

Status of e-Business in Two Popular Retail Chains: A Review of Opportunities

Prof. Dr.M.V.Shetty, Multimedia University Cyberjaya, Malaysia, email:shetty@mmu.edu.my

Ms N Kogilah, Multimedia University, Melaka ,email:kogilah@mmu.edu.my

Meyyappan Gopalan, Multimedia University Cyberjaya, Malaysia , email:gopalan@mmu.edu.my and

Dr. Hishamuddiin, Multimedia University Melaka, email: hisham@mmu.edu.my

Preamble

In the present era e-business has become the powerful tool to have a competitive advantage and also give greater customer value. How is the status in Malaysia where the retail chain is growing at a phenomenal pace? What are the attitudes of the retail chain promoters towards WiMAX e-business as an opportunity for enhancing their business, customer value offered and competitive advantage gained? So a study was felt necessary, initially through review of literature followed by a field study on a case oriented basis. IEEE802.16/WiMAX is one of the most promising technologies for broadband Wireless Access, both fixed and mobile use. This paper presents a WiMAX based architecture for the proposed new system. The two cases are genuine but names have been changed for purposes of confidentiality.

Literature Review

Finneren, (2004) mentioned that WiMAX (Worldwide Interoperability for Microwave Access), is defined in IEEE 802.16 standards and is being promoted by the WiMAX Forum. The Forum looks to develop interoperability test suites to insure a multi-vendor solution that will result in lower cost products based on open standards. The most fundamental difference between WiMAX and Wi-Fi is that they are designed for totally different applications. Wi-Fi is a local network technology designed to add mobility to private wired LANs. WiMAX was designed to deliver a metro area broadband wireless access (BWA) service. BWA provide a fixed location wireless Internet access service to compete with cable modems and DSL. So, while Wi-Fi supports transmission ranges up to a few hundred meters, WiMAX systems could support users at ranges up to 30 miles. There has been less “market buzz” surrounding WiMAX because Wi-Fi marketing targeted the end user, WiMAX is intended as the basis of a carrier service. As a result, the WiMAX Forum has been working primarily with component and equipment suppliers to

develop base stations and premises equipment that carries will use to deliver the service. The WiMAX standards include a much wider range of potential implementations to address the requirements of carriers around the world.

Roberts (2006) discussed the key success for WiMAX is the commercial viability of development. The 3G cellular spaces continue to develop, again potentially squeezing the WiMAX operators. However, although 3G have very high mobility but is still more expensive, less spectrally efficient and offers lower capacity than WiMAX. Besides that, it also mentions the two main contenders are MIMO (Multiple Input, Multiple Output) and AAS (Adaptive Antenna System). In this journal, it discusses about both MIMO and AAS are antenna technologies that make use of multiple antennas to enhance the characteristics of the transmission.

Alfaro, (2006) mentioned that the well-known of the Metro Via/Unitel in Guatemala and how they compete with others competitors in the market. He also mention about the benefits of WiMAX. In case, this company starts to compete with the vision to build a single WiMAX network for all to share with multiple operators.

Nicole Johnston and Hamid Aghvami (2007) mentioned WiMAX provide a metropolitan access network which will provide higher bandwidth and larger coverage than are currently available with existing wireless technologies such as Wi-Fi and 3G. WiMAX was originally developed for fixed wireless broadband access under the IEEE802.16a or IEEE802.16- 2004 standard. Over 330 companies back the standard and certification work through the WiMAX Forum.

Wolleben, (2007) explained that the benefit of a consistent technological standard alone to the service

provider community is significant. The WiMAX spectrum efficiency gains are very solid and provide service to denser customer bases for lower costs. For more consistent technological approach, is to identifying best practices for delivering broadband wireless access consistently across multiple geographic and radio frequency environments.

In “Analyzing the success of adapting the success of new technologies –focussing on e com” (Business Process Management Journal, Feb 2007, `3,) Martin Jackson, Andrew Sloane attempts to provide a analyze the e-com preparedness for units.

In “Templated Website” (Tire Industry, Vol 24, 23,) Yip, Jeff analyzes the template route that helps dealers in use of the Net in business.

In “Make Honey the E-Marketing Way” (Black Enterprise , Mar 2007, 37,8) Hopkins tips of marektign products using e-signature enabling web purchase with more confidence.

