

## **ABSTRACT**

The agricultures produced by local citizens, usually located in rural areas, can be processed into snack. They create small businesses that are called 'cottage industry', since generally they are owned and managed solely by families. Along with its development, agriculture-based food cottage industry encountered some problem especially in terms of marketing. Based on the research done, existing problems faced by the industry is lack of capital and fierce competition between agriculture-based cottage food industry entrepreneurs that has made attempts to global markets quite difficult. This research focused on the marketing problem and how information technology can help to minimize these problems.

In this research, agriculture-based food cottage industries in Bangi, Sepang, Banting, Sungai Besar and Sabak Bernam were visited to complete the data collection process. The methodology used was qualitative method, which was by distributing questionnaires to the respondents. There are two types of questionnaires, the first questionnaire gathered data about the ownership of this business, problems faced, marketing strategy and information about internet usage and the existing online marketing websites which was distributed to the thirty owner of the agriculture-based food cottage business. The second questionnaire was used to gather feedback on system testing and distributed to the ten sellers and ten buyers in order to get their feedback from the prototype of the developed system.

The output of this research is the development of a web-based system that is used to help seller to do marketing more widely through online and to save their time and product promotion cost. In addition, this system also helps buyers to find detail information of the company and products of their interested.

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# TABLE OF CONTENTS

## CONTENTS

Abstract .....	i
Acknowledgement .....	ii
Table of Contents .....	iii
List of Figures .....	xi
List of Tables .....	xvii
List of Appendices .....	xviii
<b>CHAPTER 1: INTRODUCTION .....</b>	<b>1</b>
1.1 Background .....	1
1.2 Statement of Problems .....	3
1.3 Objectives .....	4
1.4 Research Questions .....	4
1.5 Expected Outcomes .....	5
1.6 Scope of Research .....	5
1.7 Motivation .....	6
1.8 Significance .....	7
1.9 Methodology .....	7
1.10 Summary .....	8
<b>CHAPTER 2: LITERATURE REVIEW .....</b>	<b>10</b>
2.1 Introduction .....	10

2.2	Cottage Industry in Malaysia .....	11
2.3	Cottage Industry Overseas .....	12
2.3.1	Cottage Industry in Bangladesh .....	13
2.3.2	Cottage Industry in Indonesia .....	14
2.3.3	Cottage Industry in Sri Lanka .....	14
2.4	Problems in Cottage Industry .....	15
2.5	E-Commerce .....	16
2.6	Web Transaction .....	18
2.7	Directory System Website .....	20
2.8	Company Product Website .....	21
2.9	Analysis of Existing Online Shopping System .....	24
2.9.1	eBay Inc. ....	24
2.9.2	Amazon.com .....	28
2.9.3	Lelong.com, Inc. ....	32
2.9.4	Website Analysis .....	37
2.8	Summary .....	38
 <b>CHAPTER 3: METHODOLOGY .....</b>		<b>40</b>
3.1	Introduction .....	40
3.2	Data Gathering Methodology .....	40
3.2.1	Quantitative Methodology .....	40
3.2.1.1	Questionnaires .....	41
3.2.1.2	Structured Interviews .....	42

3.2.2	Unit Analysis Discussions of Data Collection .....	42
3.2.3	Type of Questions .....	45
3.2.4	Analysis Processing Data Method .....	46
3.3	System Development .....	46
3.3.1	System Development Life Cycle .....	46
3.3.2	Prototype .....	49
3.3.3	Technical .....	49
3.4	Summary .....	50
 <b>CHAPTER 4: DATA ANALYSIS AND FINDINGS .....</b>		<b>51</b>
4.1	Introduction .....	51
4.2	Data Analysis and Findings Data Collection .....	51
4.2.1	Analysis of Data Collection .....	52
4.2.1.1	Choice to be an entrepreneur .....	52
4.2.1.2	Duration running the business .....	52
4.2.1.3	Problem in running the company .....	53
4.2.1.4	Numbers of company branches .....	54
4.2.1.5	The existing marketing strategy .....	55
4.2.1.6	Business risks .....	55
4.2.1.7	Distribution of the product .....	56
4.2.1.8	Experience on the internet usage .....	57
4.2.1.9	Information searching .....	57
4.2.1.10	Experience on the online marketing system .....	58

