

Universiti Teknologi MARA

**Westica Online Ordering System via SMS
Notification**

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ABSTRACT

This project was prepared according to the design and implementation of a web-based system for online ordering with the ability to view the product and makes the order. It is known as Westica Online Ordering System via SMS Notifications. Online ordering encompasses all the activities a business conducts via World Wide Web with the aim to attract new business, retain current business and develop its brand identity. This project will emphasize to view the online catalogue anytime, whether it's adding new product or adjusting price without the expense and time of traditional print catalogue. This system will also help the customers of Westica Company to make order online. The SMS notification will send to the new customers to inform their usernames and password for next action and also to advertise the new products to the current customers through SMS. The reason of why the researcher use SMS notification rather than email because the information can transmit more faster and efficient. The methodology approach used in this project was Iterative Development which is consists of five phases that are planning, data analysis, design, development and testing. This system was developed using PHP programming language, PhpMyAdmin as database, WAMP, Ozeki as a SMS server, mobile phone as a GSM device and a notebook. This system is running on Windows XP Professional operating system.

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CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter is all about the background of this research project. Besides that, it also discuss about the problem statement, project's objective, projects significant, and project's scope.

1.1 Project Background

Nowadays, there are a lot of direct selling marketing products that are growth rapidly. The products that are usually produced to customer are for lifestyle, healthy, cosmetics and so on. There are a lot of companies that sell their products in direct selling marketing. The customer's targets for this product are women and men.

Westica is one of the popular direct selling products among customers. Most of the products are for lifestyle such as handbag, shoes, clothes, accessories and others. The design and style of their product is up to date and always fulfill the demand of the customer. The products are promoted through the paper catalog