In “Comparison Shopping” (Wall Street Journal Eastern Edition, Vol 249, 47) Herpich, Nates, presents advise to customers to obtain notification of items that may drop in price shortly, so that they do not compare prices on the NET.

In “Online Marketing-Dos and Don'ts” (Circulation Management, Mar 2007,) Chandra Johnson, Greene, indicates methods f promoting relationships with other teams in the company for effective communications.

In “Maximizing customer value via mass customized e consumer services” (Business Horizons- March 2007, Vol 50, 2) Grencei and Richard T analyzes the basis of improving realization of the strategic potential of the Internet for better business performance and relationship building.

In “Valuation of the E Commerce and Internet Industry” (Corporate Growth Report, March 2007, Issue 1430)Andrew Dolbeck analyzes the values of many sites and outlines the basis of such valuation. The industry also covers networking and other support services for companies that operate primarily on the Internet.

In “Consumer attitude toward virtual stores and its correlates” (Journal of Retailing and Consumer Services 2007, Vol 14, 3) Lee, B.C.Y. analyzes the relationships between the attitudes towards virtual

stores and its correlates, through a conceptual model verified through empirical data.

In “M-Taiwan projects adopts WiMAX” , (IEEE Journal 2007 ,138) As an access technology of Wireless Metropolitan Area Networks (WMAN), it is based on the standard of IEEE802.16. It has remote transmission capability (the radius of the signal is 50 km), fast transmission speed (the fastest speed of each WiMAX base is 134Mbps), and terminals with a wide band and a transmission speed range of 200Kbps to 2Mbps. Based on these characteristics, WiMAX not only provides wireless access technology, but also acts as a supplement to wire networks (Cable, DSL), especially in remote areas. [1]

In “Exploring e commerce benefits for businesses in developing countries” (Information Society, 2007, Vol 23, 2) Molla, Alemmayehu, Heeks and Rcihards, notes that e commerce benefits are limited to improvements in inter and intra organizational communications.

All these indicate a definite benefit to retail chains entering e-business, and a definite need is felt necessary in this fast growing area of business. To make it more effective it was felt that if two cases of varying stages of development was made one could get a greater perspective of the opportunities lost and gains made by e business.

Statement of problem:

e- malls, though a new concept has opened up tremendous business opportunities. However many reputed malls and retail chains are not tapping this to gain competitive advantage. The issues are the degree of opportunity and competitive advantage that is gained. This is not available. So a modest attempt to identify two similar chains and note their attitudes and performances from a snapshot research is found worthwhile.

Problems and Constraints of the study.

Due to time and funds constraint the field research was made through a team of students, reviewing two retail chains, one well developed and another yet to develop ignoring, without any logical reason the opportunity that is there but not perceived by them, as confirmed by our literature study..

Further due to the confidentiality of the information, no data or financial figures could be published that

would have thrown some light on the real benefits, and also key information have been suppressed, but the study has its own relevance that Corporate and researchers would benefit from overlooking these constraints.

Research objectives

Our objectives in studying these two cases were:

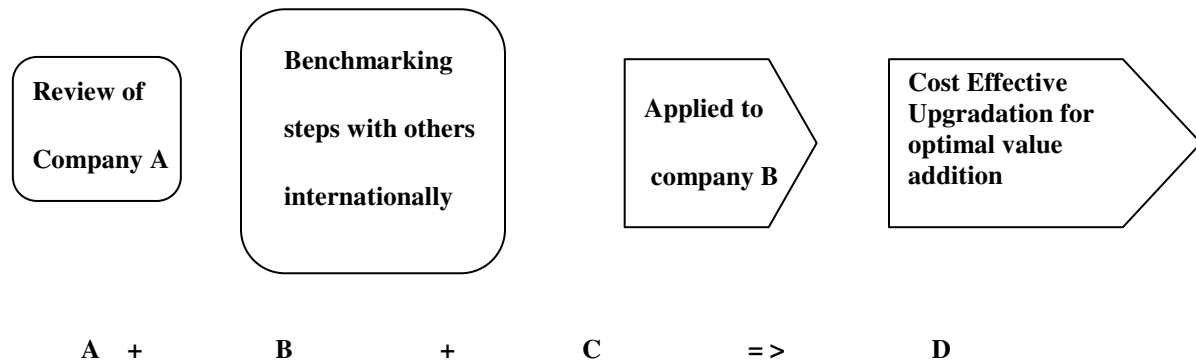
To discover the success of e-business of two retail chains in varying stages of e business.

