Universiti Teknologi MARA

Batik Raihan Online Shopping System

Siti Nurqamarina Binti Kamarul Hisham

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ABSTRACT

The Batik online purchasing system employs a business-to-consumer method. Batik Raihan's online purchasing method makes it easier for them to serve clients. Batik Raihan still conducts business using conventional methods for transactional activity. The system includes a product catalog with information. The Batik Raihan Online Shopping System was built using the Adapted Waterfall Model and E-CRM theory. E-CRM improves client relations by making processes more efficient. The system will be built using the phases of the Modified Waterfall Model. This ensures that the process runs smoothly and efficiently. Furthermore, the project has been easily modified, with more modules added to accommodate the programming languages utilized, such as PHP, HTML, and SQL. Following that, research testing methods for testing the functionality of the online buying system. Ultimately, the system will serve to speed up the sales process, maintain data operational, and contribute to the organization's overall performance. As a result, this system has complete control over a business's operations.

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