

PT. YAANI VIRTUAL SHOP

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Abstract

Online shopping has been used widely around the world nowadays. People see it as an easy way to purchase or order an item without physically going to the shop. With this, it could save time and energy. Rural communities have lots of skills such as sewing, cooking, and handcraft making, and goods that can be commercialize. However, online selling of these items requires internet connection in order for users (customers and sellers) to use. Pt. Yaani Virtual Shop was developed for rural communities in order to help them to increase their income and market their products and/or services all over the world. This system was developed based on waterfall model. The user requirements were analyzed by using interview, and observation method on rural communities. With all of this information, the system model, process model, and business process model were designed. From all of the designs, five modules were created which are Login Module, Status Module, Customer Module, Product Module, and Seller Module. All of these modules work together and formed a system which meets user specifications and requirements. This system gives a large impact on rural communities as it allows them to widen their range of products and/or services being sold. Thus, rural communities will be able to generate more income.

Keywords: Virtual Shop, E-Commerce, E-Shopping

1.0 Introduction

The rising cost of living in rural communities is a result of the impact of inflation and increasing the item prices. Fortunately, rural communities, especially women and housewives have a range of skills and resources that can be used to generate additional income for the family. However, they have limitations in terms of business and marketing capabilities. In the era of information technology, the opportunities provided by social media can be used for development and marketing of products and/or services produced by rural communities so that it can make the industries grow more successfully through centralized management using information technology.

This project proposes a form of virtual shop without geographical boundaries and time, using the concept of crowdsourcing of the rural population using social media platforms like Facebook, Instagram, and online shop portal.

The objectives of this project is to design a business model for Pt. Yaani Virtual Shop, to model the buying and selling process of Pt. Yaani Virtual Shop, and to build a portal for Pt. Yaani Virtual Shop.

2.0 Methodology

This project is based on the Waterfall Model methodology which is used widely in system or software development. It is called as Waterfall Model because of the activity is sequential from the beginning until the end. This model is chosen because the development of the project is based on the critical part only. The system development is based on a skeletal system. In this model, users can see and use the software that they want and provide the user interface that they prefer when we tell them an example of a program. Guidelines will be made to the users so that they can understand it.

3.0 Results

The objectives of this project which are to design a business model have been achieved as shown in Table 1. Modelling the buying and selling process objective has been achieved which can be seen in Figures 1 and 2. Lastly, the portal has been developed as shown in Figure 3.

Table 1 Business Model characteristic and justification

| Characteristic | Justification |
|-----------------|---|
| Payment method | <ul style="list-style-type: none"> • Customer may not going to trust some payment method such as credit card. • Customer may bank in the money to the bank account number given to make payment. • Other payment method provided is online banking such as cimbclicks, maybank2u. |
| Delivery method | <ul style="list-style-type: none"> • Relying on just one delivery method which is Pos Malaysia is not a good idea • Delivery method will be vary depends on the type of item to be delivered • Item with type of food such as cakes can be delivered using bus or mini bus or van to ensure the quality of the cake • Item such as clothes, or handcraft making can be delivered via Pos Malaysia |
| Payment process | <ul style="list-style-type: none"> • Customer need to pay for the item first before the order is approved. • Once payment has been made, the item ordered cannot be canceled. • Customer needs to attach a proof of payment. • Once proof of payment is provided, then the order will be approved by the manager and will be processed and delivered. |

| | |
|------------------------|--|
| Ordering process | <ul style="list-style-type: none"> • Ordering item will be available 24/7. • Order that was made from 8am – 8pm will be processed on the same day. • Order that was made after 8pm will be processed on the next day. |
| Delivery process | <ul style="list-style-type: none"> • Delivery time will be vary depends on the type of item. • Usually, the item will be delivered in one or two days after order have been made. • This is due to the collection of order which will take some time. |
| Salary payment process | <ul style="list-style-type: none"> • Each manager has their own seller to handle. • The payment made by customer will go into the admin's bank account. • 20 percent of the payment of each product will be given to the manager who sells the product as a commission while the rest will go to the seller of the product. • 20 percent of managers' commission will go into the admin's bank account which is the fee for the manager being a manager. |

