

**Universiti Teknologi MARA**

**E-Kuih Raya : Improving Product Display Image**

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

May 2010

## ACKNOWLEDGEMENTS

**" In the name of Allah, Most Gracious, Most Merciful"**

Alhamdulillah and I were grateful to Allah S.W.T for blessing me in order to complete my proposal report within the available period. Without the help and supporting of important people, I would not write my acknowledgement to show how much I was thankful to them.

First of all, special thanks to my supervisor, Mdm. Nor Aziah Binti Daud for her co-operative in guiding me to complete the proposal requirement, constant guidance, numerous ideas and also for all valuable advices that I really appreciate. Secondly, my biggest thanks to my coordinator, Dr Fariza Hanis Binti Abd Razak in assisting and guiding me throughout the completion process of this report. The data source for this study was provided by the UiTM digital library to give an access and sources from ACM, IEEE, Direct Science and Springer link. I appreciate the generosity of all of these sources including the cooperation from the FWISS BAKE Sdn Bhd to finish my project.

Last but not least, thank you so much to my fellow friends for give an ideas and assisting me to complete the proposal, May Allah S.W.T repay all your kindness. Thank you.

## ABSTRACT

Electronic commerce is a business performs over the Internet that has been a major trend in this century. Many businesses are moving online to expand their business revenue in international or local markets. In this research study, the business model that is implemented is online store model. Online store model is one of the essential elements in electronic commerce. There are several online store features used in this study which is the electronic catalogue, electronic payment, and add to cart function. The main focus in this research study is to apply the presentation format of product display image in developed prototype based on the results and findings in the research. The proposed prototype is based on electronic Kuih Raya (e-Kuih Raya) online system. Most of the Kuih Raya websites in Malaysia are not implementing the ideal product display format in displaying their Kuih Raya products. This research study is to develop a new proposed prototype in one of the bakery stores in Shah Alam called Fwiss Bake with the main focus of implementing the product display image. This proposed prototype is to assist the current Kuih Raya websites to improve their product display image.

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