

Universiti Teknologi MARA

E-Commerce Website for Kokoci Cattery

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ABSTRACT

The growth of e-commerce has transformed the way businesses operate in the modern world. In response to this shift, Kokoci Cattery, a physical cat pet store, decided to establish an e-commerce website to enhance the customer experience. The aim of this project was to provide comprehensive product information, a user-friendly e-commerce website. The development of the e-commerce website followed an adapted waterfall model, which consists of six phases. This approach was chosen after an analysis of Kokoci Cattery's existing business processes and challenges, through interviews with the owner, Encik Saiful Anuar Bin Abdul Kudus. The e-commerce website for Kokoci Cattery has brought significant improvements to the company's operations. Customers can now effortlessly browse and purchase products online. The e-commerce website has undergone thorough testing to ensure its functionality and usability. In the future, further enhancements, such as expanded payment options and advanced delivery tracking, can be made. By embracing e-commerce technology, Kokoci Cattery has positioned itself for continued growth and success in the rapidly changing business environment.

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