TRANSITIONING INVENTORY MANAGEMENT OF BUSINESS TO CONSUMER: CASE OF PRECIOUS LITTLE 1 SB

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DECLARATION OF ORIGINAL WORK

I hereby declare that all the work of this thesis entitled "TRANSITIONING INVENTORY MANAGEMENT OF BUSINESS TO CONSUMER: CASE OF PRECIOUS LITTLE 1 SB" is original done by myself and no portion of the work encompassed in this research project proposal has been submitted in support of any application for any other degree or qualification of this or any other institute or university of learning.

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DEDICATION

I would like to appreciate the dedication of my beloved family members who educated me and motive me to learn until degree level. And also, I express a deep sense of gratitude to my lecturer whom also my supervisor for my final year project, Dr. Murzidah Binti Ahmad Murad and my fellow friends. They have provided me fully support and advice throughout this research. Without their blessing and encouragement, this research is impossible to complete within short period of time

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ABSTRACT

Many e-commerce platforms have evolved in Malaysia as a result of the country's fast economic development at home and abroad, the improvement of people's living standards, and the quick development of the internet. There are examples of B2C e-commerce company, such as Precious Little 1, that are encountering increased competition and hurdles. An e-commerce platform's efficient operation begins with meticulous inventory management. E-commerce platform administration is difficult owing to the huge range of inventory goods. Because overall operations are complex, it is critical to investigate inventory management issues in an e-commerce setting. As a backdrop for analysing corporate inventory management difficulties, this paper examines the transitioning the company from B2B to the B2c especially inventory management of a firm, Precious Little 1.

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Keyword: B2B, B2C, Inventory management,

ABSTRAK

Banyak platform e-dagang telah berkembang di Malaysia hasil daripada pembangunan ekonomi negara yang pesat di dalam dan luar negara, peningkatan taraf hidup rakyat, dan perkembangan pesat internet. Terdapat contoh syarikat B2C e-dagang , seperti Precious Little 1, yang menghadapi peningkatan persaingan dan halangan. Operasi cekap platform e-dagang bermula dengan pengurusan inventori yang teliti. Pentadbiran platform e-dagang adalah sukar kerana rangkaian barangan inventori yang besar. Oleh kerana operasi keseluruhan adalah kompleks, adalah penting untuk menyiasat isu pengurusan inventori dalam tetapan e-dagang. Sebagai latar belakang untuk menganalisis kesukaran pengurusan inventori korporat, kertas kerja ini mengkaji peralihan syarikat daripada B2B kepada B2C terutamanya pengurusan inventori sebuah firma, Precious Little 1.

Kata kunci:B2B, B2C, Pengurusan inventori,

TABLE OF CONTENT

LIST OF ABBREVIATIONS

ABBREVIATION	MEANING
AI	ARTIFICIAL INTELLIGENCE
AR	AUGMENTED REALITY
B2B	BUSINESS-TO-BUSINESS
B2C	BUSINESS-TO-CONSUMER
CRM	CUSTOMER RELATIONSHIP MANAGEMENT
ERP	ENTERPRISE RESOURCE PLANNING
IoT	INTERNET OF THINGS
JIT	JUST IN TIME
ML	MACHINE LEARNING
SKU	STOCK KEEPING UNITS
VR	VIRTUAL REALITY

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

After the industrial revolution, the internet was the most significant technical innovation. According to a recent survey on internet prevalence and usage in Malaysia, many Malaysians use the internet to pay bills, buy things online, and socialize on different social networks, in addition to routine surfing, reading emails, and socializing on various social networks. As the internet becomes more widely used and safe, this number is projected to rise. The development of the internet has given entrepreneurs new options and altered the e-commerce market.

Therefore, there are two business in Malaysia that do the e-commerce which is business-to-business (B2B) and business-to-consumer (B2C) but in this research is more focus to business-to-consumer (B2C) business. B2C business has revolutionized the retail industry in my nation, bringing substantial changes in business and management processes as well as ushering in the era of big data. There are several advantages to e-commerce. A large market share and growth prospects many of businesses have begun gradually. Putting up their own e-commerce platform integrating is beneficial to present businesses. Integrating information and ideas into all elements of the business may increase operational efficiency, staff productivity, and cost savings. Workforce and other factors, and can help the sector flourish more broadly. As well as international technologies.

Thus, B2C e-commerce is a complicated procedure that necessitates close coordination between various parties. Consumers want a supply chain that is error-free, which raises the pressure on retailers to manage demand and supply while incorporating reduced inventory methods and lowering total costs.

1.2 BACKGROUND OF STUDY

Background of time: Since Malaysia's accession to the World Trade Organization (WTO), the country's macro restructuring and timely adjustment of business industrial structure has resulted in stable Malaysian domestic market circumstances. Malaysia has proposed numerous methods to re-energize the economy. By the way, in our day and age, e-commerce has emerged as a highly appealing and swiftly increasing emergent business.

Market context: Malaysia's Internet penetration rate is now quite high, and e-commerce enterprises provide more goods and services to clients. According to one research, as much as 88.7 percent of Malaysian Internet users would be online by 2020. At the same time, more than half of people will purchase online, and the Internet has become an almost indispensable aspect of everyone's life. To ensure the continual stability of the whole process, there is a time interval throughout the entire process from the consumer placing an order on the website to buying items on the e-commerce platform, and then sending the information back to the warehouse for order fulfilment. Enterprises must have a high-standard inventory management plan, and they now require the assistance of information technology.

Background in the sector: B2C business has been a revolution in my country's company industry, bringing significant changes in business and management processes as well as ushering in the era of big data. E-commerce has a large market share and promising growth potential. Many businesses are progressively establishing their own e-commerce platforms. Integrating outstanding information concepts and techniques into all elements of the organization may increase operational efficiency, employee work efficiency, labor costs, and other factors, as well as boost the general development of the industry and global technology.

Precious Little 1 SB is one of Malaysia's e-commerce enterprises, however it has had several difficulties in its development because before this Precious Little 1 SB was B2B business and the change to the B2C e-commerce. Supply chain management and inventory management are critical components of every business. It has a direct impact on the enterprise's costs and overall service quality. Excellent integration of information concepts and techniques into all elements of the firm may increase the company's operational efficiency, employee work efficiency, labor costs, and other factors, as well as boost global industry and technology development. In this evaluation, researcher will concentrate on Precious Little 1's recent

successes and efforts in inventory information management. Researcher performed a thorough investigation on Precious Little 1.

1.3 PROBLEM STATEMENT

Almost all B2C ecommerce professionals believe that B2C must have a high gross profit margin. Therefore, Precious Little 1 took steps to transform its business from B2B to B2C. This is also a faucet, according to (Deacon, S., 2021). B2C sales bring thanks to better profit margins. In B2B, customers can lower prices to get better profits for themselves. If they buy 1,000 units, they will get better deals, but in B2C sales, the customer will set the price. Therefore, the company can decide how much you sell and will likely earn a higher profit for each individual sale.

In addition, according to another (Deacon, S., 2021), the transition to B2C will bring more freedom, With B2B sales, a product through another business, it shifts from and is associated with any brand that markets and sells it. However, with the change from B2B to B2C, Precious Little 1 faces some problems in inventory management. This is due to supply chain and inventory management being an important part of the enterprise, which directly affects the overall cost and service quality of the enterprise. With that, there are three problem statements presented by Precious Little 1 firstly, the reason why a company choose B2C. Apart from that, the difference in inventory management between B2B and B2C for Precious Little 1 SB. Besides, the challenge that Precious Little 1 face when transitioning from a B2B to a B2C business. Lastly, investigate benefit of B2C in inventory management for Precious Little 1.

1.4 RESEARCH QUESTIONS

The following research questions have been developed for the purposes of this study:

   i.   What the reason why Precious Little 1 choose B2C?
  ii.   Is there a distinction between B2B and B2C inventory management for Precious Little 1?
 iii.   What challenges that faces by Precious Little 1 when doing B2C?
  iv.   What benefit of B2C in inventory management for Precious Little 1?

1.5 RESEARCH OBJECTIVES

The following are the study's objectives:

i. To determine the reason why Precious Little 1 choose B2C

ii. To identify the difference between B2B and B2C in inventory management for Precious Little 1.

iii. To determine the challenge that faces by Precious Little 1 when doing B2C.

iv. To know the benefit of B2C in inventory management for Precious Little 1.

1.6 SCOPE OF RESEARCH

Conduct inventory management study for Precious Little 1, a B2C firm. Inventory management is a part of supply chain and logistics management that falls under management. With the ongoing expansion of the social economy and the advancement of science and technology, the degree of worldwide application of e-commerce is increasing. Aside from that, businesses are beginning to enter the e-commerce market. In industrial e-commerce, the B2C model caters to the majority of customer groups. It is critical for e-commerce firm managers to increase the efficiency of collaborative work, secure sensitive data, and dive deep into business data. The primary research topic of this project is the B2C inventory management e-commerce model and is have difference with B2B inventory management and the reason why the company choose B2C.

1.7 RESEARCH SIGNIFICANCE

With today's rapid growth of information technology and severe market rivalry, labour expenses have risen dramatically. To properly manage inventory, businesses must stay up with the changes and adopt current technologies. Precious Little 1 has achieved remarkable growth as one of the e-commerce enterprises. Although Precious Little One was once a B2B firm that transitioned to a B2C e-commerce, there are obstacles and problems that this company must overcome, including inventory management for B2B that is incompatible with inventory management for B2C. By assessing challenges faced by Precious Little1 throughout its operations and analyzing solutions, it highlights Precious Little 1's advanced concepts and technologies in inventory management, and gives advice and referrals for other B2C companies to control inventory.

