ONLINE FLORIST MANAGEMENT SYSTEM

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

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ABSTRAK

Projek ini bertujuan untuk membangunkan sistem membeli-belah atas talian. Florist House yang interaktif dan merupakan sebuah stor yang menjual pelbagai jenis bunga, dan pada asasnya merupakan sebuah kedai runcit yang menawarkan barisan produk eksklusif yang penuh variasi.


II
ABSTRACT

The purpose of this project is to develop an online florist management system for the Florist House. Florist House is a flower store, one of the retailer companies that carry a narrow product line with a deep assortment within that line.

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 expanded 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. 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.
ACKNOWLEDGEMENT

This project would not be possible without the participation of many people. No matter how much work the author put into a project, there are always others who provided valuable guidance and information that enable the completion of the project.

First of all, I would like to take this opportunity to express my appreciation to my project supervisor, Associate Professor Shahrum Hashim, for his kind tutelage, comments and suggestions in the development of this project. He has offered me very sound advices and enables me to finish this project on time.

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# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>PERMISSION TO USE</td>
<td>I</td>
</tr>
<tr>
<td>ABSTRACT (BAHASA MALAYSIA)</td>
<td>II</td>
</tr>
<tr>
<td>ABSTRACT (ENGLISH)</td>
<td>III</td>
</tr>
<tr>
<td>ACKNOWLEDGEMENTS</td>
<td>IV</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td>VIII</td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td>VIII</td>
</tr>
<tr>
<td>1.0 INTRODUCTION</td>
<td>1</td>
</tr>
<tr>
<td>1.1 Problem Statement</td>
<td>3</td>
</tr>
<tr>
<td>1.2 Objective of the Project</td>
<td>4</td>
</tr>
<tr>
<td>1.3 Project Scope</td>
<td>5</td>
</tr>
<tr>
<td>1.4 Significance of the Study</td>
<td>5</td>
</tr>
<tr>
<td>2.0 LITERATURE REVIEW</td>
<td>8</td>
</tr>
<tr>
<td>2.1 Advantages of Online System</td>
<td>9</td>
</tr>
<tr>
<td>3.0 METHODOLOGY</td>
<td>14</td>
</tr>
<tr>
<td>3.1 System Analysis</td>
<td>14</td>
</tr>
<tr>
<td>3.2 System Design</td>
<td>16</td>
</tr>
<tr>
<td>3.3 System Development</td>
<td>16</td>
</tr>
<tr>
<td>3.4 System Testing</td>
<td>19</td>
</tr>
</tbody>
</table>
3.4.1 Testing Process
  3.4.1.1 Unit Testing
  3.4.1.2 Module Testing
  3.4.1.3 Integration Testing
  3.4.1.4 System Testing

3.4.2 Testing Technique

3.5 System Requirements
  3.5.1 Hardware Requirements
  3.5.2 Software Requirements

4.0 FINDINGS

4.1 System Analysis
  4.1.1 List of Users Requirements

4.1.2 Data Flow Diagrams
  4.1.2.1 Context Diagram
  4.1.2.2 Level 0 Data Flow Diagram for the proposed system
  4.1.2.3 Level 1 Data Flow Diagram for Online Ordering
  4.1.2.4 Level 1 Data Flow Diagram for Sales
  4.1.2.5 Level 1 Data Flow Diagram for Payment
  4.1.2.6 Level 1 Data Flow Diagram for Delivery
  4.1.2.7 Level 1 Data Flow Diagram for Maintenance
  4.1.2.8 Level 1 Data Flow Diagram for Enquiry
  4.1.2.9 Level 1 Data Flow Diagram for Report

4.1.3 Entity Relationship Diagram

4.1.4 Normalization

4.2 System Design
  4.2.1 Files Design
  4.2.2 Code Design
  4.2.3 Screen Design
  4.2.4 Program Design

VI
4.3 System Development

4.4 System Testing

4.4.1 Testing Case
  4.4.1.1 Data Enters
  4.4.1.2 Member Validation
  4.4.1.3 Registration Validation
  4.4.1.4 Validate Payment

5.0 CONCLUSION

5.1 Benefit of Proposed System

5.2 Constraints

5.3 Recommendations

5.4 Conclusion

REFERENCES

Appendix A: Files Design
Appendix B: User Guide
Appendix C: Installation Guide
Appendix D: Source Code
LIST OF TABLES

<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table 4.1</td>
<td>Description of Entities</td>
<td>45</td>
</tr>
<tr>
<td>Table 4.2</td>
<td>Normalization Process</td>
<td>48</td>
</tr>
<tr>
<td>Table 4.3</td>
<td>Description of Entities in 3&lt;sup&gt;rd&lt;/sup&gt; normal form.</td>
<td>51</td>
</tr>
<tr>
<td>Table 4.4</td>
<td>Description for the files design</td>
<td>52</td>
</tr>
<tr>
<td>Table 4.5</td>
<td>Code Design</td>
<td>53</td>
</tr>
<tr>
<td>Table 4.6</td>
<td>Program List</td>
<td>60</td>
</tr>
</tbody>
</table>