To understand the role of technology, multimedia and marketing in developing a good web site using WiMAX features.

To explore the enhancement in business strategies when supported by e business initiatives in an integrated manner.

To recommend to the company our review of their websites that might be useful for improving their business opportunities

Theoretical framework



Where **A** aims at reviewing the technical and marketing highlights of the website

B aims at reviewing the benchmarking and other technological innovations possible for applying to upgrade the website.

C aims at finalizing the best options for company **B**'s website and creatively modifying the second websites.

and **D** is the desired outcome for the getting cost effective upgrade, both in technical capabilities and marketing strategies.

Research methodology.

A brief study was made at the secondary level of the literature review as indicated above. This was followed by a detailed analysis of the status of the websites of the two chains, in consultation with the

experts in the field. A primary study was then taken up through a personal in-depth interview with the two companies to determine the status, performance, and basis plans in the area of e business development till date. A review was made of possible areas of development to improve business through better e-business tools. The study, therefore, covered both the technical issues involved in e-business and the marketing issues that govern the success of the outlet. Analysis with respect to theoretical concepts of e business and marketing were reviewed for each of these chains followed by a comparative study. The future plans of the development in this area were also discussed. The identity may be real or camouflaged but the status is as observed. These are highlighted in the paper for the benefit of researchers and Corporates along with recommendations that the researcher felt may ensure greater success.

The Retail Chains.

Company A (Let us call it Abdullah Life Style Stores or ALS for short) , a subsidiary of a major group based in Kuala Lumpur, is one of the most prestigious,

premier department stores in Asia, operating over 70 stores in Malaysia, Vietnam, and China. ALS retained a specialty department store Malaysians, had successfully evolved into e-business sector and enables it to become the leading department store branded experience in Malaysia.

On the other hand, Co B NVFMS (say Nadia Value for Money Stores or NVFMS) is one the largest discount retailers in Malaysia, with 17 NVFMS Wholesale Emporiums located across the country. The stores are always bustling with activity, drawing shoppers by offering consistently low prices on every item in the store. NVFMS offers a huge selection of products in its stores, from clothing and cosmetics to office supplies, with the average store carrying more than 170,000 items. NVFMS works with around 3,000 suppliers to source the items for its stores. However, NVFMS has not yet ventured into e-business sector even though it has the capabilities to go further in this sector.

Status of e- business in ALS

Established in 1987, ALS Corporation Sdn Bhd – the retailing arm of a major Group rapidly became one of the largest retail chains in Malaysia.

The growing sophistication of today's lifestyle demands that any retailing business anticipates and responds to changes in taste and lifestyle. The Group's retailing banner - ALS - spearheads the provision of products and services to increasingly discerning consumers through ALS Grand Departmental Stores, ALS Variety Stores (including management store) and U ALS, the newest tier of department store, in 31 locations.

In the department store sector, ALS has strategically tiered its stores to cater to the needs of different market segments and location. No confusion as the stores are categorized into 3 tiers depending on suitability of market & location.

The Group is also making headway in the retail industry in China. Since its first opening of a ALS store in 1994, it now owns and/or manages 43 ALS departmental stores with a total floor space of 1 million sq metres in Beijing, Sichuan, Chongqing, Shanghai, Dalian, Shandong, Jiangsu, Chongqing, Shanxi, Hubei, Lanzhou and Mongolia etc. The Group opened its first store in Vietnam, in Ho Chi Minh City in June 2005.

Analysis and Findings of ALS

a) Technical Highlights

als.com (a hypothetical site as it is renamed) has three intentions for creating their website. The first intention, of course, is to sell their products over the web. ALS has a wide variety of products so a customer can purchase everything from a washing machine to a power saw to even kitchen utensils and clothes all on one website. ALS will ship all items that can be delivered to your home or workplace. A customer can have their product(s) shipped any physical address within the country. ALS has a Store Pick-Up option for customers that do not want to pay for shipping charges. Another great thing about the Store Pick-Up option is that a customer does not have to wait for the product to be shipped to their preferred address; rather they can drive to their nearest ALS store and pick up their particular product(s).

