

FOOHYO:
AN UBER NETWORKING MARKETING APPS FOR MODERN LIFESTYLE

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I declare that this thesis entitled “*Foohyo: A Market Platform of Modern Society*” is the result of my own research except as cited in the references. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.

Signature :
Name : MOHD ASYRAF BIN ATARHIM
Date : JUNE 2018

To my lovely mother, who gave me endless love, trust, constant encouragement over the years, and for her prayers.

To my spouse, for being very understanding and supportive in keeping me going, enduring the ups and downs during the completion of this thesis.

To my family, for their patience, support, love and prayers

This thesis is dedicated to them.

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ABSTRACT

Marketing Tool is one of the most crucial part of being an entrepreneur. In the new era of technologies and trending's, the millennials desire new type of market place that enable them to locate, interact and socialize with their merchant or customers easy but yet effective. Malaysian and the rest of the world need an app that able to execute it perfectly and at the same time generate incomes. "Generate income anywhere you are" is expected as the new trend of the e-commerce with the extension of the market place and social network. Market network make the professional relationship and connection of the individuals to be useful for the online transaction of e-commerce. The market network is expected to make a big impact on the way of people doing the selection of the better products and services based on the recommendation, feedback and opinion. High generate income is always needed for the human being to move forward in life. Business or passive income is the preference for the people as to get the skills for getting better standard of living. It is as a result of transition from industrial based economy which the industrial worker produces a product or provide services with his hand to the Crowd-sourcing, worker who used the processed information to generate new ideas and innovation for creating income. This project is to ensure all of the user could benefit of the technology in their way of marketing their products at the same widen their networking in the local market.

ABSTRAK

Alat Pemasaran adalah salah satu bahagian yang paling penting sebagai seorang usahawan. Dalam era teknologi dan trend baru, milenium menginginkan jenis pasaran baru yang membolehkan mereka mencari, berinteraksi dan bersosial dengan saudagar atau pelanggan mereka yang mudah namun berkesan. Malaysia dan seluruh dunia memerlukan aplikasi yang dapat melaksanakannya dengan sempurna dan pada masa yang sama menjana pendapatan. "Menjana pendapatan di mana sahaja anda" dijangka sebagai trend baru e-dagang dengan peluasan tempat pasaran dan rangkaian sosial. Rangkaian pasaran menjadikan hubungan profesional dan sambungan individu menjadi berguna untuk urus niaga dalam talian e-dagang. Rangkaian pasaran dijangka memberi impak besar kepada orang yang melakukan pemilihan produk dan perkhidmatan yang lebih baik berdasarkan syor, maklum balas dan pendapat. Pengetahuan selalu diperlukan bagi manusia untuk maju ke hadapan dalam kehidupan. K-ekonomi atau ekonomi berasaskan pengetahuan adalah keutamaan bagi rakyat mendapatkan kemahiran untuk mendapatkan taraf hidup yang lebih baik. Ini adalah hasil daripada peralihan dari ekonomi berasaskan perindustrian yang pekerja industri menghasilkan produk atau memberikan perkhidmatan dengan tangannya kepada k-ekonomi, pekerja yang menggunakan maklumat yang diproses untuk menghasilkan idea dan inovasi baru untuk menghasilkan pendapatan. Projek ini menggunakan konsep rangkaian pasaran untuk membangunkan portal pengetahuan menggabungkan buku, eBook dan latihan. Sistem e-dagang telah dibangunkan dan ditunjukkan dengan program induk keusahawanan teknologi maklumat yang berjaya.

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LIST OF ABBREVIATIONS

ALD	-	Atomic Layer Deposition
BE	-	Backscatter Electron
BF	-	Bright Field
CBED	-	Convergent Beam Electron Diffraction
DF	-	Dark Field
EBSD	-	Electron Back Scatter Diffraction
ELO	-	Epitaxial Lateral Overgrowth
FIB	-	Focused Ion Beam
FWHM	-	Full Width Height Maximum
HAADF	-	High Angle Annular Dark Field Image
HCP	-	Hexagonal Close Packet
HT	-	High temperature
HVPE	-	Hydride Vapor Phase Epitaxy
ID	-	Inversion Domain
LED	-	Light Emitting Diode
LD	-	Laser Diode
MBE	-	Molecular Beam Epitaxy
MOCVD	-	Metal Organic Chemical Vapor Deposition
MOVPE	-	Metal Organic Vapor Phase Epitaxy
PL	-	Photoluminescence
RMS	-	Root Mean Square
SAW	-	Surface Acoustic Wave
SAD	-	Selected Area Diffraction
SE	-	Secondary Electron
TD	-	Threading Dislocation
TDD	-	Threading Dislocation Density