1.8 CONCLUSION

The conclusion for chapter 1 is to understand the situation and scenario for this case study which is the case study of precious little one company which is a company that runs B2C e-commerce where how does this company manage their inventory if doing B2C e-commerce does the company have difficulty in managing inventory if compared to B2B e-commerce that has become a habit for the Precious Little 1. Therefore, with the study conducted I was able to observe and understand the inventory management for B2C e-commerce as it is conducted by this company.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

A literature review is a paper published by someone to consider the important elements of current knowledge, such as substantive results and theoretical and methodological contributions to a certain area. Aside from that, the literature study uses secondary sources and does not include any fresh or original experimental work. It can be taken as a summary of an abstract achievement. This chapter will go over the literature study for inventory management on Precious Little 1. It allows the researcher to demonstrate inventory management, which aids in the comprehension of the title.

2.2 INVENTORY

The stock of goods and supplies that a business or organisation has on hand is referred to as inventory. This can contain unfinished items that aren't quite ready for sale as well as raw resources. Since it is required for both production and sales, inventory is a crucial part of a business' operations. Companies employ a range of methods and systems to manage inventories efficiently. Among these are methods for predicting product demand in the future, just-in-time inventory management systems for reducing the quantity of stock on hand, and inventory optimization algorithms for figuring out the best quantities of inventory to hold.

The incorporation of artificial intelligence (AI) and machine learning (ML) into inventory management systems is one of the most recent developments in the field. One illustration of this is the use of predictive models to estimate product demand, which may assist businesses in making more precise decisions on the quantity and timing of their inventory orders. Another illustration is the analysis of massive volumes of data using AI-powered inventory optimization algorithms to decide on inventory levels. Although it is still a relatively recent invention, the use of AI and ML in inventory management is anticipated to grow in popularity as businesses explore for methods to increase productivity and save costs.

2.3 INVENTORY MANAGEMENT

Inventory management is one of the three elements of B2C e-commerce enterprises. It is also known as inventory control. Supplier management and procurement management are the other two dimensions. Inventory management is separated into two categories aspects which is inventory control and warehouse management. The term warehouse management relates to inventory control the systematic storing of commodities in warehouses to prevent corporate losses highlights firms that handle adequate inventory volumes while remaining economically viable. Inventory levels may be maintained with minimum commitment and expenditure. Inventory is a significant drain on business capital. Many businesses improve their inventory management using a variety of approaches. Because inventory consumes a significant amount of dollars, even little improvements will have a significant impact. Maintaining a balanced inventory turnover is an indication of great corporate inventory management since it is dynamic and appropriate.

In the article "What is Inventory Management? Benefits, Types, & Techniques", (Jenkins, A. 2022) state that Inventory management helps companies identify which and how much stock to order at what time, it tracks inventory from purchase to the sale of goods and the practice identifies and responds to trends to ensure there's always enough stock to fulfill customer orders and proper warning of a shortage. Thus, inventory management can help the companies to handle their products especially e-commerce companies.

2.4 BUSINESS-TO-BUSINESS (B2B) AND BUSINESS-TO-CUSTOMER (B2C)

According to (Chen, J.2020), business-to-business (B2B) is a type of transaction between firms, such as between manufacturers and distributors or wholesalers and retailers. Business to business refers to transactions between corporations rather than transactions between firms and individual customers. (Jensen, K. 2019) claims that meanwhile, business-to-business ties are being formed and maintained, and the sales process takes longer than that of business-to-consumer partnerships. B2B decision making can occur at several stages. For example, the salesman meets with the department manager, who must then obtain clearance from the firm owner before the transaction can be completed.

(Kenton, W. 2022) defines business to consumer (B2C) as the process of selling items and services directly between a firm and the end user of its product or service. The majority of

businesses that sell directly to customers are classified as B2C. B2C, or business to consumer, is a sort of commercial transaction in which a firm sells a product or service directly to a consumer (Uzialko, A. 2021). He also claim that might relate to people buying for clothes at the mall, eaters dining out, or those who chose to receive pay-per-view TV at home. However, more recently, the word B2C refers to the sale of items online, often known as e-tailing, in which manufacturers or merchants sell their products to customers over the internet.

2.5 REASON COMPANY CHOOSE BUSINESS-TO-CONSUMER

2.5.1 Consumer Want Digital

Consumers are increasingly using digital channels to accomplish their goals in the modern era, and while the growth rate of e-commerce has slowed with the reopening of physical stores, the rise of online shopping has permanently altered consumer purchasing behavior. According to Brock, A. (2022), 78 percent of respondents claim to have made more online purchases since the epidemic, and 86 percent of them plan to do so in the post-pandemic environment. According to Brock, A. (2022), businesses have more reasons to invest in this B2C market as the network of clients comfortable with online buying has expanded. New and uncommon users increased their activity by 169 percent during a pandemic. She asserts once more that the expected firm is no longer required to take the digital experience into account. Although they still require services that are responsive to their unique settings, B2B audiences are becoming more informed and affected by their interactions with leaders in the B2C area.

Other than that, the convenience aspect is one of the key reasons why customers are using digital platforms for their buying requirements. For instance, online marketplaces and e-commerce websites let customers shop whenever they want, day or night, without having to worry about store hours or crowds of other customers. Customers who lead hectic lives or reside in remote places may find this to be very enticing.

Access to a broad choice of goods and services online is another factor driving customer preference for digital platforms. When compared to conventional storefronts, online marketplaces and e-commerce websites frequently provide a far wider range of items, and customers can quickly compare prices and read reviews before making a purchase. Customers can locate the greatest offers and make better educated shopping decisions thanks to this.

Companies may reach a wider spectrum of customers by using digital channels, especially younger and more tech-savvy ones. These customers are more likely to favour online buying, and businesses that can satisfy this need will likely succeed in the current digital economy.

2.5.2 Competitors have Already Surpassed the Company

With such promising consumer demand, it is understandable that businesses are acting quickly to expand and enhance their online products. According to Brock, A. (2022), between 2019 and 2024, e-commerce sales growth rates are predicted to outpace those of physical stores by nearly 900 percent. Even before the epidemic, the majority of retailers had planned to invest in advanced Internet of Things (IoT) and Artificial Intelligence (AI) technology to support their online offerings. Furthermore, the push for innovation and optimization to claim this position as a digital leader raises the bar for what users should expect from e-commerce platforms and the interactions they facilitate. Therefore, according to Brock, A. (2022), only brands that are at the forefront of digital technology will be able to deliver B2C sites with the strong attraction factor needed to increase engagement, conversions, and repeat visits. Today's consumer expectations are driven by the best interactions they experience from across the web.

Moreover, the ability to access a larger spectrum of consumers is one of the key reasons businesses may decide to switch to a B2C model in reaction to competition. Businesses can circumvent the conventional distribution channels and contact customers directly by selling straight to consumers. They may be able to strengthen their bonds with customers and foster more brand loyalty as a result. Businesses may decide to switch to a B2C model for another reason: it enables them to provide more convenient and individualised buying experiences. For instance, businesses may utilise data and analytics to customise their goods and services to meet the unique requirements and preferences of each client. To make buying more convenient and accessible, they can also employ digital channels like e-commerce websites and smartphone applications.

By switching to a B2C model, businesses can also attempt to take advantage of the newest technologies, such as Artificial Intelligence, Machine Learning, and big data, to gain insights into their customers' preferences, behaviours, and needs. These insights can then be used to help them decide more wisely about their products and services, as well as to enhance their marketing strategies.

2.5.3 Larger Market

Since the consumer market is often far larger than the commercial market, there is a higher chance that sales and revenues will increase. The size of the worldwide B2C e-commerce market was estimated at USD 3.9 trillion in 2020, and it is projected to increase at a CAGR of 14.6% from 2021 to 2028, according to a study by ResearchAndMarkets.com.

There are various reasons for the greater market size. First of all, as the world's population rises, so do the potential clients for B2C businesses. Additionally, it is now simpler for businesses to connect with potential clients regardless of geography because to the development of digital natives and the growing popularity of e-commerce. As more individuals resort to internet platforms to buy products and services, this has also caused a change in consumer behaviour.

Additionally, the bigger market size enables B2C businesses to benefit from economies of scale. B2C enterprises can profit from decreased manufacturing costs by creating items in greater numbers, which can then be distributed to the customer in the form of cheaper prices. By doing this, B2C businesses may maintain their competitiveness and grow their market share.

As a result, the bigger market size is a significant benefit for B2C businesses as it enables them to expand their potential for sales and income, connect with a broader audience, and benefit from economies of scale.

2.5.4 Easier Sales Process

Considering that there are fewer decision-makers and fewer complex negotiations required when selling directly to consumers than when selling to businesses, the process is frequently simpler.

Due to the involvement of multiple decision-makers in the purchasing process and the complexity of the negotiations in a B2B model, the sales process may be longer and more complicated. For a business, this could be time- and resource-consuming. In contrast, B2C businesses may engage potential consumers through a variety of marketing channels, including social media and email marketing, and turn them into paying customers. B2C businesses can also use digital marketing strategies to reach potential customers, such as search engine optimization

and pay-per-click advertising. In general, these channels are more economical and effective than conventional B2B sales channels.

B2C businesses may also use consumer data and insights to develop highly targeted marketing campaigns that speak directly to their target market's needs and desires. Their marketing efforts may become even more successful as a result, and the sales process may become even simpler. Additionally, B2C businesses may use customer relationship management (CRM) tools and technology to streamline the sales process and manage client contacts. B2C businesses may sell more effectively by using these technologies, which can automate monotonous chores like recording client interactions and sending follow-up emails. In conclusion, the simpler sales process is a big plus for B2C businesses since it makes it easier for them to reach out to potential clients and turn them into paying clients.

2.5.5 High Profit Margin

The term "profit margin" describes the ratio of a company's profit to its revenue. Businesses that sell to consumers rather than businesses have the ability to increase their profit margins.

