ABSTRACT

The purpose of this dissertation is to discuss the development of Mobile Content Management Tool (MCMT) for hypermarkets industry in Malaysia. The MCMT is a tool to promote the publishing of online catalogue and providing improved customers service through the usage of mobile devices in hypermarket storewide environment. The main idea of MCMT is for the hypermarket store operator to provide value added service to its shopper in the future. Firstly, to publish online catalogue enhanced with product search, product inquiry, price checking and virtual store assistant functionalities. Secondly, to maintain and manage the content of product catalogue, promotional items, new product line at the hypermarket store. Research methods used in this dissertation are document reviews and questionnaires. To achieve this goal, a prototype MCMT had been developed through this study. The development of MCMT involves several testing activities such as interface testing, unit testing, module testing and user acceptance testing.