

Electronic data interchange and golden screen cinema

[Business](#), [E-Commerce](#)



World Wide Web at least at one point in the transaction's life-cycle, although it may encompass a wider range of technologies such as e-mail, mobile devices social media, and telephones as well. Why we are choose this website? Our group was choosing a website that uses the e-commerce activities which Is Cinema and Golden Screen Cinema. We are choose these website because there has same business nature which Is sell a movie ticket by online or can buy direct from their counter. And also a strong competitor with other where they are the largest cinema In Malaysia.

Therefore we think these website also very Interesting because we can book or buy our movie ticket just by online without a long queue to buy a ticket. What the business activities are available in these website? Both Golden Screen Cinema and TV Cinema are been classified as click-and-mortar under the types of e- commerce organization. This is because both of Golden Screen Cinema and TV Cinema are conducting some e-commerce activities but their primary business Is still operating In physical world. For Golden Screen Cinema, users are first been requested to sign up an account on Its official website ([http://. Www. . COM. Y/](http://.Www..COM.Y/)) before they can buy movie tickets online. After log In to Golden Screen Cinema website, user Is able to select their preferable cinema, movie and date to either make reservation or purchase movie ticket. After users select their preference cinema, movie and date, the website will load into another page which request user to select type and amount of ticket and seats as well. After user completed the selecting process, user is provided two types of payment method which are either by direct debit or credit card. The entire process of purchase a Golden Screen Cinema movie ticket which listed above is through digital process.

To collect the movie ticket, user is required to bring along their credit card which used to purchase the ticket online earlier, Identity card and the confirmation ID for verification purpose and collect the ticket on counters. This show that the product sold, which is movie ticket is a physical product. Lastly, the Intermediary which is the staff of Golden Screen Cinema who provides service to users at counters is counted physical agent. E-commerce: Electronic Data Interchange and Golden Screen Cinema By What is an E-Commerce?

Electronic commerce, commonly known as e-commerce or e-commerce, is a type of industry where the buying and selling of products or services is conducted over Our group was choosing a website that uses the e-commerce activities which is same business nature which is sell a movie ticket by online or can buy direct from largest cinema in Malaysia. Therefore we think these website also very interesting because we can book or buy our movie ticket just by online without a long queue to Cinema are conducting some e-commerce activities but their primary business is still operating in physical world.

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