DIAMOND INTEREST ELECTRONIC COMMERCE WEBSITE

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(Multimedia Computing)

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ABSTRACT

Nowadays, the use of electronic commerce (e-commerce) to conduct business is growing rapidly. Many organizations have moved towards the modern way to computerize transaction processes. Information Technology (IT) have proved to be very popular as it support online shopping, transaction, daily work’s productivity and reduce paperwork, efficiently and effectively. Hence, Diamond Interest E-Commerce Website is developed. It is an automated system to help the company to manage daily tasks and track sales easily. It is developed to promote health care product in Malaysia as it contains information about important ingredients and health benefits. In addition, it provides shopping cart and checkout service to purchase online for all users. There are eight chapters in this thesis; Introduction, Methodology, Requirement Analysis, System Analysis, System Design, System Implementation, System Testing and evaluation and Conclusion and Future Works. The website is developed using Active Server Page (ASP), Java Script and Hypertext Markup Language (HTML). The database of the website is created and managed using Microsoft Access.
ABSTRAK

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CHAPTER 1 INTRODUCTION

1.1 Introduction

Nowadays, most of the overseas business organization use electronic commerce (e-commerce) to conduct their business process or transaction through online service whereas the companies in our country are still using traditional way to make payment. The direct sales company, like Diamond Interest Sdn. Bhd. is one of the companies that use the Internet technology to publish or market their products but it still does not support electronic transaction processes.

According to a recent study by the University of Texas Center for research in Electronic Commerce, the US Internet economy generated a revenue of 301 billion dollars and was responsible for more than 1.2 million jobs in 1998 (The Internet Economy Indicators, n.d.). We can see that the rapid growth in e-commerce has been amazing and it is expected that the increasing rate will continue. According to Knobblycrab (n.d.), e-commerce in UK will experience a huge growth rate since 1996 in which the economy will exceed £3.73 billion by 2003.

For this final year project, it would be a good idea to base it on an existing business that could benefit from online buying. Therefore, a small health care company is being selected, Diamond Interest Sdn. Bhd. By upgrading an information website to an e-commerce website, this could increase the sales of the company and boost its profile in a low-cost manner.

The system will upgrade the existing product information and stock management system which is still paper based and a standalone system. The transaction system will improve the website usability and enhance transaction system usability for purchasing processes that involve
payment using bank-in, cash, cheque or credit card. It is believable that the investment by the managers of the health care company in the system will benefit them greatly in the long term and improve it to be cost reductive.

1.2 Background

Diamond Interest (DI) is a subsidiary of Dynapharm Group of Company. Dynapharm (M) Sdn. Bhd. (Company No. 65683-V) was established and started its operations as a small scale manufacturer in 1981. In the development process, the company faced countless difficulties and they faced it courageously. The problems are overcome with the co-operation of companies and distributors and continued to expand. Mr. Oi Ho Chooi, the Chief Executive Officer of the company is proud to witness DI’s expansion to Malaysia and South East Asian countries.

DI is a company foresight. They are aware that people are getting more health conscious. Everyone needs a health body in order to have a successful live. DI set a high mission to use their professionalism to promote health through sincerity. It is hope that everyone will benefit from their mission. The firm foundation upholds their commitment in promoting health to the public. The product are directly developed and manufactured by Dynapharm Group of company.

Due to the demand for additional production capacity, requirement for more work forces, the need for additional space and the Company’s inevitable growth, it moved to new premise in the year 1990. The present factory is structured according to the requirements of Good Manufacturing Practices. It has modern production machineries and also an up to date and well equipped Quality Control Department. Products manufactured are of a quality standard meeting the demands of the public and complying with governmental regulations.
It has through the years increased its range of products and is now one of the largest manufacturers of Generic Pharmaceuticals in Malaysia. The product range include tablets (coated/uncoated), capsules, liquid preparations, external preparations including cream, ointment, lotion and powder and dry syrups. Besides manufacturing its own product range, Dynapharm (M) Sdn. Bhd. is also a contract manufacturer for other Product License Holders.

From initially supplying to mainly local buyers, Dynapharm (M) Sdn. Bhd. has now increased on its local market share and is also serving the Government Tenders and the export Markets. It is the Company’s intention to further widen its market scope so as to be among the top manufacturer and distributor of pharmaceuticals.