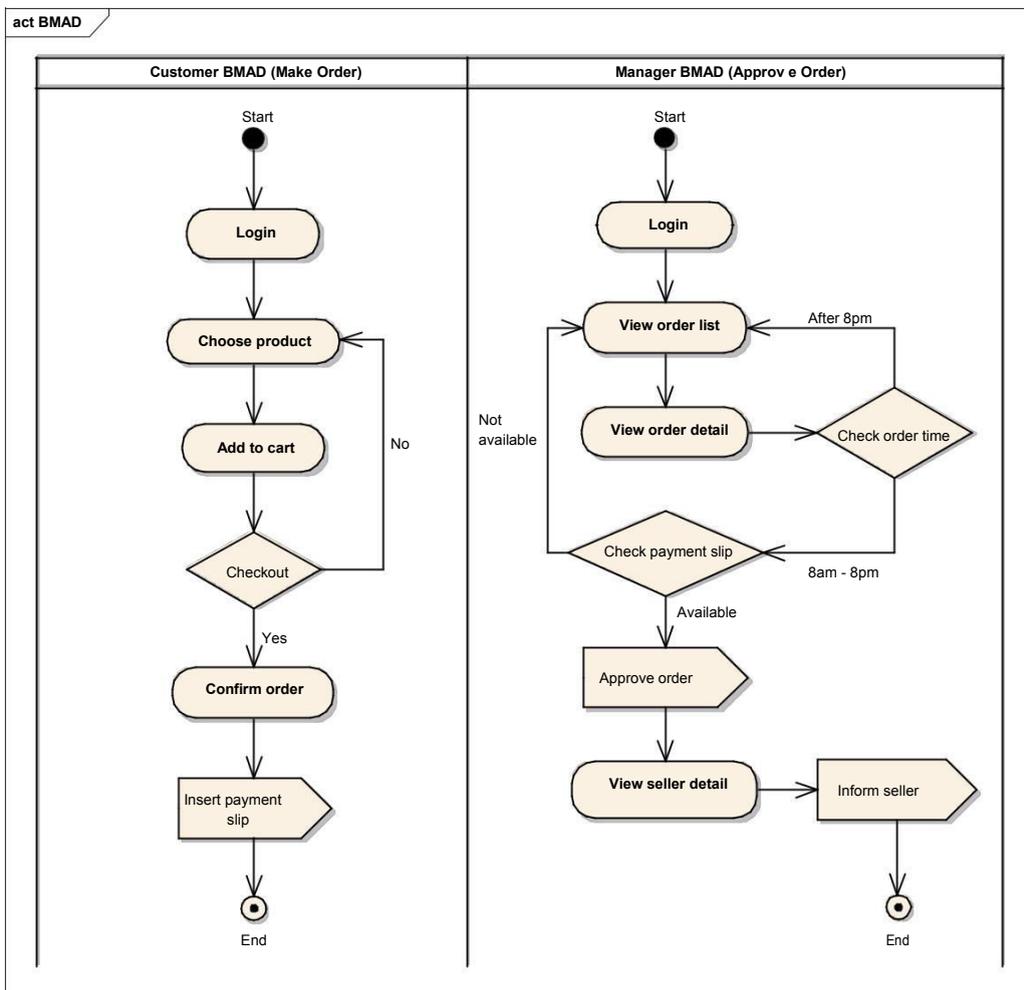


Figure 1 Payment method and process, and ordering process activity diagram

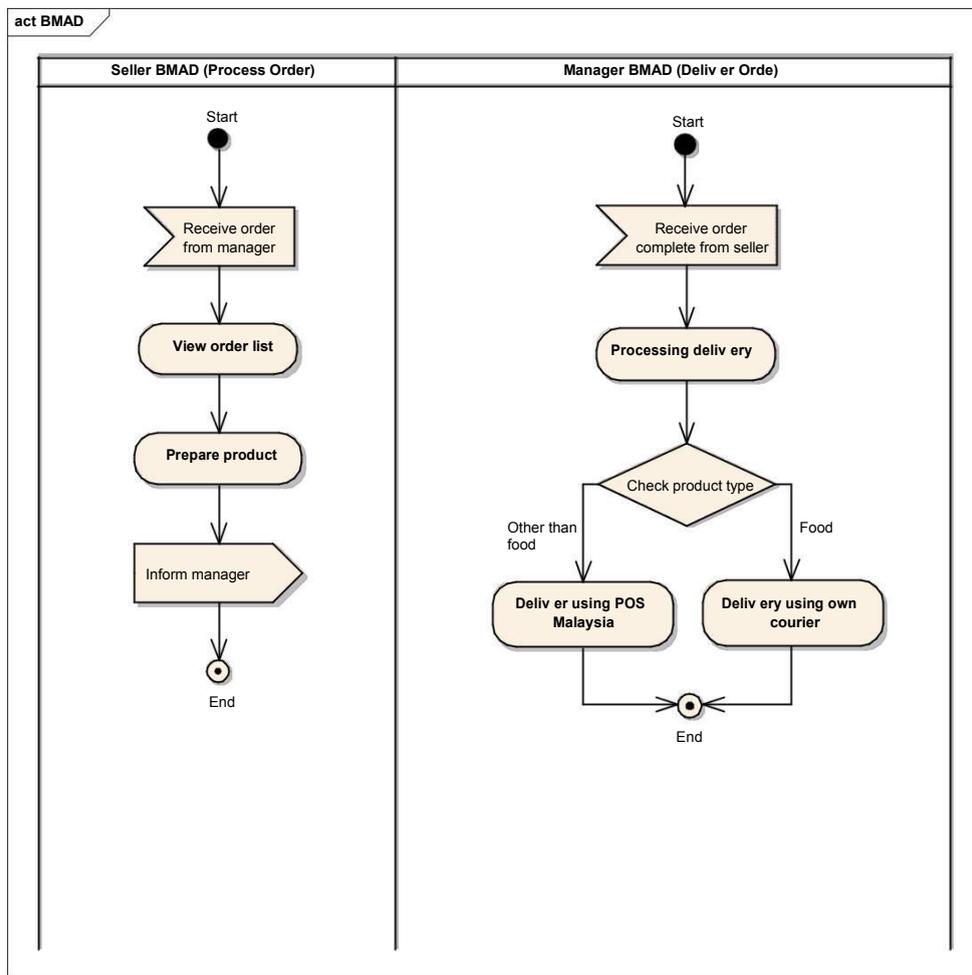


Figure 2 Delivery process and method activity diagram

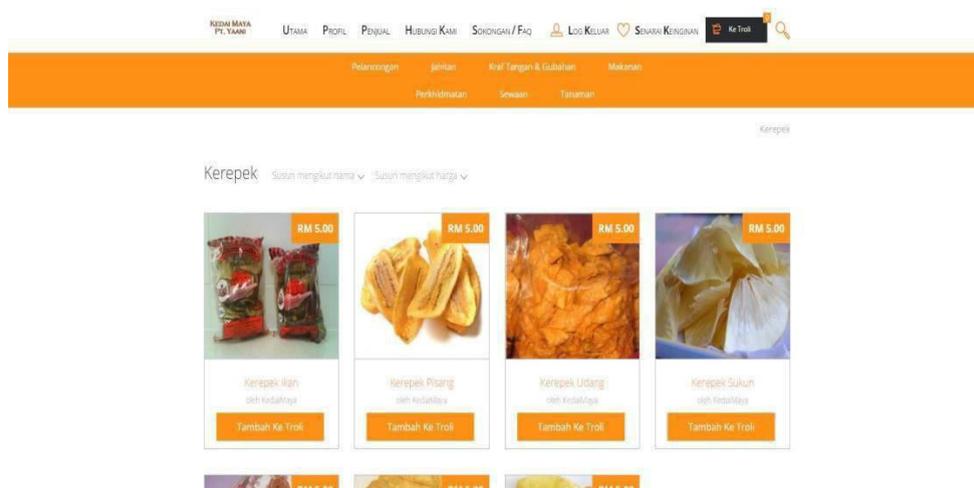


Figure 3 Interface of Pt. Yaani Virtual Shop

4.0 Conclusion

As for conclusion, all of the objectives of this project have been achieved. This system gives a large impact on rural communities as it allows them to widen their range of products and/or services being sold. Thus, rural communities will be able to generate more income.

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