

UNIVERSITI TEKNOLOGI MARA

**PRIVATE E-MARKETPLACE FOR
SERVICE-BASED BUSINESS IN
UiTMCTKKT**

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ABSTRACT

At UiTM Cawangan Terengganu Kampus Kuala Terengganu (UiTMCTKKT), many service-based businesses such as barbering, printing, and e-hailing are operated by students. However, the absence of a centralized system makes it difficult for both customers and service providers to connect. Customers often struggle to locate these services or make bookings, while providers face challenges managing appointments, availability, and communication. To address these issues, a private ecommerce platform was developed specifically to support service-based businesses within UiTMCTKKT. The main objective of this project was to study the existing service process, identify its limitations, and design a web-based system to streamline operations. The platform was developed using the Adapted Waterfall Model, which involved planning, analysis, design, implementation, testing, and documentation. The system was evaluated through expert evaluations. The results confirmed that the platform functions effectively and is user-friendly. It improves service visibility, simplifies booking procedures, and reduces manual workload for both customers and providers. This innovation offers a more organized and efficient solution tailored to student-run services on campus. Looking ahead, the platform has strong potential for commercialization. Future enhancements may include online payment integration, a user review and rating system, and a customer rewards program, further increasing its value and usability.

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