

**UNIVERSITI TEKNOLOGI MARA**

**ONLINE COMMUNITY OF  
ENTREPRENEUR FOR UiTM  
STUDENTS (myCENTS)**

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## ABSTRACT

Entrepreneurship skills have become one of the most essential factors needed for everybody regardless their career and age. People from all ranges of age can gain entrepreneurship skills through experience and technology. Technology have play a big role in promoting and enhancing entrepreneurship skills especially for university students. One of the way on how technology can help to improve individual's entrepreneurship skills is by online marketplace. Online marketplace can help its users to promote their product and services to other potential buyers and reach a larger target buyer. Therefore, this project is to propose an efficient way for students to register and promote their products or services and at the same time improving their entrepreneurship skill through the development of a community portal for students. The objective of this project is to develop myCENTS: Community of Entrepreneur for Students System. The scope of this project is students of UiTM Shah Alam. Besides that, the registered user can exchange ideas and communication through forums, discussion and chat. This project adopts Web Development Life Cycle (WDLC) approach this project. Testing phase was conducted, and it is found that online transaction can be implement for future enhancement of this project. As a conclusion, myCENTS: Community of Entrepreneur for Students System will provide a more efficient and effective platform for students of UiTM Shah Alam to register and promote their business and at the same time, enhance their entrepreneurship skills.

**Keywords:** Online community, community portal, online marketplace, entrepreneur, Web Development Life Cycle.

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# CHAPTER 1

## INTRODUCTION

This chapter clarifies a brief overview of research background, such as the problem statement, aim, objectives, scope and significance of the project. The background of the project will assist readers to understand what the project is all about. Problem statement refers to an imperative credible, real issue that identified with the need for the project. The objectives of the project refer to the target and outcome for the project. The scope states the focus of the project and the significance of the project is discussed on the advantages at the end of the project.

### 1.1 Project Background

Online community has gain its own popularity and significantly essential to the urban social life (David Gurzick, 2012). According to *Online Communities: Designing Usability and Supporting Sociability*, online community can be defined as a group of people who have the capabilities to interact socially and to achieve certain goals or perform a specific role and which a computer system act as the platform for the social interaction (Preece J., 2000). Designing a good online community can play an important role in improving the participation of the community itself (Ren et al., 2007). Online community design may include multiple website functions that could aid the engagement and interaction between the user of online community (Kathy N. S., 2008). Besides that, the main difference between an online community and offline community is, the capabilities of an online community to reach any geographical area as long as it has an internet access (Preece J., 2000).

Other than the beneficial value of online community in general, online community that specifically design for marketing a business could really become a great platform especially for startup companies or young