BUSINESS TO CUSTOMER (B2C) E-MARKETPLACE FOR SMALL AND MEDIUM ENTERPRISES IN UUM

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ABSTRACT

E-Marketplaces can provide significant value to buying and selling organizations of all sizes. They facilitate more efficient and effective trade of goods and services, and eliminate inefficiencies inherent in the trading process. The development of business to customer e-Commerce has brought significant changes in recent years in Malaysia. Malaysian businesses, Small and Medium Enterprises (SME) have been relatively slow in web adoption. In UUM there are many Small and Medium Enterprises (SME) working at the mall of university, they needs to develop a trade methods to selling product and selling effectively, awareness of the problem which arises because the understanding of the electronic environment of the interaction of SMEs with customers. Moreover, during the holiday there are no any customers, which that mean cannot maintain the business. On other side, the students find it difficult to provide the daily needs such as fresh foods and deliver without damage. This study is to develop e-Marketplace within the University Utara Malaysia (UUM) and its surroundings, the prototype was develop by using C# language, and the research design adopted the general methodology. The prototype was evaluated by use questionnaire technique based on usability testing with the System Usability Scale (SUS). The prototype was assessed by a sample consists of sixty-three respondents. The results have been positive.

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CHAPTER ONE

INTRODUCTION

1.1 Background

The Information and Communication Technologies (ICTs), particularly use the internet is conduct online business is quickly changing the conventional way of doing business among brick and mortal companies. With the strong waves of globalization and liberalization across the world, ICT is believed to be the most cost-efficient tool to help companies gain bigger markets and the ability to compete with larger organizations in attracting customers to their products, services and information (Tan *et al.*, 2009).

E-commerce evolved in various means of relationship within the business circle. It can be in the form of Business to Customer (B2C), Business to Business (B2B), Business in Business (BIB) and lastly Customer-to-Customer (C2C). Generally, B2B, which is between organizations, formed the bulk of the e-commerce activities. Although e-commerce implies information between businesses, the technology is equally applicable between business and consumers and indeed between consumers themselves (Stevenson & Hojati, 2002). As such, the significant role of the internet as the main tool in ecommerce is becoming

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