

**HALAL PRODUCTS ORIENTED ELECTRONIC COMMERCE WEBSITE  
PROTOTYPE DEVELOPMENT**

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HALAL PRODUCTS ORIENTED ELECTRONIC COMMERCE WEBSITE  
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To my lovely family.

## **ACKNOWLEDGEMENT**

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## **ABSTRACT**

The versatility of the electronic commerce lends itself to improve businesses and add competitive advantages for many companies. These advantages come from developing and implementing websites and web portals. The system under development is halal products oriented electronic commerce website. The main purpose of the development is to make improvements to the existing halal electronic commerce websites, add additional features, and use user friendly design. This is being important for the common users or customers. Also, the purpose for the development is to add value for the customers, offer only halal certified products which are so necessary for the growing number of Muslims. The Muslims are most likely and the potential customers. Also the purpose to develop this kind of website is to use it the Kazakhstan. Because of the lack and slow rate of the electronic commerce and online ordering systems development there is no such system, which could satisfy the needs and demands Kazakhstan Muslims community. Object-oriented approach will be used for the developing the project and software tools such as PHP, MySQL, Apache and Adobe Dreamweaver will be used for the development of the prototype website. Result expected that the developed prototype will be good, answer all functional and non functional requirements, and fit the scope of the project. The benefit of this project is to help the Muslim community in Kazakhstan to have easy access to halal product.

## ABSTRAK

Keragaman daripada perdagangan benda-benda elektrik membuat usaha tersebut meningkat dan menambah keuntungan yang kompetitif bahagi banyak perusahaan. Keuntungan-keuntungan ini datang daripada pengembangan dan penerapan layanan web juga portal-portal web. Sistem yang berada dalam tahap pengembangan ini ialah produk halal dengan hala tuju sebagai layanan web perdagangan barangan elektrik. Tujuan utama dari pengembangan ini ialah untuk membuat peningkatan kepada layanan web perdagangan elektrik halal yang semula ada, menambah bentuk-bentuk tambahan, dan menggunakan desain yang bersahabat dengan pengguna. Ini menjadi penting bahagi pengguna. Juga, tujuan daripada pengembangan ini ialah untuk menambah nilai bahagi pengguna, hanya menawarkan produk-produk dengan lesen halal yang sangat penting kerana pertumbuhan umat muslim. Umat muslim kebanyakannya ialah pengguna yang berpotensi. Juga tujuan mengembangkan layanan web jenis ini ialah untuk menggunakannya di Kazakhstan. Kerana kurangnya dan tingkat pertumbuhan perdagangan elektrik yang rendah dan belum tersedianya pengembangan sistem pemesanan online, yang dapat memuaskan kebutuhan dan permintaan komuniti muslim di Kazakhstan. Pendekatan orientasi benda akan dipakai untuk mengembangkan projek dan perlengkapan perisian seperti PHP, MySQL, Apache dan Adobe Dreamweaver akan digunakan untuk mengembangkan prototipe layanan web. Hasil yang diinginkan bahawa prototipe yang dikembangkan dapat berhasil dengan baik, menjawab semua persyaratan-persyaratan fungsional dan non-fungsional, juga sesuai dengan bidang projek. Keuntungan daripada projek ini ialah untuk menolong komuniti muslim di Kazakhstan, untuk mempermudah akses kepada produk yang halal.

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**LIST OT ABBREVIATIONS**

SEO	-	Search Engine Optimization
SQL	-	Structured Query Language
UML	-	Unified Modeling Language
OO	-	Object Oriented
EC	-	Electronic commerce

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## **CHAPTER 1**

### **PROJECT OVERVIEW**

#### **1.1 Introduction**

The electronic commerce changed the way people go shopping. People going online to buy goods online such as: books, CDs, clothes, electronics, food, and groceries. Nowadays all facilities of online shopping available for everyone, even without leaving the rooms. Electronic commerce provides buyers with a wide range of choices than traditional commerce because buyers can consider many different products and services from wider variety of sellers. This wide variety is available for customers to evaluate 24 hours a day, every single day. Some buyers prefer a great deal of information in deciding on purchase; others prefer less. Electronic commerce provides buyers with an easy way to customize the level of detail in the information they obtain about probable purchase. [1] People not need to bother themselves with opening hours, holiday days, sales, discounts, traffic jam on roads for the store and other hundreds of problems that related to shopping. Going online shopping process can take as long as the customer likes, it could be less than a minute. Customer can buy anything from anywhere as he or she likes. This is the advantage of the era of electronic commerce. This offered conveniences that come towards our houses every day, just go online.

