




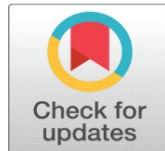


## A ELEVATE YOUR BUSINESS: BY BIZZNESS GRO

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### ABSTRACT

In today's digital age, having an online presence is essential for businesses of all sizes. However, not everyone has the technical skills or financial resources to build a professional website. To bridge this gap, our project titled "Elevate Your Business" introduces an easy-to-use web application called Bizzness Gro, designed to help individuals and small business owners create their own websites without writing a single line of code.

Also, this platform simplifies the process by offering a variety of pre-built website templates for different business types such as shops, salons, bakeries, coaching centers and more. Users can simply select a template, fill in a basic form with their business details, and instantly receive a downloadable website file ready to use.

**Keywords:** Shop, Business, Form, Fill Form, Easy, 99

## 1. INTRODUCTION

In today's world, having an online presence is no longer just an option, it's a necessity for any business looking to grow and succeed. Whether you're running a small shop, offering services, or launching a new brand, and being online helps you reach more people, build trust, and stay competitive.

But not everyone knows how to build a website or can afford to hire a developer. That's where "Elevate Your Business" comes in. This project is all about

making website creation easy, affordable, and accessible for everyone—especially those with little to no technical background.

With our platform, Bizzness Gro, anyone can create a professional-looking website in just a few clicks. It's designed with simplicity in mind—just fill out a form, choose your website type, and you'll have your site ready to download in minutes.

## 2. OBJECTIVES

- **Simplify Website Creation:** To develop a platform where users can easily generate a website without needing any technical or coding knowledge.
- **Support Small Businesses and Individuals:** To provide an affordable digital solution (just ₹99) for shopkeepers, freelancers, students, and professionals who want to establish their online presence.
- **Offer Multiple Website Types:** To enable users to choose from different business categories like bakeries, coaching centres, resumes, salons, and more — each with tailored designs.
- **Integrate Secure Payment System:** To include a smooth and safe payment process using Razorpay, offering UPI, net banking, and other options in test mode also.
- **Promote Digital Empowerment:** To empower non-tech-savvy users by giving them a sense of control and independence in creating their online identity.
- **Deliver Instant Output:** To make sure the user receives a downloadable, ready-to-use website file like “.html” immediately after successful payment.
- **Ensure User-Friendly Experience:** To design an interface that is simple, intuitive, and requires minimum steps from form filling to website download.

## 3. EXISTING SYSTEMS

- **Wix and Squarespace:** These platforms are known for their design flexibility and drag and drop functionality. Also, they often come with higher monthly costs and also require a learning curve to customize layouts effectively.
- **WordPress:** It powers over 40% of websites worldwide. It is extremely versatile but can be overwhelming for non-technical users due to plugin management, hosting setup, and theme configurations.
- **Google Sites and Webnode:** These are simpler options but come with limited design and functionality, which may not meet the expectations of users who want a professional look or advanced features.

## 4. FEATURES OF THE SYSTEM

- **Easy Website Creation:** Users can create websites without writing a single line of code. The platform provides a step-by-step process that is easy for everyone to follow. Multiple

- **Website Categories:** The system allows users to choose from different types of websites like business, coaching, bakery, salon, resume, and more.
- **User-Friendly Interface:** The design is simple and intuitive, helping users complete the process without confusion.
- **High Customizable Form:** A simple form collects all information such as name, email, shop details, and contact number to personalize the website according to user need.
- **Fast Website Generation:** Once the form is submitted and then payment is done, then the website is instantly created and available for download.
- **Low Pricing:** Users can create a fully static website for just ₹ 99, making it accessible for users, small businesses, and freelancers.
- **Secure Payment Integration:** Razorpay is used for payment processing, offering options like UPI, net banking, and cards, all in a secure test mode.
- **Website File Download:** After successful payment, the user receives an HTML file which can be opened to view the personalized website.
- **Offline Use Available:** The downloaded file works offline, giving users full control to host or use it as they wish.
- **Scalable for Future Features:** The system is built with future updates in mind, including live hosting options, better customization, and admin dashboards.

## 5. FRAMEWORK

The system architecture of Bizzness Gro is designed to provide a smooth and automated workflow from website creation to download and payment. It integrates front-end interaction, server-side processing, and payment integration in a user-friendly manner.

### 1) Client Side (Front-End)

- **User Interface:** Built with HTML, CSS, and JavaScript to provide an intuitive and interactive experience.
- **Form Input:** Users fill out a form with basic information like name, email, business details, and contact number.
- **Download Page and Payment Page:** Interfaces that guide the user to payment and allow download after confirmation.

### 2) Server Side (Back-End)

- **Data Handling:** Processes form data using PHP and stores/handles it temporarily to generate the personalized website file.
- **File Generation:** Based on user input, a pre-designed HTML file is dynamically customized and prepared for download.

### 3) Payment Gateway Integration

- **Razorpay Test Mode:** Used to simulate secure transactions.
- **Payment Options:** Supports UPI, net banking, and card payments.
- **Verification:** Ensures payment success before allowing file download.

## 6. IMPLEMENTATION

### 1) Front-End Design (HTML, CSS, JavaScript)

The front-end of the website builder platform is developed using standard web technologies:

- **HTML** is used to structure the content and layout of web pages.
- **CSS** provides styling to ensure a responsive and visually appealing user interface, including support for various screen sizes and devices.
- **JavaScript** enables interactive elements such as form validation, template previews, and dynamic content updates without reloading the page.

