**MAKEREREUNIVERSITY**

**BUSINESS SCHOOL**

**BACHELOR OF BUSINESS COMPUTING**

**RESEARCH METHODS**

**COURSEWORK TWO**

**YEAR III**

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**DEVELOPING AN E-COMMERCE SYSTEM FOR TRY ME, NATURAL HONEY.**

**INTRODUCTION**

The section covers the background of the study, the statement of the problem, the objects of the study, the scope of the study, and the significance of the study.

**BACKGROUND OF THE STUDY.**

**E-commerce (electronic commerce)** refers to a business strategy where businesses are buying and selling goods and services over an electronic network, basically the internet. These business transactions occur either as Business to Business (B2B), Business to Consumer (B2C), Consumer to Consumer (C2C), and Consumer to Business (C2B). To support e-commerce activities there are different gadgets to use such as computers, smartphones, etc. with the support of network providers like MTN and Airtel for mobile data to facilitate online activities. E-commerce is viewed as one of the components of the digital economy which covers goods and services purchased online (Digital Economy Report, 2019). Other components of the Digital Economy include internet networks and telecommunications, information technology sectors, and digital products and services, which are closely connected with leading-edge technologies such as blockchain, data analytics, artificial intelligence, 3D printing, Internet of Things (IoT), automation and robotics and cloud computing. The global value of e-commerce is estimated to have reached US$ 26 trillion in 2018 which accounted for 30 percent of global GDP and grew at an average of 13 percent per annum. (Digital Economy Report, 2019). In the last decade, the widespread use of e-commerce platforms such as Amazon and E-bay has contributed to substantial growth in online retail. In 2007, e-commerce accounted for 5.1% of the total retail sales. In 2019, e-commerce made up 16.0% (Wesley Chai from TechTarget,2019). This steady growth in the e-commerce growth has made it a requirement for many businesses to have it for them to succeed in the competitive market. the global online sale and purchase of goods and services are growing at unprecedented rates, according to United Nations Conference on Trade and Development (UNCTAD) estimates that 1.45 billion people or one-quarter of the world’s population aged 15 and older made purchases online in 2018 and that a growing share of these online purchases involves cross border sales (UNCTAD, 2018).

Locally, e-commerce is rapidly growing in our country due to the continuous growth in the number of telecommunication users. Also, many commercial banks have encouraged the use of mobile money services and have gone ahead to issue VISA debit cards to support online payments further facilitating the growth of e-commerce. The success of e-commerce sites in Uganda like Jumia, Goods Express, and Interline has shown how effective e-commerce sites can be. The e-commerce market is expected to grow at a rate of 17.1 % between 2020 –2024 and the e-commerce user penetration is expected to hit 37.1 percent by 2024 because an increasing number of people are making purchases online. A study by Trademark East Africa TMEA (2020) found that 91 percent of those sampled in Uganda had made purchases online in 2020

According to our observation of Try Me Natural Honey, the organization is facing many problems owing to its lack of an e-commerce platform. Problems like a slow buying process, costly marketing and advertising, less market research, slow response to buyer demands, and very few payment modes for the customers are very much needed. The advantage of the implementation of our e-commerce platform, this will enable Try Me Natural Honey to increase its sales and customer base/size. However, if the system is not put in place, Try Me Natural Honey will not be in place to solve her various problems.

**PROBLEM STATEMENT**

Try Me Natural Honey is a small-scale business dealing in the selling and distribution of honey. The company would like to be the leading distributor of honey in Uganda. It would also like to go digital and attain a larger market. However, Try Me Natural Honey is using manual record-keeping, it has a small but growing customer base and heavy accounting costs. The business is also facing difficulty in accessing the products from their suppliers. Because of its manual way of operating, Try Me Natural Honey has been left behind by its competitors who have gone digital. In case the problems of Try Me honey are not addressed especially by attaining an e-commerce platform, the business will face a continuous reduction in sales, and fewer customers than its competitors which can all lead to the potential collapse of the business. However, if Try Me Natural Honey switches to an e-commerce platform, it will be able to manage the records effectively, lead to future accounting cost reduction, reach a larger customer base since the website can be easily accessed by many people at the same time and from anywhere as long as they have internet. Customers would be able to easily make and process orders at any time of the day and still get the best service. All this will enable Try Me Natural Honey to steadily increase its profits.

**GENERAL OBJECTIVES.**

To study the situation at Try Me Natural Honey and provide a solution in form of software to solve the problem that the company is facing.