Moreover all these conveniences, features of electronic commerce could be implemented and applicable with halal certified products, goods, food, and pharmacy as well. The electronic commerce gives to people new ways of conducting business. Electronic commerce made progress and convenience for those who live abroad, travelling, studying, and making long journeys. Also, these add more easiness for those who interested in different products and goods but couldn't purchase it because of geographical and borders distances. No difference in how, where, when and who will sell products online. Who will buy these products and groceries?

The main customers are Muslims and people who oriented to use products in the daily life. Besides this the term halal related not only to religion but the quality, safeties and confidence. Furthermore the halal certified products pass not only high production standards, but also the products free of harmful elements, pesticides etc. Even certification of products demands to use high quality of raw materials and safety methods of processing products.

## **1.2 Background of problem**

The global Muslim population is about 1.8 billion and expected to hit close to three billion by 2010. [14] Not all of them live in the countries which main religion is Islam. Some Muslims live in countries where situation with halal products is difficult. Furthermore the level halal certification is not at the level, to satisfy all customers' demands for halal products and goods. Adding up to these when Muslim people travel, study abroad, makes work trips the problem the problem with halal products is occur. Also the problems outcome is how and where to find suitable food.



There are several issues for the companies that located in non Islamic countries. The most important issue is how to make company competitive? Moreover, how will be their products competitive with existed products? The market share of products which are not halal is bigger, more advertised, and more widespread. Besides, people not used to see specific types of products as particular products.

### **1.3 Statement of problem**

The rate of demand to halal certified products is growing significantly. These demands comes from people who live in countries where halal certification is not on a high level or products are not widely spread to satisfy all customer demands. Therefore, these people face issues of finding and searching for halal products. In many cases, people who live in Islamic countries face the problem when they go study or work abroad. The problems of payment, ordering, delivery, product shipment have been solved by the electronic commerce and its features. In this light, bringing halal product oriented electronic commerce website solves all these problems. This project is conducted to design and develop halal products oriented electronic commerce website prototype.

## **1.4 Project Goal**

Project goal is to accomplish all sated project objectives and keep within scope of the project. Also, goal of this project is to develop a halal products oriented electronic commerce web site's prototype.

## **1.5 Project Objectives**

The project objectives are:

- To study current halal electronic commerce.
- Identify halal products oriented websites available.
- To design and develop a prototype of halal products oriented electronic commerce website.
- To test the prototype for relevance and operability.
- To formulate organizational strategies for the implementation of the system.

## **1.6 Project Scope**

The project scope includes:

- Design and develop website prototype.
- Design user friendly and easy to understandable website interface.

## 1.7 Importance of Project

By developing halal products oriented website prototype, there are several benefits with regards to:

### Suppliers/Vendors

- a) Faster reaction - online sales enables faster and efficient supplement with halal certified products and goods.
- b) Reducing cost- by the removing intermediary suppliers and intermediary companies and organizations; there will be reduction in cost which is comes from maintenance costs of intermediary groceries.
- c) Increased sales- with the public having access to halal products, suppliers have more potential and opportunity, to increase revenue.
- d) Access of new buyer and potential customers halal electronic commerce website gives a new line of opening more opportunities to the suppliers

### Customers/Consumers

- a) Customers could easily find the halal products, which is very necessary for their needs.
- b) Halal electronic commerce website gives new opportunities for the customers. Customers could compare prices and choose that website which is gives for them suitable and appropriate products and price for them. Moreover, customers can choose among the websites which are working in the same sphere and offers better services.

## **1.8. Chapter Summary**

The problem background and statement has also been discussed in this chapter to give an introduction of the project and to explain why this project has been proposed. The objective, scope and the importance of this project have also been pointed out. By successfully developing this project, the objectives and aims of the project will be achieved.