

ONLINE CAMPUS BROADCAST (OCB)
(View Live Streaming Video from Your Campus)

This report submitted to Graduate School in partial fulfillment of requirement for the degree Master of Science (Technopreneurship), Universiti Utara Malaysia.

By:

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EXECUTIVE SUMMARY

AMS Solution is designed to be a one-stop centre IT solutions center by providing ICT product which includes computer maintainance, supply and services. We also focused on development of Multimedia product such as web based development as portal, montage, video interactive and software development. In line with the company's start-up plan, we focus on the development of software products and multimedia development products. With the skills and willingness to produce new innovative products, we try to fulfill the customer's need and we try to find the solutions.

Having a vast experience in the development of software and multimedia product.*AMS Solution* has come out with a new branding product call *Online Campus Broadcast* (OCB).

Online Campus Broadcast or OCB is the Portal Web TV. The brand name uses campus because this application is targeted to get more interaction to the youngster when using this platform. This is part of our strategy to grab the market segmentation involving youngster. This market segmentation is very big and most of the internet user's age between 13 years old to 29 years old (Wikipedia: *Internet User*)

OCB is the streaming video content that the user can watch live streaming or recorded video content. User can also watch the satellite television from OCB player. User can register OCB for free. User must pay the access to watch satellite television such IP TV from worldwide channel.

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CHAPTER ONE

INTRODUCTION TO THE COMPANY

1.1 Company Background

All of the partners are from the Multimedia and IT background. Even though all of us came from the same background, but the expertise are totally difference and that differences we take as our strength. We divide our task to three parts, Technical, Marketing and, Administration. For the technical part, it will cover all about the research and development of the project. Marketing part is to make sure the project get to the targeted and potential customer. The administration part task is to make sure all the operational work smoothly. All parts have to make sure the project accepted by the customer.

- Vision

We aim to be one stop center IT provider in Web Application Development, Multimedia Development and IT Training.

- Mission

- To build a profitable company renowned for its quality.
- To develop and improve our product and services to meet our customer's needs.
- To continuously do research and development to remain competitive.
- To be a good corporate citizen.

The contents of
the thesis is for
internal user
only

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