

**Universiti Teknologi MARA**

**Teoh Poh Wah Enterprise Ecommerce System  
(e-TPWE)**

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*“In the name of Allah, the compassionate, the Merciful, Praise be to Allah, Lord of Universe, and peace and prayers be upon His Final Prophet and Messenger”*

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## ABSTRACT

Customer relationship management (CRM) is important to the business to turn an individual customer into long-term customer relationship and to help business to increase the business revenue. Maintaining the customer relationship is vital to any e-commerce site, since the cost of maintaining existing customer is less expensive compare the cost to acquire new customer. Based on the case study of retail furniture company, it had been identified some issues in dealing with the customer such as lack of delivering product information to the customer. Thus, the aim of this project is to develop Teoh Poh Wah Enterprise (TPWE) e-commerce system by implementing the features of one type of CRM applications which is customer touching application. The project framework consist of six phases which are project preliminary investigation, analysis, design, implementation, evaluation and lastly documentation. Methodology used to develop this system is Waterfall Model. After that, functionality and usability testing were conducted that involved three experts and 30 potential users based on the six constructs. As a result, construct for search has the highest mean which is 4.18. This indicates that, the respondents are agreed with the search function in this system which comply with the features of customer touching application. As a conclusion, CRM in e-commerce system are argued to be implemented in order to increase customer satisfaction, customer loyalty and subsequently increase the profit of the business so that the business can survive in long term period in e-commerce industry.

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