KUALA LUMPUR UNIVERSITY
OF SCIENCE AND TECHNOLOGY
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CSC 1020-INTRODUCTION TO E-COMMERCE
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Group Project: E-Commerce Business implementation

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1. Business Idea Overview

Based on supplier availability and market demand, we upgraded our initial 3-in-1 concept from the proposal to a more comprehensive 7-in-1 kit. The 7-in-1 Screen Cleaning Kit was made to meet this need for students who are always on the go. It's an all-in-one cleaning kit that can be taken with you wherever you go. The kit comes with a refillable spray bottle and a microfiber wiping body which is encased in a compact piece of acrylic. Since the need for students to be able to clean their gadgets while they're on the go continues to grow, we felt it would be a great opportunity to develop the 7-in-1 Screen Cleaning Kit. Research has shown that mobile devices tend to have large amounts of bacteria on them so developing products specifically for cleaning these types of devices will become a necessity for the health-conscious student (Vyas & Kaur, 2021). In addition to the 7-in-1 Screen Cleaning Kit, we also managed to launch new line of laptop stand in addition to our cleaning kit. A strong relationship exists between cleaning your screens and creating an optimized workspace (Smith, 2023), so the need for ergonomic laptop stands is directly related to the growing damehood products such as the 7-in-1 Screen Cleaning Kit.

2. Market Justification

Our main target audience is university students and staff. Specifically:

- Computer Science and Information Technology Students: Users that require a clear screen for extended periods of time while coding.
- Library Users: Students who eat and drink while studying and subsequently leave smudges on their screens.
- Remote Workers: Our customers in One South and Kuala Lumpur (KL) represented a combination of students and urban professionals seeking compact office solutions.

3. Platform Selection and Justification

We selected Carousell as our e-commerce platform. According to Carousell (2024), the platform is the largest marketplace for consumer-to-consumer transactions in Southeast Asia. They justified the choice of Carousell mainly based on the following factors:

- **Trust & Safety:** The platform creates an environment in which consumers can safely negotiate with other consumers by means of its chat function.

- **Appropriateness**: Carousell's support for Cash on Delivery (COD) was most suitable for our business model. As stated by Muller (2022), COD is still the preferred payment method for consumers in the Malaysian e-commerce market, largely due to its perceived security.

4. Establishing an Online Store

To be able to provide professional services as well as meet the A grade criteria we have implemented the following:

(i) Professional Account: We changed over from a standard account to a professional account so that we would be able to use our own Seller Insights.

(ii) Verification: We successfully verified our identity in order to receive the "Verified" status. Verification is one of the most important factors for creating trust in first contact with the consumer when shopping at online stores (Jones & Leonard, 2020).

5. Implementation and Proof

Figure 1: Verified professional Profile on Carousell.

Our Store Link: https://carousell.app.link/mN7lsMGji1b

Product Listing Evidence**:**

figure 2&3: Evidence of products listed in Carousell

(i) Customer Satisfaction

One key factor that has contributed to the overall success of our e-commerce site is building "seller reputation" with customers. The researchers Jones and Leonard (2020) explain how positive feedback in an online marketplace serves as a proxy for consumer confidence in a transaction and can directly influence conversion rates on the website from the same customer in the future.

figure 4: proof of review

figure 5: proof of review

We were successful in obtaining a 5-star rating as you can see in figure 4 and 5. We were also successful in receiving a very positive review from a customer that received a replacement kit. This review validated our commitment to delivering the highest quality of customer service.

(ii) visual merchandising

we also added the “how-to-use" video as we mentioned earlier.

https://drive.google.com/file/d/12BTCXDlRtXR2qPd0uzECD6avpSsnqFmo/view?usp=drivesdk

6. Marketing and Promotion Strategies

Our major marketing strategy was the "Clean Screen Challenge". We went to the Student Hub and offered complimentary laptop cleaning. This act served as a live demonstration of the effectiveness of the cleaning kit, which is one of the highest conversion rates of all product demonstrations (Kotler & Armstrong, 2021). The Clean Screen Challenge was responsible for our sales in KL and One South. Additionally, we utilized cross-promotion strategies to promote

the laptop stand to our customers who were already interested in gadget care.

