

# Online Platform Which Provides a Wholesale Eyewear Products

## **Bhoopendra Singh**

School of Computer Science and Engineering  
Galgotias university  
Greater Noida, India  
bhoopendra.21SCSE2030244@galgotiasuniversity.edu.in

## **Amit Prasad**

School of Computer Science and Engineering  
Galgotias university  
Greater Noida, India amit.21SCSE2030245@galgotiasuniversity.edu.in

## **Ankit Sharma**

School of Computer Science and Engineering  
Galgotias university  
Greater Noida, India ankit.21SCSE2030246@galgotiasuniversity.edu.in

### ***Abstract—***

*This paper provides a brief overview of a potential online platform that provides wholesale eyewear products. On this platform a large no of online buyers and sellers connect worldwide and we offer a dedicated section for eyewear products from various suppliers, including prescription glasses, sunglasses, and accessories making it an ideal platform for bulk purchases. The platform also provides buyer protection and secure payment options for a safe and secure purchasing experience. It is important to conduct research and due diligence before making any purchases from online platforms. Overall, the platform is a reliable and trustworthy option for anyone in need of quality wholesale eyewear products.*

**Keywords—**Orientation in online mode, online platform, services, glasses industry, marketing, site development.

## **I.INTRODUCTION**

Online wholesale has become increasingly important for businesses for several reasons:

**Convenience:** Online wholesale allows businesses to order products from suppliers without leaving their office or store. This saves time and resources and can make the purchasing process more efficient. Online wholesale can often be less expensive than traditional wholesale because it eliminates the need for physical storefronts and reduces overhead costs. Online wholesale suppliers can also offer discounts for bulk purchases or repeat orders. Online wholesale suppliers often have a larger selection of products than traditional wholesalers, which can make it easier for businesses to find the products they need. Online wholesale suppliers can be located anywhere in the world, which makes it easier for businesses to find and purchase products from a wider range of suppliers. These products include prescription glasses, sunglasses, and various accessories such as cases, cleaning cloths, and straps. Eyewear products are not only used for vision correction and protection from the sun but have also become a fashion statement. With the increasing demand for stylish and affordable eyewear, the market for wholesale eyewear products has been growing rapidly. In recent years, the online marketplace has become a popular destination for buying and selling wholesale eyewear products. Online platforms offer a wide range of products from various suppliers at competitive prices, making it easier for retailers and other buyers to purchase eyewear products in bulk. When choosing an online platform for wholesale eyewear products, it is important to consider factors such as product quality, variety, pricing, and buyer protection. Reputable platforms offer a reliable and secure purchasing experience, ensuring that buyers receive high-quality products that meet their specific needs. Overall, the market for wholesale eyewear products continues to grow, with new trends and innovations constantly emerging. As the industry evolves, it is important for retailers and other buyers to stay up-to-date with the latest trends and product offerings to meet the demands of their customers. Many platforms provide an online service to check your eye testing and complete introduction. But many merchants do not go to the wholesale market because they spend a lot of time to go to the market, and this platform provides online services for merchants to buy wholesale accessories and many products. While shopping for eyeglass accessories online, the shopper selects products based on design, price, and company brand products. The customer always behaves in a traditional or normal way when buying and tests the glasses before buying. and he feels comfortable and then he chooses it. After that, the customer quickly decides whether to buy accessories that would make him satisfied with the product. Trust can be created by communication between the customer and the merchant that gives interest in the market value of the company and the customer gains more trust in the company.

### **Literature Review**

The wholesale eyewear market has been experiencing significant growth in recent years, with the rise of online platforms providing easy access to a wide variety of products. This section provides an overview of the literature related to wholesale eyewear products and the benefits and challenges of purchasing these products online.