4.2.1.11	Problems using online marketing system .....	59
4.2.1.12	Assessment of the online marketing system .....	59
4.2.1.13	Existing online marketing system satisfaction .....	61
4.2.1.14	The contribution of the proposed system in selling .....	61
4.2.1.15	Payment Method .....	62
4.2.1.16	Proposed system features .....	62
4.3	Summary .....	64
 <b>CHAPTER 5: SYSTEM ANALYSIS AND DESIGN .....</b>		<b>66</b>
5.1	Introduction .....	66
5.2	Description of the Proposed System .....	66
5.3	Brief Overview of the Proposed System Functions .....	67
5.4	Functional Requirements .....	68
5.4.1	Administrator .....	68
5.4.1.1	Home .....	68
5.4.1.2	User Home .....	68
5.4.1.3	Cottage Industry Company .....	68
5.4.1.4	Product .....	69
5.4.1.5	Newsletter .....	69
5.4.1.6	About Us .....	69
5.4.1.7	Contact Us .....	69
5.4.1.8	Feedback .....	69
5.4.1.9	Frequent Asked Questions (FAQs) .....	70

5.4.1.10	Privacy Policy .....	70
5.4.1.11	Report .....	70
5.4.1.12	Shipping Fee .....	70
5.4.1.13	Seller Information Center .....	70
5.4.2	User Home .....	71
5.4.2.1	Home .....	71
5.4.2.2	Login .....	71
5.4.2.3	Agriculture-based Food Cottage Industry Information Page .....	71
5.4.2.4	Product .....	71
5.4.2.5	Newsletter .....	72
5.4.2.6	Sitemap .....	72
5.4.2.7	Other Shopping Online Link .....	72
5.4.2.8	About Us .....	72
5.4.2.9	Contact Us .....	72
5.4.2.10	Frequent Asked Questions (FAQ) .....	72
5.4.3	Login .....	73
5.4.3.1	Seller .....	73
5.4.3.1.1	Home .....	73
5.4.3.1.2	Seller Information Center .....	73
5.4.3.1.3	Company Profile .....	73
5.4.3.1.4	Company policy .....	74
5.4.3.1.5	Feedback .....	74

5.4.3.1.6	Product .....	74
5.4.3.1.7	Report .....	74
5.4.3.2	Buyer .....	75
5.4.3.2.1	Home .....	75
5.4.3.2.2	My Profile .....	75
5.4.3.2.3	Product .....	75
5.4.3.2.4	My Shopping Cart .....	76
5.4.3.2.5	My History Transaction .....	76
5.4.3.2.6	Feedback .....	76
5.5	Non-Functional Requirements .....	76
5.5.1	Ease of Use .....	76
5.5.2	Maintainability .....	77
5.5.3	Respond Time/Speed .....	77
5.5.4	Security .....	77
5.5.5	Functionality .....	77
5.5.6	User-Friendly .....	77
5.6	System Model .....	77
5.6.1	Structure Design .....	78
5.6.1.1	Structure Design for Administrator Section .....	79
5.6.1.2	Structure Design for User Section .....	79
5.6.1.3	Structure Design for User Login Module .....	80
5.6.2	Context Diagram .....	80
5.6.3	Data Flow Diagram .....	85



