

UNIVERSITI TEKNOLOGI MARA

**ORDERING SYSTEM FOR
INA PARTY SHOP
USING ENGEL-KOLLAT-BLACKWELL
(EKB) MODEL**

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ABSTRACT

Ina Party Shop is a retail and event supplies business in Johor Bahru selling items such as balloons, bouquets, hampers, and decorations. The shop faced significant inefficiencies with its manual WhatsApp-based ordering process, leading to delays, limited accessibility, and frequent errors that affected customer satisfaction and operations. This project aimed to identify these issues, design and develop an improved ordering system based on the Engel-Kollat-Blackwell (EKB) Model, and evaluate its usability and functionality. The system was developed using the System Development Life Cycle (SDLC) with an adapted Waterfall Model, covering planning, analysis, design, implementation, testing, and documentation. Key tools included data flow diagrams, ERDs, user interface wireframes, and expert and user evaluations. The final system allows customers to browse products, place online orders, make secure payments, and track orders in real time, while staff and managers can manage inventory, handle orders, and generate reports. User evaluation showed the highest mean score of 4.55 (SD = 0.57) for the system interface, and valuable expert feedback emphasized opportunities to enhance the backend workflow, improve delivery time and date control, streamline order cancellation and refund processes, strengthen reporting capabilities, clarify order handling procedures, and optimize staff-customer notifications. The EKB Model supported all five stages of consumer decision-making, from need recognition to post-purchase feedback. Overall, the system improves order efficiency, customer experience, and management insight for Ina Party Shop. Future enhancements may include delivery scheduling, refund and cancellation features, and expanded marketing functionalities to reach a wider customer base.

TABLE OF CONTENTS

| CONTENT | PAGE |
|----------------------------------|-------------|
| SUPERVISOR APPROVAL | iii |
| STUDENT DECLARATION | iv |
| ACKNOWLEDGEMENT | v |
| ABSTRACT | vi |
| TABLE OF CONTENTS | vii |
| LIST OF FIGURES | xii |
| LIST OF TABLES | xvii |
| LIST OF ABBREVIATIONS | xix |
| | |
| CHAPTER ONE: INTRODUCTION | 1 |
| | |
| 1.1 Background of Study | 1 |
| 1.2 Current Business Process | 3 |
| 1.3 Problem Statement | 5 |
| 1.4 Objectives | 8 |
| 1.5 Scope | 8 |
| 1.5.1 Users | 8 |
| 1.5.2 Functionalities | 9 |
| 1.5.3 Process | 10 |
| 1.5.4 Data | 10 |
| 1.6 Significance | 11 |
| 1.7 Project Framework | 12 |
| 1.8 Gantt Chart | 15 |
| 1.9 Conclusion | 16 |

| | |
|---|-----------|
| CHAPTER TWO: LITERATURE REVIEW | 17 |
| 2.1 E-Commerce | 17 |
| 2.1.1 Overview of E-commerce | 17 |
| 2.1.2 History and Evolution of E-commerce | 18 |
| 2.1.3 Advantages of E-commerce | 20 |
| 2.1.4 Characteristics of E-commerce | 21 |
| 2.1.5 E-commerce in the Retail and Event Supply Industry | 24 |
| 2.1.6 Role of E-commerce in Online Ordering System | 25 |
| 2.2 Online Ordering System | 26 |
| 2.2.1 Features of Online Ordering System | 27 |
| 2.2.2 Advantages of Online Ordering System | 29 |
| 2.2.3 Application of Online Ordering System | 30 |
| 2.3 Engel-Kollat-Blackwell (EKB) Model | 31 |
| 2.3.1 Components of Engel-Kollat-Blackwell (EKB) Model | 32 |
| 2.3.2 Application of EKB Model in System Design | 33 |
| 2.3.3 Evaluation and Testing Engel-Kollat-Blackwell (EKB) Model | 36 |
| 2.4 System Development Life Cycle (SDLC) | 39 |
| 2.4.1 Waterfall Model | 40 |
| 2.4.2 Adapted Waterfall Model | 42 |
| 2.4.3 Justification for Chosen Model | 44 |
| 2.4.4 Application of the Model | 44 |
| 2.4.4.1 Planning Process | 44 |
| 2.4.4.2 Analysis Process | 45 |
| 2.4.4.3 Design Process | 45 |
| 2.4.4.4 Implementation Process | 46 |
| 2.4.4.5 Testing Process | 46 |
| 2.4.4.6 Documentation Process | 47 |
| 2.5 Similar Existing Systems | 47 |
| 2.5.1 Bloom This | 48 |
| 2.5.2 Scentales | 55 |
| 2.5.3 The Vintage Garden | 63 |
| 2.5.4 Comparison of Similar Existing System | 70 |