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International Journal of Scientific and Research Publications

eHalalCosmetics4u: Combining Faith and Beauty in Crafting the Perfect Makeup for Muslim Women

Abdul Rahman Ahmad Daud, Daihana Salwani, Zeinab Hamid, Siti Fatimah Binti Ali, Suzual Aini

Abstract
This paper proposes a customer to customer or C2C service platform, named eHalalCosmetics4u. This trusted conceptual platform serves Muslims to sell and buy variety of halal cosmetic products at affordable price through online as well as through network of mosques. This platform has the ability to provide convenience, secured and friendly interfaces to advertise, sell and buy halal cosmetics products. Literature reviews, nine (9) blocks of Business Model Canvas (BMC) and Value Proposition Design Canvas (VPC) framework are introduced in this paper.

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Positive impact of smartphone application: whatsapp & Facebook for online business


Abstract

Science and technology contribute to the development and improvement of various activities globally. One of those activities is a day to day business such as household sailing, home based, kitchen needs and utilities, wedding door gifts and souvenirs, flower arrangements/bouquets, artworks, cloth, scarf and varieties of other products. In this paper we aim to explore the positive impact of the smartphone application for online business. The usage of smartphone applications such as whatsapp and Facebook has contributed enormously to especially online business. Research has been conducted using informal interview, questionnaire, and online survey based on question developed by researcher. The respondents consist of 30 targeted participants which involves university students, housewives, and random public at various places. The outcome indicates that the smartphone application has given the positive impact to the online business which can help to develop business success.

ITEM TYPE: Article (Journal)
ADDITIONAL INFORMATION: 3269/37557
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