

UNIVERSITI TEKNOLOGI MARA
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Final Report:
**‘An Empirical Study of E-Commerce Applied
by Boustead Information Technology Sdn.
Bhd.’**

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**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
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DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

I, Ros Dalia Binti Kahadin, (I/C Number: 860723-06-5028)

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 my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and source of my information have been specifically acknowledged.

Signature: -----
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LETTER OF SUBMISSION

7 May 2010

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
MELAKA

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “AN EMPIRICAL STUDY OF E-COMMERCE APPLIED BY BOUSTEAD IT SDN.BHD.” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you,

Yours sincerely,

ROS DALIA BINTI KAHADIN
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ABSTRACT

This case study was conducted to determine the best marketing and promotional tools that can be applied on to the BIT-e portal. For the Chapter 1 explains the background and the introduction of the research. Chapter 2 is explaining the literature review to support the research, while Chapter 3 explores the research methodology and the sampling technique. In Chapter 4 will discuss the finding and the last chapter is Chapter 5 will share the conclusion and the recommendation towards the finding.

The finding shows that BIT-e is more focused on offline marketing rather than online marketing even though there had put e-commerce activity in the company's websites. Based on the finding, some recommendations have been suggested in order to help Boustead Information Technology Sdn. Bhd improved the marketing activities via online and also will enhance their service performance to increase profit.

