

Adequate Solution for Business to Customer (B2C) by an ongoing Mobile System

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Abstract: Today's the era of mobile science and mobile secure technology in which business needs a solution that impact on current scenario to their customers for making the easy purchase of the goods and items. Mobile system based application have the design formation in the different developing languages which developed the systematic arrangement of selling goods and particular as orders have been made by their premium customer, those could consider as the adequate management system for business to customer. This solution would resolve by the design views of application over mobile technology those helps for placing orders of goods as customer opted on the application system.

Keywords: m-shop-mobile based Shoppe, c2c –customer to customer, b2c- business to customer, SDK- software development tool kit, Emulator- environment to run the application for use.

I. INTRODUCTION

In a paper study providing the ongoing trends of business to customer with the help of using mobile devices based application system. In these days mobile is such a device which easy to take it and portable to run anywhere in the global world. As also have seen that numbers of retail product has been launched by business provider in the global market. So that it has the needs that will reach to every customer and a person those take the essentiality for the product search and purchase [1].

We have seen that business management role around the four categories as B2B, B2C, C2B, C2C. It are as [2]:

- B2B(Business-to-Business): Companies doing business with each other such as manufacturers selling to distributors and wholesalers selling to retailers. Pricing is based on quantity of order and is often negotiable.
- B2C(Business-to-customer): Businesses selling to the general public typically through catalogs utilizing shopping cart software.
- C2B(customer-to-Business): A consumer posts his project with a set budget online and within hours companies review the consumer's requirements and bid on the project. The consumer reviews the bids and selects the company that will complete the project. Enlace empowers consumers around the world by providing the meeting ground and platform for such transactions.
- C2C(customer-to-Consumer): There are many sites offering free classifieds, auctions, and forums where individuals can buy and sell thanks to online payment systems like PayPal where people can send and receive money online with ease. eBay's auction service is a great example of where person-to-person transactions take place every day since 1995.

I generalized the solution to the customer that helps to secure the mobile system and manage the placed orders of the goods that would have been drawn by the customer. As a result business could have the profit and improved the satisfactory relation between business and customer. In next door steps it explicitly will draw the system of E- commerce into the M-commerce system

II. RELATED WORK AND LITERATURE SURVEY

Survey shown that 86% rate have extensive growth to business as diversified into the mobile based commerce from the electronic business system. It have also shown and proved the vital improvement the skills of the rural area and town peoples those expertise's they for making the mobile system as fruitful for the society.

According to the Data: InformationWeek and Mobile Commerce World Mobile Commerce Survey of 1,182 business technology professionals March 2013 R6800413/1

1. Are you involved or familiar with your organization's mobile commerce strategies and/or practices?
2. How important is mobile commerce to the future of your organization?
3. Did, or will, you build your commerce system using a mobile application platform?
4. Do you think current digital wallet (NFC, cloud) approaches are sufficiently secure?
5. How familiar are you with PCI Data Security standards for credit card processing?
6. Do you support an open API program for developers?

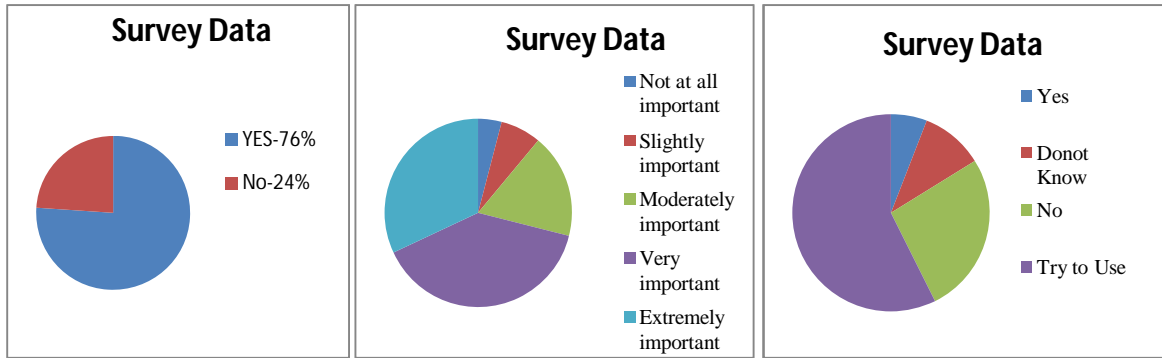


Figure 1 to Q1.

Figure 2 to Q2.

Figure 3 to Q3.

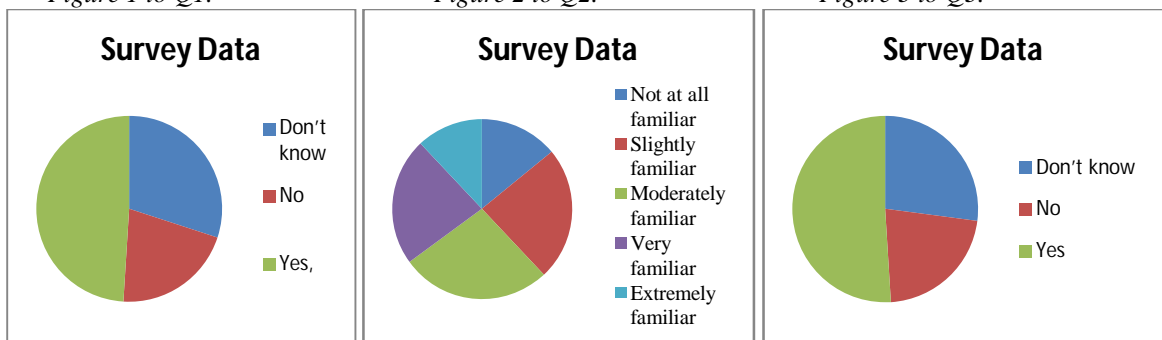


Figure 4 to Q4.