Products of Dynapharm (M) Sdn. Bhd. are marketed in Malaysia through Diamond Interest Sdn. Bhd., a direct selling Multi Level Marketing Company established in 1996. Distributors and stockist are found in Penang, Alor Setar, Kota Bahru, Ipoh, Kuala Lumpur, Seremban, Johor Bahr, Kota Kinabalu and Kuching. In addition, the export market includes Papua New Guinea, Singapore, Philippines, Samoa, Indonesia, Fiji Islands, Brunei, Myanmar, Mexico, Canada and United States of America.

Dynapharm (M) Sdn. Bhd. is the parent company of the group while Izuhan Pharmacy Sdn. Bhd. is a retail pharmacy and stockist for Penang area established in 1994. China Herbal Medical Works and Dynalab Associate are manufacturer of herbal traditional medicine and health food products which are established in 1996. Dynapharm Marketing Sdn. Bhd. is a marketing division for Dynapharm (M) Sdn. Bhd. which is established in 1997. Dyna Cosmos is established in 1998 and is a manufacturer of cosmetics and toiletries. Dynapharm Lab Serives is established in 1998 for quality testing facilities. The Philosophy of Dynapharm (M) Sdn. Bhd. is to “Provide Quality Products and Excellent Services to Our Customers”.

3
1. Electronic Commerce (e-commerce)

E-commerce (EC) is the systems that have the ability to provide services by connecting and relating numerous buyers and sellers together with several organizations, which create an electronic market (Nicholas, 2001). EC goes beyond storing and sharing all the business information about selling and buying goods, services or information online. EC involves conducting computerized business transactions electronically over a network by consumers and from company to company. According to Barnard, L. and Weeson, J.L. (2003), e-commerce is using the transmission medium to exchange the data involve to conduct the business.

Web-based e-commerce is a better way to solve business problems and it is a well-accepted technology to be adapted in the business circumstances. Internet becomes an information resource. The business organization introduces online catalogue system and people used to order by phone, online inquiry and provide service information online. It allows the company to publish information and advertise it to reach the targeted buyers.

E-commerce Web sites can be differentiated and categorized into 3 classifications: generic Web sites, Web sites using a software package and Web sites using shopping cart systems (Nicholas, 2001). Generic Web sites only provide information for the products and services, no purchasing can be made online. The customers depend on the information found on the company’s home page and need to make a call or send a mail or letter to place an order or make inquiries (Nicholas, 2001).

E-commerce Web sites with the software package enable users to enter details to the forms created but the company has to decide if the ordered products need to be shipped to the user location from the analyzed information (Nicholas, 2001). After that, the data requires are save into database for data storage and data mining.
Web sites using shopping cart systems allow the users to choose their preference and add into cart, update the cart contents and save the cart contents for later transaction. According to Nicholas, the third type of e-commerce Web sites is most efficient to conduct e-commerce trade which customer can buy online (Nicholas, 2001). Although this method is expensive because high programming skills is required, but it is worth to perform the task more efficiently.

The benefits gained are observable as its effectiveness of the e-commerce concept has been proven in Amazon.com, and the viability of e-commerce to support the business company is yet to be proven. According to the interview report by Milan in the year 1999, “in the business-to-business space, Cisco received 70% of its orders over the Internet with no human intervention at all” (Bradley, S, Milan, 1999).

The advantages of e-commerce are reducing the product cycles, transaction time and costs, inventory costs (link to just-in-time suppliers), and advertising cost (no printing and shipping costs). Besides that, benefits of e-commerce are improvement in customer service, accessing and changing information can be available quickly and feedback can be immediate, flexibility in requesting information wanted, save time, fast service and support (Tilson, R., Dong, J., Martin, S. and Kiekie, E., n.d.).

E-commerce provides more information with lower cost, new and traditional approaches to generating revenue, more potential market share, more convenience and 24 hours access and better marketing through attracting or finding the target market segment for their products or services.

Web-based e-commerce can reach new customer in the whole world or global marketplace and eliminates the use of middlemen and intermediaries, encourages competition, able to gather customer information, analyze, and react to it and cost effective medium of