

CHAPTER 7

CONCLUSION

7.1 Introduction

In this chapter, the outcome from the research is discussed. In addition, the limitation of the system and the future research and development is discussed as well.

7.2 Outcome of the Research

The outcome of this research is based on the objectives that have been mentioned in the previous chapter. The results' achievement can be seen as follow:

- (i) The first objective is to study the marketing strategy in the selected agriculture-based food cottage industry in Malaysia. This objective has been successfully achieved based on research question 1.4(a) which is to study the current marketing industry in Malaysia. The marketing strategy that is used by the agriculture cottage industry entrepreneur has been mentioned in chapter 4, whereas most of marketing strategy used is from mouth to mouth, using banners and attending to trade shows/industry events.
- (ii) The second objective was to identify problems encountered by the cottage industry entrepreneur in the Malaysian market. Based on research question 1.4(b) how the entrepreneur markets their products, through surveys, the problems encountered by the entrepreneur of the cottage industry were identified. This objective was discussed in detail in chapter 4.

Based on the surveys and information gathered, beside competitions among the agriculture cottage industry entrepreneur, expanding the product in the global

market has become a big problem as well. The entrepreneurs lose in the competition and marketing with imported products. In additions, imported products are more dominated in the Malaysian market. In addition, the agriculture-based food cottage industry producer gets difficulty in getting into big retailers.

- (iii) The final objectives is to develop a one-stop system that provides products and company information as well as allows online transaction to take place for seller and buyer to do business transaction. From the surveys and the suggested information gathered, an integrated web-based directory and e-commerce system for agriculture-based food cottage industry is developed based on the research question 1.4(c), which is, what enhancement that can be done to the marketing strategy by the entrepreneurs in order to have better business transactions with the buyers. As seen on the system design, there are 3 level users in the system to easily perform the maintenance and to conduct the transaction. The development of system is based on the functional requirements and non-functional requirements.

By developing an integrated web-based directory and e-commerce system for agriculture-based food cottage industry, this gives another alternative in marketing strategy. As we know in chapter 4, marketing becomes one of the problem in agriculture-based food cottage industry. Not few agriculture-based food cottage industry entrepreneurs have to face the risks to promote its product, such as the location of the company far from the city, difficult to pass the access to reach the location of the company, since only few people know the location of the company. Beside that, many agriculture-based food cottage industry entrepreneurs sell its product through retailer which will make a loss for them because they have to sell at lower prices while the

retailers can sell at a higher price. Moreover, it is difficult to penetrate the big retailer since the competitors are the imported products. Thus, with this integrated web-based directory and e-commerce system for agriculture-based food cottage industry, the agriculture-based food cottage industry entrepreneurs can promote and sell its products directly to buyers without having to go through a retailer.

7.3 Limitation of the Research

There were some constraints faced during completing the research. The first constraint is the inability to find data and information sources that contain the directory system. It was difficult to obtain information about the directory system, since only few information is available, or it can even be said almost nothing. This can be stated that there is no directory system and shopping online system are combined in the existing system.

7.4 Future Work of the Research

After completing this research and the prototype of the integrated web-based directory and e-commerce system for agriculture-based food cottage industry, there is room for future work that can be taken for consideration, such as:

(a) Improve the Interface Design

Based on the comment and suggestion given by the respondent, it is necessary to improve the interface designs more colorful. Improving the interface design is one job that has to be done before the converting this prototype into a real-time system.

(b) Language Support

The Agriculture system enhanced with the addition of foreign languages. Combining English and Malaysian or other languages such as Japanese or French can be used for other option language in this system, considering that almost everyone is using English or Malay language.

(c) Company Service Rating

To improve the service system from a company, the rating system can be added to the company profile. Almost same with feedback, ratings in the form of stars can be given by the buyers. This will give a positive assessment against other buyers who will purchase products at any companies.

7.5 Summary

The integrated web-based directory and e-commerce system for agriculture-based food cottage industry is a system that has strength and limitation. A study has been conducted, starting from the websites analysis of an online shopping websites in Malaysia and overseas, the data collection, up to the prototype development of the integrated web-based directory and e-commerce system for agriculture-based food cottage industry. On the website analysis, there is no websites that offers marketing services for the agriculture-based food cottage industries; furthermore, there is no website that offers a directory system with alphabetical search engine combined with online shopping system. Thus, the introduction of this agriculture-based food cottage industry, which can be supported by whole agriculture-based food cottage industry entrepreneurs in Malaysia, has created a new marketing strategy for agriculture-based food cottage industry.

The integrated web-based directory and e-commerce system for agriculture-based food cottage industry has been developed and has achieved and met all the

objectives and requirements proposed in chapter 1. Many benefits can be obtained from the web-based approaches, which are able to access information that can be done anywhere and at any time.

The limitation faced is that there is only few information about the directory system, only few information could be obtained. Hereby, it can be stated that there is no directory systems which is collaborated with a shopping online system on an existing shopping online website. Moreover, in evolving this system in the future, there are some things to be included, such as improving the interface design, adding a language support and enhancing the ratings to improve the company services.

Finally, critics and suggestions provided by respondents toward in completing the research document is greatly appreciated.