

**MAS GOLDEN BOUTIQUE ONLINE TRAVELLERS STORE**



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**MAS GOLDEN BOUTIQUE ONLINE TRAVELLERS STORE**

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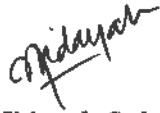
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## DECLARATION

I hereby declare that the work in this thesis is my own except for quotations and summaries, which have been duly acknowledged.

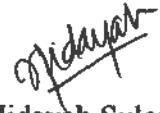
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## PENGAKUAN

Saya akui karya ini adalah hasil kerja saya sendiri kecuali nukilan dan ringkasan yang tiap- tiap satunya telah saya jelaskan sumbernya.

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## ABSTRACT

Malaysia has emerged into the world of World Wide Web thus having to obtain every single update through the Internet. People these days demand transactions to be done fast and save. Having to fill in forms and wait for deliveries can cause inconvenience to the customers. Having to write down their credit card number on a piece of order form and through the Internet is also quite unsafe. Malaysian Airlines Golden Boutique Sdn. Bhd. is a wholly owned subsidiary of Malaysian Airlines and a full-fledged independent retailer whose retailing activities extend from ground retailing and in the future, virtual shopping on the Internet. The MAS Golden Boutique's website is developed mainly for the international travelers, as these people are the ones who want to keep up with time and usually demands transactions to be done there and then fast and safe. The development of this website also aims to make MAS Golden Boutique a leading world class retailer as it continues to uphold the high standards established and meet customer satisfaction in the air and ground. The methodology used upon developing this website would be the web development steps adapted from the Waterfall Model for system development. Among the services provided through this website would be information retrieval, product transactions and administration site. The website aims to give fast access of current information on Golden Boutique, easy on-line application for the international travelers, provide products ordering services and minimizing customer's dissatisfaction of unavailable items. All in all, the homepage can be considered as a great investment towards promoting MAS Golden Boutique and also gain interest to the viewers especially the international travelers.

## ABSTRAK

Malaysia kini telah melangkah masuk ke era informasi di mana hampir kesemua maklumat terkini boleh diperoleh daripada sumber Internet. Masyarakat kini lebih menginginkan agar urusan perniagaan dijalankan dengan lebih efektif dan cepat. Teknik pengisian borang secara manual boleh dianggap sebagai satu teknik yang kurang efektif dan membebankan. Sehubungan dengan itu bagi yang ingin menggunakan transaksi kad kredit, keselamatan dalam mempamerkan nombor kad kredit diatas sehelai kertas atau melalui Internet adalah sangat diragui. Malaysian Airlines Golden Boutique Sdn. Bhd adalah anak syarikat kepada Syarikat Penerbangan Malaysia (MAS) yang menjalankan aktiviti penjualan produk secara langsung di dalam pesawat penerbangan dan ingin melibatkan diri di dalam arena perniagaan secara elektronik pada masa akan datang. Oleh itu, laman web Golden Boutique ini dihasilkan bagi memudahkan penerbang – penerbang antarabangsa menjalankan aktiviti membeli – belah di samping dapat mengatasi masalah kesuntukan masa. Kaedah yang digunakan bagi menghasilkan laman web ini ialah teknik penghasilan laman web yang diadaptasikan daripada kaedah penghasilan sistem iaitu “The Waterfall Model”. Antara perkhidmatan yang disediakan didalam laman web ini ialah kemudahan pesanan produk, paparan informasi dan bahagian pentadbiran butik. Laman web ini bertujuan untuk memberi maklumat terkini kepada pelanggan – pelanggan khususnya penerbang – penerbang antarabangsa, pesanan mudah melalui Internet tanpa penggunaan kad kredit, langganan mudah secara elektronik dan mengurangkan masalah kekurangan produk yang dikehendaki pelanggan. Dengan itu, laman web ini boleh dianggap sebagai satu pelaburan bagi MAS Golden Boutique dimana ia boleh digunakan sebagai satu strategi bagi mempromosikan butik tersebut sambil menarik minat pengguna – pengguna Internet khususnya penerbang – penerbang antarabangsa.

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## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Background**

Malaysian Airlines Golden Boutique Sdn. Bhd. is a wholly owned subsidiary of Malaysian Airlines. Formed in April 1995 with in-flight retailing as its core business supported by airports outlet and mail order service. Today, golden boutique is a full-fledged independent retailer whose retailing activities extend from ground retailing and in the future, virtual shopping on the Internet. Golden Boutique has taken in-flight retailing to new heights. From an on board sales activities, Golden Boutique has extended its business portfolio to ground retailing that covers through airports – KLIA, Senai Airport Johor, resort hotels- Radisson Tanjung Rhu, Langkawi, Malaysian Airlines Ticketing Offices and travel agencies. In the near future, MAS Golden Boutique aims to be a leading world-class travel retailer that has its customers coming from all over the world from Paris to Tokyo.