The second intention for the web site is to facilitate users to locate the nearest ALS store or just any ALS store in general. This particular feature is especially handy when using the Store Pick-Up option. One can purchase a product or products online and then use the store locator to find the nearest store to pick it up at.

The third intention was to keep the customer informed of the latest goods available in the store, special offers, days prices, etc.

ALS has designed their website layout so as to make it very easy to navigate through. Although there really is nothing too flashy about it, by the layout being dynamic it makes the site more user-friendly to people who may not know much about the internet. On the homepage it always displays weekly sales specials along with the price and links to each item on sale. The large tabs at the top of the page make it very easy to go straight to whatever type of product one wants to buy or view. The drop down menu located on almost any page you visit which makes it very convenient. This allows a user to jump to different brands without returning back to the homepage. Along with the tabs there is a column on the left side with links to each department and even the sectors within each department. At the very top of the homepage, there are links to a customer's "shopping cart", their profile, and the status of their orders. There is also a quick link to customer service and the store locator page. If a user happens to get confused about how to navigate through the website, there is even a link at the bottom of the homepage to a site map which has links to every aspect of the entire website.

Security

The rush to embrace e-business has been built primarily on browser-based encryption (SSL) and username/password authentication. Both methods are relatively easy to implement, and both come bundled as a basic component in web browsers and servers. Unfortunately, neither method provides much of an obstacle to attack and misuse. Adding to the confusion is the nature of TCP/IP communications. With 65,000 communications ports on any given network device, attackers have many avenues for subverting security infrastructure. Perfect security literally means simultaneously watching 65,000 doors and windows on a 24x7 basis, and never blinking. According to traditional network security methodology, point solutions are sufficient to protect the e-business environment, provided a sufficient number of devices are deployed in a sufficient number of places. It is the department store equivalent of placing security guards in every department, tags on all the goods, sensors on all the doors to detect tags leaving the store improperly and surveillance cameras to watch all employees and visitors.

Firewalls, encryption servers, card keys, VPNs and similar technologies do not eliminate risk so much as they shift it from one part of the network to another. Poorly chosen passwords, borrowed card keys and misconfigured network devices easily foil access control and authentication. Encryption only protects data while in transit. It is still at risk before transmission and after it is arrived. Even worse, the encryption stream can be disrupted, corrupting traffic and causing expensive data integrity repairs. Responsibility for protecting online assets tends to move over time from the people working with the data to IT staffs physically removed from the data creation process. If the network security staffs attempt to put all their resources on the network perimeter, they leave themselves exposed to internal misuse. If they wall off functional groups within an organization from each other, network performance degrades and end users perceive the barriers as unnecessary. Vigilance begins to wane as limited staff with limited resources can not cover all needs and eventualities. End users, frustrated with performance obstacles, begin to actively subvert the security safeguards. Breakdowns in protection become inevitable.

E-payment systems

ALS have designed and developed the shopping cart for the customers. The shopping cart supports credit card and other offline payments. Integration has been

done to Maybank2u as well as any new payment method for ALS customers. The main purpose is to facilitate easier customer payment and thus attract more sales.

Managing Supply Chain Network

They continuously do supply chain network planning and achieved very positive results; they are the exception, at a time when it is more necessary than ever given today's dynamic corporate strategy and cost environment. This periodic analysis does deliver significant value; a firm typically will reduce the operating expense in scope by 5-15% upon implementing a supply chain network redesign. Despite the significant initial operating improvements, results often begin to deteriorate within months. This is because ALS operates in a dynamic environment, where constant change threatens to create new imbalances within their supply chains.

Database and Tracking

Using programming language like ASP and PHP, the website is connected to MYSQL database. Store administrators are able to manage the products using the backend admin engine they developed. Special modules include Category Management, Product Management, Order Management, Shopper Management, Newsletter and reports. They adapted the data warehousing concept for the database. Data Warehousing started as a means for bringing enterprise data together at one place from fragmented legacy systems. Its original objective was to provide managers and analysts with periodic summary data for decision making. With the advent of E-Business its role changed to support online marketing via Web enabled systems. Then, analytical demands such as customer behavior pattern analysis grew rapidly.

