



**UNIVERSITI UTARA MALAYSIA**  
**The Graduate School**  
**(Managed by Rezzen (M) Sdn Bhd)**

*Master of Business Administration Programme*

**Information Technology For Managers**

**TM5013**

**Group Project 1**  
**E-Commerce Business Idea**

**SUBMITTED TO**  
**Dr. Shahizan Hassan**

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**Group Members :**  
**Ding Teng Yee (85895)**  
**Goh Choon Yang (86243)**  
**Melissa Lim Mei Ling (85897)**  
**Vasanthi Kandasamy (85874)**

## **Business Idea : 4D Prediction Service**

### **What is it selling?**

- Non-tangible products. This 4D Prediction Service is focused on selling hope, which simply means giving people the opportunity or hope to get rich.
- Customers will buy numbers (4 digit numbers) based on own prediction. If the number becomes the winning number, they will obtain cash rewards.
- Main rivals would be Toto, Magnum 4D because it is based on the same concept. The difference is that 4D Prediction Service is a web-based business.

### **Target Market**

- Race : Chinese, Indian, Caucasian, non-Bumis
- Age Range : between 18 to 55 years of age

### **E-Commerce Business Model**

- E-Marketplace and exchanges
- Business-to-Consumer (B2C) model

### **Expected Cost**

<b>Items</b>	<b>Estimated Cost (RM)</b>	
Hardware	20,000	
Software Development	10,000	
Database (ie. SQL Server)	5,000	per year
Marketing/Advertisement	5,000	per year
Maintenance	10,000	
<b>Total</b>	<b>50,000</b>	

The total implementation cost for this e-commerce business is estimated at RM50000.

### **Promotion/Marketing Strategy**

- Online advertising
- Flyers, e-flyers
- Magazines
- Table top advertising

The table top advertising is planned to be carried out in selected locations (ie. restaurants, café) based on the target market.

### **Payment Method**

- Credit card
- Online banking

### **Security Issues**

- Being a web-based business, there is always a concern on the security of online transactions which is one of the major issue to be focused on to ensure the integrity of the transactions.