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Spotlight: A Social Media Web-Application for Promoting Your Business or Organisation.

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ABSTRACT:

This document proposes a mobile application designed to bridge the gap between small businesses and their customers. The software tackles the typical marketing and advertising problems that small firms encounter, especially with regard to their limited funding and resource availability. This paper suggests a web app that aims to close the communication gap between small companies and their clients. The software tackles the typical marketing and advertising problems that small firms encounter, especially with regard to their limited funding and resource availability.

Businesses may build online profiles on the app, which provides an easy-to-use platform for exhibiting important features including contact details, products or services, and client evaluations. Clients may easily look up companies by category or keyword, view business profiles, and get in touch with the owners directly.

A literature review highlighting current solutions such as Shopify and the My Ichalkaranji app bolsters this summary.

This software might have a big influence on the community by giving companies and customers a free and easily accessible platform. It provides consumers with a simple method to find and get in touch with businesses while enabling small businesses to expand and attract new clients.

Keywords: small business, marketing, advertising, customer, web app, local business, profiles.

Introduction

Small companies are the foundation of our economy and communities. They assist neighbourhood nonprofits and charities, offer distinctive retail experiences, and create jobs. But competing with larger companies may be difficult for small firms, particularly when it comes to marketing and advertising.

A new app that will assist small companies in connecting with clients and promoting themselves is suggested in this summary. Businesses will be able to build a profile-like account on the app, replete with all the details that prospective clients want, like the name of the company, address, phone number, business hours, products or services supplied, and client testimonials.

Users will be able to search for companies that interest them using keywords or explore the app's categories. When customers see a company that piques their interest, they may examine the company's profile, discover more about its goods or services, and get in contact with the proprietor. Customers and companies alike will be able to utilise the app for free. It will work with iOS and Android smartphones.

This software will be important because it will provide small companies a much-needed platform to market themselves and engage with consumers. This programme will give small businesses an easy-to-use and reasonably priced option to go online, as they frequently lack the time and money to design and maintain their own websites.

Customers will also benefit from the app as it will provide them an easy method to locate and research local companies. With only a few touches, customers may contact businesses immediately after browsing through the app to identify ones that suit their requirements and tastes. All things considered, this software may benefit customers as well as small companies. consumers will find it simpler to identify and learn about local companies, and it will assist small businesses in connecting with consumers and promoting themselves.

Literaturesurvey for problem identification and specification

The Web-based Application of Small and Medium Enterprises (SMEs) Product Distribution Management with Content Management System Shopify Integration in Netasia Singapore

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Netasia is a brand activation of the company named Golden Style Management Lte. Ptd. in Singapore which acts as a local partner and distributor for Small and Medium Enterprises (SMEs) from Indonesia. Netasia utilizes Content Management System (CMS) named Shopify to reach end-users. But currently, they do not have a platform for managing product distribution from preorders to vendors until distribution to stores.The prototyping method often involves communication between developers and the company as application users, so that the application undergoes several changes. As the result of this research, the application has been successfully integrated with the data from the company's CMS Shopify through the API using cURL. The application was tested with several testing methods such as 1) black-box testing with 100% succeed percentage so the application is proper to use, 2) white-box testing with cyclomatic complexity of 4 and 100% succeed percentage for value test so the application passed the software engineering criteria, 3) User Acceptance Testing (UAT) with 94% average percentage so the application meets user expectations, and 4) browser application compatibility testing with the results that the application is compatible with all of the browser applications specified in this research for the menus function aspect, and less compatible with the Internet Explorer browser for the user interface aspect.

My Ichalkaranji App

The My Ichalkaranji app is a smartphone application that offers a number of services to people of Ichalkaranji, India. Important phone numbers, ST bus schedules, free company registration and advertising, user competitions and awards, deals and discounts from nearby companies, job ads, rental listings, movie ticket booking, and more are all included. The software was highly welcomed and downloaded more than 100,000 times. According to research, the app has improved the quality of life for Ichalkaranji locals. It stopped being operational in 2017.

