CHAPTER 5

Discussion and Implementation Strategy

The purpose of having this topic discussion is actually to give such a prediction that is briefly concise and will explain such as like relationship of the result, problem observation, the pattern result, agreement or disagreement based on the business ethical issues, the result interpretation, hypothesis of the problem and the relativity of the expected outcomes. In the common part, this part consists of question and answer that related to the real particular problems and finally respond for the expected predictions.

There are 3 important function strategies which will cover about the personal opinion of evaluation and clarification for the results that expectedly going to be happened in the next future. The 3 important functions are:

- 5.1 **The System Purpose Strategy**
- 5.2 **Business Implementation Strategy**
- 5.3 **The Expected Outcomes**

5.1 The **System Purpose Strategy**:

The purpose strategy of creating this system is actually to help the user on eBay to avoid and prevent such criminal acts which is threatening the activity of online shopping business that tend to disadvantage the user on eBay especially for the buyer. By creating the proposed result as it has been discussed on chapter 4 – The Diagram Concept of Proposed System is a new innovative concept system that will guide the eBay user from one central point that is centered on the eBay administrator together with 2 big departments which eBay central bank will take control of cash flow for all the user transactions and eBay shipping delivery goods and services which will take control the shipment order. Besides, the system also protected with dual layered access security system for a payment by registering first to the eBay central bank and applies the eBay membership registration to get access to the eBay online shopping in order to make a payment along with prepaid method payment to avoid such unwanted risks. The progress of the shipment order will be based on the prepaid payment from the eBay admin instruction by using the membership card as a proof of the eBay cardholder member.

5.2 **Business Implementation Strategy**:

This innovative concept strategy is also considered to give a good expectation feedback in the business implementation. The new proposed system has several advantages for eBay. Inc in the business scope areas, such as

- Gaining more profits expectedly in the future
- Gaining more trust and build such business partnership among users
- Expanding more the business into larger scale areas
- The system adopts tight security that is difficult to be breached
- As a place to keep the money safe and cash flow
- Quick delivery shipping order system that centered in one place
- More reasonable price and guaranteed
- Easy access and payment by using single payment
- Prepaid method increases the security of being swindled
- Branches that spread in big cities of each city

5.3 **The Expected Outcomes**:

The system will be estimated and have predictions that the outcome would be turned out to satisfy the user's desire and deserve more credit for being an eBay user. The outcomes obviously to ensure all the users to satisfy or get what they wanted as a buyer, because from what it has been reported and checked that users especially buyers are in the weak and disadvantage position so far. Buyer cannot do anything to sue or even complaint to the seller who does not offer what it should be to the buyer plus currently none of the system, rule and regulation from eBay able to help the buyer out of these pressures. Even though there is a term "buyer is the king", but in this business apparently the opposite position is the king not in the buyer anymore. That is why the outcomes after creating the system would ideally be:

- Satisfying every side of eBay user (buyer, seller, administrator)
- Promising business plan that will hold for a long term business relationship
- One of the trustworthy place to conduct or expand for transactions
- As a place for buying and selling activity and build trust among users
- A facility to get more income with offering an online business
- The system will work integrated although so many branches spread over