

**AN INTERACTIVE ONLINE SHOPPING SYSTEM  
FOR MUSIC VILLAGE**

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# **AN INTERACTIVE ONLINE SHOPPING SYSTEM FOR MUSIC VILLAGE**

**A Thesis submitted to the Graduate School in partial  
fulfillment of the requirements for the degree  
Master of Science (Information Technology),  
Universiti Utara Malaysia**

**by**

**CHONG CHEE MIN**

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## ABSTRAK

Projek ini bertujuan untuk membangunkan sistem membeli-belah atas talian. Music Village yang interaktif lebih merupakan suatu stor pengkhususan musik, dan pada zahirnya merupakan syarikat pemborong yang menawarkan barisan produk eksklusif yang penuh variasi, yakni Stor Jualan Cakera Padat.

Sebab-musabab yang mendukung pengalihan sistem atas talian adalah manifestasi daripada peranan Internet sebagai wadah dan wahana anjakan paradigma pemasaran. Sesungguhnya, ini telah membolehkan pelanggan membeli-belah dengan hanya klik pada tetikus. Melalui sistem terbuka Internet ini, syarikat mampu memperluas pasaran, pihak pengurusan berupaya memperoleh maklum-balas serta keperluan pelanggan dengan cepat samping mesra-pelanggan. Pelanggan berasa lebih mudah mencapai sesuatu barangan kerana kaunter kedai maya beroperasi 24 jam sehari, dengan menyasari segenap pelosok dunia; di samping kos pengeluaran yang rendah rentetan daripada ketiadaan pelaburan dalam infrastruktur fizikal. Sementelahan itu, sistem atas talian ini turut membantu syarikat menguruskan maklumat dan rekod secara efektif and efisien.

Metodologi yang dipilih untuk membangunkan sistem atas talian ini ialah, turutan daripada suatu fasa ke fasa (peringkat) yang berikutnya. Dalam konteks ini, terdapat empat fasa yang perlu diikuti dalam membangunkan sistem membeli-belah atas talian ini. Antaranya termasuklah fasa analisis sistem, fasa rekabentuk sistem, fasa pembangunan sistem dan fasa pengujian sistem. Analisis sistem berkisar pada proses pengumpulan maklumat tentang sistem kini, keperluan pengguna samping analisis terhadap maklumat. Selanjutnya, rekabentuk sistem menentukan bagaimana kita membangunkan sistem baru tersebut. Dalam fasa pembangunan sistem, perisian serta bahasa pengaturcaraan digunakan untuk membangunkan sistem ini. Akhirnya, sistem akan diuji dalam fasa pengujian sistem sebelum diimplementasikan secara sepenuhnya.

## ABSTRACT

The purpose of this project is to develop an interactive online shopping system for the Music Village. Music Village is a specialty music store, one of the retailer companies that carry a narrow product line with a deep assortment within that line that is Compact Disk Selling Store.

The reasons to develop the online system for the company are that Internet has become an enormously popular marketing paradigm that facilitates anything consumers want to shop for or buy on the Web. Through the Internet online system; the market of the company can be expanding over the world. The management can get the customers feedback and requirement quickly, the customers feel more convenient to search the products they want because the electronic shop-front is open 24 hours a day, to the entire world. The overheads are lower, with no investment in physical infrastructure. Besides that, the online system also can help the company to manage the information or record inside the company more effectively and efficiently.

The methodology chooses to use to develop the online system comprises a sequence from one phase to the next involving together four phases. The phases are system analysis, system design, system development and the system testing. System analysis is the process of gathering information about the current system and the user requirements and analysis the information. System design decides how to build the new system. In the system development phase, the software and programming language use to develop the system. Finally the system will be tested in the system testing phase before fully implemented.

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The number of people using the Internet is growing exponentially world wide. Internet has become an enormously popular marketing paradigm that facilitates anything consumers want to shop for or buy on the Web, cutting out the middlemen of distributors, retailers, travel agents, stores, etc. Deployment of the Internet in the business world will make the relationship between the customers and company more closely (without the middlemen and distributors) and help the company to increase sales by reaching a new market of Internet customers.

Through the Internet online system, the market of the company can expand throughout the world. Management can get the customers' feedback and requirements quickly. Customers feel more convenient to search the products they want because the electronic shop-front is opened 24 hours a day, to the entire world. The overheads are lower, with no investment in physical infrastructure. Besides that, the online systems implemented in the company also help companies to manage the information or records more effectively and efficiently.

Music Village is a specialty music store, one of the retailer companies that carry a narrow product line with a deep assortment within that line namely Compact Disk Selling Store. The current system uses by the Music Village is a traditional way. Music Village interacts directly with the customers who are being assisted in every phase of the shopping process and all the sales transactions are done manually by the employees. For example, the sales staff is required to record the sales transaction in a sales book when the payment is done. Once a customer has selected the items, the receipt (hand-writing receipt) is produced as an evidence of payment.

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