#### **1.2 Problem Description**

Golden Boutique needs to maintain its optimum class and standard by providing all the necessary information especially to the international travelers. This is due to the fact that

their main attraction besides the in-flight sales would be the boutique itself situated near the satellite building of KLIA's international passenger's departure and arrival. One better way of displaying the information to the travelers is through the Internet. Reasons for placing a homepage for the Golden Boutique especially targeted to the international travelers are:

- i. Promoting products for the KLIA pickup and mail order are not doing very well through the current website as they only display the lingerie section whereas there are still many other interesting products of the boutique.
- ii. The correct and current information about the Boutique and the products are not well portrayed.
- iii. Locations of the Golden Boutique and its related branches for the travellers' to pick up their item are not stated.
- iv. People these days would like to reduce the hassle of having to fill in order forms manually. The Golden Boutique also do not receive many orders through the mail order as people especially Malaysians are afraid to reveal their credit card number through mail or the internet when ordering due to security purposes.

### **1.3 Scope**

This homepage will consists of the following information:-

#### **1.3.1 Information Retrieval**

This section consists of pages that display only information on the boutique, guide to order the products and store policies. Therefore, there is no user interactivity while the customer navigates through this section as it is made for retrieving information only.

a) About Golden Boutique

Information on the Golden Boutique, when it started, Golden Boutique's vision and plans and the reasons for developing the web site for the international travelers are also stated here.

b) How to Buy

This page will display the directions and guide to the users in navigating the Golden Boutique's website especially in product ordering.

c) Products

This page will display the list of all the available products that can be purchased online. The products will focus on three categories that are souvenirs, clothes and jewelry. As the website is targeted for international travelers therefore the products displayed will be our very own Malaysian made items produced by Golden Boutique. The description and price of these items will also be displayed.

d) Buy and Fly

This page will display the description of another Golden Boutique's product, which is the Buy & Fly card. This is a special product that needs its special page, as it requires the interested travelers to fill in the application form for this card.

e) Read This

This is a section that displays important factors such as product warranties, acceptance of order and how to return the defected goods.

### **1.3.2 User Interactivity**

This section allows the customer to navigate through and simultaneously carry out several actions such as filling in application form, adding products to their shopping basket and going through some frequently asked questions.

a) **Customer**

i. Products Order Form

This is where people who are interested in purchasing the products that the Golden Boutique advertises can place their orders. The details of the person ordering, names of products and amount of item to order is needed to complete this form.

After keying in all the required information the shoppers will be given a reference number and they will have to use this number to collect the items and make the payment there.

ii. View Shopping Basket

This page will display the details of all the products that have been ordered by the specific customer who have made the ordering.

iii. On-line application for the Buy & Fly card

This page allows the international travelers to apply for the Buy N Fly card and collect it at the boutique according to the reference number. All the payments for the card will be settled during the collection of the card at the boutique.

iv. Questions

Any comments or questions on the products, services or anything about Golden Boutique can be asked here and answers will be notified via e-mail of the sender. Most frequently asked questions will also be displayed in this page.

v. Links to other related sites

This page allows the users to click and select the sites that are of interest to them concerning product purchasing and airlines.

**b) Administrator**

i. Customer Order Database

In this section the administrators are able to check and update on the customers' orders daily.

ii. Buy N Fly Card applications database

The Buy N Fly section is on its own as this product's information is shared between the administrators of Golden Boutique and Smart Loyal. In this section the administrators are able to check on the card applications daily.

### iii. Products database

In this section the administrators are able to view the product database and also make any deletion on the products that they do not wish to feature on the web site.

### iv. Product Update Form

In this section the administrators are able carry out several transactions such as adding new products and editing the current product information.

## **1.4 Objectives**

The objectives of this homepage are as follows:-

### **1.4.1 Give fast access of current information on Golden Boutique**

International travelers can browse through the homepage and obtain the information that they require.

### **1.4.2 Easy on-line application for the international travelers.**

Travelers may pick up the card that they have applied through the website as they walk through the international departures or arrival terminal where the boutique is located.

### **1.4.3 Provide products ordering service**

Those who are interested in purchasing the products that are provided by the Golden Boutique may place their orders in the order form. The collection and payment of the books will be done at the boutique itself.

#### **1.4.4 Minimizing the probability of customer disappointment**

With the customers ordering the products on-line, the management is able to check and provide the products before hand. Therefore, it ensures the customers satisfaction as the products are there, as how they want it to be.

### **1.5 Benefits**

The benefits of this homepage are:-

#### **1.5.1 Updated Information**

Current information on the Golden Boutique can be updated faster and users may obtain the right and current information on the products and the boutique itself.

#### **1.5.2 Online – application for Buy & Fly Card**

International travelers can apply the buy and fly card on- line and this reduces the hassle of having to mail the application form by post or keying in their credit card number on-line. They are able to collect the card directly from the boutique as they pass by and make the payment there.

#### **1.5.3 Product Ordering service**

The products that are sold through mail order and in the boutique itself can now be displayed and promoted on the Internet. Users that are interested can order the products that they are interested in and the time taken to obtain the products

that have purchased can be reduced. This is due to the fact that they have ordered on-line before hand.

#### **1.5.4 Better promotion of the Golden Boutique**

The management may save cost by advertising it through the Internet and are able to make them prepared to what products are requested by the customers namely the international travelers. The Golden Boutique are able to promote their current items that are available on-line and also promote that their services are efficient and save from frauds.

#### **1.5.5 Handle the problem of unavailable product better**

At any stores, the common problem would be out-of-stock items. In order to cater for this problem, the Golden Boutique's website is able to avoid it by having the products ordered in advance. This in turn will allow the management to have the product ready in advance and avoid disappointment and dissatisfaction from the customers.