

TESIS[^] APPROVAL STATUS FORM

JUDUL: Elivemarket B2B portal.

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ELIVEMARKET B2B PORTAL

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This report is submitted in partial fulfillment of the requirements for the Bachelor of Information and Communication Technology (Software Development).

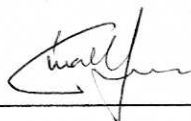
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ADMISSION

I admitted that this project title name of
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is written by me and is my own effort and that no part has been plagiarized without
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DEDICATION

*Specially dedicated to
My beloved parents and brothers who have
encouraged, guided and inspired me throughout my journey of education*

ACKNOWLEDGEMENTS

Projek Sarjana Muda (PSM) is compulsory for a KUTKM student before being awarded the degree. Through this project, PSM will enhance the students' ability and skills in literature research, ability to analyze problems in various views and able to propose alternative solutions or models, ability to manage and utilize available resources in accomplishing the project and present the output effectively.

First of all, the author would like to express deepest appreciation to author's PSM supervisor, Cik Safiza Suhana for her valuable guidance and supervision. She always been very helpful and share her knowledge when the author encounter problem in the project.

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ABSTRACT

The proposed software system called Elivemarket (B2B Portal) as the final project for PSM. Elivemarket is a system that helps e-business marketer to promote their sales activity and interact with their customers through Internet in two way interactions. The target user of this system is the medium and small scale Internet marketer or Internet entrepreneur. Therefore, in order to take the portal a step ahead, a system (portal) that act as middleman used to connect and allows communication between sellers and buyers using the Internet, has been developed. The methodology to be applying in developing this system is Waterfall Life Cycle. The Elivemarket involves the client-server architecture. The importance of the Elivemarket research and development enable further understanding on the features and procedures of the B2B transaction today. The study also allows further understanding on how online transaction operates and how is connection and communication between the portal and the system user with their customers. Elivemarket main target user is customer from Malaysia. B2B portal has been widely used through Internet.

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LIST OF ABBREVIATIONS

ASP	-	Active Server Page
B2B	-	Business to Business
B2C	-	Business to Consumer
Email	-	Electronic Mail
DB	-	Database
ERD	-	Entity Relationship Diagram
GUI	-	Graphic User Interface
ID	-	Identification
IIS	-	Internet Information Server
KUTKM	-	Kolej Universiti Teknikal Kebangsaan Malaysia
PSM	-	Projek Sarjana Muda
HTML	-	Hyper Text Markup Language
MS	-	Microsoft
UML	-	Unified Modeling Language
XML	-	Extensible Markup Language

LIST OF APPENDICES

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A18	Data Dictionary for Elivemarket
B1	Configuration Environment Setup

CHAPTER I

INTRODUCTION

1.1 Overview

In the *Project Sarjana Muda (PSM)*, the writer will be involved in developing a portal call Elivemarket. PSM is one of the subjects for the course of Bachelor of Information and Communication Technology (Software Development). The portal to be referred in developing this application is www.alibaba.com, which is one of the popular B2B (Business to Business) portals in the world of e-commerce.

After studied the current portal in the e-commerce, the writer had discovered that most of the portal did not provide an interlink between suppliers and dealers. These portals just provide shopping cart to make transaction directly to customers or enquiry form to get their customers details. This had slow down the process of transactions. The system also did not provide back-end feature for administrator to update the portal

information daily. Potential customers are hard to find the dealers that provide the best price and best quality products in the nearest location.

The main aim of Elivemarket portal development is to let various organizations or just single people to do business through this specially developed portal for some fee. Usually the main efforts are performed during Elivemarket portal development and the initial period (basically for advertisement purposes). And then the owner of the Elivemarket will just need to hire the special administrator for site and database maintenance.

This portal will focused on various kinds of end users. They have a number of various topics (categories of business) in which the end user can participate and they are flexible enough to add new categories or just somehow change existing ones (in the back-end). They are oriented for a big number of users and deals, as the end user presents the small or medium size organization, which can do various types of business and there are a lot of potential users in almost every country of the world. Review www.alibaba.com as such portals sample.

