

THE BEST PRACTICE OF ELECTRONIC BUSINESS FOR BOOKS SALE IN
IUA,SUDAN

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This project report is dedicated to ...

My respected supervisor Dr. Othman Bin Ibrahim

My beloved father Nassir Ibrahim

And my beloved uncle Mohamed Ali Suliman

For your pray, encouragement and values that guide and inspire me.

Also to my beloved brothers, and sisters,

Without your tireless support me in one way or another

I could have never done it without you.

*The ones I love most in this life, my wife .For your pray, tireless, inspiration,
encouragement, maybe I could have never study without you.*

.Thanks for showering me with love, support and encouragement.

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ABSTRACT

Electronic Business or e-business in short refers broadly to the use of technologies, particularly in the Information and Communication Technologies (ICTs), to conduct or support to improve business activities and processes, including development, procurement, design and development, operation, manufacturing, marketing and sale. A subset of e-business is e-commerce, which describes the buying and selling of products, services, and information or making transactions via computer networks, including the Internet. The main difference between them is that e-commerce defines interaction between organizations and their customers, clients, or constituents. On the other hand, e-business is also encompasses an organization's internal operations. In other words, these two can be used interchangeable. The purpose of this study is to investigate the application of transformation business to e-business for selling book in IUA by using web. The business to sell books in IUA, Sudan currently is on the basis of traditional business to sell books through the traditional way. In this project researcher will develop and promote a new alternative online business which is based on e-business. It will capable of offering better services to consumers as they can purchase their products back home without having to waste their time. Shopping online is more efficient and effective compared to the conventional ways of direct selling. Besides that researcher has been identified the best practices (B2C) in managing electronic business in terms of ways to promote online selling books and mechanisms to improve the electronic business .the system should be able to help the printing House in International University of Africa, Sudan to expand and promote its sales more effectively.

ABSTRAK

Perniagaan elektronik atau e-perniagaan secara ringkas merujuk kepada penggunaan teknologi, secara khususnya dalam teknologi komunikasi dan maklumat, untuk membantu aktiviti dan proses perniagaan, termasuk pembangunan, pengambilalihan, rekaan dan pembangunan, operasi, pembuatan, pemasaran dan jualan. Pecahan e-perniagaan adalah e-perdagangan, yang menerangkan proses penjualan dan pembelian barangan, servis dan maklumat, atau membuat transaksi menerusi jaringan komputer termasuk internet. Perbezaan utama antara mereka adalah e-perdagangan bermaksud interaksi antara organisasi dan pengguna, pelanggan, atau ahli. Di samping itu, e-perniagaan juga termasuk dalam operasi dalaman sesebuah organisasi. Dalam lain perkataan, kedua-duanya boleh digunakan secara bertukaran. Tujuan kajian ini adalah untuk menyiasat penggunaan transformasi perniagaan kepada e-perniagaan untuk penjualan buku di UIA menggunakan laman web. Perniagaan menjual buku di UIA, Sudan sekarang ini adalah berasaskan perniagaan tradisi jual beli. Dalam projek ini penyelidik akan membangunkan dan membuat promosi sebuah perniagaan secara talian yang berdasarkan kepada e-perniagaan. Ia akan mampu menawarkan servis lebih baik kepada pelanggan kerana mereka boleh membeli dari rumah tanpa membuang masa. Membeli-belah secara talian adalah lebih mudah dan berkesan berbanding perniagaan konvensional. Selain itu, penyelidik telah mengenalpasti latihan terbaik (B2C) dalam menguruskan perniagaan elektronik dalam mempromosi penjualan buku secara talian dan mekanisme atau cara untuk menambahbaik perniagaan elektronik. Sistem ini seharusnya mampu untuk membantu Rumah Percetakan in Universiti Antarabangsa Afrika, Sudan untuk berkembang dan mempromosi jualannya secara lebih berkesan

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LIST OF ABBREVIATION

B2B	Business to Business
B2C	Business to consumer
B2E	Business to employee
B2G	Business to government
C2C	Consumer to consumer
CRC	Class-Responsibility-Collaboration
ICT	Information and Communication Technologies
IUA	International University of Africa
OO	Object Oriented
PC	Personal Computer
PHP	Personal Home Page
RAM	Random Access Memory
UML	Unified Modeling Language

CHAPTER I

PROJECT OVERVIEW

1.1 Introduction

In 1978 a number of scholars set up the Islamic African Institute with popular effort and then evolved into the Islamic Center on a broader basis and greater possibilities. Between 1977 and 1986 the establishment of the Islamic African Centre was accomplished and its administration and systems were settled and started to bear its fruits in the form of hundreds of graduates. The Centre could accommodate 800 students and the standard of studies was promoted to second level by setting up two university colleges. In (1996) established the university investment management to help support the general budget of the University. I will explain in my project one section from this investment it will be book selling. The University has a modern printing press well equipped to meet all the printing needs of the university. It also offers its services on commercial basis. The business to sell books in university on

the basis of Traditional business to sell books through the traditional way, where the one who buyer goes to books shops, and the search for something needed for the purchase and negotiating with vendors on price, and he , she hope that they will find the fair price of books.

