# T-BOOTH.COM : PROTOTYPE OF B2C TELEPHONE BOOTH E-COMMERCE APPLICATION

A thesis submitted to Faculty of Information Technology in partial fulfillment of the requirements for the degree

Master of Science Information Technology (IT)

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By

Sutara Nikamol

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# ABSTRACT

*In Thailand, there is lack of information about telephone booth available on any medium that results time consuming and costly of procurement for such product. Based on the observation of number of existing e-commerce applications, in this study, e-commerce application, named T-Booth.com, has been proposed and developed. The main focus is to demonstrate the functionality of T-Booth.com as a medium for telephone booth supplier and telephone company to run commercial activities on the network. Through T-Booth.com, telephone booth suppliers able to post their telephone booth specification on the e-commerce site and telephone company able to browse and procure product through the site. T-Booth.com is divided into six modules; publish module to manage posted information (about product and company detail) to the site; search module to browse telephone booth and its specification as well as to display the comparison between product based on certain criteria, purchase module to manage procurement, report module to prepare report to the particular supplier based on order and database module to arrange transaction data and requested information from the user. The successful of T-Booth.com is assessed based on the criteria proposed by Merwe & Bekker (2003) and Torkzadeh & Dhillon (2002), that highlight five criteria to evaluate an e-commerce applications that are interface, navigation, content, reliability and technical.*

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# Chapter 1

# Introduction

This chapter presents the overview of the e-commerce application, the problem identification, objective of the study, and scope of the project are also discussed.

## 1.1 Overview Of The Study

Currently, everywhere is e-commerce, any company running their business alone without e-commerce, will be left behind. No exception for even business in Thailand also call for e-commerce. E-commerce is one of the strategic management to bring a successful to the business. In running business, various components are needed, for example, high technology, hardware, software, technical staff, skill of management, and information.

E-commerce can take a variety of forms including electronic data interchange (EDI), mobile telephone, direct link-ups with suppliers, internet, intranet, extranet, electronic catalogue ordering, and e-mail. Its alleged popularity is due to a multitude of perceived operational benefits it can bring to purchasing practices (Jutla *et al.*, 2002; Wagner *et al.*, 2002). Examples of these benefits are cost savings resulting from reduced paper transactions, shorter order cycle time and the subsequent inventory reduction, resulting

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