The fact that B2C businesses frequently sell goods and services directly to customers enables them to establish pricing that accurately reflect the entire value of the goods and services they provide. In contrast, B2B enterprises may need to charge less for their goods or services in order to cover the extra expenses related to doing business with other organisations.

B2C businesses can also benefit from economies of scale to raise their profit margins. B2C enterprises can profit from decreased manufacturing costs by creating items in greater numbers, which can then be distributed to the customer in the form of cheaper prices. By doing this, B2C businesses may maintain their competitiveness and grow their market share.

B2C businesses may also employ a variety of pricing techniques to raise their profit margins. For instance, businesses might employ psychological pricing, in which prices are fixed at particular levels to affect consumer perceptions and raise perceived value. Additionally, businesses may utilise dynamic pricing to boost their profit margins. Dynamic pricing employs data and analytics to modify prices in real-time depending on demand, competition, and other factors.

In conclusion, having a high profit margin gives B2C businesses a significant competitive advantage because it enables them to set prices that accurately reflect the value of their goods and services, take advantage of economies of scale, and employ a variety of pricing techniques to raise their profit margins.

2.6 DISTINCTION BETWEEN B2B AND B2C OF COMPANY IN INVENTORY MANAGEMENT

2.6.1 Purchase Choice

Businesses in the B2B sector frequently negotiate contracts for the supply of goods while concentrating on developing long-term relationships with suppliers and vendors. B2B businesses often have fewer clients, but they tend to buy more frequently and more expensively. This enables them to take advantage of economies of scale and to bargain better prices with suppliers. Additionally, because they plan to resell the items or utilise them in their own production processes, B2B businesses typically buy things in bulk and at a higher price point. B2C businesses, on the other hand, often cater to a bigger client base and concentrate on market demands and consumer trends. B2C businesses frequently provide a bigger selection of goods, and to keep up with demand from customers, they may need to handle more SKUs (stock-keeping units). They also often change their inventory, thus they must be ready to replenish any things that run out rapidly. B2C businesses frequently buy goods in smaller quantities and at lower prices because they are meant to be sold to end users.

B2B businesses frequently employ enterprise resource planning (ERP) systems, which enable them to track inventory levels and automate many inventory management-related operations. These systems are more sophisticated inventory management tools. Additional company operations like finance, production, and supply chain management can interact with these platforms. Contrarily, B2C businesses could make use of less complex inventory management tools like spreadsheets or cloud-based inventory management software.

In order to estimate product demand and establish the ideal inventory levels to maintain, B2B businesses may also employ forecasting techniques and inventory optimization algorithms. Contrarily, B2C businesses may utilise customer data and analytics to identify the most popular goods and decide how much inventory to hold. To reduce the expense of maintaining inventory

and the danger of running out of stock, B2C businesses may also adopt inventory management strategies including just-in-time inventory systems and safety stock levels.

2.6.2 Consumer Interaction

B2B and B2C customer interaction differ in how they interact with potential consumers, albeit these differences have lessened recently. "If a company plans to sell B2B, be sure to invest time in cultivating relationships with potential buyers, "and" For instance, the company may need to formally present company proposal or make multiple phone calls to more than one person in the company, according to Heaslip, E. (2022) B2B companies have historically relied on traditional engagement methods where sales calls, conferences, trade shows, and networking. This is means Businesses often sell their goods and services to other businesses in B2B inventory management, and client contacts are frequently more formal and infrequent. B2B businesses may have fewer clients, but these clients often buy more of the items and pay more money for them. B2B businesses may also have fewer goods with longer product life cycles and a more complicated sales process with more participants and longer lead times.In her opinion once more than 70 percent of B2B marketing teams plan to invest in influence marketing this year, even though B2B consumer interaction dynamics have recently changed to resemble B2C more, additionally, social media is becoming an increasingly effective marketing tool for B2B companies, with 75 percent of B2B buyers and 84 percent of C-suite executives saying they use it when making purchases.

Contrarily, B2C inventory management involves marketing goods and services to specific customers. Customers of B2C businesses may be more numerous, and contacts with them are frequently less formal and more regular. A large variety of items from B2C enterprises may have shorter product life cycles, and the sales process may be simpler, requiring fewer decision-makers and shorter lead times.

Additionally, because they are working with other firms whose operations depend on them, B2B enterprises may place a higher priority on customer care and post-sale assistance. To make their customers' shopping experience as frictionless as possible, B2C businesses may provide higher priority to consumer-oriented features like simple returns, quick delivery, and user-friendly online platforms.

2.6.3 Consumer Assistance

In comparison to business-to-consumer (B2C) businesses, business-to-business (B2B) businesses may provide their clients more specialised and technical support. This is due to the fact that business-to-business clients may need more specialist support in order to use the goods or services they are purchasing.

For instance, B2B businesses that sell industrial equipment could provide clients installation and training services to make sure they can use and maintain the equipment effectively. For clients to get the most out of the software, B2B firms who sell it may offer technical support, help debugging issues, and specialised integration services. B2B clients require this degree of technical support in order to effectively use the goods and maintain the viability of their own enterprises.

B2C businesses, on the other hand, could provide their clients more all-encompassing services including online product descriptions, client testimonials, and product suggestions. This kind of support is meant to make the shopping experience as easy and frictionless as possible for customers while also assisting them in making knowledgeable judgements. B2C businesses may also offer customer care and post-purchase assistance, however the emphasis is frequently placed on finding rapid solutions as opposed to offering in-depth technical assistance.

Additionally, B2B businesses may place a high priority on creating lasting connections with their clients and provide continuous assistance like regular check-ins and account management services. Businesses that sell directly to consumers (B2C) could put more emphasis on gaining new clients than on fostering long-term connections.

2.6.4 Inventory Needs and Strategies

Inventory management in business-to-business (B2B) organisations frequently focuses on keeping a consistent supply of goods to satisfy the demands of other firms. This is due to the fact that B2B businesses frequently deal with large consumers that place huge orders, thus they must make sure they have adequate inventory to complete those requests.

Demand planning and forecasting are two of the most important methods B2B organisations employ to manage their inventories. This entails forecasting product demand and ensuring that there is sufficient inventory on hand to satisfy that demand. Several techniques,

including trend analysis, historical data analysis, and market research, can be used to accomplish this. B2B businesses may lessen the risk of stockouts and overstocking by precisely anticipating demand to ensure that they have the right quantity of inventory at the right time. Just-in-time inventory management is an additional tactic employed by B2B businesses (JIT). JIT is a pull-based approach that only creates or orders goods when they are required, lowering the cost of keeping inventory and boosting productivity. B2B businesses may decrease the quantity of inventory they need to keep on hand and increase inventory turnover by utilising JIT. In order to improve their inventory management, B2B businesses frequently employ buy order management systems. With the aid of this technology, they are able to monitor their inventory levels in real-time and automate the process of placing fresh product orders when their current stock is low. This aids B2B businesses in reducing stockouts and enhancing customer support.

Businesses that sell to consumers (B2C) frequently have a wider range of clients and handle smaller orders than B2B businesses. In order to satisfy the demands of various clients, B2C businesses must keep a wide range of items in stock. This is so because B2C businesses offer goods and services directly to clients, who might belong to a diverse range of demographic groups and have a variety of requirements and preferences.

B2C businesses must keep a wide range of items in store in order to satisfy the demands of these varied clients. This may apply to several product categories as well as various sizes, colours, and styles. To avoid running out of inventory, B2C businesses must be able to swiftly refill stock as items are sold. This is crucial for B2C businesses that operate in a retail environment since stockouts can result in lost revenue and disgruntled consumers.

Businesses that sell to consumers frequently employ strategies like stockless ordering and cross-docking to efficiently manage their inventory. Instead of having a huge inventory on hand, a firm that uses stockless ordering gets things from a supplier just as needed. Cross-docking is a mechanism where goods are accepted at one site and sent straight away, without being stored, to another location. These methods aid B2C businesses in cutting down on inventory holding expenses and improving productivity.

Category management is another another tactic employed by B2C businesses. This is looking at sales data to determine which items and categories are the most popular, then allocating

additional resources to those products and categories. This assists B2C businesses in boosting revenues and improving inventory turnover.

2.6.5 Length of Sales Cycle

The length of the sales cycle is a significant distinction between B2B and B2C businesses. B2B businesses frequently have longer sales cycles than B2C businesses, which gives them more time to prepare for and buy inventory.

B2B businesses benefit from longer sales cycles because they have more time to organise their inventory, estimate demand, and place orders with suppliers. This enables them to predict more accurately, prepare for unforeseen events, and prevent stockouts. B2B businesses can also benefit from economies of scale and bargain better prices with suppliers because they often have bigger order amounts and fewer clients.

B2C businesses, on the other hand, frequently have shorter sales cycles, so they must be able to react rapidly to changes in demand. For instance, a B2C firm selling fashion products must be able to react fast to changes in fashion trends and promptly restock inventory when items run out. A B2C corporation must have real-time inventory tracking systems in place in addition to a flexible supply chain that can react fast to changes in demand in order to do this.

In conclusion, B2B businesses frequently have longer sales cycles, which gives them more time to prepare for and place inventory orders. This enables them to predict more accurately, prepare for unforeseen events, and prevent stockouts. Contrarily, B2C businesses sometimes have shorter sales cycles, necessitating the need for real-time inventory management systems and the ability to react swiftly to changes in demand.

2.6.6 Sales Process

Business-to-Business (B2B) sales processes often involve more decision-makers and are more complicated than business-to-consumer (B2C) sales processes, which are typically simpler and involve fewer decision-makers.

B2B sales processes sometimes include several decision-makers from various departments or levels of a company, which results in a lengthier and more complicated buying journey. These decision-makers could have various demands, priorities, and financial constraints, as well as

varying degrees of technical competence. Multiple steps in the sales process, such as need analysis, product demonstrations, discussions, and contract reviews, may also be included. Additionally, the B2B sales process may contain more formal communication methods including phone calls, emails, and in-person meetings.