**SPECIFIC OBJECTIVES**

* To design and develop a web system for the business.
* To implement the e-commerce platform to enable the business to solve the ongoing problems in the organization.
* To give Try Me Honey a competitive advantage.

**SCOPE OF THE STUDY.**

**SUBJECT SCOPE**

Studying the different e-commerce systems in Uganda and identifying the weaknesses they have and addressing them by coming up with proper e-commerce systems.

**TIME SCOPE**

The study will be carried out from July 2022 to September 2022.

**SIGNIFICANCE OF THE STUDY.**

* The system will enable people in different parts of the country to order and acquire honey products without having to go to the business premises.
* The system built will enable customers of Try Me Natural Honey to shop using alternative money options e.g., using mobile money, credit cards, etc. which makes it very convenient for those that prefer to pay using such methods.
* The system will be in a position to increase sales of the business because different people will be in a position to get to know about the products of the company.

**RESEARCH METHODOLOGY**

**RESEARCH DESIGN**

Action research refers to the systematic way of scrutinizing evidence. Its results are relevant and practical. It involves five steps which are; identification of a problem, creating a plan, acting to implement the plan, carrying out observation, and reflecting and sharing.

This research approach will result in the creation of an e-commerce platform to enable Try Me Natural Honey to solve its problems.

**STUDY POPULATION**

According to Wikipedia (2012), Makerere University Business School is a mother to over 5000 students. 98% of the students own smartphones and can access the internet. This makes them a viable population from which to attain data for the study.

**DATA COLLECTION TECHNIQUE**

We will use judgmental/purposive sampling. In this type of sampling, subjects are chosen to be part of the sample with a specific purpose in mind.

This technique is the best because the subjects chosen are the ones deemed most fit (have more knowledge on the topic of study) for the research compared to other people. It is also cost-efficient, saves time, and is very convenient for our researchers.

**SOURCES OF DATA**

There are two types of sources of data i.e. primary and secondary.

**Primary data**

According to research guides (2022), Primary data is data that has been generated by the researcher himself/herself. We shall generate primary research from company documents, interviews, and surveys.

**Secondary data**

According to Wikipedia (2022), Secondary data refers to data that is collected by someone other than the primary user. We shall generate secondary data through various websites, newspapers, etc. to update us on the various trends and changes as we create the online platform.

**DATA COLLECTION TOOLS**

We shall use the following tools;

* Interviews. According to Wikipedia (2022), interviews are structured conversations where one participant asks a question and the other provides answers.

The advantage of using this tool is that on-spot clarification is possible due to the interaction between the interviewer and interviewee hence leading to the recording of accurate information regarding the topic of study.

* Questionnaires. These are documents that have questions that are either open or pre-coded questions or structured questions.

The advantage of using this tool is that it is possible to get correct answers to sensitive questions since they are filled privately.

* Observation. According to [www.delvetool.com](http://www.delvetool.com) observation research is a research technique where you observe participants and phenomena in their most natural settings.

This tool is advantageous since non-response errors are never recorded and have a high response rate.

**SYSTEMS ANALYSIS AND DESIGN.**

Our team project will use Object Oriented Programming approach to design our system after critically analyzing the environment and our problem. According to Gartner Information Technology Glossary (2022), Object-Oriented Programming is a style of programming characterized by the identification of classes of objects closely linked with the methods (functions) with which they are associated.

We shall use diagrams like class diagrams which help to visualize different aspects of the system, use-case diagrams to help the software developers design the product from a user’s perspective, and deployment diagrams which are used to model the physical architecture of the system.

SYSTEM DESIGN APPROACH

System design refers to the designing and the actual development of the system that is needed to solve the problems stated in the problem statement. The project team will use the prototyping design because:

* It minimizes development costs and allows the project builders to receive important feedback from the users on how to make the project fully effective.
* It also supports the easy detection of errors as missing functionality can be easily detected since these prototypes simulate the real and future products.
* It allows for improvements to be made to the prototype hence making the final product one of great quality.

LIMITATIONS OF THE PROJECT

* Lack of knowledge on how to develop the system. the team is willing to hire skilled personnel to assist in the building of the system.
* Limited resources to acquire all the necessary tools like the software, hardware, and technical people to speed up the process.

CONCLUSION

With the prevailing economic situation in Uganda, almost all businesses are going digital to reduce operational costs. This proves that the business industry has shifted all its business to be online. With this also customers are finding it easy and convenient, this is because online shopping promotes comfortable and convenient shopping and hence saves time and reduces transaction costs like cutting transport costs. therefore, the implementation of the e-commerce system. The system will enable people in different parts of the country to order and acquire honey products without having to go to the business premises.

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