**Wholesale Eyewear Market:** According to a report by Grand View Research, the global eyewear market size was valued at USD 131.71 billion in 2019 and is expected to grow at a CAGR of 8.1% from 2020 to 2027. The report notes that the increasing prevalence of visual disorders and the growing demand for fashionable eyewear are driving market growth. Additionally, the report highlights the role of online platforms in facilitating the growth of the eyewear market, as they provide easy access to a wide range of products and convenient purchasing options.

**Benefits of Purchasing Wholesale Eyewear Products Online:** One of the primary benefits of purchasing wholesale eyewear products online is the convenience it provides. Online platforms allow businesses to order products from suppliers without leaving their office or store, saving time and resources. Additionally, online wholesale suppliers often have a larger selection of products than traditional wholesalers, making it easier for businesses to find the products they need. Real-time inventory management provided by online wholesale platforms also enables businesses to track their orders in real-time and ensure timely delivery.

### **Challenges of Purchasing Wholesale Eyewear Products Online.**

Despite the benefits of online wholesale, there are also several challenges that businesses may face when purchasing wholesale eyewear products online. One of the main challenges is the risk of receiving counterfeit or low-quality products from unreliable suppliers. Businesses must carefully vet potential suppliers and ensure that they have a good reputation in the industry before making a purchase. Additionally, online platforms may charge fees or commissions for each sale, which can increase the cost of purchasing wholesale eyewear products online.

### **Methodology**

This section outlines the methodology used to explore the benefits and challenges of purchasing wholesale eyewear products on the selected online platform.

#### **Research Design:**

A case study approach was used to examine the online platform that provides wholesale eyewear products. This approach allowed for an in-depth exploration of the platform's features, benefits, and challenges from the perspective of its users.

#### **Data Collection:**

Data were collected through a combination of primary and secondary sources. Primary data were collected through in-depth interviews with five business owners who have purchased wholesale eyewear products from the selected online platform. The interviews were conducted using a semi-structured interview guide that included questions about the participants' experiences with the platform, the benefits, and challenges of purchasing wholesale eyewear products online, and their recommendations for improving the platform's services.

Secondary data were collected through a review of relevant literature on the wholesale eyewear market, online platforms for purchasing wholesale products, and the benefits and challenges of online purchasing.

### Data Analysis:

The data collected through interviews were transcribed and analyzed using thematic analysis. Themes were identified based on recurring patterns in the data related to the benefits and challenges of purchasing wholesale eyewear products on the selected online platform. The data collected through the literature review were synthesized and analyzed to provide a broader context for the case study findings.

### Limitations:

The study is limited by the small sample size of business owners who were interviewed, as well as the specific online platform that was examined. Additionally, the study does not explore the perspectives of other stakeholders, such as consumers or suppliers.

## Methods of Purchasing Eyewear Accessories:

**Online Retailers:** Many online retailers specialize in selling eyewear accessories. These retailers offer a wide range of products, from cleaning cloths and cases to straps and ear grips. Purchasing accessories online is convenient, and buyers can often find a wide range of products at competitive prices.

**Optical Stores:** Many optical stores carry a range of eyewear accessories. These stores often offer a limited selection of products, but they may be convenient for buyers who need to purchase accessories quickly or want to see the products in person before buying.

**Wholesale Suppliers:** Wholesale suppliers offer bulk purchases of eyewear accessories at discounted prices. This option is ideal for retailers or other buyers who need to purchase large quantities of accessories.

