UNIVERSITI TEKNOLOGI MARA

SMART MATCHING WEDDING PLANNER BUSINESS MODEL

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BACHELOR OF SCIENCE (HONS) BUSINESS COMPUTING

NOVEMBER 2009

ACKNOWLEDGEMENT

This research would not have been completed without the help, support, encouragement and involvement from many people. Here, I would like to express my gratitude to who have helped me either directly or indirectly.

Firstly, I would like to thank to Allah for giving me a blessing in completing this research paper. Without His consent, I would not have been able to finish this research on time.

I would like to convey my deepest appreciation and gratitude to my supervisor, Puan Jamaliah Taslim for her guidance, encouragement, comment, ideas, tolerant and support. Without her help, I would not able to produce better quality of my research. I also like to express my appreciation to my thesis coordinator, Puan Anitawati Mohd Lokman for her guidance, criticism and advice on this research.

Thanks also to my lovely family for their love, support, understanding and advice that they have given. Without their support, encouragement, faith and everything I have today, I will not be here at all.

My acknowledgement would no complete without my friends, who had given me support and co-operation in completing this research. Finally, my sincere appreciation also goes to those who directly and indirectly involved in this study.

Thank you.

ABSTRACT

This research was prepared according to the requirement and design which is related to business model of smart matching wedding planner. The smart matching wedding planner is the computerized system that enables users to use the application or services that offered by wedding planner. There is lots of wedding planner website in Malaysia, but it still not much applicable that can give convenience to users in order to plan their wedding ceremony online. On the other hand, smart matching wedding planner give benefit to users who are busy and did not have much time in planning their wedding ceremony. The objectives of this research are to identify the user needs and requirements for smart matching wedding planner and develop a prototype for demonstrating a business model. An interview, observation and questionnaire were used as the research instrument in this study. Questionnaire was distributed to 50 respondents which focusing on users who are planning the wedding ceremony. From the finding, shows that most of respondents are agreed with the online wedding planner where the online wedding planner can assist them in decision making. This research found that, based on the interview, an expert also agreed with online wedding planner. Furthermore, nowadays users very busy with their work until did not have much time to meet wedding planner. As a result, smart matching wedding planner is an alternative way to solve users' problem. In addition, the researcher has developed a prototype to demonstrate the design of smart matching wedding planner. This research conclude that, the smart matching wedding planner is the alternative way in promoting the products and services to users in order to enlarge market segment in wedding field.

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