

A STUDY OF E-COMMERCE AND IMPLEMENTATION AN ONLINE PURCHASING TROPICAL FISH SYSTEM WITH DECISION SUPPORT SYSTEM (DSS) FEATURES

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ABSTRACT

Through the study from books and websites, the author found out that most of the existing tropical fish and aquarium websites are not provided of complete information and functions especially Decision Support (DSS) features. Therefore, the author tried to enhance the system by providing the general information on rearing a tropical fish and improves the weaknesses of the existing websites such as Decision Support (DSS) features.

This project is aim to implement a web-based purchasing system for 99 Aquarium Shop. The purpose of the system is to provide online purchasing service to the fish lovers and helping them to make purchasing decision. A set of questions will be asked to the users to determine their preferences selection in order to purchase tropical fish. The system is then suggesting a list of products based on the user's requirement.

The system is also assisting the users to diagnose the possible fish disease through a simple expert system. The diagnosing result is directly point to the fish disease according to different symptoms and situation. A recommendation will be provided to guide the users on the next method to cure the abnormal situation suffering by their tropical fish.

This system is useful to those fish lovers especially to novice users. By applying E-commerce technology, the author believes that the fish industry is able to perform better in the business with a new edge. The E-commerce technology that applied in this system is online purchasing of tropical fish whereby the users could order the fishes online rather than the traditional way, which is purchasing shop by shop. The advantages and impact of E-commerce towards the users will be conducted in the project.