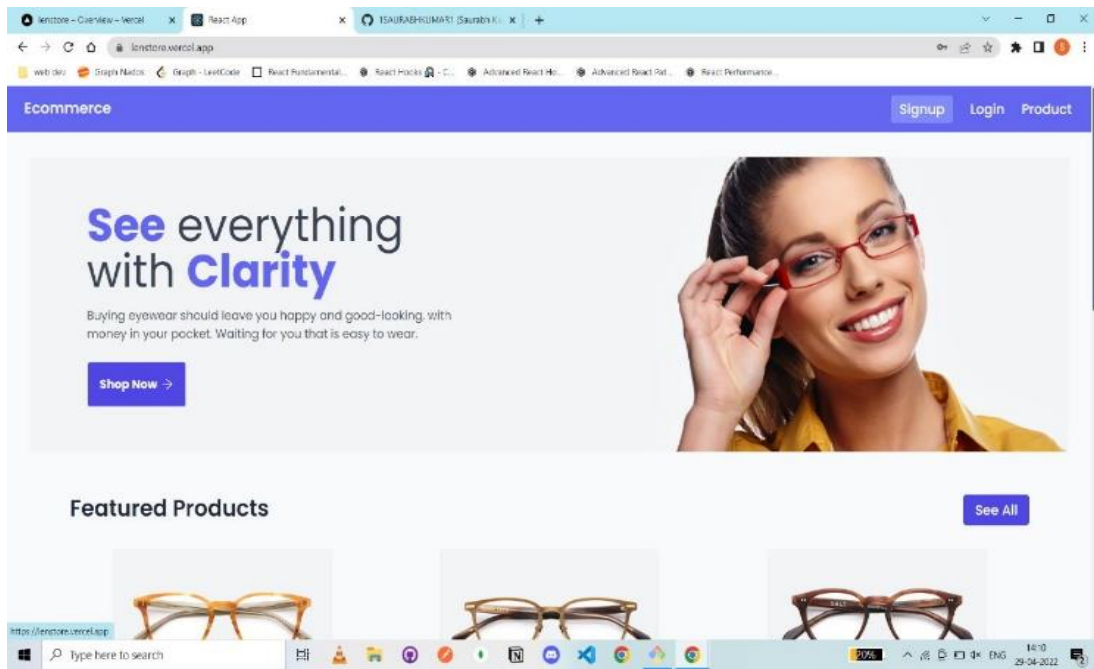
**Manufacturers:** Some eyewear manufacturers also sell accessories directly to consumers. This option is ideal for buyers who want to purchase accessories that are specifically designed for their eyewear brand.

When purchasing eyewear accessories, it is important to ensure that the products are compatible with the buyer's specific eyewear. Buyers should also consider factors such as the quality and durability of the accessories, as well as the price and shipping costs.

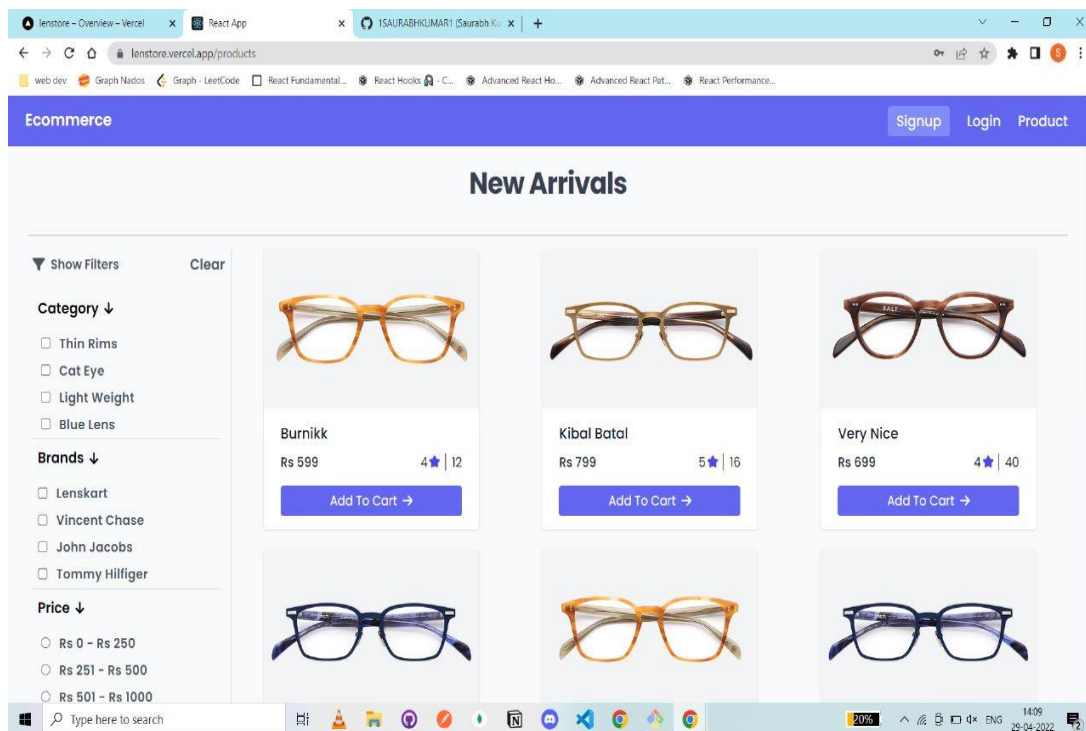
### 2.1 Collection of Brands of Eyewear Accessories: -

