

**CENTRALIZE RETAIL APPLICATION AND CUSTOMIZATION (CRAC) IN
MALAYSIAN PERSPECTIVE**

BY

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ABSTRACT

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Transforming from traditional retail business to electronic retail business is important for retailers who want to grow their business and gain competitive advantage. Many retailers take a shortcut transforming to online business without analyzing the potential risk and problems. Consequently many of them fail and fall back to traditional methods. Retailers do not realize the importance of business model for e-tailing to support the business growth as well as organizing changes. It seems like retailers and consumers need a new platform or business model to encourage their involvement in electronic retailing. Thus, the introduction of new CRAC (Centralize Retail Application & Customization) business model perhaps will bring the alternative solution for electronic retailing to success. This research paper will discuss about the CRAC business model as a new platform for electronic retailing in Malaysia. The research includes the study of retail business, retail information system, electronic marketplace, technology infrastructure and online consumer behavior in Malaysia.

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CHAPTER I

INTRODUCTION

1.1 INTRODUCTION

During the past few years numerous e-tailing startups have appeared, seeking new market opportunities. However, market development has not been as successful and rapid as expected. Troubled with lack of profitability, many electronic retailers were forced to close their businesses. Unfortunately, these are not isolated cases as other retailers may soon face this same fate.

Migrating from traditional retail business to electronic business is important for retailers who want to win a competitive advantage. Electronic retailing seems brings more benefit to retailers in term of convenience, accessibility to global market, reduce advertising, greater customer involvement and increased profitability. However electronic retailing also create many limitations for retailers and consumers.

The needs of a new of business model are important to encourage more retailers and consumers involve in electronic retailing. The introduction of new CRAC (Centralize Retail Application & Customization) business model perhaps will brings the alternative solution for electronic retailing to success.