CHAPTER 1

1.1 Research Background

Nowadays, technology is constantly growing from day to day. Caused by corporate enterprises, large and small businesses, organizations and institutions in the world, such as education, information, Entertainment, E-commerce website or online shopping too, but E-commerce websites is more popular and so much support from the Cambodian people for their daily life. So we need make Cambodian easier to buy products and pay via online to reduce their time and money without go directly to the shop for buy it.

First, the much amount case that customers pay to the products. If the customers want to buy the phone products by directly, they need carry much money for buy the phone products. Because the phone products are expensive cost, sometime the block of the phone shops are not security that make some dangerous to the customers, such as pick poker, thief and something else. That is why the way of pay the products are seem to be hard to the customers and sometime none security for them too.

Secondly, the customer hard to buying 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 has no Web E-business have low in come 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 they 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 crowed every day in City or Town. The customers need to pay their time to go or to search the phone shops in City or Town, sometime whole the day this is the problem of the customers that they are far away from the phone shops.
The last, the phone shops don’t make the customers have loyalty and make the new customers too. The phone shops that have no Web E-business they 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 phone shops are increasing the new customers too, because they don’t know their shops or business how they can buy our products and how can they know about the quality of the products.

In conclusion, all of these problems above that make the business or Phone shops are not improve 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 do customers pay money for their shopping?
2) How to make customers have convenience?
3) How to make customers have loyalty?

1.3 Scope and Delimitation
1.3.1 Scope
- Customers can view product and add product they want to cart.
- This system can allow all the customer register their account to the system in order to do something such as: add product to wishlist and rate the product they like.
- Customers order product and pay money through online with paypal.
- Customers can manage their account like: Updating their profile, password, view history ordered, delete product from wishlist and one more thing, they can also disabled their account from the system too.
- Customer can make the communication with the staff of company in order to ask about some problem that they have chat feature.
1.3.2 Delimitation

- This program is built by using a computer that has connection to the Internet (online), but the writer also builds a trial in order to able to be used by offline.
- The software that are used to build the (E-business of Phone Online Shop Using B2C) use PHP and MySQL with support Apache web server.
- The information system built only including the sales of product.

1.4 Research Objective

The purpose of a Phone Online Shop in Cambodian is providing people easier to buy products across the country and they also can pay online by using PayPal. This significance will also include:

1) Build the process of payment is that the customers can pay buy online that use PayPal account to buy also. Because both of them can make the customers more easily and free for buy Phone 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 this case is really make the customers freely to choose how to pay.

2) Make the customers 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.

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.
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, and then in this case the author uses research methods as follows:

1.5.1 Fields Studies

Field studies were carried out data collection by conducting research from Cambodia by Phone Shop in Cambodia.

1.5.2 Observation

Observation is a data collection by visiting Phone Shop in Cambodia.

1.5.3 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.

1.5.4 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 modeling, 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. [1]

Figure 1.1 Waterfall Model

1.6 Time Frame

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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.