Future Plans in technical features of business.

For future growth, ALS plans to improve the IT development of the website especially security issues. Furthermore, plans are in place to further develop the website (upgrade) so as to improve the satisfaction of customers in using the website, and motivate more frequent usage of their website and have word of mouth publicity, a powerful tool of promotion, but a very common mode with NET users.

b) Marketing Highlights

Positioning Strategy

ALS believes in high search engine placement and online visitor conversion for effective website content positioning strategies. Things included in website content strategies:

Keyword analysis and selection: effective keywords and keyword phrases, relevant to their business and industry, that can bring them high rankings on search engines.

Content copywriting: meant to increase website traffic with search engine optimization primarily aimed at visitor conversion.

When they determined *which* words to use and *why*, they crafted compelling text for effective content positioning:

Copywriting of **successful Meta tags** and other relevant HTML code for search engine rankings improvement.

Copywriting of **effective content**, website visitors can find what they are looking for, fast. This will turn more visitors into loyal customers.

Product Innovation Strategy/Customer Value Enhancement

In the website, ALS categorized all the products into 4 simple categories; For Her, For Him, For Kids and For Home. The main page is simply an e-magazine, convenient to use for customers to browse through all the products before deciding to purchase anything.

Advertising and Promotional Strategies

ALS adapted a couple of important tools of Internet to advertise and promote their website and the products. Those tools are:

a) e-zines: (Online magazines) these publications are focused on specific topics and a way to reach a target audience interested in that subject. ALS gathered the e-mail addresses of potential customers and used these lists to send out product information specific to client interests.

Seven good reasons to establish an e-Zine

1. Establishes Trust
2. Brings Visitors Back
3. Establishes You as an Expert
4. Keeps Current & Potential Customers Up to Date on New Products & Services
5. Builds Relationships
6. Allows You to Build an Opt-In Email Marketing List
7. Keeps Your Website Fresh in Visitors' Minds

b) e-mail: Ethical methods of gathering e-mail addresses through newsletter subscription built in the Website. Online customers are becoming increasingly selective about their relationships, the brands they trust, and what they consider relevant. While most marketers are aware of privacy issues and the risks of Spam, there is still need for improvement. e-mail marketing campaign management is still fairly unsophisticated even at the largest of organizations.

c) Promotional publications: A fashion blog in the website facilitates customer education, with the intention of building brand awareness. These are useful in fields because the customer needs information to develop sufficient knowledge for movement through the first three stages of the sales process of awareness, interest, and desire. Although time consuming, they replace or complement the print versions of newsletters/corporate magazines/flyers.

d) On-line Surveys: Information collected on the visitors from the Website through ALS Care surveys.

e) Bonus Offers: offered points for Bonuslink when making any purchases.

Interaction and feedback

In the website, some of the relevant options are available for interaction and feedback. There are Contact Us page and Frequently Asked Questions (FAQ) page. The Contact Us page listed all the ALS stores complete with address and telephone number. While in FAQ section, they highlighted the questions that customers most asked.

Attention and retention strategies

ALS only highlighted a contest that only happened when you shop at the store. There is no other online game for users. No free download such as mp3 or wallpapers. They only provide magazine-like information on how to shop for a certain holiday season.

Interactivity

The website is simple in design and interactivity. There is no personalizing the website feature, no 3D view or any other Virtual Reality technology.

Future plans in marketing related features of business.

ALS has planned to cultivate more brand awareness to the customers in the future. Market extension is also in the progress to other countries in Southeast Asia.

Background studies of NVFMS

a) Company Profile

NVFMS Hypermarket or NVFMS Mohamed Holdings founded in 1956 and is the largest wholesaler in Malaysia employing 2,800 staff nationwide. Everything, products and item are under one roof and all at a great wholesaler’s price.

