E-BOOKSTORE FOR MALAYSIAN GROLIER (E-BOOK MG)

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DECLARATION

I hereby declare that this project report entitled

E-BOOKSTORE FOR MALAYSIAN GROLIER (E-BOOK MG)

Is written by me and is my own effort and that no part has been plagiarized without citations.

STUDENT :_____ Date :_____

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SUPERVISOR :_____ Date :_____

(PROF. MADYA. NORHAZIAH BT. MD. SALLEH)

DEDICATION

I would like to dedicate to my beloved parents,
Mr.Nadrarasan and Ms.Christina,
To my sisters,
Regina Claudia and Joy Jothi,
And to my brother,
Ellaijah.

This dedication also goes to
Prof. Madya. Norhaziah bt. Md. Salleh,
Who was my kind supervisor.

And to all my friends especially Ammar,
Thank you for your support and advice to complete this Project Sarjana Muda.

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Please take a few minutes to read the names of the people who have contributed for the completion of my final year degree project PSM 1 and 2 reports. They have earned it, and I am humbly grateful to them all.

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ABSTRACT

E-Bookstore for Malaysian Grolier is an online book sales website that contains product details and company details. This website is developed to fulfill UteM's final year project for a Computer Science student. The system contains client side and server side. In client side, customer can browse and purchase the product. Before purchase customer need to register an account. Once registered, customer can precede with other functions such purchase, feedback and so on. In server side, the user is authorized admin only. The admin can add product, confirm order and reply feedback. Moreover, the main categories on this website are children, adult, elementary, professional and others.

ABSTRAK

E-Bookstore for Malaysian Grolier merupakan satu system web aplikasi yang direka untuk memenuhi keperluan projek tahun akhir. Sistem ini mengandungi pasal latar belakang syarikat Grolier dan buku-buku yang dijual. Buku in diketegorikan dalam lima bahagian iaitu untuk kanak-kanak, remeja, pendidikan tinggi, pakar-pakar dan lain-lain. Sistem ini mengandungi dua bahagian iaitu pengguna dan pembentuk. Dalam bahagian pengguna hanya orang awam dibenarkan guna sistem ini. Orang awam boleh melihat contoh buku-buku dalam sistem itu, boleh buat pesanan tapi kena daftar sebelum buat pesanan. Selain itu, orang awam boleh soal tentang apa-apa pasal company Grolier kepada pembentuk. Pembentuk merupakan Orang yang jaga sistem ini. Mereka boleh masukkan buku baru dalam sistem, boleh lulus pesanan pengguna dan kemaskini sistem itu. Akhirnya, pembentuk juga boleh paparkan senarai pembeli dalam sistem itu.

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LIST OF ABBREVIATIONS

E-BOOK MG	--	E-Bookstore for Malaysian Grolier
PPSB	--	Penerbitan Pelangi Sdn Bhd
OS	--	Operating System
MIS	--	Management Information Systems (MIS)
DBMS	--	Database Management System
ERD	--	Entity Relationship Diagram
GUI	--	Graphical User Interfaces
MySQL	--	My Structure Query Language
SSADM	--	Structured System Analysis and Design Method
DBLC	--	Database Life Cycle
OOAD	--	Object Oriented Analysis and Design
SDLC	--	System Development Life Cycle
EERD	--	Enhanced Entity Relationship Diagram
PHP	--	Hypertext Pre-processor
PSM	--	Projek Sarjana Muda
DFD	--	Data Flow Diagram
ERD	--	Entity Relationship Diagram
NF	--	Normalization Form
PK	--	Primary Key
FK	--	Foreign Key
RDBMS	--	Relational Database Management System

LIST OF ATTACHMENTS

CHAPTER 1

INTRODUCTION

1.1 Project Background

E-Commerce i.e. electronic commerce can be defined as conducting on-line business. E-commerce is encouraged and preferred because:

- It has an ability to acquire customers across the country and around the world.

