



**THE BENEFIT OF E-COMMERCE AUTOMATION FOR
MERCHANT USING AVANA**

NOR ZAHIDAH BINTI ZAKARIA

2015430512

BACHELOR OF BUSINESS ADMINISTRATION (HONS.)

MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA SEGAMAT, JOHOR

JUNE 2018

**THE BENEFIT OF E-COMMERCE AUTOMATION FOR
MERCHANT USING AVANA**

NOR ZAHIDAH BINTI ZAKARIA

2015430512

Submitted in Partial fulfilment

Of the requirement for the

Bachelor of Business Administration (Hons) Marketing

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
JOHOR

JUNE 2018

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION
WITH (HONOURS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA

"DECLARATION OF ORIGINAL WORK"

I, Nor Zahidah Binti Zakaria, (I/C Number: 960623-14-5416)

Hereby, declare that:

This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.

This project-paper is the result of my independent work and investigation, except where otherwise stated.

All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

A handwritten signature in black ink, appearing to be 'Nor Zahidah', written over a horizontal line.

Date: 28th June 2018

TABLE OF CONTENT

DECLARATION OF ORIGINAL WORK	i
LETTER OF TRANSMITTAL	ii
ACKNOWLEDGEMENT	iii
LIST OF TABLE	vii
LIST OF FIGURE	vii
ABSTRACT	viii
CHAPTER 1 : INTRODUCTION	
1.0 Introduction	1
1.1 Background of Study	1
1.2 Background of Company	2
1.2.1 Vision and Mission Company	2
1.3 Problem Statement	3
1.4 Research Objective	4
1.5 Research Questions	4
1.6 Scope of Study	4
1.7 Significant of Study	5
1.7.1 To Researcher	5
1.7.2 To Organization	5
1.7.3 To Merchant	5
1.8 Limitation of Study	6
1.8.1 The Number of Competitors	6
1.8.2 Time Frame of Study	6
1.8.3 Limitation of Data Sources	6

ABSTRACT

In nowadays, people more depends on technology because it more convenient. E-commerce refers to business activities involving consumers, manufacturers, services providers, and intermediaries using computer network. The purpose of this study is to find the benefit of e-commerce automation for merchant using AVANA. The problem statement of this study is merchant need to collect payment and orders manually via chat apps so that merchant need to answer all the questions from the customers one by one, merchant late use e-commerce as their platform to sell their product, new merchant do not know how to sign up, merchant do not know how to start with the good e-commerce. The method for the research paper uses qualitative study. To conduct the qualitative study, interview session were conducted. The usage of qualitative is to understand on how to be a merchant. The findings showed that there is the step on how to be a merchant. Other than that, the experience the company with the other e-commerce. The finding also show the benefit of e-commerce. Last but not least, the competitive advantages of company that have e-commerce. From the research, we can see the alternative to provide a guideline for first time user and do marketing on how to register with AVANA.

Keywords : *E-commerce, Benefit, Experience, Merchant*