NVFMS Mohamed Holdings, NVFMS Mall or NVFMS Hypermarket Mall is the largest discount retailer in Malaysia, with 23 stores increase all through the country, headquartered in Kuala Lumpur. NVFMS persistently pursues bargains form suppliers to implement its everyday low price philosophy. NVFMS offers a large selection of products in its store from cosmetics and clothing to office equipment and household things with average carrying more than 170, 000 items

Stock request – when a buyer at headquarters wants to know the stock levels for an items he use the software, SharePoint site , the software sends an e-mail message to the store. This message contains a link to the Sharepoint site where the store personnel can enter the quantity of the item in stock. The response time is typically two or three hours.

Product browser – This system enables any NVFMS staff to go to a Sharepoint site and type a description

of the item to receive a picture of the product and its price details and supplier information. The Product Browser system is frequently used by store personnel to check price. The system also enables each store to use a common picture in promotional materials.

Marketing Strategy

Advertising through technology, LEDtronics was display in NVFMS outlet, Subang Jaya. It is capable to improve NVFMS’s Hypermarket customer shopping satisfaction by displaying the latest NVFMS promotion.

Online Strategy

NVFMS was not going online currently because they choose to involved in the latest revolution in energetic digital visual communications with the employment of it’s possess in-store multimedia TV network; NVFMS TV. Besides that they focus more on marketing promotion through advertisements. NVFMS TV is a plasma screen at the Information counter that greets shoppers when they walk in the entrance; it’s providing shoppers, tenants and suppliers immediate contact with the visual message from NVFMS. Shoppers are exposes to daily updated information such as current promotion as well as entertainment content. Different from LEDtronic that located at the road junction, NVFMS TV is in store and place at strategic location at food court and etc.

Table 1: table Comparison between ALS and NVFMS Hypermarket Websites

ALS	NVFMS	Similarities
Customers can shop at als online. Can shop from home or far away from Malaysia	The new NVFMS Hypermarket using WiMAX shopping online make the customer can buy and shopping online economically and efficiently.	The new NVFMS Hypermarket Shopping online and ALS shopping online give information about their product and stores
A new store environment with contemporary retail presentation, open walkways, stylish displays & vibrant lighting	The old NVFMS; customer have to go to the store and shopping, the new online NVFMS, customer can get	Is a shopping mall for all target ages group, kids and adults. NVFMS and

	the items via website and can get the items after payment.	ALS are local Hypermarket stores
Provide the list of items and price in als online. Advertisement through TV and magazine, an artist as representative.	NVFMS online is more easy to access customers in suburban and rural areas, customer just only click to the items if they want to buy.	Customers all over the world can access their website online.
Provide all types of product brand, international brand & local brand	Most of the items in NVFMS is local brand and their supplier are mostly form China & India	
Their customers are all over the world. ALS is going global using WiMAX technology.	NVFMS customers are within Malaysia only. Only local people know about NVFMS Hypermarket, but with the new NVFMS online, NVFMS hypermarket will go all over the world	
Usually the price is expensive because it is branded products. Its price depends on Megasales only a few months a year	the price is cheap for all year and anybody affordable to buy	
ALS have Bonuslink card	NVFMS have Beriah Card	
Receive many awards ; Retail World Excellence Awards 2006/7	Some outlet, The environment inside is poor	

Suggestions during implementation.

a) NVFMS Online Shopping – e-Commerce Website

The website should be colorful with blue as the main color that reflects NVFMS’s official identity and have eye-catching images, NVFMS stores image, their logo, and their philosophy regarding their customer.

Accessibility is more direct and comes with a common approach, rather than the NVFMS online shopping where Shop for Her appears at the first page, when an end user open the NVFMS’s Shopping Online firstly the Homepage index page appears, where customer can choose to go to preferred department; household department, men’s department, kids department, women department, about NVFMS, location, map. etc.

All the information about NVFMS Hypermarket, outlet location, product and item provided in the section about us and Customer Service.

Customer can choose and buy the items that are offered online via NVFMS website at the shopping section.

If customer doesn’t want to buy, they can survey the price first before shopping, or just take a look at the picture because the product image and price are also listed in the page. The image is the same as the real product being sold at their sold. This way customer could just compare prices easily with other hypermarkets offers.

Customer can buy using their valid credit card; Visa, MasterCard, Bankcard.

Customers have to register the information details for the delivering process and for the record purchases. This is ensures security and safety for the customers credit card details and personal information.