- It provides another purchase channel to customer, which will attract and retain customers that may never purchase from you.

- It is easy to find contact information, store hours, product information, and answers to common questions all add to creating a positive customer experience.

E-bookstore is one of the ways to conduct on-line business. E-bookstore is a website that represents and inherits details, knowledge and genetics of a normal bookstore.

Grolier (Malaysia) Sdn Bhd operates as a branch of Grolier International, U.S.A. It is a subsidiary of Grolier Incorporated. Originally, Grolier Malaysia commenced operation in Malaysia as a sales division under the name of Grolier Society, Inc., in Kuala Lumpur in July 1962. Grolier Society, Inc. ceased operations in 1963 and Grolier continued its operations as a registered branch office in the name of Grolier International, Inc. as from January 1963. Then in June 1993, Grolier (Malaysia) Sdn Bhd was incorporated to takeover the Direct Sales Business from Grolier International, Inc., Malaysia Branch.Through its network of distributors and direct-to-consumer sales force, Grolier International sells a range of encyclopedias, reference sets, children's books, and educational materials. Diversification is a key feature of Grolier's International business strategy.

E-Bookstore for Malaysian Grolier (E-BOOK MG) is the proposed title for the 2007 Projek Sarjana Muda 1 (PSM 1). Grolier (M) Sdn. Bhd is located at Lot 7.01, 7.06-7.08, 7th floor of Plaza First Nationwide, 161 Jalan Tun H S Lee, 50000 Kuala Lumpur. At the moment, Grolier (M) Sdn. Bhd has its own online website over the Internet in Malaysia but it is not as complete as its mother website which operates as worldwide website. E-Bookstore System for Malaysian Grolier (E-BOOK MG) is a web application system which is more user friendly to Malaysian customer and it has been done based on user's expectation.

1.2 Problem Statements

There are a few weaknesses in the current e-bookstore website. The problems and weaknesses can be summarized as follows:

- **Delay in the uploading process**
  Sometimes new books are released, stock finishes and demand for the stocks comes in but the current website is not updated to reflect the demand.

- **No product purchase facility**

  There isn't a section given to customers to purchase products. Customer can register to send feedback and to get further information about the product but they can register to purchase the product. If they want to purchase, either they need to go to the mother website of Grolier or purchase manually.

- **No Registration interface.**

  Besides that, the current website does not have registration page to create an own account for the customer. Without registration page, details of frequent customer are listed each time they purchase and this is a double up the customers work and their time.

- **Not user friendly interface**

  Based on the current system, the web page is very crowded with advertisements. Meanwhile, the website doesn't have a product detail which makes the customer less interested upon the products.

1.3 Objectives

Based on the problems from the current system, the objectives in developing a new system are:

- **User friendly interface**

  Provide clear and easy access to all web pages and easier comparison to purchase product. Customers can quickly search for a product and purchase it. Produce better explanation on the product with graphic features to attract customers and create a "feel good" environment while they go through the product descriptions.

- **Solve losing data sources**

  Reduce data loss, costs and manpower. With this system, percentage of data loss is reduced. This new system will help the user to save the data from disaster such as flood and fire. The new system also will help save energy and time to search data.

- **Search information through Internet**

  Help customers to find and search information on products via the Internet. Online shoppers can purchase products conveniently from their home, without the need to drive a car to a store, thus saving substantial time and transportation costs.

- **To fulfill market need for better e-bookstore webpage available to users**

  To promote a better understanding of the e-commerce website such as the requirements to develop an e-commerce website, the business and system risk involved in implementing an e-commerce application, the database schemas and basic functionalities needed in an e-commerce application as well as the benefits of developing an e-commerce application for customers and the company.

1.4 Scopes

The scopes that will be discussed consist of data, users and functionality of proposed application.

1.4.1 Data

E-Bookstore System for Malaysian Grolier (E-BOOK MG) is an internet application, which is developed for customer and Grolier staffs. This system is an online extension of common customer activities. E-BOOK MG uses the Internet and intranets, as well as internal networks which uses Internet Technology.

