

UNIVERSITI TEKNOLOGI MARA

**CAFE ONLINE ORDERING SYSTEM
FOR TRIPLE E CAFE ENTERPRISE
USING E-STOREFRONT MODEL**

NUR HANIS NABIHAH BINTI ROSMAIDI

**BACHELOR OF INFORMATION SYSTEMS
(Hons.) BUSINESS COMPUTING**

JULY 2025

ACKNOWLEDGEMENT

Alhamdulillah, praise and thanks to Allah because of His Almighty and His utmost blessings, I was able to finish this research within the given time duration. Firstly, I would like to express my special gratitude to my supervisor, Madam Mazlyda Binti Abdul Rahman, for the continuous support and valuable advice together with feedback in doing this project. Her vast experience, patience, and dedication helped me to overcome various problems and barriers during the development process. I feel thankful for the mentorship and learning provided by her.

I would also like to extend special thanks to my beloved parents for the regular encouragement, moral support, and understanding during the most challenging periods in our quest. Their belief in me, coupled with a willing ear, has greatly inspired and encouraged me.

Lastly, I would like to extend my appreciation to my beloved friends for guiding and motivating me to finish my research. I thank all those persons in the university and outside who have directly or indirectly contributed to the successful completion of this project. May Allah bless you all and reward you for your kind consideration and assistance.

ABSTRACT

This paper proposes an e-storefront model to develop the Cafe Online Ordering System for Triple E Cafe Enterprise to help eliminate these inefficiencies of the existing manual ordering system. The system will try to smoothen the operational process by integrating e-commerce into it, which in turn will minimize waiting time, enhance customer experience, and have order accuracy. The system will provide facilities where customers can browse the menu, place orders, track orders, and make online payments securely. Staff can manage inventory, update order statuses, and handle customer feedback efficiently, while managers can manage sales reports without increasing the workload of the staff and minimizing human errors. Using the Adapted Waterfall Model for development, following a structured sequence of planning, analysis, design, implementation, testing, and documentation. the system will include user roles for managers, staff, and customers, ensuring a comprehensive functionality and usability aspect. The final system was evaluated through expert evaluation and usability testing involving 30 users. The results indicated high levels of user satisfaction in terms of functionality, interface design, and ease of use. Experts highlighted the system's effectiveness in supporting a smooth ordering process and recommended minor improvements. The implementation of the system led to significant improvements in the business process, including reduced human error, automated sales tracking, and better communication with customers. This study demonstrates the potential of adopting an e-storefront approach to modernize traditional cafe operations to improve customer engagement, and support business growth in a competitive digital environment.

TABLE OF CONTENTS

| CONTENT | PAGE |
|--------------------------------|-------------|
| SUPERVISOR'S APPROVAL | i |
| STUDENT'S DECLARATION | ii |
| ACKNOWLEDGEMENT | iii |
| ABSTRACT | iv |
| TABLE OF CONTENTS | v |
| LIST OF FIGURES | x |
| LIST OF TABLES | xiii |
| LIST OF ABBREVIATIONS | xv |
| CHAPTER 1: INTRODUCTION | 1 |
| 1.0 Background of Study | 1 |
| 1.1 Current Business Process | 3 |
| 1.2 Problem Statement | 5 |
| 1.3 Objective | 6 |
| 1.4 Scope | 7 |
| 1.5 Significance | 8 |
| 1.6 Project Framework | 9 |

| | |
|--|-----------|
| 1.7 Gantt Chart | 10 |
| 1.8 Conclusion | 11 |
| CHAPTER 2: LITERATURE REVIEW | 13 |
| 2.0 Introduction | 13 |
| 2.1 E-Commerce System | 13 |
| 2.1.1 Overview about E-commerce | 14 |
| 2.1.2 History and Evolution of E-commerce | 15 |
| 2.1.3 E-commerce Business Model | 16 |
| 2.1.4 Advantages of E-commerce | 17 |
| 2.1.5 E-commerce in the Food and Beverage Industry | 19 |
| 2.2 Online Ordering System | 20 |
| 2.2.1 History and Concept of Online Ordering System | 21 |
| 2.2.2 Advantages of Online Ordering System | 22 |
| 2.2.3 Online Ordering System in the Food and Beverage Industry | 23 |
| 2.2.4 E-storefront in Online Ordering System | 24 |
| 2.3 E-Storefront Model | 25 |
| 2.3.1 Features of an E-storefront Model | 26 |
| 2.3.2 Benefits E-Storefronts | 27 |