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ELECTRONIC GIFT SERVICES PORTAL

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This report is submitted in partial fulfillment of the requirements for the
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2004

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DEDICATION

This project is dedicated to my beloved parents,
with thanks for their steadfast inspiration and encouragement,
and the journey does not end here.

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ABSTRACT

The rapid growth in e-commerce portals marks the importance of e-commerce in the present day, which prompted us to create an e-commerce portal. A new portal will be developed to have online business transaction. There are six main modules in this portal such as our store, services, view cart, checkout, feedback, and store admin. It enables customer to view the products, to order the products, to know the status of their order and to know the latest information about Gift Central Enterprise. Furthermore, administrator can add new products, update or delete the old products in database. Administrator also can view the order from customer and give the response to them. With this portal, record of the customers will be store more systematic and regular. All of this provides convenience to manipulate and maintaining the data easily and effective. Besides, using computer to operate business transaction in Gift Central Enterprise will save space to store the data. The methodology to be applying in developing proposed application is System Development Life Cycle phase with prototype model. The portal will be developed using Active Server Page and published with Internet Information Server. This portal is using Microsoft SQL server as its back-end database. As a conclusion, the purpose portal must be running in real environment and meet all the user requirements.

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ABSTRAK

Seiring dengan perkembangan teknologi masa kini, internet bukanlah suatu perkara yang asing di kalanagan masyarakat kita. Orang dari pelbagai kalangan, termasuk kalangan usahawan telah mula mendirikan laman web untuk melaksanakan urusniaga mereka di Internet. Laman web e-dagang dibangunkan untuk menjalankan transaksi perniagaan secara dalam talian. Laman web ini terdiri daripada enam modul yang utama iaitu modul *our store*, modul *services*, modul *view cart*, modul *checkout*, modul *feedback* dan modul *store admin*. Laman web ini membolehkan pelanggan untuk melihat produk, menempah produk, mengetahui status tempahan dan maklumat terkini tentang Gift Central Enterprise. Tambahan pula, pentadbir dapat menambah produk yang baru, mengemaskini atau memadam produk yang lama di pangkalan data. Selain itu, pentadbir juga dapat melihat tempahan daripada pelanggan dan memberi balasan kepada mereka. Melalui laman web ini, maklumat pelanggan akan disimpan di pangkalan data secara sistematik dan teratur. Perkara ini dapat memberi kemudahan kepada pentadbir untuk memanipulasi dan menyelenggara data dengan tersusun. Metodologi yang digunakan dalam projek ini adalah modul prototaip. Dengan itu, projek yang dijalankan dapat mengikuti semua fasa dalam modul tersebut bagi menghasilkan aplikasi yang berkualiti tinggi. Laman web ini dibangunkan dengan mengguna *Active Server Page* di *Internet Information Server* dan *Microsoft SQL* sebagai pangkalan datanya. Kesimpulannya, laman web yang dicadangkan dapat dijalankan di persekitaran yang sebenar dan memenuhi semua keperluan daripada pengguna.

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GLOSSARY

Term	Description
ASP	Active Server Pages
B2B	Business to Business
B2C	Business to Consumer
CD	Compact Disk
CGI	Common Gateway Interface
DBMS	Database Management System
DFD	Data Flow Diagram
DTD	Document Type Definition
EGS	Electronic Gift Services
ERD	Entity Relationship Diagram
FTP	File Transfer Protocol
GCE	Gift Central Enterprise
GUI	Graphical User Interface
HTML	HyperText Markup Language
HTTP	HyperText Transfer Protocol
IIS	Internet Information Server
IT	Information Technology
ISP	Internet Service Provider
JSP	Java Server Pages
LAN	Local Area Network
SDLC	System Development Life Cycle
SMTP	Simple Mail Transfer Protocol
SQL	Structure Query Language
SSL	Secure Sockets Layer
VBScript	Visual Basic Scripting
XML	Extensible Markup Language

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CHAPTER I

INTRODUCTION

This project is to design and develop an e-commerce portal that will potentially use in the gift shop. It is to increase their reputation for quick, provide excellent services to customer and increase gift shop sales.

1.1 Overview

In the quest to maintain market position or gain competitive advantage by streamlining operations, reducing costs and improving customer service, businesses are increasingly turning to electronic commerce. Electronic commerce enables organizations of all sizes and in all market sectors to improve their competitiveness. The rapid growth in e-commerce portals marks the importance of e-commerce in the present day, which prompted us to create an e-commerce portal.