All brands of prescription and sunglasses such as kids, women and men will be available on this platform. And lenses from many brands will also be provided on this platform.

GUCCI	THE BOSS
RAY-BAN	VINCENT
TOMMY	OXYDO



## 2.2 Collection of items/Category:



<b>About Lenses/Frames</b>		
	<b>Products</b>	<b>Classification</b>
Eyewear	Items Colors	Multicolor
	Size	Oval, Goggles, Wrap, Round, Sharp
	Saturation	Dark, Light
	Frames	Without frame, Full frame, half frame
Spectacles	Spectacles blush	White, Green, Blue
	Lens hue	Light, Dark
Pivot	Flexible	Overlay, Strap, Spring-Loaded
Temple tips	Skull	Bended, Thick Stick of frame
	Library	Straight Sides
	Convertible	Flexible sides of frame

### **2.3 Collection of Eyewear: -**

All types of collections are available on this platform. i.e., Frames, Glasses, Sunglasses, Lenses, and Contact Lenses. These platforms provide a suitable prices product.

#### **Frames: -**

The online store offers frame specifications and official frames that we can use at any time, such as study time, office time, so people can prefer to wear a branded frame.

Frames are available at the best price on this platform.

#### **Sunglasses: -**

Many people carry many types of branded frames, so they can easily buy them all at once. Multi-colored sunglasses protect against ultraviolet rays and can contribute to eye comfort.

This platform is available in various shapes, styles, and sizes of sunglasses. A small trader buying many accessories at good prices and discounts.

#### **Lenses: -**

Lenses will run out with the merchant if rush orders come with it. So, at that point the shopkeeper refuses because he does not have the lenses. Then he goes to the market at the weekend to stock up on glasses and lenses for his shop. Much of his time is wasted in this process.

But with this platform, he can save time, so he can order and keep stock of his lenses at any time.

All

types of lenses Available on this platform like: -

Single Vision lenses,

bifocal lenses,

trifocal lenses,

Progressive Lenses.... Etc.

And many types of colored eye contact lenses available on this platform.

### **Spectacle: -**

These days, adults and men wear the spectacle. So, this platform provides many latest styles, colored glasses frames.

