

**DESIGN OF A WEB BASED BOOKSTORE MODEL:
'ONE STOP MALAYSIAN BOOKMALL'**

A thesis submitted to the Graduate School in partial fulfillment of the
requirements for the degree of

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by

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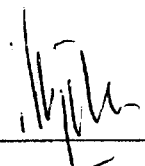
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ABSTRACT (BAHASA MALAYSIA)

Projek ini dihasilkan untuk memperkenalkan ciri-ciri model kedai buku Internet. Kedai buku muya ini akan membolehkan penerbit buku dan majalah di Malaysia melangkah ke era e-dagang. Perkembangan applikasi e-dagang kini adalah mahal dan berisiko tinggi kerana teknologi yang terhad. Sebagai contohnya, ketiadaan 'interoperability' pada tahap applikasi, standard untuk e-dagang dan kebolegunaan applikasi e-dagang pada skala yang besar. Sejak kebelakang ini kedai buku Internet telah berkembang pesat dan ini telah mempengaruhi pengedar-pengedar dan kedai-kedai buku di Malaysia. Walaubagaimanapun, kebanyakan applikasi e-dagang dihasilkan secara persendirian mengikut keperluan masing-masing. Masalah yang timbul akibat ini adalah kurangnya 'inter-operability' pada tahap tinggi.

Projek ini diperkenalkan untuk menghasilkan satu konsep rangkai yang standard untuk permodelan kedai buku Internet. Model yang akan dihasilkan ini akan mengadaptasi konsep broker atau 'Clearinghouse' sebagai model perniagaannya. Akhirnya, pandangan terhadap perkembangan masa depan bagi projek ini akan dibincangkan.

ABSTRACT (ENGLISH)

*This project is developed to present design considerations of an online Internet based bookstore model. This virtual bookstore will cater for Malaysian book and magazine publishers to venture into e-commerce. The development **of** electronic commerce applications today is considered expensive and risky because **of** many technological limitations, such as the absence of application-level interoperability, industrial standards for electronic trading and large-scale reusability of electronic commerce applications. Within the past few years, online bookstores have been set up to promote and sell books over the Internet, representing a fledgling new generation of book distributors and shops in Malaysia. A large proportion of today's electronic commerce applications are custom developed. One of the most obvious problems of Web-based electronic commerce systems is the lack of high-level inter-operability*

*This project is initiated to developed a framework of standard modeling concept **for** the Online based bookstore mode?. The model will adopt a Clearinghouse or broker concept as its business model. Finally, the project's view on future directions in web-based development in the contest of electronic commerce will be discussed.*

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C h a p t e r 1

INTRODUCTION

This chapter gives an overview of online bookshop scene both local and overseas based. It will cover problems faced by the local users and the need to develop a new standard for the e-commerce development in the book industry in Malaysia. It will also cover the requirement, scope and limitation of the project.

1.1 Background

Within the past few year, online bookstores have been set up to promote and sell books over the Internet, representing a fledgling new generation of book distributors and shops in the world. Many of the market major players and also small number of Malaysian pioneers are drawn to the 'Net' by a number of factors:

- The low cost of establishing a virtual bookstore.
- The potential of reaching a global rather than local clientele.
- The possibility of increasing revenue by selling directly to the customer (particularly in the case of publishers).
- Increased efficiency and accuracy through automated order-processing, inventory control, billing, shipping, and so forth
- Better forecasting of customer needs for goods and services

The contents of
the thesis is for
internal user
only

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