

# **STUDY AND IMPLEMENTATION OF BUSINESS-TO-COMPUTER (B2C) E-COMMERCE BY DEVELOPING AN ONLINE ORDERING SYSTEM FOR PAKISTANI BRIDAL DRESS WITH DECISION SUPPORT SYSTEM FEATURES**

Prepared by: Saheeda Bibi Fakeera

## **ABSTRACT**

---

The aim of the project is to study the concepts of business-to-consumer e-commerce for an online ordering of bridal dress in Indian culture with decision support features. The system will investigate the current trends for the wedding ceremonies in the Indian culture and the problems that are being faces by brides in finding their clothes. The proposed system will allow the concerned people to order the dress through the Internet. Furthermore, it will help them in choosing the right clothes or gowns for the right ceremonies. These decisions will be based on criteria such as height, weight, type of ceremony, budget and other criteria. The system will help businesses to get customers throughout the world and also to help their customers in making the best choice of dress.