1.2 Problem Statements

Before the Elivemarket portal has been developed, there are some problems faced by the Internet marketer in promoting their products and services. These problems had been identified during the research phase. The problems must be solved because it can cause the marketer overwhelming with promotion. Figure 1.1 below shows the problems, brief explanation and solution for each problem.

Here are the problem description that faced by the Internet marketer.

Communication between buyer and seller on Internet

There is always a problem to sell out their product in high capacity and also to meet with potential customers. As for the buyers, a survey has to carry out each time, to find out the seller that provide lowest price

Poor company promotion on Internet

Local company still using their traditional method to promote their products. For example, promotion through the local new papers, electronic media like TV and radio. All these promotion method just lead to promotion of small group of consumers and it is very costing

Low rating of company's web site

The internet marketer lack of proper way to publish their company profiles in the world. Their web sites do not popular enough to become consumers or Internet buyers focus.

Static content of company's web site

In the traditional web site, the web site owner can't even edit the web content. Otherwise, sellers can't post product specifications and their offer and the buyers also can't post their product requirement for the sellers.

Difficulties of company employment

Local company still using newspapers to employ quality workers. A lot of job applications letters need to be gathered and analyzed to find the best qualifications.

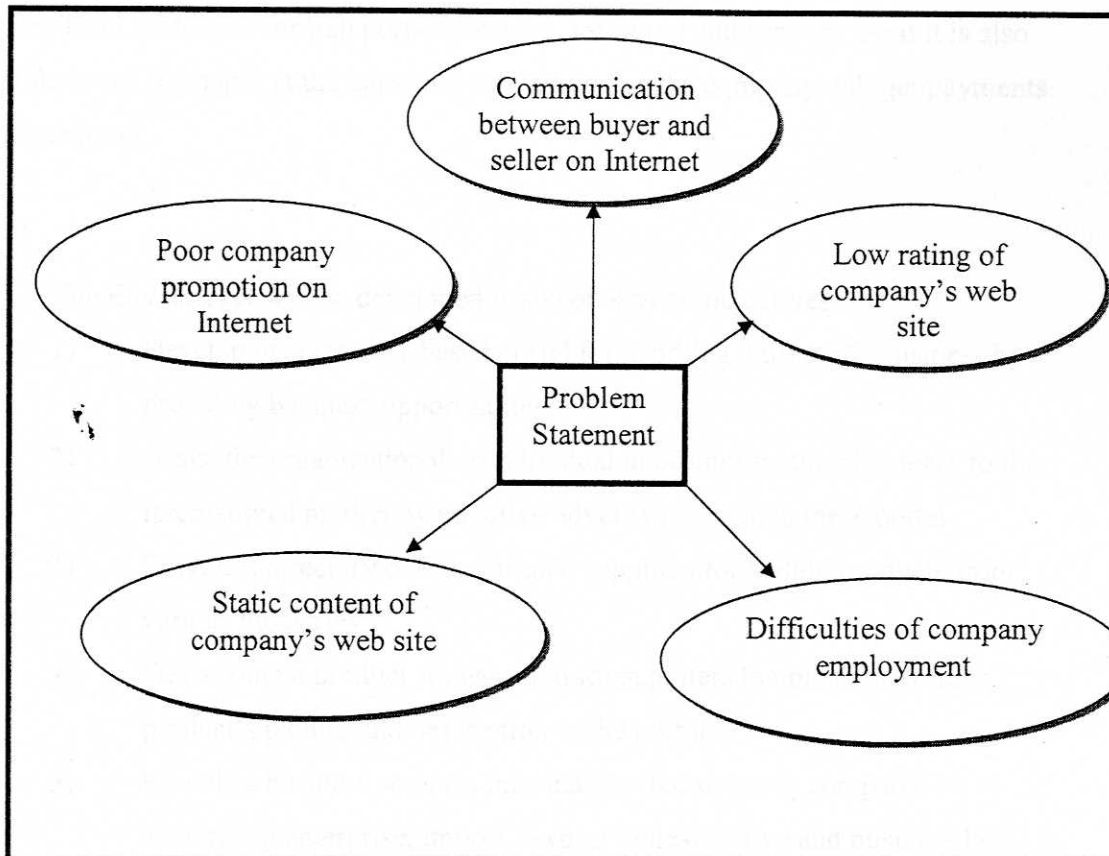


Figure 1.1: Problem Statement

1.3 Objectives

By developing this portal, there are several benefits for the Elivemarket company as following.