However, the B2C sales process is typically simpler and involves fewer decision-makers. Particular customers who are making judgements about their purchases based on their individual requirements and preferences are frequently involved in B2C sales processes. Given that consumers frequently base their purchasing decisions on just one item or service, the B2C sales process may also feature a shorter customer journey. In the B2C sales process, less formal communication channels including social media, online reviews, and chatbots may also be used.

As a result of the need for the salesperson to comprehend the specific needs of the customer and be able to articulate the value proposition in terms of how the product or service can benefit the customer's business, the B2B sales process may also call for more specialised product knowledge and sales skills. Because the salesman must be able to convey the product's characteristics and benefits in a way that appeals to specific customers, B2C sales processes may necessitate more general product knowledge and sales abilities.

2.6.7 Inventory Management Systems

Businesses that sell to other businesses frequently have fewer items with longer product life cycles and more consistent demand. They can call for more sophisticated inventory control systems that can monitor stock levels, automate processes, and interact with other corporate operations including supply chain, manufacturing, and finance. These cutting-edge tools may help B2B businesses estimate demand more accurately, manage inventory levels more effectively, and boost operational effectiveness.

A unified and integrated view of all business processes, including inventory management, may be given to B2B enterprises through ERP systems. This can aid B2B businesses in better controlling inventory levels, decreasing stockouts, and enhancing inventory management techniques. ERP systems may also assist B2B businesses in streamlining their processes, minimising mistakes, and enhancing customer service.

B2C businesses, on the other hand, may provide a greater selection of goods with quicker product life cycles and more frequent inventory turnover. They could need less complex inventory management programmes that can track inventory levels and automate processes without integrating with other corporate operations. These less complex methods can aid B2C businesses in improving inventory management techniques, decreasing stockouts, and managing inventory levels more effectively. B2C businesses may benefit from real-time visibility into their inventory levels provided by cloud-based inventory management software, which can help them decide when to refill.

2.7 CHALLENGE THAT FACES BY COMPANY WHEN DOING B2C

2.7.1 Managing Product Diversity

One of the biggest difficulties B2C organisations encounter in inventory management is managing product variety. B2C businesses frequently provide a large variety of items to meet the demands and tastes of their many different customers. Because of the need to track several items with various demand patterns, lead times, and lifecycles, inventory management may be challenging. Shirts, jeans, dresses, and shoes, for instance, are just a few of the many clothing products that a store of apparel could have. Each has its own demand pattern, lead time, and lifespan. To make sure that the proper items are in stock at the right moment, the merchant must plan ahead and manage the inventory for each product category independently.

Because demand patterns for various items might vary substantially, this can also make anticipating demand and controlling inventory levels more difficult. For instance, a new fashion trend can increase demand for a certain piece of apparel, whereas a more consistent demand pattern might apply to another item.

Additionally, since lead times for various items might differ, it can be difficult for businesses to efficiently plan and manage inventories. For instance, in order to guarantee that inventory is accessible when it is required, longer lead-time items necessitate more thorough planning and forecasting.

Also, the lifespan of various items might change; some may have a brief lifecycle and rapidly become outdated, whilst others may have a longer career. Because of this, it may be challenging for businesses to successfully manage their inventory and decide whether to phase out or terminate particular goods.

In conclusion, B2C businesses face a lot of difficulty managing product variety since it necessitates keeping track of several items with different demand patterns, lead times, and lifecycles. It might make it more difficult and complex to predict demand and manage inventory levels.

2.7.2 Keeping Customers Loyal

Customer retention is the most difficult aim to attain; every firm strives to keep its clients. B2C businesses must continuously innovate and adapt to new trends and technology in order to meet the consumers' shifting expectations, which can be challenging. Customers demand things like a smooth, personalised buying experience, quick delivery, and simple returns. Almost all other firms sell the same product and aim to keep their clients loyal. As a result, boosting client happiness will result in increased loyalty. So, to keep their clients, businesses need to figure out how to stand out in a competitive market and provide a special value offer. Client happiness should be a focus throughout the process from purchase to delivery, according to (Ahmed, U. 2019), and to increase customer loyalty, offer live chat options and build a blog to provide useful information to consumers. Furthermore, according to (Ahmed, U. 2019), more online resellers should provide their entire information to be legitimate among customers by including email addresses, phone numbers, buyer reviews, trustworthiness badges on websites, and staff images. B2C businesses must also properly handle client complaints and discontent since a bad customer experience can result in a loss of consumer loyalty. To effectively address client concerns, businesses must have a strong customer service and complaints management system in place.

In addition, perceived value, or the customer's assessment of the advantages they believe they obtain from a good or service relative to its price, is one of the key factors influencing customer loyalty. Companies may have difficulties in a B2C market since consumers are frequently preoccupied with convenience and pricing. Additionally, businesses may find it challenging to set themselves apart from rivals, which can make it challenging to keep clients.

Also, must continually adapt to shifting customer tastes and trends. Through numerous means, including social media and internet platforms, consumers are continually exposed to new goods and services, which can make it challenging for businesses to stay on top of the most recent trends.

Last but not least, enhancing the client experience. A bad customer experience may cause a loss of loyalty and be a significant factor in customer turnover. Customers may find it challenging to have a favourable experience because businesses may find it challenging to offer a consistent customer experience across many channels, including online, in-store, and over the phone.

2.7.3 Featuring a Mobile-Oriented Experience

Desktop usage is getting more common, but mobile usage is gaining over. One of the issues for B2C organizations is the adaptation of mobile commerce solutions. According to Ahmed, U. (2019), the adoption of mobile phones will give additional benefits to both suppliers and purchasers. He also stated that the corporation may provide mobile-exclusive deals, attracting an increasing number of buyers. As a result, this mobile technology may be used in both of these ways. However, by combining mobile commerce, which has its own set of benefits, there are obstacles to B2C e-commerce because it also involves payments, which raises cybersecurity risks. To minimize high risk to consumer payments, businesses must provide one-tap payment solutions to customers who are highly trusted by customers. GrabPay, Touch 'n Go e-Wallet, and ShopeePay are three of the most dependable mobile wallets. As a result, all of these mobile wallets are extremely dependable, with accurate and secure pin and fingerprint authentication, allowing fraud to be prevented.

Furthermore, Designing a user interface that is responsive to touch input and tiny displays is producing a mobile-oriented experience. Companies may find it difficult to build and arrange an intuitive, user-friendly experience that is suitable for mobile devices since this demands a different strategy than traditional web-based interfaces.

Last but least, ensuring that the mobile experience is quick and responsive since clients demand an uninterrupted and seamless mobile device experience. Due to this, businesses must spend in enhancing the functionality of their mobile platforms, such as lowering page and picture load times and making sure the platform can support heavy traffic.

2.7.4 The Reasonable Product Return Policy

B2C businesses must manage returns properly and efficiently since they may have a big influence on how they manage their inventory and their bottom line. The expense involved in controlling returns is one of the key difficulties. Returns can increase the cost of inventory management since businesses have to process and handle them, which frequently results in expenses like restocking, refurbishing, and shipping. Additionally, if the returned item cannot be sold, the business may have to dispose of it, which would incur additional expenditures.

Organizing the logistics of refunds is another difficulty for businesses. Coordinating the delivery of returned goods, handling the return, and updating inventory levels and customer accounts are all included in this. This might be challenging to handle and cause delays and mistakes. Returns can also affect the level of consumer loyalty and happiness. In order to reduce consumer annoyance and discontent, businesses must have a simple and transparent returns procedure in place. A poor returns experience may result in a decline in client loyalty.

Additionally, handling returns can be difficult in terms of data management since businesses must keep track of and update information about returned things, including the reason for the return, the item's condition, and customer details. This might be challenging to handle and cause mistakes and delays.

In conclusion, handling returns is a major difficulty for B2C businesses since it may increase inventory management costs, be logistically demanding, affect customer happiness and loyalty, and present problems with data management.

2.7.5 Bridging the Gap and Meeting Exact Customer Expectations

One of the issues for B2C e-commerce businesses is achieving specific client expectations. B2C organizations frequently make numerous attempts to narrow the gap with clients; yet, the online purchasing process is mostly dependent on the product image. As a result, purchasers have no idea what they will receive at the conclusion of the transaction. This is a barrier for B2C customers, but it is not enough to dampen their enthusiasm for online purchasing because they have no other option except to wait for hours in a physical store. Buyers are now expected to trust a listed product, but if B2C enterprises want their clients to be completely confident, they must design a strategy. According to (Ahmed, U. 2019), B2C enterprises need mix traditional product content with new media material so that their consumers may completely trust their services, and augmented reality or virtual reality (AR/VR) content integration is one viable option. Augmented Reality (AR) technology will improve a buyer's purchasing experience dramatically. For example, if a consumer wishes to purchase furniture for a certain room, he or she may be able to pre-view the item at the chosen location.

Moreover, provide high-quality goods and services that live up to client expectations. To guarantee that the goods and services they provide are of the highest calibre and satisfy the

expectations of their clients, this necessitates that businesses make investments in both research and development and quality control. Companies may also struggle to deliver a consistent, smooth client experience across all media. Customers may contact with a company through a variety of channels, including online, in-person, and over the phone, and businesses need to make sure that the customer experience is consistent across these channels, which may be challenging.

2.7.6 Pricing Pressure

When using a business-to-consumer (B2C) strategy, organisations must contend with intense pricing pressure. In order to remain competitive in the market, businesses are under pressure to keep their pricing low, which can make it challenging for them to retain profitability and attain high profit margins.

