



**THE EFFECTIVENESS OF MOBILE
APPLICATIONS
FOR BAKERY BUSINESS IN MALAYSIA**

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CONFIRMATION BY EXAMINER

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AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

This study was conducted to study the effectiveness mobile application by bakery businesses. Mobile application, sometimes known as an app, is a form of software designed to operate on a mobile device such as a smartphone or tablet computer. Mobile applications make it simple to analyse star ratings, customer complaints, and other traceable feedback into easy-to-read dashboards and reports. There are two objectives in this study to analyse and solves the problems. The objectives in this is to identify the effectiveness the mobile applications for bakery businesses in Malaysia and to study the possibility the useness of mobile applications to bakery bussinesses. The researchers in this study will be provide secondary data from researchs from journals and articles. Also, researchers will be used quantitive method that involving forms survey on a target audiences to do analysis about the researchers.

According to Statista (Industry, July 2013), the online food delivery market is growing at a rate of 7.5% and the market value may reach USD 182,327 million by 2024. Apps can increase brand visibility, drive more visitors, reduce abandonment rates, and establish a loyal consumer base, in addition to enhancing operational efficiency. People are utilising smartphones more than ever before, growing and extending the market for app-based companies and services. The bakery business may benefit greatly from the app market because it is such an important aspect of the food industry. To conclude, having one's own app becomes significantly important for bakers.

TABLE OF CONTENTS

CONFIRMATION BY EXAMINER	ii
AUTHOR'S DECLARATION	3
ABSTRACT	4
ACKNOWLEDGEMENT	5
TABLE OF CONTENTS	6
CHAPTER ONE: INTRODUCTION	1
1.1 Research Background	1
1.2 Problem Statement	3
1.3 Research Objectives	3
1.4 Significance of study	3
CHAPTER TWO: LITERATURE REVIEW	4
2.1 Introduction	4
2.2 The uses of mobile application	5
2.3 Advantages mobile applications for businesses	
2.4 The challenges	7
CHAPTER THREE: RESEARCH METHODOLOGY	8
3.1 Introduction	8
3.2 Research Approach	9
CHAPTER FOUR: FINDINGS AND DISCUSSION	10
4.1 Introduction	10
4.2 Questionnaire	11
CHAPTER FIVE: CONCLUSION	14
5.1 Conclusion	14
5.2 Recommendation	15
REFERENCE	