Universiti Teknologi MARA

Web-Based E-Commerce for Jey'C Art & Craft (E-CJAC)

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ABSTRACT

The increasing demand for handicrafts in Malaysia presents a fantastic opportunity as handicrafts are in high demand across various industries, including fashion, real estate, and interior design. This project presents a comprehensive study on the development of an e-commerce website for Jey'C Art & Craft (E-CJAC). The study starts with an overview of the e-commerce industry and the various components of the website. Then, a detailed analysis of the current business process and customer behaviour is conducted to identify the key features that need to be incorporated in the system. This project then discusses the development methodology chosen for the e-commerce website, including the selection of appropriate technologies, the design of the user interface, and the implementation of the various functionalities such as product management, payment gateway integration, and order management. The evaluation of the developed e-commerce website was conducted using various parameters such as functionality and usability, which further examines by fellow experts. Finally, the project concludes with a discussion of the impact of the developed e-commerce website on stakeholder that highlights the importance of continued development and improvement of e-commerce systems to meet the ever-evolving needs of customers and businesses.

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