Gift Central Enterprise is a company wants to have their own portal. Electronic Gift Services Portal enable customer to view the products, to buy the products, to know the status of their orders and to know the latest news about the company. The administrator can upload the images of products, update the products from time to time and manage the database as well.

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As we know, the Internet has change the way of communication in our living and cause a great impact to our life. This e-commerce portal is built up follow the System Development Life Cycle phase with prototype model. With using three-tier technology, we intend to create the portal for the Gift Central Enterprise. The technologies that are using are Internet Information Server, Active Server Pages and Microsoft SQL Server as its back-end database.

1.2 Objective

Nowadays, people getting busy and tension when facing their daily work, further more when they are require long queuing to order an item at gift shop. Although the item ordering system in most of the gift shop was successfully improve the item ordering process, but this shouldn't mean it's the most efficiently way or solution. Especially in this IT world, every industries and every single work has been computerize to improve the services and productivity. Essentially, this e-commerce portal is designed to achieve the following objectives:

a) To provide latest information faster and efficiently about the company's products and services that is available. Thus, the customers will save time, energy and also can compare the price of the products.

b) To spend a lot on advertising alone, this e-commerce portal will help Gift Central Enterprise for promoting their company online.

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c) To produce user friendly interface, this e-commerce portal will make interaction between the user and the portal become more interactive and dynamic.

d) To provide paperless and the record is systematically. All the record of customer is saved in the database. Database that managed by using computer technology are more systematic and save a lot storage space. Besides, it reduces human work which data can easily be retrieved compare to find record manually from files.

e) To prevent from unauthorized access to threat the security of database. Each user will have their e-mail address and password to access the field site.

1.3 Scopes

The scope of the application that will be developed must be clearly defined to avoid redundancy and inefficiency of the system to achieve its objectives mentioned at the above section. However, before determine the specification of the system to be developed, the users target group need to be identified.

The main focus in this system development is business transaction can be done through the internet and provide services to administrator for updating database information.

Electronic Gift Services Portal is using concept of shopping centre or visual market. It is divided into two main categories: user and administrator. For user, user can buy the products of company through internet, while system administrator is given authority to who involved in system management only.

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1.3.1 Emphasized Features for General User

a) Products and services will be displayed in images with information and price.

b) Customer can order products and customer need to enter their personal information.

c) Once customer is a member of Gift Central Enterprise, customer need not to enter their personal information for each transaction.

d) Price list of the products will be shown to customer.

e) Customer can do their payment at the counter of Gift Central Enterprise through cash, cheque or cash on delivery.

f) Customer able to give their comments about the company's product or services through filling out required feedback form.

g) Customer is provided with photo sketch service where customer can upload their images through the portal.

1.3.2 Emphasized Features for Administrator

a) Administrator need to type in user name and password to enter the portal.

b) Manager can add, update and delete personal information of staff.

c) Administrator can add new products, change or delete the old products in database. They also can view order and feedback from customer.

d) Administrator can upload new image of the products.

e) Administrator is able to know whether or not the order from customer is processed through the details of order form.

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1.4 Contributions

Every web development has its own contribution in many aspects. Project contribution is need to list out clearly to user, organization and others. Based on the listed contributions, the most important value in this portal will be traced out. The project contributions are as mentioned below:

a) Electronic Gift Services Portal will increase company's income. The user will use the most function of the portal when they dealing with Gift Central Enterprise. Furthermore, this online portal will save cost, budget, time, dealing with more online transaction and by this way it will also increase their income.

b) Gift Central Enterprise will get more dealing and business transaction using the new online portal because the users will be able to get latest information about the company's products and services from time to time. This method will increase more online transaction because client preferred to choose online portal than manual system.

c) Be able to reduce cost of advertising because the activity of promotion can be done for displaying information about the products and services that have been provided.

d) Public users from different places will notice and know more about Gift Central Enterprise by online. The users will be able to access Electronic Gift Services Portal at any time and anywhere.

e) The data of customer and the company is more safety and protected because each user only can access the field site according to their category and password. This e-commerce portal will detect the user by their e-mail address

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and password when they login and will only display the field site which specific for them. Besides, other people are unable to make any application as they like.

f) The organization will have a new application in information technology field by using this new web application. Currently, there are many organizations such as Amazon used online web application to publish their web organization. Therefore, Gift Central Enterprise also wants to take this advantage and apply the new technology in this globalisation world.

1.5 Expected output

A full functional Electronic Gift Services Portal is expected at the end of the development. The portal will meet the user requirements and solve the problems that occur in the existing system by achieving its objectives. Beside that, it wills also a user friendly portal where user can easily access and know how to navigate it.

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