One of the primary causes of this is the fierce rivalry B2C businesses frequently encounter from other businesses offering comparable goods or services. Due to the difficulty in differentiating oneself from competitors and standing out in the market, this may make it difficult for businesses to maintain profitability. Because of this, businesses could find it difficult to keep their pricing at a level that enables them to generate a respectable profit margin.

Additionally, customers have grown more price-sensitive and more inclined to compare prices and shop about for the best deal as a result of the growth of e-commerce and the expanding availability of information about items and prices online. Companies may find it challenging to sustain higher pricing and produce large profit margins as a result. Furthermore, corporations may be under pressure to drop their pricing if new competitors enter the market with cheaper prices.B2C businesses may also come under pressure from online marketplaces and e-commerce platforms, which frequently take a cut of the selling price as commission, reducing the company's profit margin. Even if the businesses are able to keep their pricing the same, this may make it difficult for them to retain their profit margins.

The inability to retain profitability and attain large profit margins is a key difficulty for B2C businesses, as a result of pricing pressure. In order to remain competitive in the market and draw in price-sensitive clients, businesses may feel pressure to reduce their pricing.

2.8 THE ADVANTAGE OF B2C TO COMPANY IN INVENTORY MANAGEMENT

2.8.1 Increase Consumer Loyalty

B2C enables businesses to interact with customers in a more tailored fashion using push notifications, SMS, and email. Additionally, businesses can actively monitor results and identify the most efficient communication channels. Companies can increase the number of visitors who convert by doing this to their social media pages or e-commerce website. By the way, if companies are able to contact with customers directly, they can safeguard against delivering to customers erroneous or subpar goods that were already indicated by Distribution, D. (2022). In turn, this can help to enhance the client experience, safeguard against problems like refunds, and attract more return customers.

Furthermore, giving consumers a wide selection of options is one way B2C businesses may boost customer loyalty through inventory management. This may be accomplished by offering a wide range of products to meet the demands and tastes of various clientele. B2C businesses may boost the possibility that consumers will return to their store or website in the future by giving them a large selection of items to pick from, as they are more likely to find what they are searching for.

Lastly, by offering prompt and effective shipping and delivery services, you may improve customer loyalty. This may be accomplished by maintaining precise inventory levels and making sure that goods are dispatched on schedule. B2C enterprises may create a great customer experience and enhance the possibility that consumers will return to their shop or website in the future by offering quick and effective delivery and shipping services.

2.8.2 Cost Reduction

With the B2C model, businesses can forget about the extra expenses associated with infrastructure, electricity, employees, etc., which drastically lowers operational costs. The management of inventory and warehousing can also be done by businesses with less personnel and resources. Additionally, because of the cheaper marketing expenses and greater reach of e-Commerce, the corporation has a lot of room to drop the price of its items. Furthermore, according to (Business Education, 2018), B2C has increased transaction costs for consumers and reduced a

number of business components, including staff, purchase expenses, mail verification, phone calls, data entry, and the requirement to open brick-and-mortar storefronts.

Therefore, good inventory management results in time and money savings, according to Distribution, D. (2022), with increased order accuracy, efficiency, and product flow. Moreover, according to Jenkins, A. (2020), equities require cash up until they are sold. Costs associated with carriers include personnel wages, storage and handling charges, and insurance. Again citing Distribution, D (2022) inventory management assists in keeping track of what is in stock and what is on the back order so as to avoid selling too many things. Inventory is also susceptible to theft, loss from natural disasters, or becoming obsolete. It is evident that businesses engaged in B2C inventory management may cut expenses across the board.

B2C businesses who manage their inventory well can also cut back on the expenses related to handling returns. Companies may lower the expenses of processing and handling returns by putting in place a clear and simple returns procedure. Companies may also detect and fix problems that may be causing a rise in returns by efficiently collecting and managing returns data, which can help cut costs even further.

Also, by using inventory optimization strategies like just-in-time (JIT) inventory management, B2C businesses may cut expenses through inventory management. JIT inventory management reduces the need for significant inventory buffers by only ordering things as they are required, hence lowering the cost of inventory holding. This can lower the expenses of maintaining and storing goods for B2C businesses. Companies can lower the price of financing and insuring their inventory by lowering the amount of inventory they maintain.

Finally, B2C businesses that efficiently manage their inventory may lower the expenses of transportation and delivery. Companies may save expenses related to logistics and distribution by managing various product kinds with varying storage needs, shipping requirements, and handling techniques. This may entail cutting back on the price of handling, warehousing, and shipping.

2.8.3 Higher Accessibility

Increase accessibility indicates that customers will be able to make purchases from any location and at any time of day. By doing this, businesses can operate their establishments around-the-clock in order to increase sales. This will raise the company's productivity of inventory management and can improve the efficiency of inventory management for a company. A strong inventory management solution, according to Distribution, D. (2022), saves time that may be used for other tasks. With effective inventory management, less time and resources are used to manage inventory and can be devoted to other areas. Technology is frequently utilised to speed up tracking and compliance procedures and guarantee the accuracy of inventory information.

Workflow automation also another effect by incresase the accesibility is another area where we outperform products with timely delivery. Additionally, according to Business Education (2018), it calculates site availability with ballistic speed and immediately modifies stock levels. Highly dependable security system with account entry, adoration mode, and step-by-step verification to protect company transactions. Common banking and accounting capabilities support third-party direct sales, enabling businesses to communicate with their suppliers and carry out internal business transactions as necessary.

2.8.4 Increase Revenue

As online sales continue to rise quickly and a better understanding of supply and demand results in higher inventory turnover, which results in more profitability, B2C or e-Commerce offers huge profit margins for its enterprises. Companies also have higher expectations for their fulfilment partners, according to (Anchanto, 2019), and they offer solutions to meet their e-Commerce needs. Businesses that put off adopting the B2C market today will lose out on future growth potential. Consequently, it will be challenging to penetrate the B2C market as competition grows.

New B2C businesses must act rapidly if they want to seize the current B2C potential. this is due to the requirement for people already working in the fulfilment industry to step up their efforts. According to (Anchanto, 2019) they require a set of technologies that deliver fulfilment needs from the D2C sales platform (straight to customers), automate certain procedures for quicker fulfilment, and expedite selection and packing. indirectly contributes to the improvement of inventory control, and effective inventory control can further boost business profits.

Last but not least, By boosting sales, B2C businesses may boost income through inventory management. This may be accomplished by offering a large selection of items to clients, making sure that things are in stock and accessible when customers wish to make a purchase, offering quick and effective delivery and shipping services, and offering a simple and straightforward returns process. B2C businesses may boost sales by increasing the possibility that customers will return to their store or online in the future by giving them a satisfying purchasing experience.

2.9 CONCEPTUAL FRAMEWORK

Reason

- Consumer Want Digital
- Competitors have Already Surpassed the Company
- Larger Market
- Easier Sales Process
- High Profit Margin

Distinction

- Purchase Choice
- Consumer Interaction
- Consumer Assistance
- Inventory Needs and Strategies
- Length of Sales Cycle
- Sale Process
- Inventory Management System

Challenge

- Managing Product Diversity
- Keeping Customers Loyal
- Featuring a Mobile-Oriented Experience
- The Reasonable Product Return Policy
- Bridging the Gap and Meeting Exact Customer Expectations
- Pricing Pressure

Transitioning Inventory Management of Business to Consumer: Case of Precious Little 1

Advantage

- Increased Client Loyalty
- Cost Reduction
- Higher Accessibility
- Increase Revenue

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

The population, sampling, technique for gathering data, data collecting, and data analysis methods are all covered in this chapter.

3.2 RESEARCH DESIGN

Researchers will pick a case study method because it allow for an exhaustive evaluation of the single unit under discussion, and Precious Little 1 SB is the only resource unit employee to give in-depth information about the research topic. According to K. (2008), study design is a preparation for data collection and analysis that is better relevant to the research's intended goal. Case studies are good for research since the majority of the data is gather through documentation, questionnaires, and interviews Zucker Donna, M. (2009).

Case studies, according to Zucker Donna, M. (2009), are undertaken in three stages which recounting the event, explaining the meaning, and concentrating the analysis. While explaining the significance of the research questions and procedures, the researcher refers to the literature and ties the research questions and methods with the philosophical framework. As a result, the analysis's primary focus is on linking facts with ideas or assertions while also examining and creating in depth the criteria by which the findings will be interpret.

3.3 POPULATION AND SAMPLING

The target population is employees from Precious Little 1 SB, Johor Bahru. The main focus is on employees who handle inventory in their warehouses and estimate a total of 20 people. Also, the estimate number of employees working at Precious Little 1 is 150 people.

The researcher choose two employees who handle the inventory the researcher choose two employees who handle the inventory since they have the necessary information. The sample size choose assists the researcher in gathering the information will require to answer the study question. Precious Little 1, the employee who have that estimate work more than three years that handling

all firm-wide inventory, choose 2 individuals to handle inventory. As one was dealing with the real inflows and outflows of all inventory at Precious Little 1 SB, with two employee has the respondent is sufficient because it offer thorough and meaningful information for the study.

3.4 INTERVIEW PROTOCOL

Interviews provide researchers with rich and detailed qualitative data for understanding participants 'experiences, how they describe those experiences, and the meaning they make such experiences (Rubin & Rubin, 2012). Given the centrality of the interview for qualitative research, books and articles on conducting research interviews abound. This is already there resources are usually focused on conditions that foster quality interviews, such as gaining access to and select participants (Rubin & Rubin, 2012, Seidman, 2013) building trust (Rubin & Rubin, 2012), the location and duration of the interview order, quality, and clarity of questions (Patton, 2015, Rubin & Rubin, 2012); and the whole the process of conducting interviews (Brinkmann & Kvale, 2015, Patton, 2015).

