounts, letting companies target those users with up sells, promotions and cross-sells based on their past purchasing tendencies, social interactions, internet searches and even what types of messages they send to their friends and family. This sounds great for ecommerce businesses, but once again, it's another way that ecommerce is destroying the experience for shoppers. There's something about the "hunt" while shopping. Walking into a store with a vague idea of what you want, but having the freedom to test out styles, models and versions for the simple pleasure of toying around with new products.

Add a new product

Add a new product or make change to an existing product in one store, and see the change in the other store moments later. Keep Woo Commerce product quantity in sync with a single Vend Outlet, or with multiple Outlets. Online orders instantly update your inventory in Vend, and Vend sales instantly update inventory in Woo Commerce. An online store which can be tailored to fit with the ever changing e-commerce environment is prerequisite for business growth and expansion. An extensible and customizable e commerce platform offers this benefit for online stores.

Implemented right, an affiliate program could be the best thing for ever did for woo-commerce website. Right from the single product one-man-show is a kind of woo-commerce business to the online.coms of the world; everyone can gain from effective implementation of affiliate programs. But make sure that not start to thinking of affiliated pain in the rear. And certainly do not act as if they are threats. Online relationships are fickle. Sending a periodic email is a good idea, but do not let it sound like customers were sending an email for the sake of it. There should be something valuable customers have to say each time send an e-mail. While we might be gung-ho about woo-commerce, we must acknowledge that there are disadvantages too. Only when we accept our shortcomings will we work towards overcoming them.

Customizable platform

Customizable platform integrates easily with your business systems and allows handling unique processes. Extensibility accommodates changes and additions in a streamlined manner and ensures you have full control over the platform. Usually businesses tend to move out of off- the -shelf e commerce solutions and opt for custom made stores as the platform is rigid and does not accommodate changes. But the platform that is customizable and extensible allows manipulations and makes it flexible for changes that enhance the store's functionalities. There is No need to move on to a custom built site as all tweaks needed to make customer e-commerce site better and refined are available with this amazing stay on platform that redefines woo-commerce.

CONCLUSION

Every price strategy can optionally depend on the product quantity present in the customer shopping carter according to the stock left value .WOO-Commerce has facilitated an unrivaled connectedness throughout the virtual market place by the use of online, electronic correspondence, virtual meetings, electronic financial management and transaction processes and the development of a community of consumers within the realm of WOO-Commerce has been credited with the shop e-admin can create different dates & time periods, propelling virtual, electronic business profits and sales. Select user roles or specific user accounts to which apply the pricing/discount rule and assign them different prices or cart discounts etc.

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