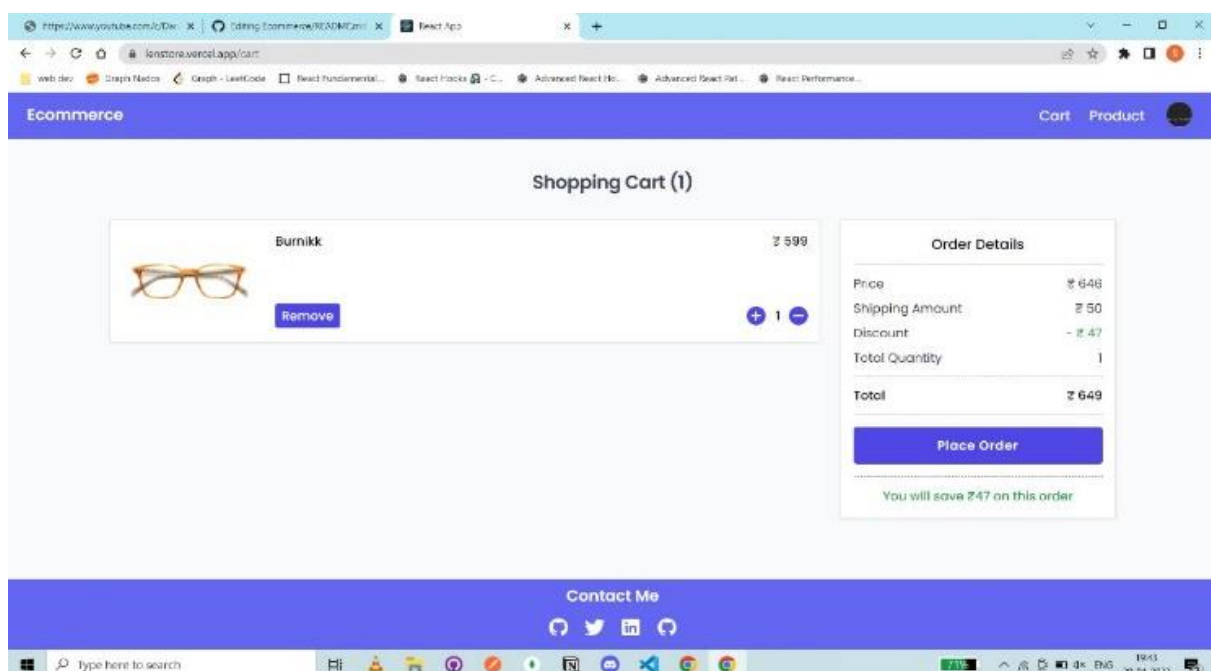
## **2.4 Eyewear Purchasing Process:**

E-commerce is an electronic large-volume trade. Both the merchant and the customer can buy and sell the product on this site. On this platform, merchants buy products/accessories in full quantity directly from the manufacturing companies, due to which they also get a lot of discounts from the company.

The merchant does not have to physically purchase any product. Through this online store, you can purchase accessories according to your needs.

It is an online store that provides the customer with all the equipment. Since the customer/trader does not have to go anywhere, he can buy all products from his mobile.

The process of purchasing a product through the e-shop is very easy. If a merchant wants to buy eye ceramic accessories in bulk, then he will first check the products of all the glasses manufacturers and understand the quality and price of the products. And according to the need of the products, he would like to buy his products with as little margin as possible.



And the merchant or customer who buys some products/accessories will compare the products and the price with all the companies on the online store. When he will like any product and buy according to his need.

Then the process of purchasing accessories / products for retailers is very complex according to this process so customers can trust the E-commerce platform.

## 2.5 Customer Satisfaction:

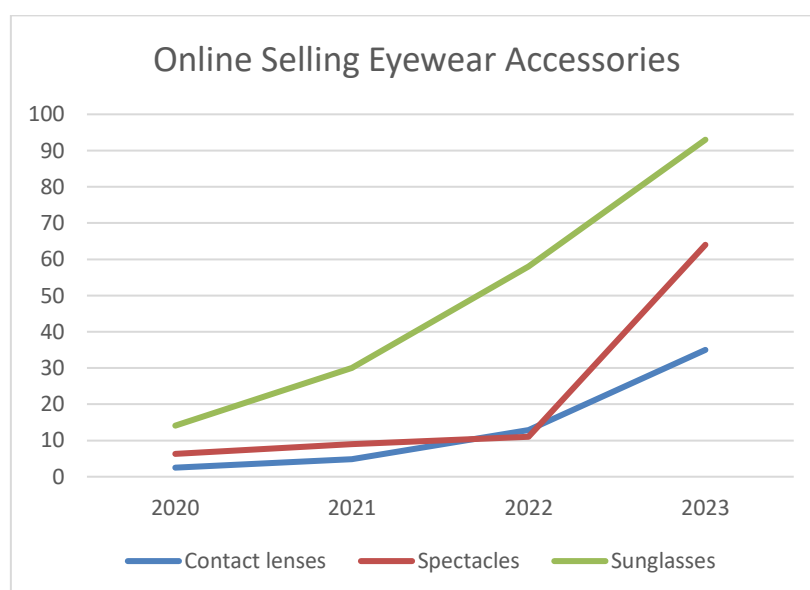
The role of customers is different when purchasing products on online platforms. Because they do not have confidence in the products as to what the product will be. Customer satisfaction comes only when the customer gets the right products and the right reviews from the e-commerce platform. This ensures that the customer gets the right service and security from this platform. So, the customer will use such a platform again. For the customer to gain complete trust.