As a broadband wireless access (BWA) technology, WiMAX is able to provide ubiquitous internet access to the customers, allowing end users to be connected to the internet independently of their location. This technology also providing internet access to rural areas in Malaysia where the deployment of a wired access will not be possible for the telecommunication operators.

WiMAX Authentication and Data encryption features support the secured online shopping.

The potential of IEEE 802.16 online shopping applications seems enormous, as illustrated in Fig. 1. It can provide high-speed mobile data and telecommunications services comparable to the emerging technologies

The online shopping NVFMS can be accessed anytime and anywhere where internet access is available.

The price is still the same but there is still an extra charge for delivery purpose because the product you purchase will arrive at your doorstep which is very time saving and hassle-free.

This e-commerce site would have a specified webmaster that would constantly update the website information with current promotions, products offered and many more features according to current e-commerce trends globally.

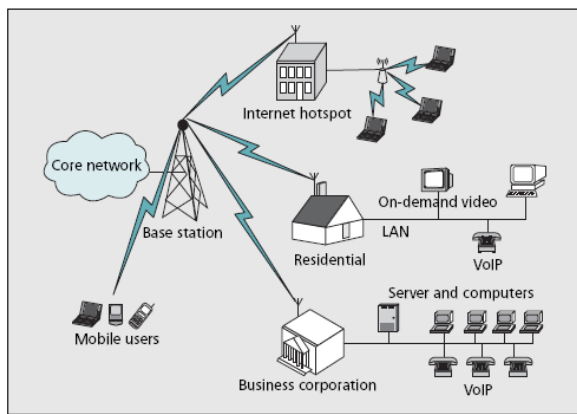


Fig 1. NVFMS WiMAX potential network -[Source IEEE Communication magazine 2007 - [2]]

Table 2: Inferences and conclusions of NVFMS .

Strength	<p>NVFMS will be the wholesale emporium that is well known by all Malaysian customers.</p> <p>Customer can make choices from home, no need to go out for shopping, time saving.</p> <p>It is very convenient for customer to shop from their house, they could avoid traffic jams on the road and crowded people in the store.</p> <p>The shopping support any method of payment, credit card and other offline payment</p> <p>WiMAX – Secured and economical technology support for</p>
-----------------	--

	online payment in cities and rural areas.
Weakness	<p>Online shopping for NVFMS only can be access for certain customer that knows how to use internet. In Malaysia there are still people doesn't have computer at home. This online method is popular among teenagers , educated person ,carrier person, or abroad</p> <p>Using payment online method is still not being use commonly among Malaysian</p> <p>WiMAX technology been not widely available in Malaysia and it will be ready by this year.</p>
Opportunity	<p>This is the method that NVFMS can release their outlet abroad such as in china, India, UK.</p> <p>To increase their customers both at the shopping store or shopping online</p> <p>WiMAX – Provide the online shopping opportunities for Rural and Urban area users</p>
Threat	<p>Customer choice can be track using business intelligence software, and by knowing this they can know their customers interest and their needs</p> <p>All the latest and modern items is available in the store with greatest price among all the hypermarket</p> <p>The latest information, new outlet, advertisement, promotion is available in NVFMS online shopping; all over the world can get the news.</p>

Table 3: Recommendations of NVFMS

ALS	NVFMS
1. In als online they should put customer feedback, this is important to keep in touch with customer. They should put forum column on this site, customer can give their opinion and feedback regarding to their service, store, outlet and product.	1. Improve their store into more stylish and modern design, not only in their new online shopping but their stores should be re-designed to have a more contemporary look with more space or bigger pathway for customers to walk freely.
2. Besides using online shopping, ALS can use wireless 3G or SMS or phone services to order the product. By using WiMAX features, customers from rural areas can do online shopping.	2. Develop a good e-commerce website using WiMAX features, NVFMS Shopping online and faster delivery after make payment. Any method of payment can be made by using Maybank, Credit card.
3. Customer can be track when using the online shopping, their information, location, details, this is addition for security system	3 NVFMS should choose a representative or spokesperson for their Hypermarket in the way they want to promote their store abroad.
4. For the security purpose in the shopping online, customer is given 1 minute to complete the payment transaction and after 1 minute they have to re-login again to the same page and put again the payment method used. By doing this nobody can use the customer account details if the customer forget to close the window.	4. The NVFMS online shopping should be more secured and protected against malicious threats and hackers. Only registered members can shop online.
	5. Promotion not only using advertisement, make more contests or give customer some benefits such as present or freebies if they shop at certain amount, or if they shop more.

