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2024



International Industrial Revolution 4.0 Exposition

"INNOVATING IDEAS, TRANSPIRING DREAMS"

ABSTRACT BOOK

Strategic Partners:



Perpustakaan
Sultan Badlishah

Organized By:

**COLLEGE OF COMPUTING, INFORMATICS AND MATHEMATICS,
UNIVERSITI TEKNOLOGI MARA, KEDAH BRANCH**

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UITM Cawangan Kedah Channel

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IREx 2024

The successful inauguration of IR4.0 Exposition IREx 2019 has witnessed ground breaking initiatives, ideas, and innovations materialised into numerous practical devices today. Treading on the same triumph, the College of Computing, Informatics, and Mathematics, UiTM Kedah is thrilled to announce the continuation of said event, IREx 2024 with the theme: *Innovating Ideas, Transpiring Dreams*.

The IREx 2024 aspires to incorporate even more exciting new technologies including, but not limited to, Information & Communication Technology (ICT), Educational Technology & Innovation (ED), Operational Excellence (OE), Internet of Things (IoT), Process Improvement, Ideas & Design, Multimedia, and Electronics that will chart new milestones in human history. This will serve as an excellent platform for scientists and innovators alike to meet the like-minded individuals and showcase inspiring ideas and notable innovations.

PROGRAM SCHEDULE

International Industrial Revolution 4.0 Exposition (IREx 2024)
21ST May 2024 (Tuesday)
Dewan Perdana, UiTM Kedah Branch

TIME	EVENT
8.00 – 9.00 am	Registration & Booth Set Up
9.00 am – 12.00 pm	Exhibition & Judging Session
12.00 pm – 2.00 pm	Obedient Drone Session & Break
2.00 pm – 5.00 pm	Official Closing & Prize Giving Ceremony
5.00 pm	Program Ends

Official Closing Ceremony

International Industrial Revolution 4.0 Exposition (IREx 2024)

TIME	EVENT
2.00 pm	Arrival of Guests and Participants
2.30 pm	Arrival of VVIP
	National anthem - Negaraku And Wawasan Setia Warga
2.40 pm	UiTM
	Welcoming Speech
3.00 pm	Rector's Welcoming Speech
	Officiating Speech
3.10 pm	Gimmick & Montage presentation
3.30 pm	Prize Giving Ceremony
4.00 pm	Photography
5.00 pm	Program Ends

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CATEGORY C

APITZ'S BARBERSHOP & ACADEMY MANAGEMENT SYSTEM

Ammar Haziq Bin Mohd Juffri¹, Muhammad Noor Hamqzah Bin Mad Soblee², Muhammad Riezki Bin Roslin³, Muhammad Irfan Raziq Bin Rasselan⁴, Hariz Irfan Bin Zuraimi⁵, Mohd Hilal Bin Muhammad⁶

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ABSTRACT - In today's dynamic market, the success of businesses like Apitz's Barbershop & Academy hinges on adapting to evolving consumer preferences and technological advancements. This paper scrutinizes the current system of the establishment and proposes a comprehensive web-based solution to enhance customer experience and streamline the trainee registration process. Through a detailed SWOT analysis, the strengths, weaknesses, opportunities, and threats facing the company are identified, laying the groundwork for strategic improvements. The proposed system aims to revolutionize the online presence of Apitz's Barbershop & Academy by introducing user-friendly interfaces for both customers and trainees. By implementing a robust booking system for customers and simplifying the registration process for trainees, the company seeks to improve operational efficiency, expand its market reach, and gain a competitive edge in the industry. Moreover, the commercial values of the proposed system are delineated, highlighting the potential for enhanced customer satisfaction, increased revenue streams, and strengthened market position. This paper underscores the significance of technological innovation and customer-centric strategies in driving growth and sustainability in the barbering industry, offering insights into the transformative potential of web-based solutions in the modern business landscape.

Keywords: Web based system, customer experience, trainee registration, market expansion, customer booking.



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