The tools that will be accessible to conduct individual research interviews provide useful, though not uniform, value suggestions for creating and improving interview protocols. I will adhere to the interviewing process and perform a combined interview session with Precious Little 1 SB staff members for this study. As a result, I will perform the interview in four stages, making sure the questions are in line with those of the research study, setting up the interview protocol to foster conversation based on questions, having the protocol evaluated by others, and conducting the interview itself.

3.5 DATA COLLECTION

The researcher will do on both primary and secondary sources of information. Interviews are using to acquire primary data. The employee interviews to collect data because it will possible to obtain highly precise information regarding inventory management from Precious Little 1 employees. According to Sajjad Kabir, S. M. (2016), the interview approach may gather detail information, record the remarks will make by the individual being question, and monitor body language, expressions, and other reactions to the inquiry. This makes it simple to draw inferences. Primary data will unprocess information or data obtain from the field through interviews with Precious Little 1 staffs.

These interviews will concentrate on respondents' demographic information such as age, gender, position, and job experience. Furthermore, concentrate on the first goal of the research, which is to learn about the changes to Precious Little 1, because the firm formerly conduct B2B and move to B2C, so the first is to concentrate on the contrast between B2B and B2C in inventory management. Next, concentrate on the second goal, which is to understand the difficulties that Precious Little 1 experiences when completing B2C. Finally, look at the inventory management strategy use by Precious Little 1, a B2C company.

Documentary reviews will use to gather secondary information. Researchers will examine many papers pertaining to inventory management for B2C businesses as well as information from the Precious Little 1 website. Secondary data will gather from publications such as journals and textbooks. This material will gather through evaluating accessible papers from a range of sources, including publish and unpublish publications, research reports, and books, to support the study's conclusions. Secondary data gather from Precious Little 1 and articles or thesis materials is critical since it aids in correctly obtaining vital information about this study.

3.6 DATA ANALYSIS METHOD

Prior to data analysis, data cleaning will perform to uncover mistakes, omissions, and untrustworthy information and guarantee the data is correct. To ensure the veracity of the data acquired, each interview question will be verify and revise. Qualitative data analyze using a deductive technique in which research questions utilize to collect data and the inventory management of Precious Little 1, a B2C firm in Johor Bahru, will evaluate based on research questions.

CHAPTER 4

DATA ANALYSIS AND DECISIONS

4.1 INTRODUCTION

Data analysis is done in this chapter in reference to both the general information provided by respondents and the particular study objectives. In-depth interviews were used to perform the study. The researcher is able to locate two respondents. The replies are Farah Aris, a marketing executive of Precious Little 1 SB, and Jovil Phong, who serves as the company's production assistant.

4.2 INTERVIEWEE PROFILE

The researcher had get the permission the information of respondent such as respondent's name, age, position and how long they work for Precious Little 1 SB. The researcher get this privacy information or data from interview session. Thus, Table 4.1 shown the profile of interviewee or respondent that get from interview session.

Table 4.1: Interviewee Profile

Interviewee 1	Interviewee 2
Name: Jovil Phong	**Name:** Farah Aris
Age: 24 years old	**Age:** 26 years old
Gender: Male	**Gender**: Female
Position: Production Assistant	**Position:** Marketing Executive
General information: Jovil Phong have been work for Precious Little 1 SB almost two years. So, he have an experienced in inventory management at Precious Little 1	**General information:** Farah Aris have been work for Precious Little 1 for six months. Although she is don't not work for long bt she have knowledge and experience during she work at Precious Little 1.

4.3 REASON WHY COMPANY CHOOSE B2C

The primary goal of this research is to determine Precious Little 1 SB's decision to use B2C which want to know about the reason why Precious Little 1 choose B2C. This study has outlined the justifications for a firm switching from B2B to B2C, and Preciuos Little 1 SB in Johor Bharu is one such company. The fact that consumers prefer digital, that rival businesses, more customers, a simpler sales procedure, and a high profit margin have already outperformed the corporation are just two of the reasons given. After that, the researcher spoke with Precious Little 1 staff members during an interview. so, the Table 4.2 below is the answer given by the respondent during the interview for question what are reasons or drive of Precious Little 1 SB to change into B2C?

Table 4.2: The reasons or drive of Precious Little 1 SB to change into B2C

Name of Respondent	Position	Answer
Jovil Phong	Production Assistance	Consumer want digital
Farah Aris	Marketing Executive	Consumer want digital

Therefore, during the interview session, two Precious Little 1 employees responded to the question. The first respondent is Jovil Phong, a production assistant at Precious Little 1 SB, who stated that the reason why Precious Little 1 switched from B2B to B2C was due to the preferences of consumers who preferred digital. As a result, Precious Little 1 SB is now able to digitally notify all consumers about the things that Precious Little 1 SB sells. Jovil Phong also claims that the customer need for digital is a convenience. this is due to the fact that many consumers today prefer to research and purchase goods and services online because it is convenient, allows them to shop whenever they want and from wherever they are, eliminates the need to visit a physical store, and allows them to easily and quickly compare prices, features, and product reviews. Finally, he claims that the rise in e-commerce has given customers access to a broader variety of goods and services with quicker delivery times. This direct improvement might result in a rise in customer satisfaction and loyalty.

Furthermore, the second respondent, Farah Aris, a marketing executive at Precious Little 1 SB, mentioned that Javil Phong's response that consumers demand digital is the reason why

Precious Little 1 picked B2C. In order to make it simpler for users to learn about the products supplied by this Precious Little 1 SB company, Precious Little 1 built a website for B2C consumers. According to Farah Aris, Precious Little 1 have provide more individualised items based on consumers' browsing and purchasing patterns and other data thanks to digital platforms and the availability of big data. Increased user pleasure and loyalty may result from this. She claims that as a result of the purchasing and selling processes becoming more digital, Precious Little 1's business profit has increased somewhat. This has happened as a result of the digital transformation.

4.4 DISTINCTION BETWEEN B2B AND B2C IN INVENTORY MANAGEMNT FOR COMPANY

Finding the distinctions between B2B and B2C inventory management at Precious Little 1 is the study's second goal. Despite the fact that Precious Little 1 SB is a tiny business, the respondents who are also workers of Precious Little 1 SB have noticed and experienced various variances. With this, the researcher has examined some variations and buying decision, customer engagement, customer support, and so forth. Thus, Table 4.3.1 are the result for question when change process from B2B to B2C, does inventory management have change of Precious Little 1 SB? And Table 4.3.2 show the answer for question what are the difference between B2B and B2C in inventory management of Precious Little 1?

Table 4.3.1: The change process from B2B to B2C, does inventory management have change of Precious Little 1 SB

Name of Respondent	Position	Answer
Jovil Phong	Production Assistance	Yes
Farah Aris	Marketing Executive	No but the change its so little

**Table 4.3.2: The difference between B2B and B2C in inventory management of Precious Little 1**

Name of Respondent	Position	Answer
Jovil Phong	Production Assistance	Purchase choice
Farah Aris	Marketing Executive	No but the change its so little

Jovil Phong made this statement during the interview session in regards to the distinction between B2B and B2C in inventory management for Precious Little 1 in terms of consumer buy selection. In this regard, Precious Little 1 SB's B2B customers typically buy in bulk or in big numbers, whilst B2C clients typically purchase goods in smaller quantities. He claims that in B2B inventory management, judgements about what to buy are frequently influenced by things like pricing, how many items are needed, and the overall worth of the item. Additionally, Precious Little 1 SB businesses are more likely to base choices on a cost-benefit analysis that weighs the

costs of a product against the advantages it offers the company's operations. Contrarily, in B2C inventory management, judgements on what to buy are frequently influenced by aspects including product quality, brand reputation, customer reviews, and personal preferences of the buyer. When making purchases, consumers are more prone to behave impulsively and are more likely to be affected by their emotions and other personal considerations. Additionally, he claims that B2C inventory management is more concerned with making sure that the product is always available and simple for consumers to access, whereas B2B inventory management frequently necessitates more forecasting and planning to ensure that the right product is available at the right time and in the right quantity.

Farah Aris, however, has different viewpoints and responses to the distinctions between B2B and B2C that arise at Precious Little 1 in inventory management, where she asserts that there isn't much of a difference but rather only a minor variation when the purchase is made by consumers and other companies that wish to buy goods. This Precious Little 1 This is so because Precious Little 1 is a small firm; in fact, just 20% of Precious Little 1's total revenue comes from B2C, according to Farah Aris. Additionally, Precious Little 1 offers a physical store where consumers can buy goods in person.
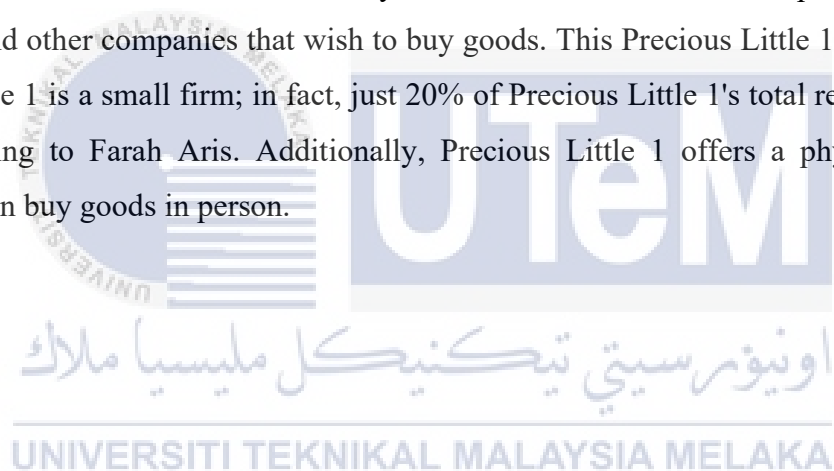
4.5 CHALLENGE THAT FACES BY PRECIOUS LITTLE 1 WHEN DOING B2C

Finding out the challenges posed by Precious Little 1 SB in completing B2C is the third goal of this study. As a result, this study will discuss some of the difficulties this Precious Little 1 SB company will or is already having with its B2C operations. managing the range of products, retaining customers, offering a mobile-oriented, and other issues will be hurdles for this firm when conducting business with consumers. Table 4.3 show the answer that the respondent give for question what challenge that must faced by Precious Little 1 SB?

