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Online Shop System with Zencart

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Written by Sabri Saifulsham and Syazwan Saifulsham, this book has eleven chapters that using quantitative research methodology to describes the three main components of success in building and managing online shops, namely the potential of products, obtain product and build and manage online stores. All three of these components are combined into a single system that can help anyone to build an online store even if no basic technical skills. The measures described also make it easy to use Zen Cart functions without any discrepancies. The internet business is start endeavor by Malaysian entrepreneurs. Although only in a small-scale, they earning fairly and are constantly evolve business. Zen Cart online store is the best system to expand business worldwide. If a few years ago there were only Maybank2u as online banking portal, now almost every bank in Malaysia has it. We can shopping on the internet while pay bills, make transactions airplanes, and even book travel tickets. They are versatile and can be done quickly. Malaysian society is starting to move towards market-savvy and Malaysia Internet users grow.

In line with growing market, the demand for products that can be purchased via the internet is increasing. In the past people afraid to buy on the internet, now that feeling have

dwindling. In Malaysia, women and young people become the main driver with unofficial transactions through forums such as WanitaMelayu.com and Lowyat.Net. Among the products that are popular in these forums is clothing, women's accessories, computer products and the latest electronic gadgets. There are some people who the author know begins by selling on a small scale in the internet, and finally quit their job and do it full time. Their income is not the same as Tan Sri Syed Mokhtar or Bill Gates, but it was more than sufficient to cover the cost of their lives and ensure more meaningful lifestyle with family. Among the authors proteges who achieve this status are Puan Rahimah (MySetBersalin.com), Mr. Faliq Hazwan (SeniCinta.com), Mrs. Fazidah (BengkungModen.com) and Mrs Amalia (MajlisImpian.com).

Generate income on the internet is now familiar and it is common to hear. This situation is very different when the authors wrote their first book, *Secrets to Make Money with Internet* first. In that time the society is still quite new and not yet exposed to the concept of Internet business. If readers still does not understand the concept of a real Internet business in full, the authors suggest that readers get their first book so that readers can understand the intricacies of internet business basics first. This book will help readers too, but this book is at advanced stage.

There are still many actually uninformed regarding ways to generate income from the internet. Some think that making money with the internet is like investing, we save money as capital and when enough time, we will get back returns. Actually it is not like that. There are several ways to generate income on the internet and all things based on one concept. There needs to be exchange value from the seller to the buyer and the buyer to the seller. There are some business models that can be tried, among it are advertising, selling digital products, selling physical products and auction. In this book we will focus on selling physical products with the objective to help us build an online store. Online store is one of the medium on the internet product sales. Various products can be traded through the online store. Like the stores in the real world, the products in the online shop are sorted by category and arranged so that it is easier to find a buyer. Examples of popular online stores are Amazon.com and Flowers.com.my.

Some consider building a shop online starting with technical aspects such as registering a domain, get hosting and a website online store itself. But like building a store in the real world, a store that can sell just not enough to ensure success. We need to make sure the shop is in the correct location and has the right product for that location. When researching for selecting products to be sold on the internet, make sure it is a product that can be searched. In other words it has a name or a keyword that is often used for the search. Sell something which is easily explained by keywords. When selling, make sure the thing that sold it logically searched people on the Internet. Shopping Cart is a software to build online stores. Shopping Cart has various types and brands, and each person has their own preferences. Zen Cart is an online store management that supports multiple languages and currencies. It's designed to put the dream of running an online business within anyone's reach. While many other shopping cart solutions seem to be complicated

programming exercises Zen Cart puts the needs of merchants and shoppers first.