

**WEB-BASED SALES INFORMATION SYSTEM FOR
FISHERMEN**

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Universiti Utara Malaysia

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**WEB-BASED SALES INFORMATION SYSTEM FOR
FISHERMEN**

**A Thesis Submitted To College Arts & Sciences in Partial
Fulfillment of the Requirement for the Master Degree
(Information & Communication Technology)
Universiti Utara Malaysia**

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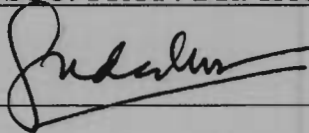
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ABSTRACT

The Web application is an application that is accessed via web over a network such as the Internet or an intranet which have become increasingly necessary in the various fields. The study is on the Web-based Sales Information System for Fishermen to simplify the selling and the buying process for the fish products. The proposed system saves the time and the efforts for the customers to check the required fish products so that they do not have to visit the fishermen's centre in Perlis. Moreover, the Web-based Sales Information System for Fishermen provides an easy way to access the information needed about the fish products in terms of the types of fish and the price.

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CHAPTER 1

INTRODUCTION

1.0 Introduction

With the rapid expansion of e-commerce, more and more products are sold on the Web, and more and more people are also ordering products online. In order to enhance customer satisfaction and shopping experience, it has become a common practice for merchants to sell products online to enable their customers to review or to express opinions on the products that they have purchased. With more and more common users becoming comfortable with the Web, an increasing number of people are writing reviews. As a result, the number of reviews that a product receives grows rapidly.

Some popular products can get hundreds of reviews at some large merchant sites. Furthermore, many reviews are long and have only a few sentences containing on the product. This makes it hard for a potential customer to read them to make an informed decision on whether to purchase the product. If he/she only reads a few he/she may get a biased view. The large number of reviews also makes it hard for manufacturers to keep track of customer opinions of their products. For a product manufacturer, there are additional difficulties because many merchant sites may products, and the manufacturer may (almost always) produce many kinds of This study focuses on problems faced by fisherman in selling fish to the customers

The contents of
the thesis is for
internal user
only

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