Universiti Teknologi MARA

E-Campus UITM Online Shopping Using Mobile Application

Muhammad Firdaus Bin Mohd Ismail

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ABSTRACT

Nowadays, the students are having problem in getting information in the Whatsapp Group. It is because, sometimes the group chat was flooded with the business advertisement or else. So that the others student will miss the important information and took some time to find back the information. This project aims to develop a dedicated mobile application that focused on students who wants to sell their products. Moreover, this application also can be a side income for students who wants to start their business or want to an entrepreneur. Besides, this mobile application will be implemented using android operating system because most of the students are using android operating system on their smartphone. This project applies the Agile Software Development as the methodology to develop the application. This model contains six phases such as plan, design, develop, test, release and feedback. But for the proposed project just involves four phases only start from plan phase until test phase. Lastly, after this project is completely develop, the application is expected to be used by students and can provide a dedicated platform for their business advertisement.

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CHAPTER 1

INTRODUCTION

This chapter provides the project background, problem, aim, objectives, scope, and the significance of the project that has led to this research.

1.1   Background of Study

Online marketing is the practice of exploiting web-based channels to spread a message about a company's brand, products, or services to its potential customers. The methods and techniques used for online marketing include email, social media, display advertising and more. On top of that, online marketing has potential customers through the channels where they spend their time reading, searching, shopping, and socializing online.

In these days, we know that a lot of technologies that can be used for every people to find what they want or used the services that have provided. From the statistics, over 2.7 billion smartphone users using their mobile applications for their needs across the world. Hence, the mobile application is the most dedicated platform should be used for online marketing. The seller will have a great opportunity from the buyer when they advertise their product, it is because the mobile application becomes essential in our daily life.

1.2   Problem Statement

Students in this campus do not have a proper platform to sell used books, corporate clothes for every program in this campus and other any new items. This problem occurs when some students use Whatsapp application as their platform to advertise their item that they want to sell or buy. This will lead to interference with other critical information. In addition, some student also missed the advertisemet when using Whatsapp application as the platform. This usually happens when there are many unnecessary messages mixed with other important messages. Due to that, they tend to scroll the messages instead of being alert of the messages that they need to know.