Shopify - Shop Augmentation and Recommendation System

International Conference on Computational Collective Intelligence

Online purchasing procedure where clients go directly to a vendor on the Internet to buy products, services, etc. Customers can browse online merchants from the convenience of their home and make purchases while seated at a computer. This research aims to introduce local people to the online shopping application so that local merchants can profit from it and expand their reach and sales through this fantastic platform. This research aims to give clients of physical stores the benefits of internet shopping. It facilitates purchasing goods from any store using a smart device and the internet. In this way, the customer will benefit from home.This system can be applied to any local business or to international brands with retail store chains in the local areas.

ProblemStatements

Small businesses often face challenges in competing with larger businesses, especially when it comes to marketing and advertising. They often lack the resources and time to create and manage their own websites, and they may not have the budget to run traditional advertising campaigns. As a result, small businesses may have difficulty reaching potential customers and growing their businesses.

Methodology

Proposed detailed methodology of solving the identified problem with action plan
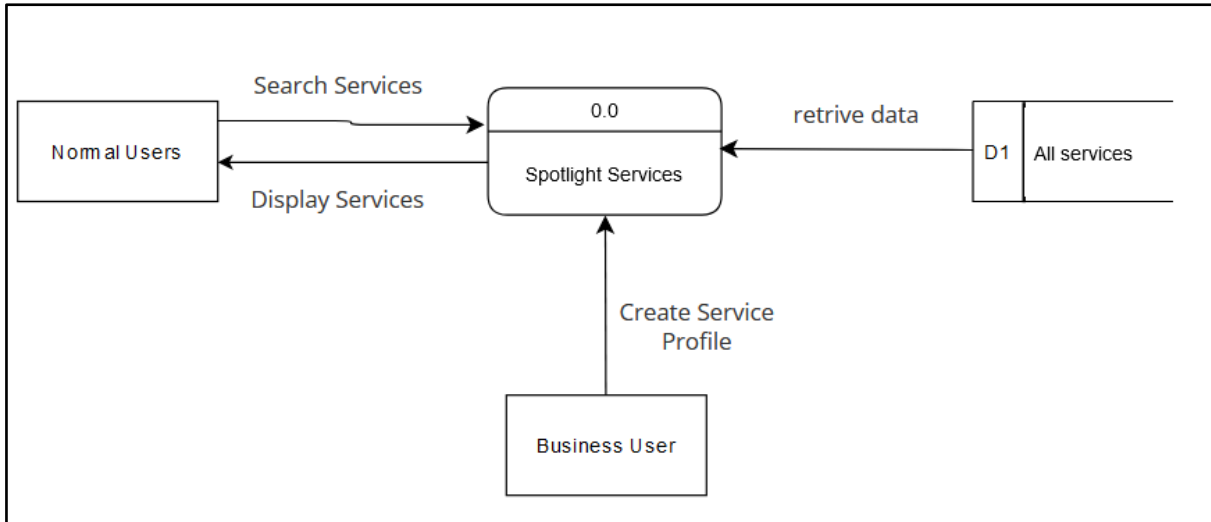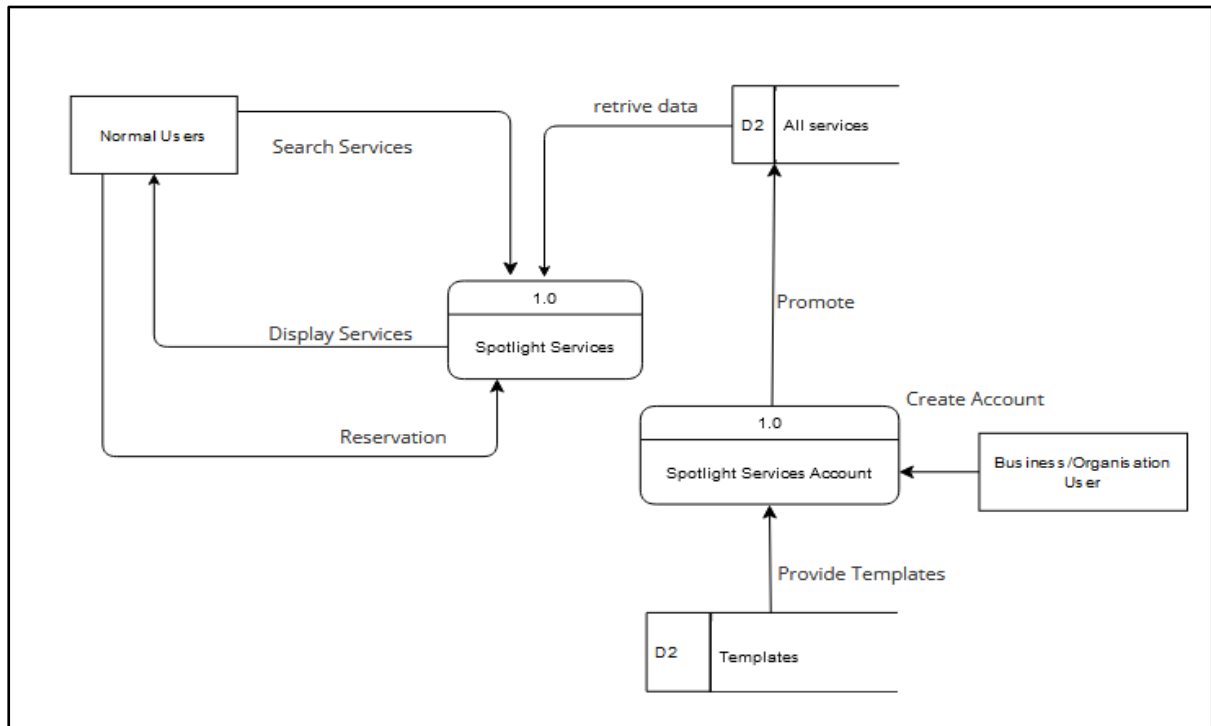
Fig.1. Spotlight Dataflow Diagram Level 0