In order to maintain the satisfaction of this online platform with its consumer, this online store will have to take care of the services and productivity of the consumer.

If a consumer ever buys products from this platform, they should not have any problem. So that he can be sure that he can buy his products and the transition of his products well. And these stores should be open 24/7 for consumers or others. So that he can purchase the order at any time.

To keep the consumer active on any platform, the online platform should have the latest collections of eyewear products, there should be good accessories at the lowest price, and they should also continue to receive some discounts so that they can use the platform again to purchase eyewear products.

## 2.6 Statistical Analysis and Interpretation: -





Currently, the Indian market is growing by selling eyeglass products.

Sales of contact lenses in India are growing by 9.88% year-on-year.

Eyeglass sales in India grow by 8.4% year-on-year.

And sunglasses are up 10.1% annually in India.

Because before covid people preferred to shop offline. But in the time of covid, all the work has been transferred to the online platform. Due to this, the market value of e-commerce has increased.

Statistical analysis and interpretation of online orders can provide valuable insights for businesses. Here are some possible statistical analyses and interpretations of online orders:

**Sales by Product Category:** By analyzing sales by product category, businesses can identify which categories are most popular among their customers. This information can be used to optimize product offerings and marketing strategies. For example, if a business finds that sunglasses are their most popular product category, they may want to focus their marketing efforts on promoting new sunglasses styles.

**Sales by Geographic Region:** Analyzing sales by geographic region can provide insights into where a business's customers are located. This information can be used to optimize shipping and delivery options, as well as marketing efforts. For example, if a business finds that a significant number of their customers are in a specific region, they may want to offer faster shipping options to that region.

**Conversion Rates:** Conversion rates refer to the percentage of website visitors who make a purchase. By analyzing conversion rates, businesses can identify potential issues with their website or checkout process that may be hindering sales. For example, if a business has a low conversion rate, they may want to simplify their checkout process or improve website navigation to make it easier for customers to find what they are looking for.

**Customer Reviews:** Analyzing customer reviews can provide insights into the strengths and weaknesses of a business's products and services. This information can be used to improve product offerings and customer service. For example, if a business finds that many customers are complaining about a specific product feature, they may want to improve that feature or discontinue the product.

Overall, statistical analysis and interpretation of online orders can provide valuable insights that businesses can use to improve their products, services, and customer experience.

Creating an online platform for ecommerce involves several steps. Here are some general steps to follow:

**Define your business model:** Determine what products or services you will offer, who your target audience is, and how you will generate revenue.

**Choose an ecommerce platform:** Select a platform that meets your business needs and budget. Some popular options include Shopify, WooCommerce, Magento, and BigCommerce.

**Choose a domain name:** Select a domain name that is easy to remember and relevant to your business.

**Choose a web hosting provider:** Select a reliable web hosting provider that can handle your website traffic and provide security for your customers' personal and financial information.

**Design your website:** Create a visually appealing and user-friendly website that showcases your products and services.