User-centric design principles are followed to enhance usability, with intuitive navigation and clear calls to action.

### 2) Back-End Development (PHP, MySQL):

The back-end logic is implemented using PHP, which handles:

Website creation, customization, and template storage. Communication with the database for data retrieval and manipulation.

The MySQL database is used to store structured data, including user information, website details, and payment records. SQL queries ensure data integrity and efficient data transactions between the server and database.

### 3) Payment Integration Logic:

To facilitate smooth transactions, Razorpay is integrated for secure and reliable payment processing. Key aspects include: Payment form integration using Razorpay Checkout. Backend verification of payment status via Razorpay APIs.

Updating payment records in the database upon success or failure.

## 7. PROPOSED DESIGN

Figure 1

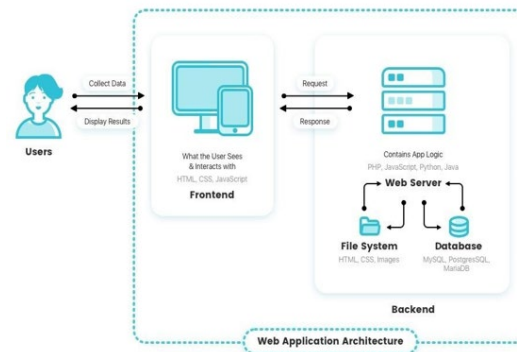


Figure 1 (7A) 7A is Diagram of the Access of the Website and Working

## 8. RESULTS AND DISCUSSION

- **Simplify Website Creation:** To develop a platform where users can easily generate a website without needing any technical or coding knowledge.
- **Support Small Businesses and Individuals:** To provide an affordable digital solution (just ₹99) for shopkeepers, freelancers,

students, and professionals who want to establish their online presence.

- **Offer Multiple Website Types:** To enable users to choose from different business categories like bakeries, coaching centres, resumes, salons, and more — each with tailored designs.
- **Integrate Secure Payment System:** To include a smooth and safe payment process using Razorpay, offering UPI, net banking, and other options in test mode.
- **Promote Digital Empowerment:** To empower non-tech-savvy users by giving them a sense of control and independence in creating their online identity.
- **Deliver Instant Output:** To make sure the user receives a downloadable, ready-to-use website file (.html) immediately after successful payment.
- **Ensure User-Friendly Experience:** To design an interface that is simple, intuitive, and requires minimum steps from form filling to website download.

Figure 2



Figure 2 (8A) Welcome Page

Figure 3

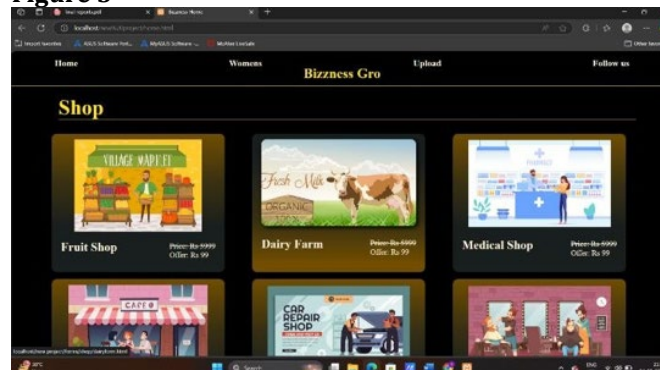


Figure 3 (8B) Modules

## 9. CONCLUSION

The “Elevate Your Business” project has been a comprehensive initiative focused on creating a user-friendly website builder platform designed to simplify digital presence creation for businesses and individuals. In an age where

establishing an online identity is essential, this platform serves as a practical tool for users with little to no technical background, offering an intuitive interface and ready-to-use templates for immediate deployment.

The integration of core web technologies—HTML, CSS, JavaScript for the front end, and PHP with MySQL on the back end—provides a robust development structure. Razorpay integration further adds value by enabling real-time, secure payment transactions, ensuring the platform is not only functional but also commercially viable. These technologies work in harmony to offer a seamless user experience, allowing users to create, customize, and publish websites efficiently.

## **10. FUTURE SCOPE**

While the current version of the website builder platform meets the core needs of users in creating and managing basic websites, there are several areas where the system can be expanded and enhanced to offer greater value and functionality. The future scope of this project includes the following developments:

### **1) Drag-and-Drop Editor**

Introducing a real-time drag-and-drop interface will allow users to design pages more intuitively without writing any code. This feature would significantly enhance user experience and broaden accessibility.

### **2) Advanced Analytics Dashboard**

Providing users with detailed website traffic reports, visitor behaviour tracking, and conversion metrics would help them understand performance and make data-driven decisions.

### **3) SEO and Marketing Tools**

Built-in search engine optimization (SEO) tools, such as keyword suggestions, meta tag editors, and sitemap generators, will improve site visibility. Integration with social media and email marketing platforms could also expand user reach.

### **1) Mobile App Support**

A dedicated mobile app would allow users to manage their websites on the go—edit content, check payments, and receive real-time notifications.

### **2) Template Marketplace**

Developing a marketplace where third-party designers can contribute and sell templates will enrich the design library and support a growing user ecosystem.

### **3) E-Commerce Capabilities**

Adding support for online stores, including product listings, inventory tracking, and order management, can transform the platform into a full-fledged e-commerce builder.

## **CONFLICT OF INTERESTS**

None.

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