Quite simply e-business encompasses the complete spectrum of current business opportunities. E-business can no longer be defined easily - as more organizations adopt e-business the precise definitions blur. What is e-business? When people hear “e-business,” they generally think selling over the Web. Electronic Business or e-business in short refers broadly to the use of technologies, particularly the Information and Communication Technologies (ICTs), to conduct or support to improve business activities and processes, including research and development, procurement, design and development, operation, manufacturing, marketing and sales, logistics, human resources management, finance, and value chain integration.

A subset of e-business is e-commerce, which describes the buying and selling of products, services, and information or making transactions via computer networks, including the Internet. The main difference between them is that e-commerce defines interaction between organizations and their customers, clients, or constituents. On the other hand, e-business is also encompasses an organization's internal operations. In other words, these two can be used interchangeably.. Business to Business e-business is about sharing and communicating information and providing services to and with your trading partners. This is principally the back end processes that are being opened and shared. For example, the procurement process is streamlined by enabling your partners to securely access your internal databases to conduct the transaction (think about this). However, it is not just procurement but logistics management, ordering, paying, and distribution support that may be linked in this manner - ultimately the internal processes must be altered to accommodate these changes.

In this project identify best practices (B2C) in managing electronic business in terms of ways to promote online books sale and mechanisms to improve the electronic business for the sale of books.

1.2 Background of Problem

The organization that has been chosen for this system development is printing House in International University of Africa which is located in Khartoum ,Sudan From the thorough analysis that has been made on printing House in International University of Africa, there were a few problems that were encountered in the process of promoting and selling the products to the customers directly. Besides that, to purchase products manually, it is found to be a less appropriate manner because the quantities of buyers or customers are limited and not flexible. Therefore, it is less efficient to not have a system as a good e-business system as it will be able to boost the sales of printing House in International University of Africa in no time.

On the other hand, printing House in International University of Africa is operating its business manually and its operation hours are only from 10 am to 5 pm each day. This prevents customers who are busy with their daily chores to be able to purchase their products as they are not able to visit the book place during the normal operational hours. On weekends, the printing house will be so crowded with customers and student who come there to just read the books that it will be such a headache for the buyers to view on the books they really want to purchase. Indirectly, printing House in International University of Africa may lose profit because most of the customers dislike having to choose on the books they want in such a crowded place and in conjunction to that, to make payments; they have to queue up a long way because of the huge crowd that fills the counters. Due to this,

there are some cashiers who makes mistakes during the payment process because they tend to work fast and this is a problem that should be avoided.

At times, the books, magazines that we want to purchase will not be in the appropriate rack or place and we will have to waste our time looking for the books we want as the sales assistants do not have a proper system to locate the products they want on time. All these are part of the problems faced by printing House in International University of Africa and therefore I believe that this Implementation of printing House in International University of Africa Client Charter via web that I developed will be a help to them. Last but not least, manual pamphlets and brochures are not being sent to customers and this prevents the customers from knowing the new arrival items. Therefore, a complete e-commerce system with catalogues and online brochures and pamphlets are hoped to give the loyal printing House in International University of Africa customers a high satisfaction

1.3 Statement of the Problem

While conducting this project study, there is an important questions arise:

- i. How to develop business to electronic business for books sale in IUA,Sudan?
 - How the system reduce customer's time during buying products?
 - How the system can be able to promote the products in IUA accurately?
 - What will be the user acceptance for this system?

1.4 Project Objective

These are the objective of the project:

- i. To study and analyze the current business processes for selling books in IUA,SUDAN
- ii. To identify best practices(B2C) approach in managing electronic business in terms of ways to promote online books sale and mechanisms to improve the electronic business for the sale of books
- iii. To develop a system that allows users to purchase and order books via the internet

1.5 Scope

These are the identified scopes which define the boundary of the project :

- i. This system is based on a B2C transaction
- ii. Promotion of the business for books sale to E- Business in International university of Africa(IUA),SUDAN
- iii. Increasing sales of books in existing markets , to get customers by easy way
- iv. Easy to response and increase the popularity of E- Business for selling books

- v. The system that will be developed will be used by the management of the inventory department which is the back-end users and the customers which are the front-end users .
- vi. The system will be developed in a prototype and easy to use application system.

1.6 Importance of Project

How important is the E-Business in today's world and how do you think it effects decision making in business? In today's world e-business is extremely important for many reasons. Some of which is due to the fact it can speed the whole process of ordering etc. up to This then means that the lead time can be decreased because the ordering of products can be done much more quickly, particularly because the Internet is a fast running wide area network. However, despite this, the question should be asked, what does e-business mean? E-business actually means: Better procurement and supply chain, making sales teams more effective, the ability to outsource functions such as accounting, remote access to systems, linking management teams in different locations, being able to locate the lowest cost supplier, improve customer services, improved collection of customer information for databases and more effective management of remote manufacturing sites.

1.7 Chapter Summary

To put it in a nutshell, in the first chapter a brief introduction about the project and how the project is implemented has been discussed. The problem background and statement has also has been discussed to give an introduction to the case study of the project and to explain why this project had been developed. The objectives, scopes and the importance of this project have also been pointed out. As a whole, this Implementation of Electronic Business for books sale in IUA ,SUDAN Client Charter via web is an E-Business based system that enables the purchasing and ordering of books via the net. It is hoped that the development of this system satisfies the objectives and aims of this project as well as enables the organization to gain benefits out of it.

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