SEEK: AN INTEGRATED DIGITAL PLATFORM FOR BUSINESS DISCOVERY

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ABSTRACT

Seek is a cutting-edge business application designed to connect consumers with reliable businesses. The platform integrates multiple functionalities, including business listings, customer reviews, promotional updates, and direct communication capabilities, into a single system. By combining these components, Seek enhances users' ability to discover trustworthy services and facilitates more productive interactions between businesses and prospective customers. In the contemporary digital marketplace, consumers often encounter difficulties identifying reliable products and services, especially when in unfamiliar locations or exploring new options. Seek addresses these challenges by providing a cohesive mobile application and web platform that streamlines the discovery and promotion of companies. The platform also supports small and start-up enterprises by offering an accessible marketing channel that increases visibility without requiring substantial advertising expenditure. This enables businesses to present their brand clearly and reach a wider audience without the need for extensive advertising budgets. Seek offers users a user-friendly interface with sophisticated filtering options, enabling them to search for businesses by category, location, rating, and other relevant preferences. To uphold authenticity and protect consumers, Seek enforces a strict business verification procedure to prevent fake listings and ensure that only genuine businesses are featured on the platform. By integrating accessibility, transparency, and interactive communication, Seek establishes a trustworthy digital ecosystem for consumers and businesses. Ultimately, this application saves users time, enhances decision-making, and facilitates business growth by fostering meaningful connections within a reliable digital marketplace.

KEYWORDS: Business Application, Digital Marketplace, Marketing Channel, Single System, User-friendly Interface.

PROBLEM AND OBJECTIVE

Consumers rely daily on various goods and services to fulfil their wants. Nevertheless, locating suitable and reliable products or services is challenging, particularly for consumers in unfamiliar locations. The quality and legitimacy of these services are sometimes ambiguous, even when they are accessible. The goods or services provided occasionally do not meet consumer expectations, resulting in frustration. From a commercial perspective, one of the most challenging aspects in managing a company is effective advertising to attract and engage potential clients, especially in start-up

enterprises. This type of issue becomes more apparent when organisations relocate or implement promotional strategies, as business owners frequently struggle to disseminate information swiftly and effectively, resulting in insufficient public exposure.

The solution to these issues can be achieved through a single integrated piece of software, Seek. Seek is a mobile application and website that are specifically designed to assist businesses in advertising their products and services, as well as in posting all necessary business information, such as the location of their premises, working hours, and current promotions. The primary objective of this application is to provide a comprehensive advertising platform that enables businesses to be easily located based on the preferences of their customers, regardless of their geographical location. Additionally, it enables businesses to post a variety of information that offers valuable insights into their operations. In particular, the application will provide businesses with the opportunity to promote their products, services, offerings, and physical locations, thereby increasing their visibility to a specific consumer audience. In addition, the application is designed to establish a user-friendly advertising environment that enables business owners to strategically and cost-effectively promote a specific product or service to a specific demographic.

DESIGN DESCRIPTION

Seek, an all-in-one platform, will assist any organization in expanding its business by increasing its visibility and accessibility to a broader audience. Meanwhile, users derive satisfaction from the application's functionality, which enables them to not only locate products and services in a specific location through the use of filter options, but also to read the opinions and comments of other users regarding their experiences with the services and to engage in direct communication with a business through the built-in chat feature.

Additionally, the application will provide consumers with comprehensive and detailed information regarding the products and services offered by businesses, thereby facilitating the process of making informed decisions and promoting transparency. Additionally, it offers consumers the opportunity to access credible and authentic evaluations of communities, enabling them to make informed and prudent purchasing decisions based on true user experiences. Simultaneously, the platform enables consumers to effortlessly and accurately filter local business propositions according to a specific parameter, such as the quality of the services, preferences, or requirements. Additionally, the application facilitates direct communication between a business and a consumer, allowing users to effortlessly resolve uncertainties, pose enquiries, and obtain clarification. Lastly, the website aims to establish a feedback mechanism that is efficient and effective. This mechanism will enable the business to make continuous enhancements in product quality, service delivery, and customer satisfaction by incorporating the praise and comments of consumers.

