

**ONLINE CATERING COLLABORATION SYSTEM**

**NUR HAFIZAH BT GHAZALI**

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# ONLINE CATERING COLLABORATION SYSTEM

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By

Nur Hafizah binti Ghazali



**KOLEJ SASTERA DAN SAINS**  
**(College of Arts and Sciences)**  
**Universiti Utara Malaysia**

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Nama Penyelia  
*(Name of Supervisor)* : **MISS SYAHIDA HASSAN**

Tandatangan  
*(Signature)* :  Tarikh (Date) : 27 Oct 2010

Nama Penilai  
*(Name of Evaluator)* : **ASSOC. PROF. AZIZ ROMLI**

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## **ABSTRACT**

Nowadays, internet has become a medium that has a superb marketing solution. With it fast, easy to use and cheap in term of operational cost a marketing process can be done with just a click. E-commerce has significantly affected the business world and will continue to be important. Catering services is one of the industries that have been affected by the rapid growth of e-commerce. From literatures, it is observed that there are still many challenges to be tackled in e-commerce applications. One of the challenges in e-commerce especially in online catering services is lack of integration, flexibility and information sharing between three major entities involved which are customer, caterer and supplier. Hence, this study intends to close the gaps that exist between these three entities which prevent them to move forward.

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## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Introduction**

This chapter described about the background study of catering and e-commerce. This chapter continues to discuss the problem statement regarding the catering and e-commerce application nowadays. The objective, scope and significance of the project are also discussed.

#### **1.2 Background Study**

With the evolving of communication technology nowadays, the Internet technology had give lots of contribution towards Malaysia's income. The topic is related to catering industry in Malaysia, which has potential to expand with the aid of internet based information technology that exists nowadays. Generally, catering industry is closely related to food and drinks enterprise as one of the services to customer. Nevertheless,

The contents of  
the thesis is for  
internal user  
only

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