

A STUDY AND IMPLEMENTATION OF ONLINE PURCHASING FOR COMPUTER GAMES AND SOFTWARE WITH CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

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ABSTRACT

This project is aim to conduct a study and implementation of online purchasing for computer games and software with customer relationship management (CRM). In this project, the author has conducted many researches on how a customer relationship management system works.

The system is dividing into two part which is user part and admin part. User part allows the user to browse through the website to view different pc games and software products. The shopping cart allows the users to add product which they want to purchase and process to checkout. The CRM features will create customer satisfaction over the website and ensure customer retention. Admin part allow the system administrator to manage the whole website such as add product, edit product, delete product, view product, manager order and other functions.

In order to complete the system, the author has to get a lot of information from researches. That information is mostly related E-Commerce and Customer Relationship Management (CRM). Besides that, the author also has to learn a Hypertext Preprocessor (PHP) programming language after selected as a tools to develop the propose system.

During the progress of developing the system, there is some experience, skill and knowledge gained by the author. All those information will be put into this project document accordingly. There are totally 12 chapters in this project documentation. And each chapter will discuss on different issues of the project.