REQUIREMENT MODEL FOR SMALL AGRIBUSINESS WEB-BASED MARKETING SYSTEM

IBRAHIM MOHAMED KHALIFA

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REQUIREMENT MODEL FOR SMALL AGRIBUSINESS WEB-BASED MARKETING SYSTEM

A thesis submitted to the Faculty of Information Technology in partial fulfillment of the requirement for the degree Master of Science (Information Communication and Technology) University Utara Malaysia

By

Ibrahim Mohamed Khalifa

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ABSTRACT

The information and communication technology (ICT) provides a good channel to communicate information among businesses. By using this mean, information can be dispersed across geographical boundary and without time constraint. The major ICT applications such as email and web-sites allow businesses to expand their products to the larger market size. Email and web-site can be very cost effective product marketing strategy especially for small and medium enterprises (SME). This kind of marketing strategy has been implemented in various countries for various kinds of products and services. However, the implementation of web-based marketing for small agribusiness enterprises is quite new. This research is intended to discuss the requirement model for small agribusiness web-based marketing system.

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LIST OF ABBREVIATIONS

Acronym	Meaning
SME	Small and medium enterprises
ICT	Information and communication technology
UML	Unified Modeling Language
ASP	Active Server Pages

CHAPTER ONE

INTRODUCTION

The growth of Internet technology offers lot of advantages to individuals and enterprises. For enterprises, advantages can be observed from various aspects of business. Marketing is the major business activities that can utilize this technology. Through Internet, enterprises will be able to expand their business coverage while diminish marketing expenses. The global market provides the enterprises a great challenge to improve their services, therefore the quality of product and services will be the first priority.

The new service offered by Internet is the web-based application services. Web-based provides flexible communication channel between enterprises and customers. Marketing strategy using web-based technology is now gained attention among small and medium enterprises (SME). The web has created a new revolution in marketing by providing much more than just a medium through which organizations can communicate with the public (Palmer & Griffith, 1998). It created a new marketing arena, complete with a new distribution structure, moving enterprises closer to their customers.

In Malaysia, adoption of web-based marketing among SME is quite low. If we look into

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