Chapter I

Introduction

1.1 Research Background

In Cambodia, there many computer stores or shops that some of those have no Web e-business to serve their business. That is why they met some difficulty to manage and promote to their shops. What is the difficulty of the computer shops if they don’t have Web E-business? As I research in Cambodia, there are several difficulties that we need to solve.

Firstly, the customer hard to buy or finding the products that far away from home. It is mean that some customers that far away from the shops, they hard to know about the information and some kind of products. That is why some shops that have no Web E-business have low income and some customers they have no loyalty to the shops too. As we know that Cambodia is the developing country that is why some people don’t have enough vehicles for transportation to somewhere easily so if they want to buy the products that companies or shops are far away from their house, how can they buy? Furthermore, the traffic in Cambodia, it seems to be crowd every day in City or Town. The customers need to pay their time to go or to search the computer shops in City or Town, sometime whole the day this is the problem of the customers that they are far away from the computer shops. [1]

Secondly, the customers will waste the time for buying the products. As you know that some computer shops or stores are far away from the countryside, that’s why the customers need to spend their time to go to buy computers that far away from their house. They need to spend much time and also, they will waste the time to do somethings else. For one computer, the customers need spend whole day for travelling and buying, so it is the wasting time for them. [1]

Thirdly, the computer shops don’t make the customers have loyalty and make the new customers too. The computer shops that have no Web E-business do not have
yet to make the customers have loyalty to their shops. Because they have no some
social media to advertise their products or discount their products or to detail their
products too, that make some customers don’t have loyalty for their products and they
don’t know exactly about products too. Not only the customers have no loyalty, but
also the computer shops are increasing the new customers too, because they don’t know
their shops or business how can they buy our products and how can they know about
the quality of the products. [1]

Fourthly, the customers can’t get more benefit from some computer shops. The
daily selling seems to be simple and have no more attractive for their daily selling,
because the customer cannot get more benefit for the shops and also the owner cannot
give the benefit to them. As the customers cannot get the information of the new
products soon and don’t get knowing the information about the discount and promotion
of the product too. More over the customer seem to be boring and lost their confidence
to some shops for their buying, because they don’t know exactly about his/her products
that they buy already, don’t know about the quality before and the detail of the products
too. That is why the customers seem to be hard to choose or buy the products that they
don’t know the quality before. [1]

The last, the much amount case that customers pay to the products. If the
customers want to buy the computer products by directly, they need carry much money
for buying the computer products. Because the computer products are expensive,
sometime the block of the computer shops are not security that make some dangerous
to the customers, such as pick pocket, thief and something else. That is why the way of
paying the products seem to be hard to the customers and sometime none security for
them too. [2]

In conclusion, all of these problems above make the business or computer
shops are not improving or increase for their income and have low customers and
sometime they lose their customer too. These problems make the business are not
developing.


1.2 Problem Formulation

1) How to build Web E-business and to make customers have convenience when buying some products on online web?
2) What is the time saving of E-business?
3) How to make customers have loyalty?
4) Why E-business have more benefit?
5) How do customers pay money for their shopping?

1.3 Scope and Delimitation

1.3.1 Scope

- This project can make the customers buy the products through online.
- This project can make the customers paying case and money through online by Visa Card, Master Card, Debit Card and Paypal.
- This project will show the order detail to the customers for making sure for their buying and paying.
- This project will show briefly about order detail information such as the processing or order, estimation shipping and products arrival.

1.3.2 Delimitation

- This program is built by using a computer that has connection to the Internet (online), but the author also builds a trial in order to able to be used by offline.
- The software that use to build the Online shopping using E-business use PHP and MySQL with support Apache web server.
- The information system built only including the sales of product.

1.4 Research Objective

This project of E-business will be providing to the customers and the shop’s owner more convenience and reliable to buy and selling the product as mentions below:

1) The customers will be convenience for the choosing and buying the products. Because they don’t go far away to find the good shops they just use and surf the
internet for find the new products and their favorite products to buy or order through online. This is the easy one for the customers.

2) The customers will be save the time and save the money too. Because they no need to spend much their time to buy the products just stay at home is enough.

3) On the other hand, this final project is focus on the customers that make them have loyalty to us. That is why this project will provide all the customers have easier to buy the products and pay case too. By the way this project will have list the customers in order to have to repair or guaranty for the products to them. This point will make the customers have loyalty to us and more over we can increase more customers too.

4) The customers will get more benefit from this project of E-business. They can get the hot information about the products, fastly and they know clearly the quality about the products too. They can get more benefit from the shops for their promotion and discount the product too. All of these are the benefit to the customer if they you use E-business to shop their favorite products.

5) Furthermore, the process of payment is that; the customers can pay buy online that use Visa Card, Master Card or they use Paypal account to buy also. Because both of them can make the customers more easy and free for buy Computer that they like. And especially all those payments are really security for make them have more believe on us and have more comfortable for paying. Other one they can pay directly to deliver for the products too, if they have no Visa Card or something else. All these case is really make the customers freely to choose how to pay.

All in all, this project will be providing the customers more reliable and have loyalty to our shop and website as I mention above such as the customers can freely choose the favorite products by online just stay at home and have connection, and also the are also freely to choose how to pay for the product too. It is security and comfortable to pay.
1.5 Research Methods and Systems Development Method

The research method used to help resolve problems so that the results obtained in a more systematic and focused, then in this case the author uses research methods as follows:

1.5.1 Research Method

1.5.1.1 Fields Studies

Field studies were carried out data collection by conducting research from Cambodia by www.houtcomputer.tk.

1.5.1.2 Observation

Observation is a data collection by visiting www.houtcomputer.tk.

1.5.1.3 Literature Study

The study of literature (library research) is collecting data through books, internet sites, and lecture notes are closely related to the theme of the final project.

1.5.2 Systems Development Method

Software development methodology was popularized by the software development life cycle (SDLC) for building information systems in the late 60's. Currently, modern and advanced software tools are being used to exploit the rich resources of the Internet in building systems. The web now offers more complex, distributed, concurrent and connected applications. Web information systems exploit web applications and other non-web components to deliver information and services to other systems and users via the Internet. Traditional SDLC methodologies can still be used in building e-commerce and web applications for the Internet. However, the traditional SDLC approach may not work for different object oriented design methodology for the web, like web site design methodology (WSDM), relationship navigational analysis, MacWeb approach, hypermedia flexible modelling, and other object oriented and software engineering pattern approach. As the web initially started from static pages and eventually to a more dynamic and complex rich information and transaction based application, the software development processes and methodologies present greater challenges and opportunities to software developers. [3]
1.6 Time Frame

Table 1: Time Schedule

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<tr>
<th>№</th>
<th>Activity</th>
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<th>Month 2</th>
<th>Month 3</th>
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<td>5</td>
<td>Implementation</td>
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Table 1.1 Time Schedule
1.7 Research Outline

In this chapter will be describes about the background of the research, statement of problem, scope and delimitation, purpose of research, research methodology or systematic behavior of the theoretical. And it’s also explain clearly the all the key point.