First of all it is the commercial one. The company is going to get payments from the first-level customers for b2b portal licensing, installing and support. And it is also possible to run the portal at the company own server, so the company will get payments for hosting too.

The Elivemarket will be developed based on several objectives:

- 1) Developing a internet-based portal for handling online b2b business by providing business opportunities
- 2) Assist the organizational or individual in promoting their business to the international market by effective advertising through these portal
- 3) Provide a directory of international suppliers for certain products from various industries.
- 4) Developing a product showground for suppliers to upload their main product's picture and description to the portal.
- 5) Provide a business services information like shipping company, advertising enterprise, import / export representative and business law consultant.

1.4 Scopes

Elivemarket portal allow users to browse company information and trade leads by about 27 industry categories and about 700 product sub-categories, ranging from textiles to electronics. Elivemarket portal operates four main modules as following:

(1) Trade Offer

A module that provides business opportunities for sellers and buyers around the world. Users who need to buy something can post their requirement at here. Then the sellers will fight each other to give away the best prices by emailing the buyers. Otherwise, sellers can post their products specifications at here for customers' product lookup. There are also collaboration users and representative users who find for partnership.

(2) Product Showroom

This is a module that provides users requirement or demand on certain products in their category and industries. Users can search product by their name, description, type and so on. Members of Elivemarket can post their product information in certain limit. They can upload their product's picture and description after selecting the category and industry.

(3) Company Directory

A module to give a view on the Elivemarket member's enterprise information or the company directory. Only the members will have their company information in this module after the membership is confirmed by the administrator (back end). Just like the Product Showroom, this module will have industry and category. Users can view the company directory like contact information, type of business and main products.

(4) Services

A module that give email services and Email to SMS services for products or services enquiry. Email to SMS services is only applicable to "019".

(5) E-Assistant

A module that give assistance to users on editing their profile. This module also give services where every buyers/sellers can add, edit and delete their products, trade offers, company profile, messages and personal profile.

1.5 Contributions

Nowadays, the trends towards Internet-based portal across the industries from traditional website had increasing dramatically. Every company from various industries and field are compete each other to get in the international market. Therefore, the Elivemarket or B2B portal is important for anyone who wants to stay ahead of their competitors in e-commerce.

The Elivemarket B2B Portal is significant to optimize the rating of the products. When the Elivemarket becomes the focus of the e-commerce market place to post their offer, the potentials customers around the world at the same time will place their order or product requirement on "Trade Offer". After requirement and price are agree by the both sides, there will start sending and receiving the transactions. Here are the main modules that act as middle man that provide business opportunities to the world wide market especially in Asia. The Elivemarket also enables the users (members) around the world to posting their buy order, sell offer, representative offer and collaboration offer in certain limit.

With the Elivemarket B2B Portal back-end feature, the company no longer has to ask website designer or programmer to update the portal features like product categories, member fees and so on. This information can update in the back-end. No third party will be involved in these processes. After login, administrator can enter or change their own name and password, as well as to add, edit and delete the member information, buy/sell offer information, product information and enterprise information. They can update all data on the Internet, 24 hours a day, adding special offers or closing out the invalid users account.

1.6 Expected Output

The purpose of designing Elivemarket portal is to help the Internet marketer to search for business opportunities more easily. After Elivemarket portal is fully developed, it will enable buyers and sellers to post their products information, company profile and trade offers on this live electronic market. It also enable them send multiple enquiry regarding the product requirement/order in practical way. Besides that Elivemarket also able to provide SMS function which allow perform effective and low cost communication to inform corresponding buyers or sellers with the enquiry placed.

CHAPTER II

LITERATURE REVIEW

2.1 Introduction

In order to develop a successful World Wide B2B Portal, current system and other B2B Portal are studied. The business flow of business-to-business transaction, data and information for the enterprise are gathered by visiting the portal of other B2B company. Three samples portal from Internet that doing the same B2B transactions are searched and analyzed. Studies of these portals are significant to develop a valid, reliable and efficient B2B portal.

2.2 Fact and Finding

2.2.1 E-Commerce and B2B E-Commerce definition