

WEB-BASED SHOPPING SYSTEM

Submitted by

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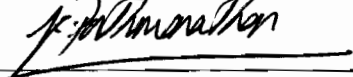
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ABSTRACT

The following project looks into how the development process will take place for a prototype for marketing using new technology such as internet websites or mobile marketing when a company called Al-Wafa is doing business with its customers. The prototype will show the functionality of the interface being used from a computer screen. Al-Wafa will change the manual system to computerized system. The problems were the functions of the manual system that was being used by the company to keep the records of the products which on promotions and those who were out it. The computerized system can be used to notify customers for products on promotions as well as keeping records of all the products that the company had. The method that was used to solve the major problems that the company faced to introduce the system that could send E-Mails, SMS and MMS to customers' e-mails or phones when being notified of the products that will be on promotion. The other method to solve the problem was to have a system linked to the suppliers. Thus, they could be easily notified if there is any reorder required of products that would has completed. In coming up with the required system it was found out that not all the required functions and non-functions of the system could be implemented due to inadequate information given during requirements gathering that was carried out. The prototype had also some delays when it comes to linking up with the database to update and delete information in the database.

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IN THE NAME OF ALLAH, THE MOST GRACIOUS AND MOST MERCIFUL

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CHAPTER ONE

INTRODUCTION

1.1. INTRODUCTION

The Internet websites and Mobile technology have become a dominant factor in commerce and marketing business, academia, and everyday life. E-shopping, E-commerce and e-services are supplying a market sea change, with practically any business anyplace nurturing its equivalent on the Internet. The enormous evolution of internet and mobile technology has made it necessary for the companies and supermarkets to benefit from these developments in the process of faster access to customer and marketing process rapidly using these technologies.

According to McManus and Scornavacca (2005), a lot of wireless technology developments such as the internet websites, mobile phones and others have produced a new way to communicate through multimedia or computer networks. In the world of marketing these developments leads the companies to find new marketing channel to do their business or media such as SMS, MMS and advertisements using the technique of Web based and WAP such as accessing the Internet from a mobile phone. This media rapidly increased the way to reach to the customers (Heinonen & Strandivk, 2006).

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