A STUDY ON INTRODUCING E-COMMERCE AS AN INNOVATIVE STRATEGY IN DOING BUSINESS

"PERNEC HALALSQUARE"

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BACHELOR OF BUSINESS ADMINSTRATION

WITH HONOUR (MARKETING)

FALCULTY OF BUSINESS MANAGEMENT

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'DECLARATION OF ORIGINAL WORK'

I, MUHAMMAD FAIZ BIN ABDUL RAHIM   (I/C NO: 870404-14-5257)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree locally or overseas, and is not being concurrently submitted for this degree or any others degree.
- This project paper is result of my independent work and investigation except where otherwise stated.
- All verbatim extract have been distinguish by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____   Date: 3rd May 2010

LETTER OF SUBMISSION

3rd May 2010

En. Norazman Bin Harun

The Head of Program

Bachelor Degree of Business Administration (Hons) (Marketing)

Faculty of Business Management

Universiti Teknologi Mara, Kampus Bandaraya Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER (MKT660)

Attached is the project paper titled **"INTRODUCING E-COMMERCE AS AN INNOVATIVE STRATEGY IN DOING BUSINESS"** to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank You,

Your Sincerely,

_____

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ABSTRACT

This case study exploring the components needed in developing a good and effective e-commerce website. Halalsquare is evaluated and determined whether it has the components or not. It is important to have good attribute and quality of website especially in doing online business.

In order to justify on what are the organization need to become a good and effective e-commerce website, the observation research has done for 5 months. Through this observation, there are some of issues and elements that related to the online shopping which are customer's attitudes and behavior, web features and trust. On the other words, this study want to show that besides marketing, the attribute and quality of the website should be give attention. These 3 elements are related to each other. With a good e-commerce website features it helps to gain customer trust.

Finding shows that Halalsquare can be concluded as an effective and has the good attribute to become a successful e-commerce website. Hence the answer to overcome lack of sales is strengthening the marketing and promotion activities. Satisfaction is achieved towards the quality of Halasquare portal.

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