UNIVERSITY TEKNOLOGI MARA

THE DEVELOPMENT OF E-COMMERCE SYSTEM FOR VIOLETTE HOME TEXTILE USING E-STOREFRONT MODEL

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ABSTRACT

E-commerce has become an important platform for small and medium-sized businesses to improve daily operations and remain competitive in today's digital environment. This project involves the development of an e-commerce system for Violette Home Textile, a local home textile retailer in Ipoh, Perak that sells imported products such as tablecloths, runners, cushion covers, and related accessories. Before the system was developed, business operations were handled manually and relied heavily on in-store transactions, which limited customer access, reduced market reach, and caused issues in pricing, payment handling, and stock management. Three main problems were identified which are limited customer purchasing access and market reach, inaccurate price entry and payment handling, and manual inventory record and stock management. In line with these issues, the objectives of this project were to determine system requirements, to design and develop an e-commerce system for the business, and to evaluate its functionality and usability. The system was developed based on the E-Storefront Model using the Adapted Waterfall approach, which included planning, analysis, design, implementation, testing, and documentation. User requirements were gathered through interviews and questionnaires. System testing was conducted using structured test plans involving customers, staff, and management. User evaluation was carried out with 34 respondents using the System Usability Scale and E-Storefront Model evaluation, while expert evaluation involved three information systems specialists. The findings showed that the system performed well in terms of functionality, usability, and reliability. A System Usability Scale score of 91.85 indicates excellent user acceptance, while the E-Storefront evaluation confirmed high satisfaction with the system's core features. Overall, the system supports more efficient business operations and provides a strong foundation for the future digital growth of Violette Home Textile.