TEM	-	Transmission Electron Microscope
UV LED	-	Ultra Violet Light Emitting Diode
XRD	-	X-Ray Diffraction

LIST OF SYMBOLS

λ	-	Wavelength
d	-	Interplanar distance
h	-	Plank's constant
mv	-	Nonrelativistic electron momentum
$\sin \theta$	-	Scattering angle
$\langle uvw \rangle$	-	Components of Burgers vector
$ b $	-	Magnitude of Burger's vector

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CHAPTER 1

INTRODUCTION

1.0 Introduction

Malaysia has numbers of qualities to become one of a great nation in the world. A great national consist of three distinct pillars sustaining any nation-building process. One, government, which also could be categorized as political leadership, two, civil society, and three, business. The three works together to drive the process forward. Hence, building a great nation for future generation that is sustainable and inclusive countries will depend not only on economic policy and decision-making but also on the integration of new technologies as well as entrepreneurial and innovative societies

Macro and Small to Medium Enterprise in Malaysia are two entities of the key players in the building of great economy in Malaysia. Entrepreneur in Malaysia should be register under The Companies Commission of Malaysia (Suruhanjaya Syarikat Malaysia). The main activity of SSM is to serve as an agency to incorporate companies and register businesses as well as to provide company and business information to the public. As the leading authority for the improvement of corporate governance, SSM fulfils its function to ensure compliance with business registration and corporate legislation through comprehensive enforcement and monitoring activities so as to sustain positive developments in the corporate and business sectors of the Nation

The rapidly growth of IT infrastructure in Malaysia has becoming the enabler for the k-economy through the IT knowledge. It is the area which identified as the opportunity for further innovation with actively participated by Malaysian.



Figure 1.0 : Malaysia Vision: Wawasan 2020 (www.mida.gov.my)

Currently, Malaysia is developing and practicing k-economy as to improve Malaysia towards developed countries. With high focus in k-economy, it allows Malaysia to become a developed country by the year of 2020. With the culture of reading and getting knowledge, it can help Malaysia to become a developed country.

1.1 Problem Background

In many countries, and in particular OECD countries, governments are facing the challenges of low growth, weak trade and investment, and rising, or persistently high inequality (OECD, 2016a). Malaysia also face a growing dissatisfaction among citizens with the current state of affairs, which is also manifesting itself in the form of a backlash against globalization and technological change. Against this backdrop, there is a need to create the conditions that enable the benefits of open markets and technological progress to be enhanced and shared more broadly across the economy and society.