LIST OF FIGURES

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Figure 4.1</td>
<td>Context Diagram for the Proposed System</td>
<td>28</td>
</tr>
<tr>
<td>Figure 4.2</td>
<td>Level 0 Data Flow Diagram</td>
<td>30</td>
</tr>
<tr>
<td>Figure 4.3</td>
<td>Data Flow Diagram Level 1 for Process Online Order</td>
<td>32</td>
</tr>
<tr>
<td>Figure 4.4</td>
<td>Data Flow Diagram Level 1 for Process Sales</td>
<td>33</td>
</tr>
<tr>
<td>Figure 4.5</td>
<td>Data Flow Diagram Level 1 for Process Payment</td>
<td>35</td>
</tr>
<tr>
<td>Figure 4.6</td>
<td>Data Flow Diagram Level 1 for Process Delivery</td>
<td>37</td>
</tr>
<tr>
<td>Figure 4.7</td>
<td>Data Flow Diagram Level 1 for Maintenance</td>
<td>39</td>
</tr>
<tr>
<td>Figure 4.8</td>
<td>Data Flow Diagram Level 1 for Enquiry</td>
<td>41</td>
</tr>
<tr>
<td>Figure 4.9</td>
<td>Data Flow Diagram Level 1 for Report</td>
<td>43</td>
</tr>
<tr>
<td>Figure 4.10</td>
<td>Entity Relationship Diagram</td>
<td>44</td>
</tr>
<tr>
<td>Figure 4.11</td>
<td>Entity Relationship Diagram for 1&lt;sup&gt;st&lt;/sup&gt; Normalization</td>
<td>49</td>
</tr>
<tr>
<td>Figure 4.12</td>
<td>Entity Relationship Diagram for 3&lt;sup&gt;rd&lt;/sup&gt; Normalization</td>
<td>50</td>
</tr>
<tr>
<td>Figure 4.13</td>
<td>Screen Design for displaying the company information</td>
<td>54</td>
</tr>
<tr>
<td>Figure 4.14</td>
<td>Screen Design for displaying categories products</td>
<td>55</td>
</tr>
<tr>
<td>Figure 4.15</td>
<td>Screen Design for Check Out page</td>
<td>56</td>
</tr>
<tr>
<td>Figure 4.16</td>
<td>Screen Design for Get Customer page</td>
<td>56</td>
</tr>
<tr>
<td>Figure 4.17</td>
<td>Screen Design for Delivery &amp; Payment page</td>
<td>57</td>
</tr>
<tr>
<td>Figure 4.18</td>
<td>Screen Design for Online Receipt page</td>
<td>58</td>
</tr>
<tr>
<td>Figure 4.19</td>
<td>Data enters for customer</td>
<td>61</td>
</tr>
<tr>
<td>Figure 4.20</td>
<td>Member Validation</td>
<td>62</td>
</tr>
<tr>
<td>Figure 4.21</td>
<td>Register Validation</td>
<td>62</td>
</tr>
<tr>
<td>Figure 4.22</td>
<td>Validate Payment Detail</td>
<td>63</td>
</tr>
</tbody>
</table>
1.0 INTRODUCTION

Globalization has perhaps shaped the ways of doing business. With the explosive development of Internet technology around the 20th century, many companies are now preparing to change the way the business should be done. E-commerce is simply part of the new means of communicating that has been opened up by the development of the Internet. A useful definition of e-commerce is the use of the Internet for the exchange of information of value. More specifically it refers to orders and payments between businesses and between business and consumer.

Electronic commerce falls into one of two categories: business-to-business sales and business-to-customer sales. Business-to-business implies the selling of products and services between corporations and the automation of systems via integration. Business-to-business e-commerce helps the organizations realize substantial cost savings, increase revenue, provide faster delivery, reduce administrative costs and improve customer investment. Less time is spent on pushing paperwork, phone calls, faxes and tracking all of this information. For example, the typical purchase order costs between $75 and $125 to process manually. With the improved automation that e-commerce offers, that cost can be reduced to about $3 (Korper & Ellias, 2000). On the other hands, business-to-customer e-commerce involves interactions and transactions between a company and its customers via the Internet. Thus, it provides extraordinary opportunities for most organizations. Businesses have the opportunity to sell products and services 24 hours a day, reduce costs associated with retail space, personnel and supplies and increase market share.
The contents of the thesis is for internal user only
REFERENCES