5.7	Database Design .....	85
5.7.1	Database Dictionary .....	87
5.8	Tools and Methodology Selection .....	87
5.8.1	Tools Used .....	87
5.8.1.1	Software Requirement .....	87
5.8.1.2	Scripting Language .....	87
5.8.1.3	Database Management .....	88
5.8.1.4	Operating System .....	88
5.9	Hardware and Software Requirements .....	88
5.9.1	Requirement for System Development .....	88
5.10	Human Computer Interaction (HCI) Factors .....	89
5.11	Goals of Users Interface (Usability Factors) .....	90
5.12	Web Page Design Principles .....	90
5.13	Summary .....	91
 <b>CHAPTER 6: SYSTEM ANALYSIS AND DESIGN .....</b>		<b>93</b>
6.1	Introduction .....	93
6.2	System Implementation .....	93
6.2.1	Guidelines on How the System can be Implemented .....	93
6.2.2	Features and Components of the Prototype .....	94
6.2.3	Interface Design .....	94
6.2.4	Sources Codes .....	94
6.3	Testing .....	94

6.3.1	Unit Testing .....	95
6.3.2	Acceptance Testing .....	96
6.3.2.1	Analysis of Seller Acceptance Testing .....	96
6.3.2.2	Analysis of Buyer Acceptance Testing .....	105
6.4	Summary .....	114
<b>CHAPTER 7: CONCLUSION .....</b>		<b>116</b>
7.1	Introduction .....	116
7.2	Outcome of the Research .....	116
7.3	Limitation of the Research .....	118
7.4	Future Work of the Research .....	118
7.5	Summary .....	119
<b>REFERENCES .....</b>		<b>121</b>

## LIST OF FIGURES

Figure 1.1	Illustrates The Research Process Taken For This Study .....	8
Figure 2.1	A Web Transaction Example .....	19
Figure 2.2	A Directory System Example .....	21
Figure 2.3	Hierarchy Structure A Directory System Example .....	22
Figure 2.4	Product and Company Information Example .....	22
Figure 2.5	eBay New Member Registration .....	25
Figure 2.6	eBay Homepage .....	25
Figure 2.7	eBay Selected Item .....	26
Figure 2.8	eBay Item Detail .....	26
Figure 2.9	eBay Review Your Purchase .....	27
Figure 2.10	eBay Payment .....	27
Figure 2.11	Amazon.com New Member Registration .....	29
Figure 2.12	Amazon.com Seller Registration .....	29
Figure 2.13	Amazon.com Homepage .....	30
Figure 2.14	Amazon.com Search Engine .....	30
Figure 2.15	Amazon.com Selected Item .....	30
Figure 2.16	Amazon.com Item Detail .....	31

Figure 2.17	Amazon.com Shipping Address Review Your Purchase .....	31
Figure 2.18	Lelong.com.my Homepage .....	33
Figure 2.19	Lelong.com.my New Member Registration .....	33
Figure 2.20	Lelong.com.my Member Registration Form .....	34
Figure 2.21	Lelong.com.my Categories Store Feature .....	34
Figure 2.22	Lelong.com.my Store Product List .....	35
Figure 2.23	Lelong.com.my Selected Item .....	35
Figure 2.24	Lelong.com.my Shipping Address .....	36
Figure 2.25	Lelong.com.my Member Order .....	36
Figure 3.1	The Waterfall Model of the Software Lifecycle .....	47
Figure 4.1	Choices for Being an Entrepreneur .....	53
Figure 4.2	Years Running the Business .....	53
Figure 4.3	Problems in Running the Agriculture-based Food Cottage	
	Industry Company .....	54
Figure 4.4	Numbers of Branches .....	55
Figure 4.5	The Existing Marketing Strategy .....	56
Figure 4.6	Reason for Distribute Product to Retailer .....	57
Figure 4.7	Searching the Specific Information .....	58
Figure 4.8	The Existing Online Marketing System Assessment .....	60

Figure 4.9	Existing Online Marketing System Satisfaction .....	61
Figure 4.10	Payment Method .....	62
Figure 4.11	Respondent System Features .....	63
Figure 5.1	Main System Integration Web-Based Directory and E-Commerce System For Agriculture-Based Food Cottage Industry Administrator Section .....	68
Figure 5.2	Main System Integration Web-Based Directory and E-Commerce System For Agriculture-Based Food Cottage Industry User Home Main Page .....	71
Figure 5.3	Main System Integration Web-Based Directory and E-Commerce System For Agriculture-Based Food Cottage Industry Seller Section .....	74
Figure 5.4	Main System Integration Web-Based Directory and E-Commerce System For Agriculture-Based Food Cottage Industry Buyer Section .....	76
Figure 5.5	Structure Design of the Integrated Web-Based Directory and E-Commerce System for Agriculture-Based Food Cottage Industry .....	80

