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**AN EXPLORATION OF THE POTENTIAL OF E-COMMERCE IN  
HARBOUR VIEW HOTEL  
(A MARKETING STUDY)**

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## **ABSTRACT**

The e-commerce industry had been blooming in the past few years since the introduction of Internet in the 1980's. Many businesses have profit from this technology whereby they make sales without having their own shop in a certain country. They just need a web site and wait for customers to browse their web site and make their purchase.

In Malaysia this technology is completely new especially in the service industries. Harbour View Hotel is one of the examples should have their own web site. With a high rate of occupancy it is wise to attract outside guest to stay in the hotel, this would include to capture their outside market rather than the local market. The customers's point of view should be looked into before the hotel can make their own web site. This is because without the response from the customer or potential customer can affect the web site building whether they want to surf the page or they prefer what that should be in the web page.

Under few circumstances the e-commerce is the potential business opportunity for businesses by looking at the success of Internet companies and the revenue they earn by just doing business on the web. They do not need to seek their customer by person but they just have to wait for the customers to query them.

## **1.0 INTRODUCTION**

### **1.1 Background and scope of studies**

How literate are we on information technology? This question is sometimes very hard to answer even if we already know that the information technology is been part and parcel of our live. Business organization, small or big had had been utilizing Information Technology to have competitive advantage over advantage over their competitors. E-commerce is one of the technological development that sprung out from the IT tree. There are a lot of advantages by implementing e-commerce. It is just a matter of acceptance by the general public and how literate they are on e-commerce. E-commerce is part of the technological forces that influence the macro-environment of Harbour View Hotel. This research will be specific to e-commerce, as it is becoming a major business entity in the global market today.

The vast changes in the business environment either micro or macro environment of which it is due to the Information Technology era, had tip off the promotion tools of a business organization. The service industries for example should try to implement e-commerce in their business. Harbour View Hotel is one of the top competitors in the hospitality service industry in the Kuching region. Harbour View Hotel has targeted it self as a Commercial and Business class hotel, the standards set by the hotel are as a 3 star Hotel, with a 4 star rooms and a 5 star service. Located in the middle of the Golden Triangle area the hotel has become one of the major competitor for other hotels located near the area for example Kuching Hilton, Holiday Inn Kuching, Crown

## 2.0 LITERATURE REVIEW

### 2.1 The global marketing environment

The market environment is the actors and forces outside marketing that affect marketing management's ability to develop and maintain successful transactions with its target customers (Kotler et al., 1999, p. 64). Basically the marketing environment is made up of the microenvironment and the macroenvironment. The microenvironment is made up of environments that exist with the organization itself; this would include the company suppliers, marketing channel firms, customers markets, competitors and public. All the actors and forces in the microenvironment are controllable to the company whereby they can alter the course of actions that had taken place within the organizations.

The macroenvironment is the larger societal forces that affect the microenvironment - demographic, economic, natural, technological, political and cultural forces (Kotler et al., 1999, p. 64).

The dynamic forces of the macroenvironment, shown in Figure 2.a, have a major impact on both the public and interface level of the business environment.

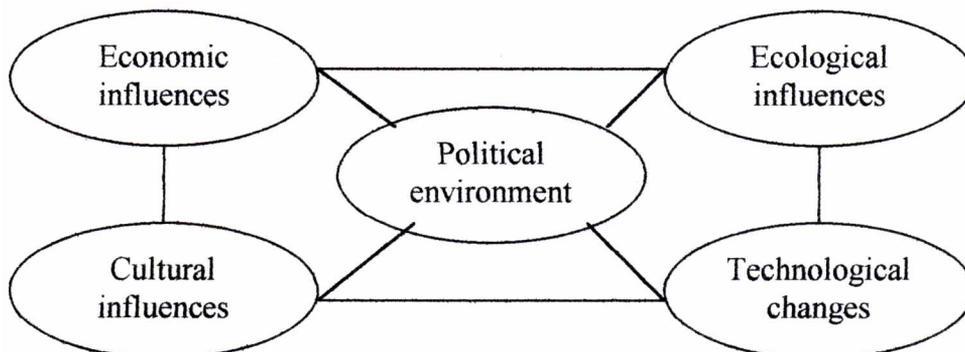


Figure 2.a Macroenvironment influences

Sources: G. Briety et al., 1993, p. 46