

**Universiti Teknologi MARA**

**FNM E-Commerce System (FES)**

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## STUDENT'S DECLARATION

I certify that this report and the project to which it refers is the product of my own work and that any idea or quotation from the work of other people, published or otherwise are fully acknowledged in accordance with the standard referring practices of the discipline.



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## ABSTRACT

E-commerce can be defined as the purchasing and offering of merchandise and benefits, or the transmitting of assets or information, over an electronic system. The proposed company for this project is FNM STAR Enterprise. Their business is still using record book in the purchasing and selling process. This method can be tiresome and troublesome as the staff need to manually browse through the record books to find about all the transactions, sales, and stocks. Three objectives are identified which is to identify the current business process on soy based product and the problem regarding the buying and selling product related to FNM STAR Enterprise to develop a system for FNM STAR Enterprise and to evaluate the functionality and usability of the system to target user. The FNM E-Commerce System use the theory of User-Centered Design and is developed based on the Adapted Waterfall Model. It has been tested and evaluated by three (3) expert users and thirty (30) respondents. The highest mean for every construct are 4.33(SD=0.52) for user-centered design theory, 4.67(SD=0.52) for ease of use, 4.33(SD=0.52) for usefulness, 4.33(SD=0.52) for satisfaction, 4.5(SD=0.55) for ease of learning, 4.67(SD=0.52) for navigation, and 4.17(SD=0.41) for design. This shows that the usability and design of the system is good since all the means are above than 4.00 and the standard deviations (SD) less than 1. The limitation is there are less variety of products available in this company. For recommendation, more delivery area coverage can be provided to ease the customers in the buying process.

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