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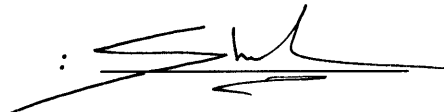
**ONLINE GROCERY SYSTEM**

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# ONLINE GROCERY SYSTEM

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UNIVERSITI UTARA MALAYSIA

# ONLINE GROCERY SYSTEM

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

Universiti Utara Malaysia

by

Ng Swee Hoon

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## **ABSTRAK (BAHASA MALAYSIA)**

Projek ini bertujuan untuk membangun sistem membeli-belah barangan runcit atas talian untuk Syarikat eGrocer. Syarikat eGrocer ialah pengedar dan penjual barangan runcit yang bertempat di Negeri Kedah, Malaysia dan bermotif untuk berniaga atas talian. Syarikat eGrocer juga mahu mencipta nama perniagaannya atas talian. Pada masa ini, kebanyakan perniagaan eGrocer adalah dalam bentuk jualan runcit. Dengan memahami keperluan pembeli, dan menjual barangan runcit yang segar, Syarikat eGrocer telah berjaya mencipta nama di kalangan penduduk tempatan. Namun begitu, lokasi stor Syarikat eGrocer yang jauh dari tempat membeli-belah utama di Kedah telah menyebabkan ia tidak dapat menarik perhatian penduduk dari luar. Dalam model perniagaan tradisional, Syarikat eGrocer hanya membeli stok yang ia jangka laris dijual dan mempamerkan barangan tersebut atas rak. Manakala model perniagaan atas talian membolehkan eGrocer menjual lebih banyak jenis barangan runcit tanpa kekangan ruangan fizikal, malahan boleh jualkannya kepada pasaran nasional. Justeru, sistem ini menyediakan muka rangkaian yang mudah diguna dan merupakan media pengiklanan yang berkesan untuk memperkenalkan barangan runcit dengan kos yang lebih rendah. Di samping itu, eGrocer akan membina komuniti atas talian yang berfungsi sebagai sebuah tempat perbincangan mengenai isu-isu barangan runcit. Metodologi Kitaran Hayat Pembangunan Sistem telah dipilih untuk membangun sistem membeli-belah barangan runcit atas talian.

## **ABSTRACT (ENGLISH)**

The purpose of this project is to develop an interactive online grocery shopping system for the eGrocer Company. eGrocer is a specialist grocery retailer in the Kedah state of Malaysia that wants to transform its single store business into a thriving online brand. Presently, the majority of eGrocer business comes in the form of grocery retail. By establishing a local reputation for stocking the fresh non-perishable grocery products and understanding customers' requirements, eGrocer gets a lot of customers as a result of word-of-mouth recommendation by satisfied customers. However, the location for eGrocer store is away from the main shopping district and so it does not attract a lot of people who were just passing. In the offline model, eGrocer buys stocks it expects to sell. When the eGrocer model goes online, it is able to sell a greater range of grocery products, cross-sell and up-sell a number of items to a national market. Therefore, the system provides a user-friendly web pages and effective advertising medium to promote grocery products at cheaper costs. Additionally, eGrocer can build online community features that bring together shoppers from around the world to chat, share ideas, and learn about new products. The online community features enable eGrocer to has an alternative route for potential customers to come into the site. The System Development Life Cycle (SDLC) methodology is used to develop the online grocery system.

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## **TABLE OF CONTENTS**

	<b>PAGE</b>
<b>PERMISSION TO USE</b>	<b>I</b>
<b>ABSTRAK (BAHASA MALAYSIA)</b>	<b>II</b>
<b>ABSTRACT (ENGLISH)</b>	<b>III</b>
<b>ACKNOWLEDGEMENTS</b>	<b>IV</b>
<b>LIST OF TABLES</b>	<b>X</b>
<b>LIST OF FIGURES</b>	<b>X</b>
<b>CHAPTER 1: INTRODUCTION</b>	<b>1</b>
1.1 E-COMMERCE FOR GROCERY PRODUCTS	3
1.2 eGrocer COMPANY	6
1.3 PROBLEM STATEMENT	7
1.4 OBJECTIVES	8
1.5 SCOPE OF THE PROJECT	10
1.6 SIGNIFICANCE OF THE PROJECT	11
<b>CHAPTER 2: LITERATURE REVIEW</b>	<b>16</b>
2.1 PEAPOD.COM	18
2.1.1 Business Model	19
2.1.2 Smart Shopping for Busy People	21
2.1.3 Functional Features Website	22
2.1.4 Analysis	23
2.2 NETGROCER.COM	25
2.2.1 Business Model	25
2.2.2 Analysis	26
2.3 STREAMLINE.COM	27
2.3.1 Business Model	27



