

Universiti Teknologi MARA

SME Locator Mobile Application

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"In the name of Allah S.W.T. the Most Beneficent and Most Merciful"

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ABSTRACT

This project mainly focus in the development of SME Locator Mobile Application. This SME Locator Mobile Application is a mobile application that enables the users to view details and locate SMEs specializing in wholesale and retail trade services in Selangor which nearby to their current location. This application also supports navigation to the selected SME from current user location. With this application, SMEs owners are able to use it as a platform to promote their business and at the same time people who use it will be able to save cost and time in finding way to go to the SMEs. This project has three objectives that need to be achieve which are first, to identify requirements of the SME Locator mobile application, second is to design the SME Locator mobile application and third is to develop the SME Locator mobile application. Several methods have been applied for this project which are questionnaire with people to gather requirements for developing the application and also the review of related journals and articles for literature review to understand the process implemented in the project. This project uses Mobile Application Development Lifecycle (MADLC) for its development and it is developed for Android platform. Eclipse software was used for its development and it uses Java language and the database uses SQLite. The recommendations that is suggested for this project are the new added shop notifications to the users, the ability to share the shop's information through social media, the ability to make review regarding the shop and a feature which give the business owners their own page for them to make promotions and to show product that they are selling. Further details and explanation of SME Locator Mobile Application are described briefly in this report.

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CHAPTER 1

INTRODUCTION

This chapter provides background about the project and the significance of the study. It also gives information of the SME Locator mobile application, the issues and difficulties that led to this research.

1.1 Background of the Project

According to SME Corp. Malaysia (2014), SME or small and medium enterprise in Malaysia is defined based on two characteristics which are the total sales turnover or revenue by a business in a year and also the number of full-time workers by a business. Generally, SMEs in Malaysia are defined as an enterprise that currently possesses sales turnover that is not greater than RM50 million or has full-time workers not exceeding 200 workers for SMEs that is in manufacturing sector. On the other hand, if the SMEs is in services or other sector, the sales turnover must be not greater than RM20 million or full-time employees are not greater than 75 workers. Small and medium enterprises (SMEs) contribute significantly to the development of economy, social uplifting and stability of politics in every country (Muhammad Khalique, et al. ,2011).

There are several classifications of sectors that are included in SMEs. The first sector is manufacturing, second is services, and third is others (SME Corp. Malaysia, 2014). Manufacturing sector refers to any physical or chemical transformation of certain materials into new product. Services refer to all service including hotels and restaurants, ICT services and many more. Others sector refer to three economic activities which are primary agriculture, construction and mining and quarrying.

This project is focusing on developing mobile application of SME Locator in Selangor. By developing this application, it can help to promote the SMEs