

A STUDY AND IMPLEMENTATION OF ONLINE RETAILING SYSTEM FOR MID VALLEY MEGAMALL PETS WONDERLAND IN COLLABORATION MANAGEMENT (CRM)

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ABSTRACT

The objective of developing this system is to integrate all the customer services available at Pets wonderland to online. This system created a new alternative channel for the company to market their products to their customers. It allows the company to directly reach their customers at home, as well as improving the customer relationship through various customer relationship management features provided by this system. Through the online retailing system, the pet lovers can subscribe for newsletters, participating in the coloring competition, tracking for their order status and enjoy membership discount for making every purchase. Rich information on pet is available at Pets wonderland, pets care tips and etc. at one side location. At the administration site, this system assist the administrator and manual staff to updating the website content, reviewing the sales report, updating the order status and managing the user account.