2.3.2	Online Experience	28
2.3.3	Market Research	29
2.3.4	Partnership	30
2.3.5	Analysis	30
2.4	SUMMARY	31
 <b>CHAPTER 3: METHODOLOGY</b>		 33
3.1	SYSTEM PLANNING	33
3.1.1	Data Collection	33
3.1.2	Target Audience	33
3.2	SYSTEM ANALYSIS	34
3.2.1	Analysis on User Requirements	34
3.2.2	Review on Other Similar Websites	34
3.3	SYSTEM DESIGN	35
3.3.1	File Design	35
3.3.2	Website Design	35
3.3.3	Screen Design	36
3.4	SYSTEM DEVELOPMENT	36
3.5	SYSTEM TESTING	39
3.5.1	Unit Testing	40
3.5.2	Integration Testing	40
3.5.3	User Acceptance Testing	40
3.6	SYSTEM REQUIREMENTS	41
3.6.1	Hardware Requirements	41
3.6.2	Software Requirements	41
 <b>CHAPTER 4: SYSTEM ANALYSIS</b>		 43
4.1	LIST OF USER REQUIREMENTS	44

4.2	ENTITY RELATIONSHIP DIAGRAM	45
4.3	DATA FLOW DIAGRAM	48
4.3.1	Context Diagram	48
4.3.2	Level 0 DFD for the Proposed System	50
4.3.3	Level 1 DFD for Online Ordering	52
4.3.4	Level 1 DFD for Payment	54
4.3.5	Level 1 DFD for Shipping	56
4.3.6	Level 1 DFD for Maintenance	58
4.3.7	Level 1 DFD for Enquiry	60
4.3.8	Level 1 DFD for Report	62
<b>CHAPTER 5:</b>	<b>SYSTEM DESIGN</b>	<b>64</b>
5.1	eGrocer WEBSITE STRUCTURE	64
5.2	ONLINE STORE STRUCTURE	66
5.3	FILES DESIGN FOR EGROCCER SYSTEM	67
5.4	FILES DESIGN FOR DISCUSSION GROUP	70
5.5	WEBSITE DESIGN	72
5.6	SCREENS DESIGN	75
<b>CHAPTER 6:</b>	<b>SYSTEM DEVELOPMENT</b>	<b>114</b>
6.1	DISTRIBUTED APPLICATIONS	114
6.2	THREE-TIER DEVELOPMENT	115
6.2.1	Presentation Tier	116
6.2.2	Business Tier	116
6.2.3	Database Tier	117
6.3	OBJECT MODEL	117
6.3.1	Infrastructure Objects	117
6.3.2	Service Objects	118

6.3.3	Data Objects	118
6.4	ACTIVE SERVER PAGES (ASP)	119
<b>CHAPTER 7: SYSTEM TESTING</b>		<b>123</b>
7.1	UNIT TESTING	123
7.2	INTEGRATION TESTING	124
7.3	USER ACCEPTANCE TESTING	125
7.4	TESTING CASES	126
7.4.1	Capture Customer's E-Mail Address and Password	126
7.4.2	Password Validation for Returning Customer	127
7.4.3	E-Mail Address Validation for Returning Customer	128
7.4.4	E-mail Address Validation for Returning Customer	129
7.4.5	Capture New Customer's Personal Detail and Password	130
7.4.6	Register Validation	131
7.4.7	Capture Customer's Address	132
7.4.8	Capture Card's Required Data	133
7.4.9	Order Tracking Validation	134
7.4.10	Order Tracking Validation	135
7.4.11	Password Validation for Administrator	136
<b>CHAPTER 8: CONCLUSION</b>		<b>137</b>
8.1	BENEFITS OF PROPOSED SYSTEM	137
8.2	PROJECT CONSTRAINTS	139

8.3	RECOMMENDATIONS	141
8.4	CONCLUSION	142

## **REFERENCES**

## **APPENDIX**

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

## **LIST OF TABLES**

	<b>PAGE</b>
Table 1.1: Total Electronic Grocery Spending (millions)	4
Table 1.2: Total Number of Households Buying Groceries Electronically (000s)	4
Table 2.1: Profitability Comparison Between Traditional Retailer Model and Peapod's Warehouse Model	20
Table 4.1: Descriptions of Entities in Entity Relationship Diagram	47
Table 5.1: Sub-departments Under Groceries Main Department	67
Table 5.2: Sub-departments Under Sanitary Products Main Department	67

