SPORT ONLINE SHOPPING

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SUPERVISOR'S DECLARATION

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I hereby declare that the work in this thesis is based on my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously or concurrently submitted for any other degree at Universiti Malaysia Pahang or any other institutions.

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ABSTRAK

Pembelian dalam talian mudah alih yang lebih menumpukan pada utiliti sukan, mendapat kurang permintaan di Malaysia. Kemunculan perbelanjaan dalam talian mudah alih dalam dekad yang lalu telah mempengaruhi gaya hidup masyarakat. Oleh itu, penjual tidak mempunyai cukup masa untuk menghantar produk yang telah dipesan. Dalam era globalisasi ini, adalah penting bagi para pembeli untuk memberikan penghantaran kepada pelanggan mereka kerana jadual mereka dan SOS menyediakan pemandu bebas. Tujuan untuk menerbitkan dokumen ini adalah untuk mengumpul maklumat untuk membangunkan SOS. Ia juga untuk menilai fungsi sistem. Metodologi yang telah digunakan adalah kaedah tangkas. Kaedah ini dipilih kerana ia lebih sesuai untuk membangunkan aplikasi mudah alih yang tidak memerlukan banyak masa. Hasil yang diharapkan dari SOS ini dapat menjadi salah satu aplikasi mudah alih yang dapat digunakan oleh klien dan orang. Oleh itu, manfaat SOS ini adalah untuk orang-orang yang sibuk dengan kerja harian dan tidak mempunyai masa untuk pergi membeli-belah dan membeli peralatan sukan mereka. Teknologi yang digunakan adalah system kedudukan global and pangkalan data. Kepentingan projek SOS ini memberikan cara yang berkesan dari pesanan produk kepada maklum balas.

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ABSTRACT

Mobile online shopping that more focus on sport utilities are least in Malaysia. The emergence of the mobile online shopping in the past decade has influence the society's lifestyle. Therefore, seller do not have enough time to deliver product that have been ordered. In this globalization era, it is important for the shoppers to provide a delivery to their customer due to their packed schedule and SOS are providing a freelance driver. The purpose to develop this document are to collect the information for developing Sport online Shopping (SOS). It is also to evaluate the functionality of the system. The methodology that have been use is Rapid application development (RAD) method. This method are be chose because it more suitable for developing mobile application that need not much time. The expected result of this Sport Online Shopping (SOS) is can be one of the sport mobile application that can be use by client and people. Thus, the benefit of this SOS is for people that have busy to the daily work and do not have time to go to the shopping and buy their sport utilities. The technologies that have be used are global positioning system (GPS) and database. The project significance of this SOS are provide an effective way from product ordering to feedback.

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LIST OF ABBREVIATIONS

SOS	Sport Online Shopping
GPS	Global Positioning System
RAD	Rapid Application Development
SRS	Software Requirement Specification
SDD	Software Design Document
SOS	Sport Online Shopping

CHAPTER 1

INTRODUCTION

This chapter described the history for online shopping and history for Client Company. The problem statement, scope and objective, which is reported by the client about the issues that caused difficulties in delivery of the sport utilities to the customer without having a damage of product.

1.1 Background of Study

Online shopping growth in Malaysia. It is new way to have a business of buying and selling an item through internet. Customer more interest on online shopping because of the price that have been given are cheaper than the price that been gave by the store. Online shopping will allow user buy item directly from the seller over the internet using a web browser. Consumer will find a product of interest by visiting the mobile application and direct searching among alternative vendor using search engine . Malaysian consumer is shopaholic that is making a purchase within 54% once in a month .

In 2015, based on studies and statistics mobile application just became emphasizing rapidly in mobile to clients by years. There are popular online shopping have been introduced such as Shoppe, Lazada and Fashion Valet. Those online shopping have included all type of product but it not much of Malaysian famous sport product such as Sport Direct to the users. Furthermore, based on Shoppe statistic Malaysian shoppers ranked Clothes and Fashion, Home and Living, Health and Beauty, Mobile and Gadget and Home Appliances as their top five categories for searching . **Figure 1. 1Manufacturers (wholesale) sales sports products industry in the U.S.**

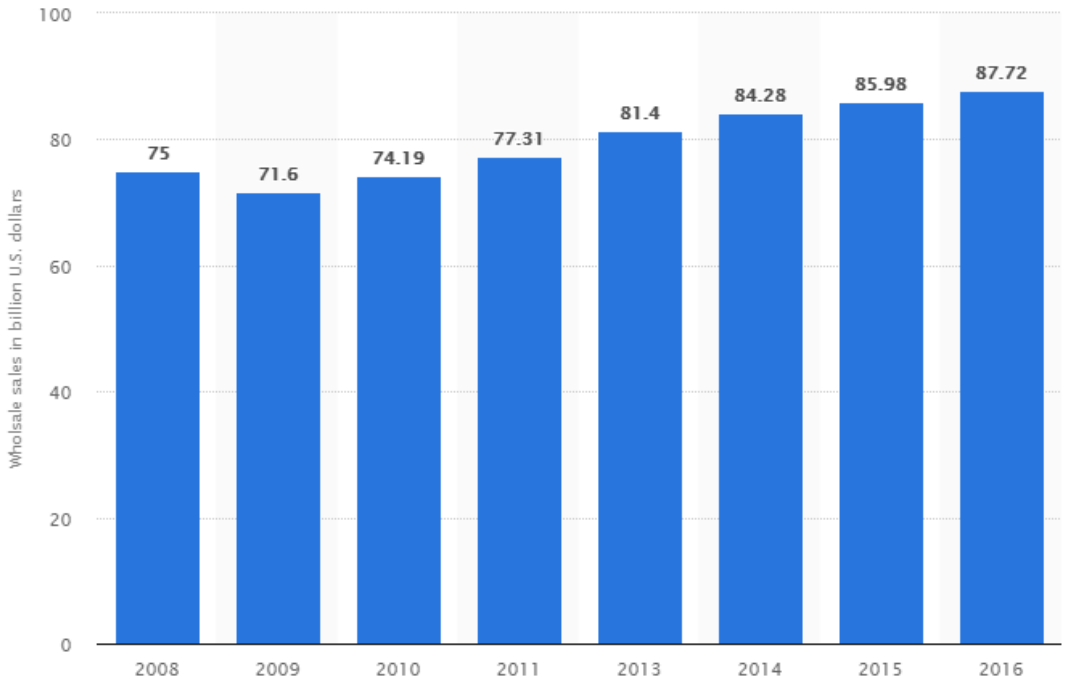

Figure 1. 1Manufacturers (wholesale) sales sports products industry in the U.S.

Sport Direct is a British retailing group that the full name is Sport Direct International plc and it be established by Mike Ashley . Sport Direct are expand their store around the world. Sport Direct are been launched in Malaysia in year 2010 by MST Sport Sdn Bhd . Sport Direct open 14 stores around Malaysia. As the Malaysian famous sport shop, it had been grown rapidly there are some difficulties that user need to face such as user want to change the product after their buy it because of wrong size of the product. The size problem appear when it has been ordered are not matched. In order to ensure the size are suitable, knowing the nearest sport shop with their destination are very helpful for the user to change the product when the product broke or size are not suitable. Figure 1. 2 Paul Gibbons with staff of Subang outlet..and Figure 1. 3 Client from Kuantan City Mall.

Figure 1. 2 Paul Gibbons with staff of Subang outlet..

Figure 1. 3 Client from Kuantan City Mall

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