MOBILE SEARCHING AND ORDERING SYSTEM FOR CANON COMPANY

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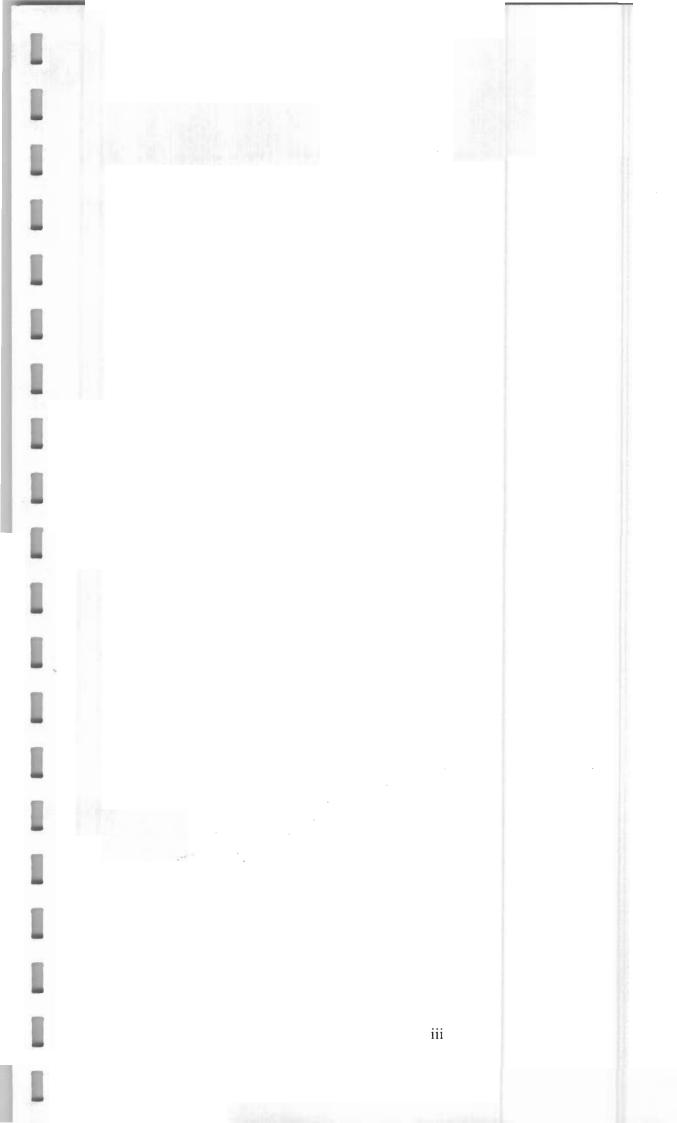
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MOBILE SEARCHING AND ORDERING SYSTEM FOR CANON COMPANY

A thesis submitted to the Faculty of Information Technology
In partial fulfillment of the requirement for the degree
Master of Science (Information Technology)
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By
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ABSTRACT

The topic of this paper is "Mobile Searching and Ordering System for Canon Company". The main purposes of this study are to design a mobile marketing system for customers in searching and ordering products for a Canon Company, to develop the prototype of the mobile marketing system for customers in searching and ordering product for a Canon Company, to test the prototype. This study has developed the prototype of searching and ordering the product of Canon Company successfully by using the Application Protocol (WAP) technology and the programming is coded in ASP.Net. Hence, it can reduce the cost of advertising and improve the searching and ordering process at Canon Company.

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Sari Kamal Al-rifaee

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CHAPTER 1

INTRODUCTION

This chapter describes the background study of mobile and wireless devices technologies. This chapter continues to discuss the problem statement which is related to the Canon Company that gives the motivation of pursuing to this study. It also discussed research questions and research objectives in Section 1.3 and Section 1.4 respectively. The scope of the study and its significance of the study are explained in the Section 1.5 and Section 1.6 respectively.

1.0 Introduction

Mobile marketing application is rapidly emerge due to the development of technologies which enable to bring a lot of innovative services. In fact, the mobile and wireless devices technologies are the keys in influencing in any effort at business area. The mobile and wireless devices technologies are undoubtedly the next wave due to the evolution of e-business. Among the variety of mobile and wireless devices technologies, considerable attention in promoting the products marketing in business landscape.

The contents of the thesis is for internal user only

or GPRS services before using the system.

- ii. The mobile phone's signal has limitation to coverage certain location only.
- iii. This proposed application just can apply by mobile emulator as Motorola Nokia, Samsung and laptop only.

6.4 Summary

As a summary, Mobile Searching and Ordering System using mobile devices technology for obtained the information for searching and ordering products of Canon Company is developed. The system provides alternative for Canon customers wherever and whenever they are to obtain information of their products. It is hoped that with the combination of the Wireless Application Protocol (WAP) technology, the business landscapes will increase the effectiveness of services. Hence, it can reduce the cost of advertising and improve the searching and ordering process at Canon Company.

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