Table 4.4: The challenge that must by Precious Little 1 SB

Name of Respondent	Position	Answer
Jovil Phong	Production Assistance	Modify the inventory
Farah Aris	Marketing Executive	Customer behavior

Jovil Phong, however, mentioned that the difficulty he encountered when working at Precious Little 1, a B2C company, was changing the items in the inventory. This is due to the fact that he is one of the trustworthy individuals that manages the inventory at Precious Little 1SB. This is due to the fact that monitoring inventory levels, where Jovil Phong needs precise and current information on the quantity of each item Precious Little 1 SB has on hand in order to alter inventory in a timely manner. The lead time is the amount of time it takes to get fresh stock after placing an order, and Jovil Phong must manage it since Precious Little 1 SB depends on the location of the company's product sourcing. Jovil Phong also needs to utilise space effectively. This is due to the fact that Precious Little 1 SB has a physical store. He must make sure that the warehouse or store has enough storage space, that it is ordered, and that it is maintained properly.

Therefore, it follows that the difficulties faced by Precious Little 1 as a B2C company are related to consumer behaviour, as explained by Farah Aris. This is due to the increasing difficulty in gaining consumer loyalty. She is aware of this because modern consumers have distinct habits and goals. Customers are thus more likely to continue with businesses they are familiar with and confident in, but modern customers are more likely to migrate to the business's rival Precious Little 1 SB if they can discover a better price. She added that there are more options available to consumers today than ever before. Consumers have purchase and compare Precious Little 1 SB

items and prices with those of other product firms from the comfort of their own homes thanks to the growth of e-commerce. She added that consumers today are better informed than in the past. this became due to the fact that consumers have easy access to a wealth of information online, such as product reviews and ratings, which can make it challenging for businesses to maintain control over the perception of their products. Consumers are also becoming more aware of their own requirements and preferences, making it harder for them to be persuaded by conventional marketing strategies.

4.6 BENEFIT OF B2C IN INVENTORY MANAGEMENT FOR COMPANY

Finding out the benefits of B2C inventory management in a business like Precious Little 1 is the fourth goal of this study. As a result, the researcher in this study discovered that a company that uses B2C for its inventory management can find or gain a number of benefits. As a result, the test's benefits include increased customer loyalty, cost savings, and revenue growth. Table 4.4 show the anwer that give by respondents for question what are the advantages that Precious Little 1 SB get from B2C in inventory management?

Table 4.5: The advantages that Precious Little 1 SB get from B2C in inventory management

Name of Respondent	Position	Answer
Jovil Phong	Production Assistance	Revenue increase
Farah Aris	Marketing Executive	Sales is still okay

However, Jovil Phong's evidence indicates that the Precious Little 1 company's benefit in inventory management when engaging in B2C was that the company's income somewhat improved. This is due to Just-in-time inventory management, which is one of the techniques used by Preciuos Little 1 firm when going through this B2C in the company, he claimed while going through B2C in the system of the company. In order to guarantee that the product is always available when the client wants to buy it, this strategy calls for maintaining a little inventory on hand and renewing it frequently. This prevents stock outs and lowers the amount of money invested in inventory. He added that businesses foresee customer demand to optimise stock inventory levels while engaging in B2C. This is done by leveraging historical data and patterns. This raises the possibility of sales by ensuring the right product is offered at the right moment. Finally, he added that businesses can reduce the amount of money invested in inventory, prevent running out of stock, and also reduce the amount of money squandered on excess inventory by optimising the company's stock level by making sure the inventory level is optimised.

As long as the Precious Little 1 SB company uses this B2C, sales are still going strong without having an impact on the company's sales results and expenses, claims Farah Aris. This is so that, according to her, the Precious Little 1 SB company implement B2C inventory management with real-time tracking. Precious Little 1 can monitor inventory levels in real time because to

advancements in technology, which enables it to react rapidly to changes in demand. This increases the likelihood of generating a sale by enabling the business to make sure it always has the proper goods on hand. Companies enhance productivity, avoid stockouts, and make more informed decisions by having real-time information about stock levels. Last but not least, Farah Aris added that inventory management plays a role in the customization and B2C adaptation of Precious Little 1. Precious Little 1 has been able to accomplish this by using data from consumer behaviour and purchase history to personalise items to the unique needs and wishes of different customers.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

This chapter discusses the research findings, summarises the findings, and offers conclusions and recommendations related to the study carried out at Precious Little 1SB.

5.2 CONCLUSION

Why chose B2C?, Are there differences between B2B and B2C in inventory management for businesses?, What are the difficulties businesses experience when adopting B2C?, and What are the benefits of B2C in inventory management for Precious Little 1 SB? are the questions this study aims to address. In order to understand inventory management when B2B enterprises transition to B2C, such as in the instance of Precious Little 1SB in Johor Bahru, this research was carried out.

Precious Little 1SB shifted from B2B to B2C for a number of reasons, it was discovered. This is a result of the consumer's desire to go digital, according to the findings of the interview session with two of the knowledgeable staffs at Precious Little 1. Precious Little 1 had the chance to market more of their infant items to consumers because many consumers today are already moving toward digitization when making any management that requires transactions, such as buying goods. This is due, it offers consumers convenience. Consumers can readily access and buy goods and services from anywhere at any time thanks to the internet and cellphones. The potential to tailor items for specific consumers has also increased along with consumer demand for products. Simply said, consumers of today choose digital goods and services because they are simple and customizable. Precious Little 1SB items may now be customised and made more easily accessible thanks to the internet age.

The staff at Precious Little 1 are aware of the differences between B2C and B2B inventory management as a result of the company's decision to go from B2B to B2C. Although one responder claimed that inventory management had not changed, another claimed that purchasing choices had

changed little. According to the findings of an interview with Precious Little 1 employees, B2B transactions often have bigger dollar amounts and quantities of goods or services than B2C sales. Precious Little 1 also has different requirements for goods and services than other customers, such as the requirement that they adhere to industry standards or rules. As a result, the B2B sales process is frequently more involved and sophisticated than the B2C sales process. As a result, the primary distinction between B2B and B2C is the client type and purchasing procedure. In contrast to B2C transactions, which include smaller quantities and lower dollar amounts, B2B transactions involve bigger quantities and higher money amounts.

Additionally, Precious Little 1 faces a problem with the implementation of B2C in that personnel who handle inventory must deal with difficulties when they wish to change inventory. So that Precious Little 1's inventory still has space for items that are ready to be kept, the staff at Precious Little 1 overcame this obstacle and produced a more effective inventory. In addition, Precious Little 1 faces a variety of consumers who wish to purchase items, which is another significant issue.

Although Precious Little 1 had difficulties when applying B2C in inventory management, Precious Little 1 also discovered benefits. One of them is the rise in income, which, although being modest, nonetheless generates profit for the business. Despite this, Precious Little sales are still good, and the implementation of this B2C on inventory management does not result in a drop in Precious Little 1 sales.

In a nutshell, the research objectives, which include figuring out why Precious Little 1 decided to switch to a B2C model, figuring out the distinctions between B2B and B2C in inventory management for the business, figuring out the difficulties the company encountered during the transition, and figuring out the advantages of B2C in inventory management for Precious Little 1, would involve analysing the data gathered from the research. The discussion would also compare the purchasing decisions and inventory management procedures of B2B and B2C models, identify the particular difficulties faced by Precious Little 1, such as modifying inventory systems and adapting to changes in customer behaviour, as stated in the research objective, and assess the favourable effects on the company's revenue and sales as a result of the switch to B2C, as well as the general advantages of B2C inventory management, such as the ability to:

5.3 RESEARCH IMPLICATION

This study's research findings on the effects of a company's shift from B2B to B2C on inventory management methods have a number of consequences for both practitioners and academics.

The study's findings offer practitioners insight into the potential and difficulties Precious Little 1 encounter while switching from B2B to B2C. The research emphasises how Precious Little 1 must modify their inventory management procedures to satisfy the needs of a larger and more varied consumer base. In order to decrease inventory holding costs and lower the risk of stockouts, it also emphasises the significance of putting into practise efficient inventory optimization strategies, including JIT inventory management. In order to enhance customer loyalty and repeat business, the study also stresses the significance of offering a great customer experience, including quick and effective delivery and shipping services and a clear and simple returns process.

The results of this study serve as a springboard for additional investigation into the effects of the B2B to B2C shift on inventory management techniques. The study emphasises the need for more research on the precise inventory management techniques businesses may use to successfully make the switch from B2B to B2C. To acquire a more thorough knowledge of the effects of the change, future study may also wish to look at how the B2B to B2C transformation has affected other aspects of the business' operations, such logistics and distribution.

Last but not least, this study offers a chance for future research to examine the effects of the B2B to B2C transition on other sectors and to look into the effects on other Precious Little 1 processes including marketing, customer service, and logistics. Additionally, future study may look into how the change from B2B to B2C affects the Precious Little 1's financial results, including revenue and profit margin.

5.4 RESEARCH LIMITATION

There were a number of limitations that the researcher faced during the study, hence the limitation is time restraint due to the time commitment involved in gathering data from a firm transitioning from B2B to B2C, the study's scope had be constrained. Next, accessibility the study had be constrained by the company's data availability and accessibility, since certain data may be private or challenging to get.

Furthermore, the sample size because the study was based on a tiny sample of just 2 respondents, it may not be typical of the total workforce at the organisation. Data collection because the study relies on self-reported questionnaires, which are prone to bias and mistakes, the techniques employed to gather the data may be limited.