1.4.2 Users

There are 2 categories i.e. customer and administrator. The targeted audiences for this to-be application are customers. Regardless of age, people can use these products according to their category. To ensure that all the customers under this system the benefits, firstly, the customer should be able to register. The system is built to implement the information system concept of customer's profile needed to deliver the products which are purchased by the customer.

1.4.3 Functionality

Some significant accommodation to enhance successful interactive instructional learning in this to-be implemented are as follows:

- **Customer Side:**
  - Can browse books online
  - Can purchase books online
  - Receive free gifts
  - Can return and get refunds
  - Book cart function

- **Administrator Side:**
  - Manage books online
  - Purchase orders
  - Generate report

1.5 Project Significance

The significance of the project is to overcome some problems occurred in customer communication, order management, cart management, online payment, free gift, refunds and delivery detail. It also gives the benefit to the administrator and the company. This system is developed to ensure the order will be made in the right way so that it will improve plant operation because they will be linked through a system and does not need to meet each other. Moreover it also satisfies the customers and is easy to understand about the product by having duo-language.

1.6 Expected Output

The expected output of the system will be a stand-alone and good communication e-bookstore website. PHP will be required to play the end product. Customer can select their preferred product using book cart, restate their need and comment and generate better trust then global website.

1.7 Conclusion

In this chapter, the problem statements and the objectives that need to be achieved within the scopes determined in this to-be application i.e. users, functionality and data involved has been outlined. In the chapters that follow will take a look at how literature review will be carried out to conduct research related to the to-be application. Project methodology also will be discussed to identify the best approach that will be applied for the to-be application.

CHAPTER 2

LITERATURE REVIEW AND PROJECT METHODOLOGY

2.1 Introduction

This chapter specifies literature review and project methodology that will be opted to optimize the development of to-be application. Literature review includes study and research of published materials like journals, thesis, case studies, technical documents and online library. Generally, the purpose of a review is to analyze critically a segment of a published body of knowledge through summary, classification and comparison of prior research studies, reviews of literature, and theoretical articles. Project Methodology describes a set of practices that will be carried out iteratively to produce the application.

2.2 Fact and Finding

2.2.1 Domain

Just as there is a diversity of programming languages available and suitable for conventional programming tasks, there is a diversity of languages available and suitable for Web programming.

There is no reason to believe that any one language will completely monopolize the Web programming scene, although the varying availability and

suitability of the current offerings is likely to favor some over others. There is no real reason why we must converge on a single programming language for the Web any more than we must converge on a single programming language in any other domain.

The Web does, however, place some specific constraints on our choices: the ability to deal with a variety of protocols and formats (e.g. graphics) and programming tasks; performance (both speed and size); safety; platform independence; protection of intellectual property; and the basic ability to deal with other Web tools and languages.

An important type of application-specific scripting language is one used to provide custom functionality to dynamic web pages. Such languages are specialized for web applications and other Internet uses. However, most modern web programming languages are powerful enough for general-purpose programming. For example Active Server Pages, Cold Fusion, IPTSCRAE, Lasso, MIVA Script, PHP, SMX, and XSLT. As for this project, PHP language has been selected due to its good performance and user friendliness [1].

PHP is a reflective programming language originally designed for producing dynamic web pages. PHP is used mainly in server-side scripting, but can be used from a command line interface or in standalone graphical applications. Textual User Interfaces can also be created using curses.

The main implementation is produced by The PHP Group and released under the PHP License. It is considered to be free software by the Free Software Foundation. This implementation serves to define a de facto standard for PHP, as there is no formal specification.

PHP generally runs on a web server, taking PHP code as its input and creating Web pages as output, however it can also be used for command-line scripting and client-side GUI applications. PHP can be deployed on most web servers and on almost every operating system and platform free of charge. The PHP Group also provides the complete source code for users to build, customize and extend for their own use [2].