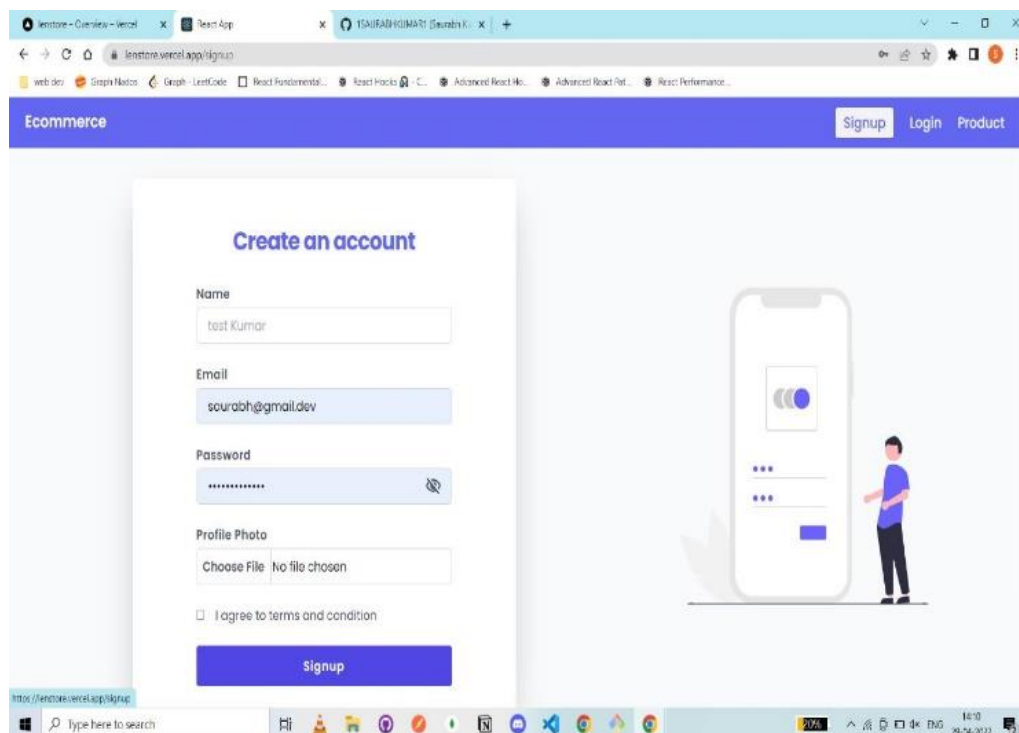
**Set up payment gateways:** Choose payment gateways that are compatible with your ecommerce platform and provide secure payment options for your customers.

**Set up shipping and delivery options:** Determine shipping rates, delivery options, and any applicable taxes and duties for your products.

**Set up analytics and tracking:** Install analytics software to track your website traffic and customer behavior.

**Launch your website:** Once your website is ready, launch it and start promoting your products and services.

Continuously optimize your website: Monitor your website's performance, adjust improve user experience, and continuously update your products and services.



## Conclusion:

E-commerce is a business-to-business and business-to-consumer online platform, from this platform traders or other person can buy or sell products at any time. Because nowadays, no entrepreneur (ophthalmic optician / other customer) has enough time to physically go to the market and buy glasses products. So, with the help of this platform, hmm can save time for the merchant to have a marketplace and buy accessories from their phone. By the way, there are many online platforms on social media that provide glasses / eyeglass accessories. However, no online platform wholesales the product. Because of this, small manufacturing companies that produce frames, lenses, glasses, sunglasses are not able to get their products to the consumer. Which causes a lot of problems for marketers?

With the help of this platform, the merchant can buy products in wholesale and save time freedom.

All products will be cost effective. And provide good service and security for these products. So, if a customer buys some products and those products are defective, he wants to return those products so that he can easily return them within a few days. The app will automatically prepare the frame for the customer by optimizing his eyes and there is no problem for the little shopkeeper, so it will disprove money for him so that he doesn't have to go to the market and can place his orders sitting at home.

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