



**FACTORS THAT CONTRIBUTE TO THE SUCCESSFUL
IMPLEMENTATION OF E-COMMERCE IN A BUSINESS-
TO-BUSINESS COMPANY: A CASE STUDY IN
DANCOM TT&L TELECOMMUNICATIONS**

**FARAH WAHIDAH BINTI ANUAR
2014860468**

**BACHELOR IN BUSINESS ADMINISTRATION (HONS)
MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
JOHOR**

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ABSTRACT

E-commerce is the systems that are currently evolving around business-to-business companies in Malaysia. A more generic way in handling transactions involve in the company business flow. This study aimed to determine three factors which are organizational readiness, knowledge level and organizational structure. The main objective is to find out the relationship between these factors and their contributions towards successful implementation of E-commerce in business-to-business company in Malaysia.

However, from this study, the researcher found out that three of the factors are only the minor factors that does not contribute to the chosen company to do the research, Dancom TT&L Telecommunications. Thus, it doesn't have the significant relationship towards successful implementation of E-commerce in that particular company. Due to the fact that the company only adopted E-commerce few years back, thus they are lacking of the organizational readiness, knowledge level and also the organizational structure that does not fully support E-commerce system. Further research can be done to study other factors that give major impact towards the successful implementation of E-commerce in business-to-business companies.

CHAPTER 1 INTRODUCTION

1.1 BACKGROUND OF THE STUDY

E-commerce is a simple term for electronic commerce. It is simply can be define as transactions that involve internet banking. Where the traditional ways of banking system can be done through the internet without any limitations as long as there is internet connection. E-commerce works together with internet system. In addition e-commerce is also known with the name of e-business where the definition would be paperless transactions that is done one the internet system with the help of wireless gadgets.

In this study, business-to-business Company is the main focus as the researcher would like to identify the factors that contribute to the successful implementation of e-commerce in this type of company. Furthermore, Dancom TT&L Telecommunication has stopped using the conventional banking systems and they focuses on the e-commerce transactions and business activities only. Based on the practise that they have change, the chances of money lost or undetectable loss of money would be minimize. That is the main reason why the now switch to e-commerce only

According to Paris *et al* (2015) the implementation of e-commerce has shown a potential growth in the market and has developed long term of company development and increased the market sale. There are a lot of factors that contribute to the successful implementation of e-commerce. In this study, the researcher focus on organizational readiness, knowledge level and organizational structure.