7. Challenges and Reflections

- Security & Scamming: We experienced two fraudulent accounts. The first involved an individual who threatened a false police report to circumvent the platform's protocol.

Figure 6: the police report sent by one of the scammers

the second was an attempt at a phishing scam using the threat of "lost" email access to avoid completing a secure payment process. Both of these are examples of common social engineering tactics used in e-commerce today (Standard Chartered, 2023). As such, we limited all communications from our end of the transaction and had both accounts banned by Carousel.

- Technical Issues: There were technical issues with the e-invoice system while transferring funds to our Maybank account.

- Customer Support: One of our customers complained that there was a small item missing. We employed the Service Recovery Paradox (Hess, 2022) by shipping a completely new replacement kit to the customer immediately after receiving the complaint, resulting in a happy and loyal customer.

8. Sales Achievement

We have successfully sold 4 units of our products that represent a 133% achievement of our

initial project goal. We are generating our revenue from 2 separate product categories and this has demonstrated the success of our cross-selling strategy.

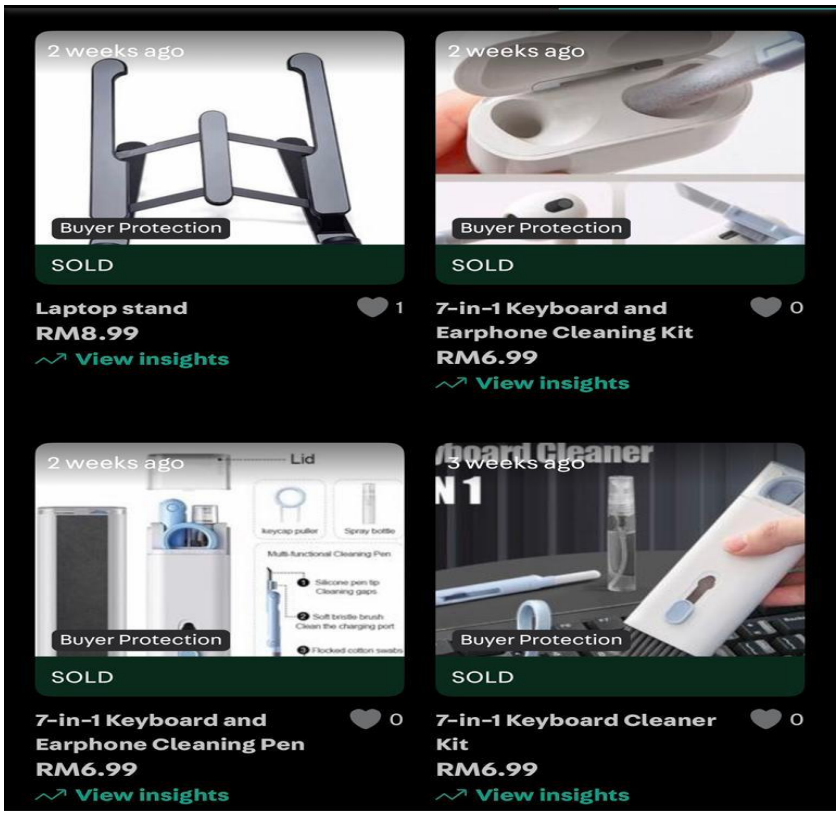


figure 7: Evidence of achieved sells

Product Item	Quantity Sold	Price per Unit	Total
7-in-1 Cleaning Kit	1	RM 6.99	RM 6.99
7-in-1 Cleaning Kit	1	RM 6.99	RM 6.99
7-in-1 Cleaning Kit	1	RM 6.99	RM 6.99
Ergonomic Laptop Stand	1	RM 8.99	RM 8.99

