UNIVERSITI TEKNOLOGI MARA

DEVELOPING E-COOKIES BUSINESS MODEL

SURIANTY BINTI MOHD SOPIAN

Thesis submitted in fulfillment of the requirements for
Bachelor of Science (Hons.) (Information Technology)
Faculty of Computer and Mathematical Sciences

November 2010

ACKNOWLEDGEMENT

In the Name of Allah, the Most Majestic and the Most Merciful and Him alone is worthy of all praise. Alhamdulillah, I am really grateful to Allah S.W.T for giving me strength and opportunity to complete my final year project as a fulfillment of the requirements for the course ITS 690 (IT Project). This report was made possible by the efforts of many people who provided valuable information and energy.

Firstly, I would like to express my special thank to my supervisor and also my coordinator for IT Project subject (ITS 690), Madam Jamaliah Taslim for her supervision, support, patient, advice, guidance and willingness through the preparation of this project. Your helps, advices, and thoughts are greatly appreciated.

Next, to my family, thanks a lot especially to my parents and my husband for encouraging through the difficult times, supported when needed, and believed in me throughout my research. Many thanks also to all my friends who are helping me during my research until it has completed. Thank you so much for sharing the ideas and thoughts. In addition, thanks also to my examiner and SIG of my final year project for giving me guidance in correcting my mistakes and recommendations in improving my research. Lastly, thank you again to them who are involve for giving help and cooperation in order to meet my research goals.

ABSTRACT

The idea for this research on developing e-Cookies business models emerged when e-business, e-commerce and the so called new economy were blooming and booming. This research was prepared according to the elements and design which related to business model of e-Cookies. There are a lot of cookies websites in Malaysia, but it still not convenience enough to the users in order to buy the cookies online. The ordering process takes so much time to interact with customers and most bakers have a small marketing budget to advertise their products and services in a local region. The objectives of this research are identifying the elements for bakery business and developing the prototype to demonstrate business model of e-Cookies. To achieve objectives; survey, interview and observe the existing cookies websites were being done. As a result, the elements of e-Cookies are value proposition, relationship, distribution channel, activity, capability, cost structure, and revenue flows. This research concludes that, the e-Cookies is the alternative way in promoting the products to users in order to enlarge market segment in cookies business industry.

TABLE OF CONTENTS

CONTENTS		PAGE
APPROVAL		ii
DECLARATION		iii
ACKNOWLEDGEMENT		iv
ABSTRACT		v
TABLE OF CONTENTS		vi
LIST OF FIGURES		xii
LIST OF TABLES		xiv
CHAPTER 1 – INTRODUCTION		1
1.1	Introduction	1
1.2	Research Background	1
1.3	Problem Statement	3
1.4	Research Questions	4
1.5	Research Objectives	5
1.6	Research Scope	5
1.7	Research Significances	6
1.8	Research Organization	7

CHAPTER 2 – LITERATURE REVIEW 9

2.1 Introduction 9

2.2 E-Cookies 9

2.2.1 Definition 9

2.2.1.1 Biscuits 9

2.2.1.2 Cookies 11

2.3 Electronic Commerce 14

2.3.1 Business to Customer (B2C) 16

2.3.2 Customer Activities in B2C e-Commerce 17

2.3.2.1 Product Search 17

2.3.2.2 Comparison Shopping 18

2.3.2.3 Product Selection 18

2.3.2.4 Negotiation of Terms 18

2.3.2.5 Placement of Orders 19

2.3.2.6 Payment Authorization 19

2.3.2.7 Receipt of Product and after sales customer support 19

2.3.3 Benefits of e-Commerce 20

2.3.3.1 Benefits to Organizations that Use e-Commerce 20

2.3.3.2 Benefits to Consumers that Use e-Commerce 21

2.3.3.3 Benefits to Society 22

2.4 Business Model 23

2.4.1 Definition 23

2.4.2 Elements of Business Model 31