UNIVERSITI TEKNOLOGI MARA

THE DEVELOPMENT OF AN E-COMMERCE SYSTEM FOR ANGGERIS COTTAGE WITH PRODUCT CUSTOMIZATION FEATURES

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ABSTRACT

E-commerce systems are essential for businesses as they improve operational efficiency, enhance customer experience, and support business growth through digital technologies. Anggeris Cottage is a business that produces handcrafted wooden products. However, its current ordering process relies on social media platforms, making it time-consuming, prone to communication errors, and inefficient in managing product customization requests, payment verification, and business records. To address these issues, this project aims to develop an E-Commerce System for Anggeris Cottage with Product Customization Features by implementing Product Customization Features. The system enables customers to customize handcrafted wooden products according to their preferences while providing a more systematic ordering process for the business.This project follows the Adapted Waterfall Model, consisting of seven phases: Initial Study, Planning, Analysis, System Design, Implementation, Testing and Evaluation, and Documentation. The system is designed to improve the existing business process by providing a web-based platform that supports product customization, order management, inventory management, customer management, and sales reporting. The evaluation was conducted through expert evaluation involving three experts, and user evaluation involving 43 potential users using the System Usability Scale (SUS) questionnaire.The evaluation demonstrated that the developed system fulfils the required functional and usability requirements and is suitable for practical implementation. The developed system is expected to improve the efficiency of business operations, reduce manual processes, and provide customers with a more convenient online shopping experience. Overall, the system supports the digital transformation of Anggeris Cottage and provides a foundation for future enhancements to further improve its functionality and user experience.