Chapter 1

INTRODUCTION

1.1 Background

Online business is often assumed by internet marketers that all business is done online by using the internet as a medium for marketing products and services is to cover portions of the online business. So in this case the internet is just the media as the Internet itself is composed of thousands of pages of thousands-even millions of Web pages are able to provide information for Internet users.

As we know business is a good thing and 90 percent of source of sustenance come from business. When student involve in business, it helps them to handle their money management problem. Besides that, the money that they get to some extent can reduce their parent’s burden in supporting them with money. UMP also encourage student in entrepreneur by taking entrepreneurship course and the existence of business club. With this kind of experience, it will help them to weather with the life outside after graduate.

UMP Business app is a mobile application that is made especially for UMP students for buying and selling products or services. This app can acts as a main medium to facilitate them in doing business instead of them using wrong medium such as e-Comm to promote things. Besides, this system also can make students to have more interest in business and become a great entrepreneur therefore can make UMP name rise and be respected by others.
1.2 Problem Statement

UMP e-communication page always been flooded by unnecessary advertisement about selling products. Because of this, the important post by lecturer or students about class and many more has been topped down until the posts are no longer viewable. This can be a stressful situation for the student who did not get that particular important information. Therefore, this great app may be the right solver for this case.

Mobile apps are developed as it makes it a little easier for the user rather than using websites. With just a touch on the apps, the user already can get into the system, easily and save a little of their precious time instead of opening the browser and typing the website URL. Almost every student has at least one smartphone on their hands which make them as the target user for these mobile apps.

1.3 Current System

There is no similar system yet in UMP. Students use many medium to promote their selling items and products such as on Facebook, Twitter and UMP e-comm portal. The existing system that serves as an online store, just like this UMP Business apps, are Mudah.my, Lelong.com.my and eBay apps.
1.4 Objective

This project aims to develop a mobile application that user can post ads of their products that they want to sell and view the products that available for sell.

The objectives of the research are to:

1. To design mobile application for UMP students.
2. To develop prototype of UMP Business application.
3. To test the system as Android mobile apps.

1.5 Project Scope

The scopes of this project that have been identified are:

i. Login and Signup functions.
ii. This project comes with seller post their ads and customer can view that post.
iii. The seller will confirm or deal for delivery date manually.
iv. The concept that will be used on this system is mobile application for Android.
v. The software to be use in developing this system is Eclipse IDE.