5.5 RECOMMENDATION FOR PRECIOUS LITTLE 1 SB

First and foremost, To start, Precious Little 1SB should divide its product line into categories and specify which would be offered to B2B clients and which to B2C clients. This can assist businesses in determining the precise inventory requirements of each consumer base and ensuring that the appropriate items are stocked in the appropriate quantities. Precious Little 1 SB, for instance, offers its products directly to B2B clients in big volumes while also providing a smaller, more streamlined version of the same product to B2C consumers.

Furthermore, Precious Little 1 SB has to assess their present inventory management system to see if it can handle the rise in the number of smaller transactions that B2C sales bring. Because B2C sales generate more data and need the collection of client information, Precious Little 1 SB could need to make an investment in additional hardware or software. For both B2B and B2C clients, this may include inventory management software that can handle real-time inventory tracking, forecasting, and reordering.

Moreover, to make sure they can fulfil growing demand from individual consumers, Precious Little 1 SB should check their inventory levels and forecasting procedures. To properly manage their inventory, Precious Little 1 SB has to have a deeper insight of B2C customer demand trends. To make sure they have items accessible when B2C customers wish to buy them, companies might also need to boost their inventory levels. This may be done by include methods for demand forecasting, including statistical forecasting, which can be used to estimate demand patterns based on previous sales data.

Besides, as returns and exchanges are more frequent in B2C transactions, Precious Little 1 SB needs to think about how they manage them. They ought to be able to process returns for both B2B and B2C consumers with ease and should have a clear return policy in place.

Furthermore, Precious Little 1SB must consider how it will manage customer care and support because private consumers are likely to have more queries and issues than commercial

clients. Precious Little 1SB should have a specialised team to handle customer service for both B2B and B2C consumers and be equipped to manage a larger volume of consumer complaints.

Finally, Precious Little 1 SB needs to think about the practicalities of fulfilling both B2C and B2B orders. This covers the how Precious Little 1 SB manages order fulfilment finances, including shipping expenses, taxes, and refunds, as well as how they manage orders from various channels including websites, social media, and marketplaces.

Precious Little 1 SB must, in essence, segregate its inventory, assess its present inventory management system, analyse its inventory levels and forecasting methodologies, think about how it would handle returns and exchanges, and consider its customer care and support strategies. Precious Little 1 SB should consider their logistics strategy for completing both B2B and B2C orders. Precious Little 1 SB may prepare for transition success and preserve a balance between B2B and B2C operations by keeping these factors in mind.

5.6 RECOMMENDATION FOR FUTURE STUDY

Conducting a multi-case study analysis to look at the effects of the shift on a bigger sample of organisations and across different sectors would be one proposal for future research in the field of Precious Little 1's transition from B2B to B2C in inventory management. Such a research would offer a more thorough grasp of the typical difficulties and chances that businesses have while switching from B2B to B2C. Future study might also undertake qualitative interviews with businesses that have successfully made the switch from B2B to B2C to acquire a deeper knowledge of the unique inventory management techniques that work in this shift. Future study may wish to look at the effects on other aspects of the Precious Little 1's operations, such logistics, marketing, and customer service, to have a more complete knowledge of the effects of the B2B to B2C change. Future studies could wish to look into how the shift from B2B to B2C affects Precious Little 1's financial performance, including revenue and profit margin.

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APPENDICES

APPENDIX A: INTERVIEW PROTOCOL

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

SEMI-STRUCTURED INTERVIEW PROTOCOL

Project Title:

TRANSITIONING INVENTORY MANAGEMENT OF BUSINESS TO CONSUMER: CASE OF PRECIOUS LITTLE 1 SB

Investigators:

NAME OF STUDENT: MIZA UMAIRAH BINTI MOHD PAUZI

EMAIL ADDRESS : mizuaira15@gmail.com

PHONE NUMBER:

NAME OF SUPERVISOR: DR. MURZIDAH BINTI AHMAD MURAD

EMAIL ADDRESS: murzidahwork@gmail.com

Date:_____ Interviewer: Miza Umairah Binti Mohd Pauzi

Respondent:_____ Respondent position: _____

Semi-structured Interview Guide
- Room setup – locate in a quiet place to improve the recorded sound quality. The interview may be
  conducted at the interviewee's office or premise (to suit the interviewee's convenience).

- Request permission from interviewee to record the conversation.

- Explain to the interviewee his / her right to refuse to answer any question and to terminate the interview at any time without having to provide an explanation.

- Explain to the interviewee that the survey confidential, neither the organization identity nor their identity will be revealed.

- Provide an overview of the project and why the researcher is speaking with the interviewee.

- Start conversation by having the interviewee describes their role in the organization's technology decision making, ask about new industrial manufacturing technology they recently adopted and implemented in their organization, and ask their knowledge about the national policies of technology diffusion.

- **Introduction**

  This research aims to find out Transitioning Inventory Management Of Business To Consumer: Case Of Precious Little 1 SB. This research is being conducted by the Universiti Teknikal Malaysia Melaka.

  Before agreeing to take part in this research it is important that you understand why the research is being done and what it involves. Please read the following information carefully.

  Your participation in this research is voluntary. You can withdraw from the study at any time and can refrain from answering any question. The information provided by you remains anonymous. This means that you will not be identified in the results. All information you provide will be treated as confidential. This means that it will not be passed on to anyone else in any way that could identify you.

  The information you provide will be analysed by us and what you say might be presented as a direct quotation in a report or academic paper but not in a way that could identify you. The data collected for this project will be stored by us on a computer network accessible only with the use of a password or in a locked and secure cabinet. Where personal information is collected it will be treated in strict confidence and your personal information will not used in the results. Only aggregate analysis will be used for publication. If you would like more information about the project you can write, telephone or email the principal researcher

- **Interview questions**

1. What are reasons or drive of Precious Little 1 SB to change into B2C?
   i.   Is Precious Little 1 SB follow the current change where consumers use online purchases or by using consumers as customers can increase the

company's profit compared to making transactions with other businesses?

2. When change process from B2B to B2C, does inventory management have change of Precious Little 1 SB?

   i. Is have change in the system of inventory or the way manage the inventory have change?

3. What are the differences between B2B and B2C in inventory management of Precious Little 1 SB?

   i. Is the difference the purchase choice, consumer interaction or consumer assistance are the difference between B2B and B2C in inventory management of Precious Little 1 SB?

4. What challenge that faced by Precious Little 1SB?

   i. Is Precious have big challenge when manage the inventory during or before do the B2C?

5. What are the advantages that Precious Little 1 SB get from B2C in inventory management?

   i. Is the B2C of inventory management give advantage to Precious Little 1 SB?

6. Ask if the interviewee have any additional thoughts or comments.

7. Thank the interviewee for taking the time to speak with you, ask the interviewee to contact you if they have anymore thoughts on the topic. Ask permission to contact them if you have any questions, get a card.

CONSENT FORM

PLAIN LANGUAGE STATEMENT

UNIVERSITY   UNIVERSITI TEKNIKAL MALAYSIA MELAKA
FACULTY   FPTT

Name of Participant: _____

Project title: Transitioning inventory management of business to consumer:
                             case of Precious Little 1 SB

Interviewer name: Miza Umairah Binti Mohd Pauzi Phone no.: __

Interviewee name: _____ Phone no.: _____

1. I have received a statement explaining the interview involved in this project.
2. I consent to participate in the above project, the particulars of which - including details of the interviews have been explained to me.
3. I authorise the investigator or his or her assistant to interview me.
4. I give my permission to be audio taped: Yes ___ No ___
5. I give my permission for my name or identity to be used: Yes ___ No ___
6. I acknowledge that:
     a. Having read the Plain Language Statement, I agree to the general purpose, methods and demands of the study.
     b. I have been informed that I am free to withdraw from the project at any time and to withdraw any unprocessed data previously supplied.
     c. The project is for the purpose of research and/or teaching. It may not be of direct benefit to me.
     d. The privacy of the information I provide will be safeguarded. However should information of a private nature need to be disclosed for moral, clinical or legal reasons, I will be given an opportunity to negotiate the terms of this disclosure.
     e. The security of the research data is assured during and after completion of the study. The data collected during the study may be published, and a report of the project outcomes will be provided to_____(researcher to specify). Any information which may be used to identify me will not be used unless I have given my permission (see point 5).

Participant's Consent

Name: _____ Date: _____

          (Participant)

Name: _____ Date: _____

          (Witness to signature)

Where participant is under 18 years of age:

I consent to the participation of _____ in the above project.

Signature: _____ Date: _____

(Signatures of parents or guardians)

Gantt Chart of Final Year Project (FYP) 1

WEEK/ ACTIVITIES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
FYP talk	▓															
Search for FYP topic	▓															
Meeting with supervisor		▓							M							
Topic discussion			▓						I							
Title confirmation				▓					D							
RO & RQ Construction					▓				S							
Submission Chapter 1						▓	▓		E M E S T E R							
Submission Chapter 2								▓		▓	▓					
Submission Chapter 3									B R E A K			▓	▓			
First draft of FYP 1														▓		
Submission of FYP 1															▓	
Presentation 1																▓
Revised of FYP 1																▓

Note: Week 9 column spans the "MID SEMESTER BREAK".

Gantt Chart of Final Year Project (FYP) 2

WEEK/ ACTIVITIES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Create Questionnaire	▓	▓							M I D S E M E S T E R B R E A K							
Distribute Questionnaire											▓					
Collect Questionnaire											▓					
Analysis Data												▓	▓	▓		
Submission Chapter 4														▓		
Submission Chapter 5														▓		
Proposal Correction															▓	
Slide Preparation															▓	
Submission of FYP 2															▓	
Presentation 2															▓	