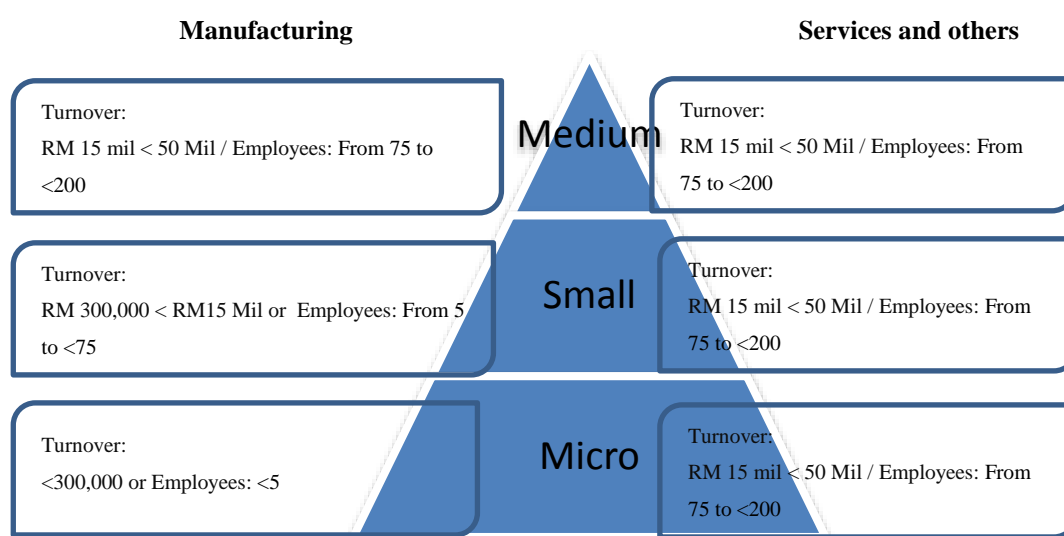


Figure 1.2: Manufacturing & Services

(<http://www.smecorp.gov.my/index.php/en/policies/2015-12-21-09-09-49/sme-definition>)

Survey was conducted on Micro and Small to Medium Enterprise to find out the real problems faced by them mostly located in Kuala Lumpur and Johor Bahru. From the findings, 300 of the 600 macro and SME entrepreneurs have some problem in the way to reach public especially with tight budget and not well verse in modern marketing plan. Current local entrepreneur still using the traditional or conservative way of doing business and transaction which is no longer effective and usually highly in costs.

The survey shown, 530 of the 600 do know about online marketing but still a lot of questions such as how, when, and where to do it in their mind never been address correctly. The correspondent would love to do it in a simple way possible. Clearly, local entrepreneur does not have the right knowledge, preparation, and the right platform to market their product.

- a. Macro and SME inexperience or having difficulties in marketing their own business.
- b. Macro and SME require high costs for marketing purposes.
- c. Time consuming to find the right dealer
- d. Unable to find alternative for their business if they are in shortage
- e. Find the right network for their businesses

1.2 Problem Statement

The Absence of information technology knowledge and exposure regarding new updated marketing tools are very common to Malaysian. Furthermore, to become a developed nation as stated in Vision 2020 some amendment has to be implemented. Malaysia is one of the growth countries in this region hence it has the massive potential to shift the industry from production-based economy to technologies-based economy.

Awareness to the necessity of the best network marketing shifting from traditional market place need to be increase. Whereas wireframe design and product development are also the first version to be introduced to the market. After a while several additional versions of the product will be introduced in the market little by little with a passion for educating consumers using the products better.



Figure 1.3: Several Entrepreneur campaigns conducted in Malaysia

Many studies have suggested that Malaysians do not have the courage to make some changes due to unable to rectify the risk of having an online marketing tool. Afraid of being cheated is part of why Malaysian reluctant to make some changes to their business environment.

1.3 Project Objectives

Many surveys have been conducted in order to investigate the problem of lack in marketing skills in their product online. Despite various campaigns have been carried out, it is still less effective to encourage Malaysian to has interest in marketing their products and services online. Commonly Malaysia much comfortable using the traditional way of marketing their product to their respective customers.



Figure 1.4: Newspaper articles report lacking of online marketing (various local newspaper)

Malaysians need to give more awareness and change their mindset online marketing is a necessity to improve the quality of their respective business and should change their way of thinking by using traditional or conventional marketing is enough to sustain their business or surviving in the era of technologies rapidly changing every year really fast. It must be nurtured since early school days. However, there are also people provide negative response to those who want to digitize their products or services in the market because lack of knowledge and expectation of high in cost. To identify the problem, brainstorming ideas of the factors to this problem have been listed. In the finding of the problem factor of lack of reading among Malaysian, it can be identified by using the "fishbone diagram".