VISUALS

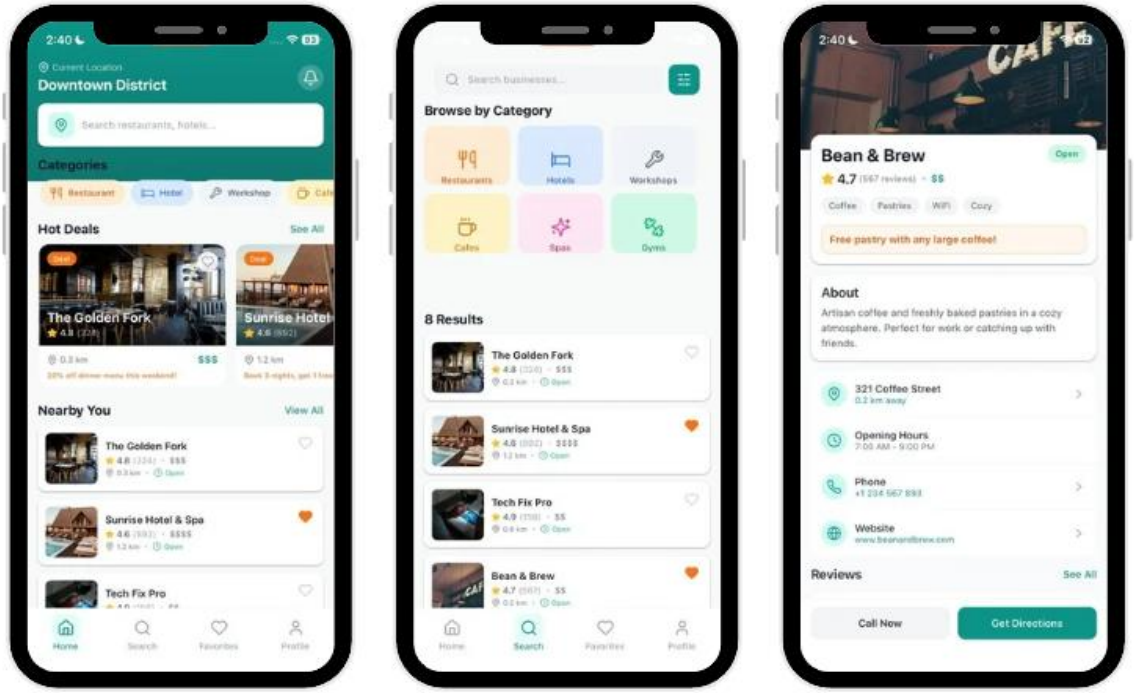


Figure 1: Seek Application interface

NOVELTY AND UNIQUENESS

This application is similar to social media, but it has been improved to offer more advantages than a typical social media platform. The Seek applications provide a variety of unique features, including the filter function, remark and review area, business verification, and display of current services, which are not found in any other social media application. Customers can efficiently and swiftly locate the goods or services they need by employing the filter tool to search for the category they have selected. The comments and evaluations section were incorporated with the goal of facilitating the interaction between businesses and customers. Customers will be able to immediately gauge the organization's reputation, and business proprietors can leverage the comments and reviews section to compensate for any deficiencies. Furthermore, it is believed that exhibiting current offerings, including the most recent or newest products, a new range of services that indirectly benefit both parties, and continuous promotions, will increase consumer engagement. Furthermore, in order to prevent the dissemination of false information or bogus businesses, organisations that wish to utilise this application must undergo a rigorous verification process that involves the submission of their business registration number, which is registered with the Companies Commission of Malaysia (CCM).

BENEFITS TO MANKIND

The Seek application intends to deliver reliable business information and facilitate efficient surveys. This application relies heavily on the integrated search and filter functions to display results according to users' choices. Each business type is distinguished by location, category, ratings, and the items and services offered to guarantee the precision of search results presented to the application user. Any

company page that makes false claims will receive warnings. Neglecting to implement corrections will lead to page suspension. This application will affect users' purchasing decisions. Consumers can explore several available options and perform a thorough comparison study that aligns with their preferences prior to making a purchasing decision.

COMMERCIAL POTENTIAL

This application is highly beneficial for users of all ages. As developers, we strive for worldwide adoption of our product. This application may reduce commercial issues related to advertising and marketing. This is because our application offers significant visibility for businesses to customers, enabling them to broaden their customer base. Consumers will gain from this application by receiving reliable information about business offerings and reducing survey duration. For instance, individuals unfamiliar with that place will get the information such locations of reputable restaurants, auto service centres, and comprehensive supermarkets. Seek would serve as a solution to those issues. Seek will ensure that each company page represents a legitimate enterprise to safeguard clients from deception or misinformation, thereby preserving their rights as consumers.

CONCLUSION

In conclusion, the Seek app is developed to solve frequent problems that customers encounter when looking for trustworthy goods and services, particularly in unusual locations. With verified business information, advanced filtering tools, and genuine customer reviews, the application enables users to make more confident decisions while spending significantly less time searching for and comparing options. From a commercial standpoint, Seek provides a sophisticated and efficient platform for promoting ongoing sales, advertising goods and services, and interacting with consumers directly. Reviews and feedback help businesses identify areas for improvement, while the verification process ensures credibility. Seek is an effective digital solution that has the ability to assist sustainable business growth and improve the overall customer experience since it fosters openness, trust, and involvement.

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