



E-COMMERCE WEBSITE AS A SALES CHANNEL FOR SMALL
MEDIUM ENTERPRISES (SME)

ANIS SURAYA DAUD

2008700577

BACHELOR OF BUSINESS ADMINISTRATION (HONS)

MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

BANDARAYA MELAKA

OCT 2010

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Submitted in Partial Fulfillment of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing

FACULTY OF BUSINESS MANAGEMENT

UiTM BANDARAYA MELAKA

2010



**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, Anis Suraya Daud (I/C Number: 870418-14-5610)

Hereby, declare that,

- ❖ This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- ❖ This project paper is the result of any investigation 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: _____

Date: _____

LETTER OF SUBMISSION

October 2010

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi Mara,
Kampus Bandar Melaka
110 Off Jalan Hang Tuah
75300 Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**E-COMMERCE WEBSITE AS A SALES CHANNEL FOR SMALL MEDIUM ENTERPRISES (SME)**” to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you,

Anis Suraya Daud
2008700577
Bachelor of Business Administration (Hons) Marketing

ABSTRACT

Pernec Corporation Berhad has introduced the Halalsquare portal e-commerce website as a sales channel for Small Medium Enterprises (SME) and the problem statement has been identified that low number of visitors in portal, many competitors out there provides same services with HalalSquare and low sales on online transaction.

The objective of the study is know to evaluate whether HalalSquare has the components of good e-commerce website, to determine whether HalalSquare has the necessary components to become effective, success and has good quality and to know whether HalalSquare has their diversify on its business to retain its stability and earn more profit

The result of the research was obtained by using three methods which was gap identification, SWOT analysis, and competitive advantages. All the objectives of this study has been achieved and well defined.