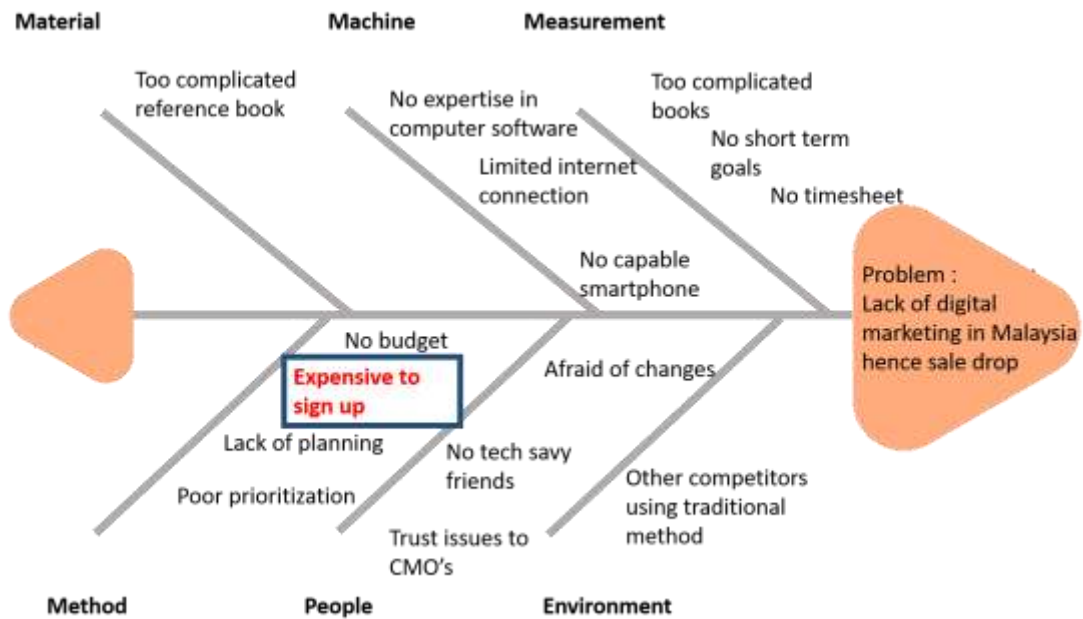


Figure 1.5: Root causes of lack of digital marketing Malaysian (own research)



Ekonomi digital penyumbang besar KDNK

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KUALA LUMPUR: Barisan Nasional (BN) akan terus memperkasakan

ekonomi digital, yang disasarkan bakal menjadi antara penyumbang besar kepada Keluaran Dalam Negara Kasar (KDNK) negara sebanyak 25 peratus menjelang 2023.

Ekonomi digital menjadi bidang ekonomi baharu yang akan terus diperkasakan dengan memberikan rakyat akses dan pekerjaan berpendapatan tinggi.

Ia janji yang terkandung dalam Manifesto BN, yang dilancarkan Datuk Seri Najib Razak, malam tadi.

Bagi merealisasikan peningkatan sumbangan ekonomi digital kepada KDNK, BN berjanji akan terus memperkasakan ekosistem ekonomi digital melalui geran permulaan, dana pembangunan teknologi dan kerjasama pintar syarikat tempatan dengan ikon teknologi luar negara.

Industri teknologi tinggi juga bakal disemarakkan melalui peningkatan pelaburan langsung asing dalam sektor tertumpu untuk mencipta lebih banyak pekerjaan berkemahiran tinggi.

Perusahaan kecil dan sederhana (PKS) juga bakal diperkasakan melalui transformasi digital, dengan menyediakan geran dan peluang jaminan kredit bagi memperluas akses pasaran baharu antarabangsa.

BN komited dengan peningkatan ekonomi digital ini kelak dapat mewujudkan satu juta usahawan digital dalam tempoh lima tahun akan datang.

Figure 1.6: Keluaran Dalam Negara Kasar (KDNK) on Digital Marketing

(www.nstp.com)

1.4 Project Scope

The project scope is to build an app with the concept of network marketing for providing a platform on the k-economy community. The platform will consist of real time geolocation, networking, filtering and navigation This project is will

The project is dedicated to Malaysian citizen so that the project can help Malaysian to increase their economy status by having a good sale and upturn their networking in local area. It can be of anyone, including students, civil servants, private sector workers, self-employed, entrepreneur, housewife and many more.

1.5 Importance of Project

The important of this project is to create an effective yet intuitive market place environment among society in Malaysia. Networking marketing is one of the best if not the best marketing plan for entrepreneurs in Malaysia. By having this Apps:

- a. Increasing of eager young and new entrepreneurs in Malaysia with innovative service and product.
- b. Creating a new marketplace environment for everyone regardless their age, gender and location.
- c. Connecting people who has same the same interest to create a great quality of networking.
- d. Open more opportunities to the users

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