Fig. 1. Spotlight DataFlow Diagram level 1

Normal users can:

- Search for businesses/organizations

- View business/organization profiles

- Follow businesses/organizations

- Create business/organization accounts

- Search for schools and colleges

- Follow schools and colleges

- Get updates about events that organizations are hosting

Business users can:

- Create business/organization profiles

- Add products/services

- Post events

The app will provide:

- Various templates to create business/organization mini website templates

- A Platform to promotebusiness and organisations.

Advantages & Disadvantages

Advantages:

- Free to use for both businesses and customers: This makes it accessible to a wider range of users, including small businesses that may have limited resources.

- Easy to use: The app is designed to be simple and easy to use for both businesses and customers.

- Comprehensive business profiles: Businesses can create comprehensive profiles that include all the information that potential customers need, such as business name, address, contact information, business hours, products or services offered, photos and videos, and customer reviews.

- Convenient for customers: Customers can use the app to browse and search for local businesses, view business profiles, and get in touch with businesses directly.

- Supports local businesses: The app makes it easy for customers to find and support local businesses.

Disadvantages:

- Need to build a user base: The app will need to build a user base of both businesses and customers in order to be successful. This may take some time and effort.

- Potential for abuse: The app could be abused by businesses or users. For example, businesses could create fake profiles or post misleading information. Users could post negative reviews that are not accurate or fair.

- Need to maintain and update the app: The app will need to be maintained and updated on a regular basis to ensure that it is accurate and user-friendly. This can be a costly and time-consuming process.

Future Scope

- Cover a variety of business types: Expand your app to cover a wider variety of business types, including professional services, B2B businesses, and online businesses.

- Add templates: Create templates for different types of businesses to make it easy for them to create their profiles.

- Improve navigation: Make it easy for users to find the businesses they're looking for by improving the app's navigation. For example, you could add filters to allow users to search by business type, location, or other criteria.

- Make the app more user-friendly: Make the app more user-friendly by improving the overall design and layout. You could also add features such as the ability to save favorite businesses or create lists of businesses to visit.

- Add delivery services: Integrate with delivery services to allow users to order food, groceries, and other items directly from the app.

Conclusion

It is a free and easy-to-use business directory app that helps small businesses promote themselves and connect with customers. Businesses can create a profile-like account with all the information that potential customers need, and customers can browse through the app to find businesses or services that interest them, potentially providing online consumer coverage to small businesses.

References:

List all the material used from various sources for making this project proposal

Research Links:

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