

**Universiti Teknologi MARA**

**E-sad Application Using BaaS Platform with Cloud Base Security**

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## **ABSTRACT**

The improvement of internet nowadays has changed the way people perform their business from traditional way to an online environment. This is because online platform is easier than the traditional way. People do not need to queue to buy their things, they can buy at any online store and make an online payment. People who doing business such as agent and stockiest need to record their stock available and their downline to make sure their business perform well. This project aims to help stockiest, agent and dropship to perform their business in addition can increase their profit. This project is design base on backend as a service as the solution to the problem.

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# CHAPTER 1

## 1.1 Introduction

E-sad is an application that can help the user to improve their performance in business. By doing this, it can help change the way user tracking their stock, monitor their downline, check their or downline financial performance.

## 1.2 Background Study

The improvement of the internet nowadays has changed the way people perform their business from the traditional way to an online environment. This is because the online platform is easier than the traditional way. People do not need to queue to buy their things, they can buy at any online store and make an online payment. According to C.K. Sunitha and Dr. M. Edwin Gnanadhas (2014) online shopping is a process whereby consumers directly buy goods, services, etc. from a seller without an intermediary service over the Internet. This improvement not only changed the business way, but it also makes changes in many sectors such as education, medical, and so on. This study aims to create a platform to help the stockist, agent, and drop ship to manage their business efficiently. E-sad stands for an electronic stockist, agent, and dropship. A stockist is a person who represents a state to sell a company product. The requirement to be stockist is the person needs to buy many products from the company and the stockist usually looking for the agent to sell the product. An agent is a person who invests a small amount of money in buying a product from a stockist. The agent usually searches for dropship to sell the product. A dropship is a person who does not invest money in the business and not taking stock. A drop-ship only needs to promote the product. Figure 1.1 shows the hierarchy of the marketing system.