Figure 5.6	Structure Design for Integrated Web-Based Directory and E-Commerce System For Agriculture-Based Food Cottage Industry Administrator Section .....	82
Figure 5.7	Structure Design for Integrated Web-Based Directory and E-Commerce System For Agriculture-Based Food Cottage Industry Administrator Section .....	83
Figure 5.8	Structure Design for Integrated Web-Based Directory and E-Commerce System For Agriculture-Based Food Cottage Industry User Login Module .....	84
Figure 5.9	The Context Diagram of the Integrated Web-Based Directory and E-Commerce System For Agriculture-Based Food Cottage Industry .....	85
Figure 5.10	Data Flow Diagram Non-Member Perspective of the Integrated Web-Based Directory and E-Commerce System For Agriculture-Based Food Cottage Industry .....	87
Figure 6.1	The Overall Design Rating .....	97
Figure 6.2	The Seller Features Functionality Rating .....	98
Figure 6.3	The Seller Features Usage Rating .....	98
Figure 6.4	The Seller System Testing Rating .....	99

Figure 6.5	The Seller Usage Familiarity Rating .....	99
Figure 6.6	The Seller Helpfulness System in Daily Operation Rating .....	100
Figure 6.7	The Seller Attractiveness of Interface Design Rating .....	101
Figure 6.8	The Seller Error Notification .....	102
Figure 6.9	The Seller View of the New and Existing Data .....	102
Figure 6.10	The Seller Issues and Problems .....	103
Figure 6.11	The Seller Respondents Comments and Suggestions .....	104
Figure 6.12	The Seller System Usage .....	105
Figure 6.13	The Buyer Feature Functionality Rating .....	106
Figure 6.14	The Buyer Features Functionality Rating .....	106
Figure 6.15	The Buyer Features Usage Rating .....	107
Figure 6.16	The Buyer System Testing Rate .....	108
Figure 6.17	The Buyer Usage Familiarity Rating .....	108
Figure 6.18	The Buyer Helpfulness System in Purchasing the Products .....	109
Figure 6.19	The Buyer Attractiveness of Interface Design Rating .....	109
Figure 6.20	The Buyer Error Notification .....	110
Figure 6.21	The Buyer View of the New and Existing Data .....	111
Figure 6.22	The Buyer Issues and Problems .....	112
Figure 6.23	The Buyer Comments and Suggestions .....	113

Figure 6.24 The Buyer System Usage ..... 113



## LIST OF TABLES

Table 2.1	Definition of SMEs in Malaysia .....	11
Table 2.2	Identification of Privacy Risks per Process .....	20
Table 2.3	System Features Analysis E-Commerce Websites .....	37
Table 6.1	Unit Testing for Seller Login Module .....	95
Table 6.2	Unit Testing for Seller Facility Payment .....	96

## LIST OF APPENDICIES

Appendix A	Agriculture-based Food Cottage Industry	
	Companies in Malaysia .....	125
Appendix B	Questionnaire .....	130
Appendix C	Commercial Banks in Malaysia .....	145
Appendix D	Database Dictionary .....	146
Appendix E	Interface Design (Administrator Section) .....	159
Appendix F	Interface Design (User Section) .....	163
Appendix G	Interface Design (Seller Section) .....	167
Appendix H	Interface Design (Buyer Section) .....	171
Appendix I	Source Codes (Administrator Section) .....	175
Appendix J	Source Codes (User Section) .....	180
Appendix J	Source Codes (Seller Section) .....	193
Appendix K	Source Codes (Buyer Section) .....	211