Future Plans and Expectations

1) NVFMS Hypermarket's Shopping Online page would be an advantage for them as they could attract global companies to venture into their business which could strengthen their position as a great wholesaler market in global market and collaborate with other global companies to invest in massive research & development to further create innovative marketing ideas and implement them to gain profitability and strengthen their image as well as giving value added services to their end customers which would let them gain customer loyalty as well. NVFMS's brand name would also be stronger in the local and global market.

2) Their new e-commerce site would be now tested on the local and global market and later on their website would have more added contents and services especially in the customer service area as they enable rich media contents and more innovative ideas of marketing their products online.

Conclusions

The study clearly indicated the loss of business opportunity of a well established chain neglecting the all important e mode of retailing, which the former mall capitalized on. Though he segments addressed are different, it is likely that their nearest competitor would have similarly gained or lost on the opportunity. Especially as customer value could be added more through a market on one strategy of e business, brand building opportunity also is being lost. The all important supply chain is marginally used for improving operational efficiency of supply chain management, especially when they are outsourcing and procuring from international sources. Such errors has to be judiciously avoided for maintaining the strategic competitive advantage of the company, apart from the cost effectiveness of the operations and the greater customer value that is possibly added through this initiative. WiMAX is characterized as possessing remote and fast transmission, wide band, and mobile advantages, thereby enabling it to provide alternative solutions for effectively addressing the online shopping challenges as well as penetrate to urban areas in Malaysia.

Future Research

A lot of research in general and specialty stores (malls) is possible in areas of customer satisfaction of the website usage, evaluating the killer strength of the web sites, practice of CRM techniques, one to one marketing uses of the e business for malls, and

possibility of attracting prospects to the retail outlets (promotional tool) through on line interactivity can be explored. Problems faced in creating or implementing, cost effectiveness of this mode, security issues that is posing a threat, data warehousing, data mining for promotional issues, profiling of customers for adding on new products and Brands to the stores, HR issues governing the e business etc, could also be studied. Since this mode of business is still in its infancy the same can be evaluated through a wider range of options of research.

References:

[1] Wen-Chen Kuan [17/10/2005] . M-Taiwan project adopts the WiMAX. Retrieved June 10,2004, <http://taiwan.cnet.com/news/comms/0,2000062978,20101951,00.htm>.

[2] Bo Li ,Yang Qin ., Low ,C.P., and Gweei, C.L, “A survey on Mobil WiMAX” IEEE Communcation magazine*IEEE Communcation Magazine*, December 2007 , pp. 74-75.

[3] Dolbeck, Andrew “Valuation of the E-Commerce and Internet Industry” Weekly Corporate Growth Report March 5, 2007

[4] Martin Jackson and Andy Sloane “A model for analysing the success of adopting new technologies focusing on electronic commerce” *Business Process Management Journal*, Vol. 13, No. 1. (2007), pp. 121-138.

[5] Micheal F. Finneran. (2004). WiMax verrsus Wi-Fi (A Comparison of Technologies, Markets and Business Plan).

[6]http://www.jeffooi.com/2007/03/broadband_2010_the_wimax_4.php

[7]<http://www.tmcnet.com/usubmit/2007/07/30/2820944.htm>

[8] Alfaro J P. (2006) WiMax Puts Service Quality On Display. http://telephonyonline.com/mag/telecom_wimax_puts_service/

[9] Nicole Johnston and Hamid Aghvami (2007).Comparing WiMax and HSPA – A Guide of To The Technology. <http://www.springerlink.com/content/v458565026g40989/>

[10] MIMO or AAS: Key technology choice in deploying WiMAX. (2006) <http://www.nortel.com/solutions/wimax/collateral/nn118160.pdf>

This paper was coordinated by a team of students who were involved in the data collections and preliminary writing of the report.

Copyright © 2008 by the International Business Information Management Association. All rights reserved. No part or all of this work should be copied or reproduced in digital, hard, or any other format for commercial use without written permission. To purchase reprints of this article please e-mail: admin@ibima.org