ONLINE FAST FOOD RESTAURANT

ORDERING SYSTEM

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UNIVERSITI UTARA MALAYSIA
ONLINE FAST FOOD RESTAURANT

ORDERING SYSTEM

A thesis submitted to the Graduate School in partial fulfillment to the requirements for the degree Master of Science (Information Technology).

Universiti Utara Malaysia

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I
ABSTRAK

ABSTRACT

The purpose of this project is to develop an Online Fast Food Restaurant Ordering System. It is a system that enable customer of fast food restaurant to place their order online at any time and any place. The reason to develop the system is due to the issues facing by the fast food restaurant industry. These issues are such as peak hour-long queue issues, increase of take away foods than visitors, speed major requisite of fast food preparation, limited promotion and advertising on current strategy, and quality control of fast food management issues. Therefore, this system enhances the speed and standardization of taking the order from the customer and displays it to the staff in the kitchen accordingly. Beside that, it provide a user-friendly web pages and effective advertising medium to the new product of the fast food restaurant to the customer with cheaper cost. Further more, it also extend and deliver customer satisfactions especially to the hectic customer or reaching the customer who are constrain of transport to be in fast food restaurant. At the same time boost up market share for fast food restaurant and increase return on investment for the investor. The structured methodologies have been chosen to develop the Online Fast Food Restaurant Ordering System. The structured design methodology adopts a formal step-by-step approach to the System Development Life Cycle that moves logically from one phase to the next. The methodology used involved system analysis, system design, system development, and system testing.
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CHAPTER ONE:
INTRODUCTION
1.1 Background

As we enter the second millennium we experience one of the most important changes in our lives that is the move to an Internet based society. Almost everything will be changed at home, in school, at work, in the government sector even in our leisure activities. Some changes are already here and they are spreading around the globe. Others are just beginning. One of the most significant changes is in the manner we conduct business especially in how we manage the marketplace and commerce. Perspectives of doing business have been evolving tremendously since the day Internet been introduced to the world.

Electronic commerce describes the manner in which transactions take place over the networks, mostly the Internet. It is the process of electronically buying and selling goods, services and information. Certain E-commerce applications, such as buying and selling stocks or books on the Internet, are growing at a rate of several hundred percent every year. E-commerce could have an impact on a significant portion of the world businesses and professions.

Electronic Commerce has brought a greater revolution to the companies in doing their businesses. Therefore, companies need to be well prepared and equip in order to stay competitive in the global market. Food industry business such as Fast Food Restaurants need to be considered and plan with more seriously to use the technology like E-commerce to expand their business.
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