

“THE CHALLENGES OF E-COMMERCE”

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Submitted in Partial Fulfillment
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BACHELOR OF BUSINESS ADMINISTRATION
(HONS) INTERNATIONAL BUSINESS
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“DECLARATION OF ORIGINAL WORK”

I, **Ahmad Fahmy Bin Ahmad Tajudin**, (I/C Number: **881205-56-6183**)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being currently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged

Signature: _____

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LETTER OF SUBMISSION

3 May 2011

Head of Program

Bachelor of Business Administration (Hons) International Business

Faculty of Business Management

Universiti Teknologi MARA

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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “THE CHALLENGES OF E-COMMERCE” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely

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Bachelor of Business Administration (Hons) International Business

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ABSTRACT

This research paper is about a study on the challenges of e-commerce. The objective of the study is to identify the most critical factors that contribute to the challenges of e-commerce. In this study, primary and secondary data will be used. This includes questionnaires, journals, books, and articles. At the end of this study, the most important factor that affects the challenges of e-commerce is mutual trust since it has the highest mean compared to other factors. The highest mean is the highest ranking while the lowest mean is the lowest ranking. It can be concluded that the ranking of the factors that affect the challenges of e-commerce are mutual trust, implementation cost and security issues.

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