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(57) Abstract :

The present invention relates to a system for integrating ecommerce and social networking site on a single web-based platform, wherein web-programs/applications can be developed using a web-application development framework. Specifically, the present invention relates to a system for connecting buyers, sellers/retailers and users sharing common interest related to products and services via an integrated communication platform. The web-application acts as an intermediary that aggregates users digital activities and provides them with a secured and ubiquitous reserve for personal content. More specifically, the system facilitates retailers or organizations having a database of information to extend their functionality and accessibility to the web-programmed/application framework and deploy and integrate web-applications using developers, thereafter enabling end-users of the framework to avail the information without being required to navigate to multiple web programs/applications or navigate to different websites. The system integrates catalogue display, virtual store customizations and implements software development frameworks on the web.

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