

Universiti Teknologi MARA

**E-MARKETING SYSTEM
FOR AR-TEGUH SDN BHD**

NUR AQMA FASHA BTE MOHAMMAD ZAIDIN

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ABSTRACT

This project was prepared according to the design and implementation of a web-based system for e-Marketing with the ability view the product and makes the order. It is known as e-Marketing System For Ar-Teguh Company as it provides Short Message Service (SMS) notification to the customer. Currently, the ordering process is still using manual. As a result, problem such as maybe in one time or day the company has many orders, so it has the probability that some of orders are missing to take action. It will make the customers not trust more to make an order again. Therefore this project is developed to reduce and hence eliminates those problems. E-Marketing system allowed customer to view the product and make the order. A SMS notification will sent to the new customers to give their usernames and password for next action by using the E-marketing System. The methodology approach used in this project was System Development Life Cycle (SDLC) which is waterfall approach consists of five phases that are planning, analysis, design, development and operation and maintenance. E-Marketing System for Ar-Teguh Company was developed using PHP programming language, MySQL as database, Apache as a web server, Ozeki as a SMS server, mobile phone as a GSM device and a notebook. This system is running on Windows XP Professional operating system.

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