GRAND TOTAL	**4**		**RM 29.96**

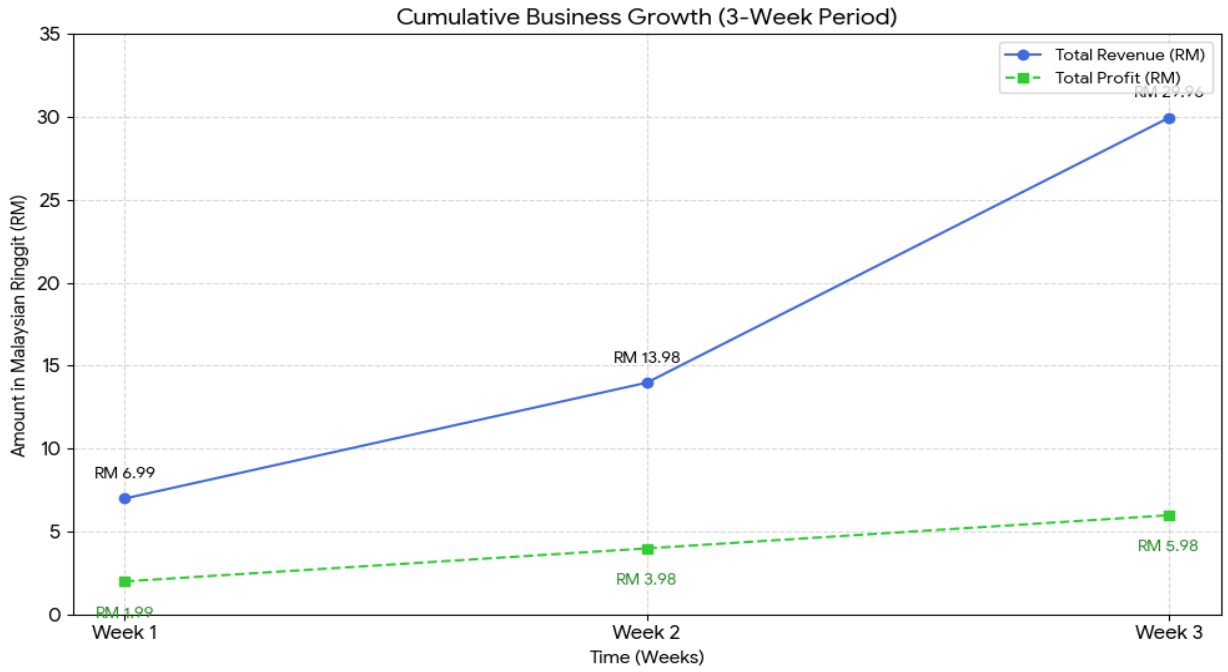


Figure 8: Cumulative Revenue and Profit Growth over a 3-week sales period.

Our 3 week long project was one of continuous growth and at the end of it we made a total profit of Rm 5.98. We didn't have a first sale until Week 1 but stayed patient during Week 2 when we waited for another sale in Week 3 to boost our total income. This clearly illustrates that success in any type of business requires both patience and knowledge of your market. Just as is the case with the step-by-step logic found in Linux scripting, breaking down larger goals into smaller, structured tasks will be the most successful method of reaching a quality final product.

We were able to increase our overall revenue by 42.9% from the amount we would have earned if we had only sold cleaning kits, by introducing additional products (Laptop Stands) to our inventory thus proving that cross-selling can be profitable in niche markets.
- Surprisingly, we sold one additional item (laptop stand) to a customer interested in our cleaning range.

9. Group Member Roles

a) Abdi Hamse Mustafe Hiis (Group Leader): Coordination and Carousell chat management.

b) Ismail Abdirisaq Abdiqani (Financial manager): Managed all sales, financial data and transferred money using the Maybank e-invoice system.

c) Yasin Sulayman Abdulkadir (Marketer): Designed digital posters and promoted on social media.

(d) Hassan Luqman Mohamed (delivery agent): Checked all items before delivering to customers at One South and Idaman Sutra. Utilizing a friend's car to deliver items to our off-campus locations has greatly increased both the efficiency of delivery as well as the safety of our customers.

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