Universiti Teknologi MARA

A Dynamic Usahawan Melati Business Blasting Platform Mobile-Based Application System

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ABSTRACT

Blasting platform is a business platform for the entrepreneurs to have a better connection with their customers. Social media applications are used as a blasting platform but lacking of effective means to convey appropriate message to the customers. In relation to this project, every new semester, Kolej Melati's wing captain will create WhatsApp group for each floor in Kolej Melati for the residents to communicate among them. However, variety of communication topics such as gossiping and sharing important event's date monopolizing the WhatsApp group posts. Due to this, chances of a notice regarding about product sold by the students who are entrepreneurs is very low. Thus, a separate platform for the entrepreneurs to advertise or blast their product is needed. This project aim is to identify the cause of lack of efficiency between sellers and buyers in the social media applications. This project developed a mobile application as a blasting platform that can be used by Kolej Melati's entrepreneurs. It will ensure that important messages and product selling by the entrepreneurs were not mixed together. The developed mobile application were evaluated against the result of creating the blasting platform to the sellers and buyers in Kolej Melati. Methodologically, Waterfall SDLC Model are used for this project. At the end of this project, a prototype were produced.

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Chapter 1: INTRODUCTION

1.0　Introduction

This chapter provide an overview of the project and discuss about the aim of the project, project background, problem statement, objectives, scope and significant.

1.1　Background of Study

Background of study for this project are divided into two categories which are background about entrepreneurship and also regarding online advertising.

1.1.1　Entrepreneurship

Entrepreneurship is defined as a process of creating new business step by step which are design, launch and run. It is often relate to small businesses. Small business is basically to start a business that offers products or services to customers. A French concept "entreprendre" which give out meaning "to undertake" describe entrepreneurship. By looking in the perspective of businesses, it can simply means to start a business (QuickMBA, 2010).

History of entrepreneurship may start with renaissance tradesmen, industrial revolutions, information age and now up to the future.