

**University Technology Mara**

**Dropship Management in Mobile  
Application  
(ezDrop)**

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**December 2018**

## **ACKNOWLEDGEMENT**

Alhamdulillah, praises and thanks to Allah because of His Almighty and His utmost blessings, I was able to finish this research proposal for Final Year Project (FYP) in semester five and six within the time duration given. Alhamdulillah this research proposal has been successfully completed although there have been hardship and stressful since start the research process.

Behind this successful FYP, there are a lot of amazing helpful people that help me through this study. Firstly, my special thanks to my supervisor, Puan Saidatul Rahah Binti Hamidi to accept me as her student. She has guide me from the beginning of research project until now in making report proposal, gave me a lot of idea and her opinion, and motivate me to complete my research project. Without her, I was not able to finish my proposed research successfully. Thus, numerous thanks to her.

Special appreciation also goes to my CSP600/CSP650 lecturer, Dr. Emma Nuraihan Binti Meor Ibrahim that also has guide me for the whole semester. She also gives full of support and gave me a lot of idea through this project.

Finally, I would like to give my gratitude to my dearest friends and beloved family. Even though our project does not carry the same field, we can discuss and give opinion and it was a great help. And to my family, they are always support me behind my back and encourage me to not to give up. Hence, I would like to say thanks to these great people.

## **ABSTRACT**

Online business is rapidly growing since advancement of Internet and technology. Therefore, there are many online retailers are offering dropshipping as their method of fulfillment. Dropshipping fulfillment is a revolution of order fulfillment in e-business where dropships is act as an intermediary between customers and supplier. In this project, a study has been conducted on Natasya Couture's dropships to solve their issues in retrieving product information, managing orders and track order status. Therefore, this project is propose to replace the current platform for dropship to manage the dropshipping process in more efficiently by using mobile technology. The scope of this project is done for Natasya Couture's dropships only and will be develop in Android platform. This project is using Mobile Application Development Life Cycle's approach in developing ezDrop mobile application. The significances of this mobile application will be a real-time inventory which is to auto-update the current stocks. In conclusion, ezDrop is hoped can solve the main issues that faced among the dropships and also can be enhanced more in term of platform which is in iOS.

Keywords: e-business, dropship, mobile technology, real-time inventory, Mobile Application Development Life-Cycle (MADLC)

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# **CHAPTER ONE**

## **INTRODUCTION**

This chapter clarifies the proposition and brief overview on this project. This chapter is began with the project background, problem statement, objectives of the project, scopes and the significance of this project

### **1.1 PROJECT BACKGROUND**

Revolution of internet had influenced the number of internet users in Malaysia. According to the current research by Malaysian Communications and Multimedia Commission (MCMC), there are approximately 24.5 million users (76.9%) from 32 million people are internet users, and the others 7.5 million (23.1%) non-internet user. The statistic shows that internet become necessity among Malaysian. The power of internet in this current globalization of technology has evolved people to implement business environment from traditional way to online business. According to Xing, Grant, McKinnon, & Fernie, revolution of internet bring improvement in business by providing another way to do shopping which is becoming an online business. (As cite in Jahari et al., 2016).

Online business is uptrend in Malaysia. Most people tends to buy product through online transaction instead of traditional way (Jahari et al., 2016). There are a few kind of online transaction that exist such as electronic government, online banking, online purchase and online dropship transaction (Tan et al., 2013). The higher number of online shoppers influence the numbers of e-retailer in online business. Therefore, in order to broaden their own business to society they need to conduct strategies marketing. Drop shipping is one of the strategies to market product widely as buying goods through drop ship agent also a new trend in Malaysia (Jahari et al., 2016).