

**UNIVERSITI TEKNOLOGI MARA**

**PAYRUNNER: DEVELOPMENT OF MOBILE  
APPLICATION FOR FOOD DELIVERY IN SHAH  
ALAM**

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## ABSTRACT

Based on the advancement of technology, people nowadays are busy with their daily life and work activities. This is especially urban lifestyle, they need to have a service that convenient and time-saving, especially for people who are busy working and who are taking a rest at home. Even though they are busy with their life they need to eat healthy. No matter how busy they are they need to eat healthy food to avoid health problems. Mostly runner services in Section 7 Shah Alam are freelance runners. The process of their service is by using the manual system. The freelance runners basically promote themselves manually using media social. The reason why they choose to be freelance runners is that they want to do delivery at their own time (available time). In other words, freelance runners do not want to be attached to any delivery company that needs to follow the delivery schedule. That is problems are then examined thoroughly using Mobile Application Development Life Cycle (MADLC) to find the most suitable solutions. Furthermore, the expected outcome of this project is developing and Android mobile application as it is deemed to be able to tackle these problems. PayRunner Mobile Application is an android mobile application that offers healthy food delivery service in Section 7 Shah Alam. The service allows users to select from local restaurants at Shah Alam and place orders. Before placing an order, users can view the details of foods especially calorie intake for a meal. PayRunner app also gives user to choose their own runner based on availability of runner or choose area proximity. Besides food delivery service, this application also offers to runners who need a platform to enhance their business. Runners who are interested can register in this system to create an account as a registered runner. A runner can set their availability time/days at setting account so that the system will filter runners who available that time.

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# CHAPTER 1

## 1.0 INTRODUCTION

This chapter provides brief overview of background research, such as the problem statement, objective, scope and significant of the project. It gives brief details about the current situations that support the development of this project.

## 1.1 PROJECT BACKGROUND

Nowadays majority of restaurants are using runner service, either fast food restaurants or small restaurants. The concept of delivery to the customer's home its being more beneficial to the retailers. For example, in 2012 Kentucky Fried Chicken (KFC) started to do delivery services in Malaysia to enhance their business and quality of service. Another example that provides delivery service are Mc Donald's (McD), Pizza Hut, Dominos and Food Panda Not only for ready-made food, customers also like to go e-groceries compared go to the physical store because online shop provide delivery system. For example, Tesco, and PasarTap. Customers also can get benefits like a more peaceful experience, better ability to monitor total spending, greater accuracy, and better plan (Mindali & Salomon, 2007). Other than that, runner services application provides delivery service and other service. Example of current application that focus on runner service is GoGet app.

In the e-commerce world, the time of delivery plays an important role in satisfying and retaining customers. Dholakia and Zhao (2010) found that timing plays an important influence on the relationship between online store attributes and satisfaction. Delayed delivery beyond the common practice (e.g. One-hour delivery) will have a negative effect on satisfaction regardless of the road and weather conditions. According to China Online