## **LIST OF FIGURES**

	<b>PAGE</b>
Figure 4.1: Entity Relationship Diagram of eGrocer Website	46
Figure 4.2: Context Diagram for Online Grocery System	48
Figure 4.3: Data Flow Diagram Level 0	51
Figure 4.4: Data Flow Diagram for Online Ordering	53
Figure 4.5: Data Flow Diagram for Payment	55
Figure 4.6: Data Flow Diagram Level 1 for Shipping	57
Figure 4.7: Data Flow Diagram Level 1 for Maintenance	59

Figure 4.8:	Data Flow Diagram Level 1 for Enquiry	61
Figure 4.9:	Data Flow Diagram Level 1 for Report	63
Figure 5.1:	Screen Design for eGrocer Home Page	79
Figure 5.2:	Screen Design for Display a List of All Products in The Specified Department	81
Figure 5.3:	Screen Design for Display Products' Descriptions	82
Figure 5.4:	Screen Design for Display All The Extra Attribute Information and In-Depth Comment	83
Figure 5.5:	Screen Design for Shopping Basket	85
Figure 5.6:	Screen Design for Login the User into The Checkout Process	86
Figure 5.7:	Screen Design for Capturing Customer's Personal Details	88
Figure 5.8:	Screen Design for Capturing Addresses in The Checkout Process	89
Figure 5.9:	Screen Design for Choosing a Billing Address During The Checkout Process	90
Figure 5.10:	Screen Design for Choosing a Shipping Address During The Checkout Process	91
Figure 5.11:	Screen Design for Entering Credit Card's Detail	92
Figure 5.12:	Screen Design for Choosing a Credit Card	93
Figure 5.13:	Screen Design for Choosing Shipping Mode	94
Figure 5.14:	Screen Design for Online Receipt	96
Figure 5.15:	Screen Design for Confirming Order	97
Figure 5.16:	Screen Design for Company Information	98

Figure 5.17: Screen Design for Customer Service Page	99
Figure 5.18: Screen Design for Order Tracking Page	100
Figure 5.19: Screen Design for Order Tracking Result	101
Figure 5.20: Screen Design for Details of Particular Order	102
Figure 5.21: Screen Design for eGrocer Discussion Forum	103
Figure 5.22: Screen Design for Administration Page	104
Figure 5.23: Screen Design for Menu of Administration Options	104
Figure 5.24: Screen Design for Add Department Option	105
Figure 5.25: Screen Design for Add Product Option	106
Figure 5.26: Screen Design for Edit Products Option	107
Figure 5.27: Screen Design for Edit Products Form	108
Figure 5.28: Screen Design for View New Orders Option	109
Figure 5.29: Screen Design for View Pending Orders Option	110
Figure 5.30: Screen Design for List of Pending Orders	110
Figure 5.31: Screen Design for Order Parts	111
Figure 5.32: Screen Design for Report	112
Figure 5.33: Screen Design for Report	113
Figure 5.34: Screen Design for Report	113
Figure 7.1: Capture Customer's E-Mail Address and Password	126
Figure 7.2: Password Validation for Returning Customer	127
Figure 7.3: E-Mail Address Validation for Returning Customer	128

Figure 7.4: E-mail Address Validation for Returning Customer	129
Figure 7.5: Capture New Customer's Personal Detail and Password	130
Figure 7.6: Register Validation	131
Figure 7.7: Capture Customer's Address	132
Figure 7.8: Capture Card's Required Data	133
Figure 7.9: Order Tracking Validation	134
Figure 7.10: Order Tracking Validation	135
Figure 7.11: Password Validation for Administrator	136



## **CHAPTER 1**

### **INTRODUCTION**

The Internet has emerged as a significant channel for the electronic transaction of business. IDC (1999) noted that over the next five years the number of individuals in the United States making purchases online will increase at a compounded annual growth rate (CAGR) of approximately 28% from 21.1 million in 1998 to 72.1 million in 2003. Forrester Research (1998), an Internet research firm, estimated that this growing group of consumers, making increasing numbers of online purchases, will cause total U.S. Internet retail commerce to grow from approximately \$20.3 billion in 1999 to approximately \$184.5 billion in 2004, representing a CAGR of over 55 percent.

With the advent of advanced technology, access to huge capital resources, and with lower barriers to entry, gives huge advantages to first-mover sites. Specific advantages for E-commerce include:

- **Lower Barriers to Entry**

While sophisticated Internet sites are becoming very costly, it is still relatively easy and inexpensive to start a business.

The contents of  
the thesis is for  
internal user  
only

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