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PROJECT TITLE: Toy Kingdom E-Commerce Proposal

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**1. INTRODUCTION**

**1.1 Company Profile**

Toy Kingdom is a big toy company which is located in Yangon, Myanmar. It was founded in 2010. It mainly sells a various range of toys including cars, planes and tanks. Toys can be categorized as with or without Radio control. Since it was started, it was running with a few numbers of staffs. Now, Over 4 years, the shop is getting more and more famous and the boss wants to expand the business. Because of the very fast-changing technology, the boss wants to make his products can be seen and available 24/7 to all over the country. With the ability of E-commerce and web technology, we can even make our products to reach to the customers living in the other side of world without actually need to visit to the shop.

**1.2 Organization Chart**

**1.3 Existing System and Problem Background**

Currently, the staffs have been doing all the work manually. That is, the staffs have to record every transaction manually in the Microsoft Excel Spreadsheets. So, it is a very time-consuming task and data entry errors are likely to be occurred because there is no data validation system. Because the company has to heavily rely on E-mail, fax and phone calls from customers, the staffs have to handle bunch of responses and enquires every day.

**Slow Response to Customer Enquiries** - Enquiries made by customers are mostly from e-mail or fax. Because of the structure of the business system is not well-organize, it may take one or two days to reply the customers' mail or fax. Sometimes, the staff may misread or skip the mail as the system may regard this as junk mail. Sometimes, checking for availability of stocks may take an hour or more when a customer make an order or make an enquiry of specific stock.

**Difficulty in Maintenance of Records** – As records are stored in Excel Spreadsheets manually, they are very difficult to be maintained or amended when needed. For retrieval of members’ information records, it is also a very time-consuming task. Because there is no specific search function, the staff has to find the required record manually.

**Duplication of data** – Because of not well-organize in storing data records, duplication can be occurred very often.

**Cost in advertising** – Company has been spending a lot of money in advertising in multimedia and TV commercial, and in printing unnecessary brochures. And, every time the new product is out, brochures and catalogues are to be re-printed again.

**Market limitation** – Currently, the company has a very limited market which is only in the country region. The company’s expect to grow up as a globally-recognize company is still a big challenge.

**1.4 Target Audience**

As this company’s main products are toys, their target audiences are young kids and teenagers. For the remote controlled toys, there are adults of ages between 20 and 35 are also included in their target audience as well. Now, with the advantage of fast growing technology and with the help of E-commerce system, the company is expecting to expand its market limit to the whole of Asia region, and, lastly, to the whole world.

**1.5 Objectives**

The main objective of the proposed E-commerce system is to solve all the problems that the company is currently facing with. With the photo and clearly stated detailed information of the product, customers can easily view the product’s information on the web without enquiring or calling to the company. And customers can make orders for the product straight away on the web. Moreover, customers can always get the most recent updates and information because of real-time update on the web site. When the new product is out, we can easily just put in the new product information and the user can view the new product right away. So, the problems of re-printing catalogues again and printing unnecessary brochures can be terminated. The company can reduce a lot of cost for advertising here. Members’ information can easily be updated when needed. It will be much easier to maintain the records than in Excel spreadsheet. Finally, the products’ information on the web is available 24/7 and customers can view the product or make the order at any time. And the market limitation of the company will become everywhere in the world that the internet access is available.

**1.6 Domain Name**

Domain name should be simple and easy to memorize to the people who visit our page. The best domain name suggested for the company is [**http://www.toykingdom.com**](http://www.toykingdom.com).

**2. CONCLUSION**

As we all notice that almost all of the products nowadays have their web address printed on their cover packages, internet is the most widely used media to make the world knows their products. With the effectiveness of our proposed e-commerce web site, customers can easily view the products' details with sample products' images and can order the products right away without actually coming to the company. Finally, I believe that we can attract more customers to visit our site and customers also can have many benefits from this site.