Figure 5 to Q5.

Figure 6 to Q6

III. CURRENT PROBLEM IDENTIFY

Retails Manager and Business owner have needs to live attached to the customers and their needs of goods at anywhere and anytime. This could provide the portability of the system to the customer and the business owner for today's world of global markets.

As enhancement been seen in the field of Mobile revolution also necessary to extend the reliability and feasibility to the Business to customer management role. There has gone through to develop the mobile application which put up the live solution to the customer needs.

Also 2013 Mobile Commerce Survey Suggest the following important of Mobile System by their Pros and Cons.

Three Pros of Mobile Application Platforms

- Provide a means for write once, run anywhere, facilitating support for multiple mobile platforms.
- Integrate security and management of functions (e.g., software updates).
- Support sophisticated back-end infrastructure via multiple interfaces.

Three Cons of Mobile Application Platforms

- Licensing and learning-curve costs make it cost effective only if developing multiple mobile apps, perhaps three or more.
- Systems are complex and require extensive evaluation to determine which is most suitable.
- Dependence on mobile platform vendor with high switching costs represents some risk.

IV. SOLUTION FEATURES

In the solution of the problem identification and what survey recognized to the important of the mobile development. I developed the application which supports the purchase of the goods and item. That can work on anytime and anywhere to their customer by using the installed application in their mobile device.

It improves the technology use and makes compatibility to the customer that increases the profit to the large and small scale business.

V. WORKING MODEL OF M-SHOP APPLICATION

A) *Functional* :

An mShop have the all functional operation which could support and deployed the m-commerce specification requirements which may be as given below:

1. Could have the catalogue with the product name and image.
2. Zoom provides to enlarge the image of the product for easy views.
3. Selection of the product could be added to the cart of purchase product.
4. Added product could be added on Composite order place site to evaluate the price and the total price of the purchasing.
5. Customer completes the order by the payment of the purchasing.
6. Receipt would send to the given mail id of the customer.

B) *Non-Functional* :

An mShop application have some non functional working module are as [10]: Installing the Software and Documentation

- Java 6
- Eclipse
- Android SDK base
- Eclipse ADT Plugin
- Updated SDK components
- AVD (Android Virtual Device)
- Running Apps
- Import and test an existing app
- Run on emulator
- Create and test a new app
- Run on emulator
- Seeing standard output in the DDMS
- Deploy app to USB-connected Android device

As database using the SQLite to manage the database tables and database management system. Eclipse ADT Plugin: Android Development Tools (ADT) is a plug-in for the Eclipse IDE that is designed to give you a powerful, integrated environment in which to build Android application.

An mShop System may have work on following essential features:

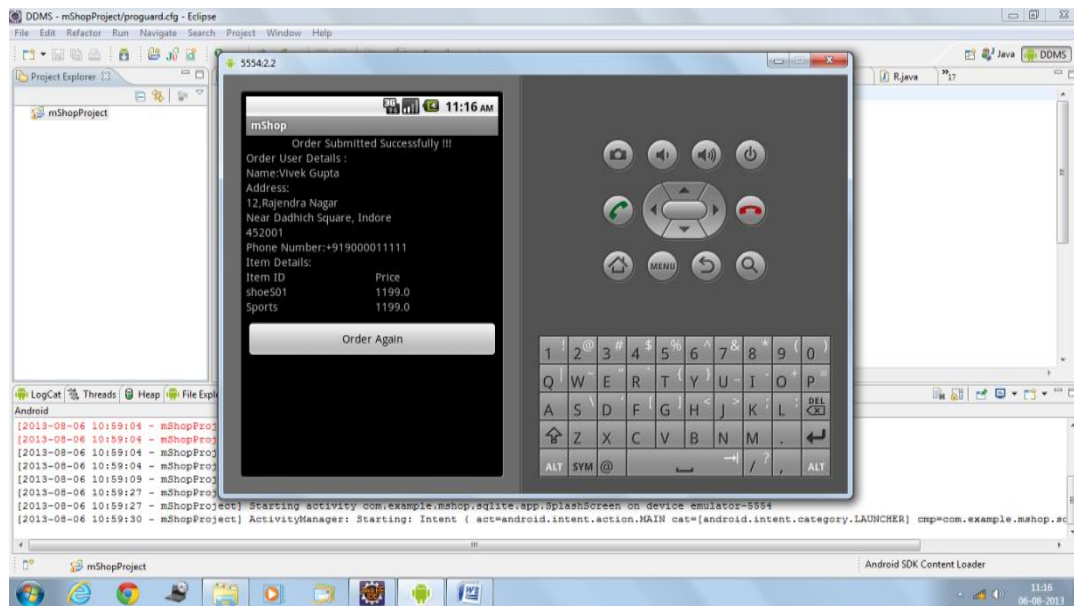
1. An mShop gives the order placed solution for supply chain management System.
2. An mShop provides the Information of the requisition of customer.
3. An mShop application suggests the easy ongoing order of product by simple secure steps.
4. An mShop basics function is to avail a purchasing via mobile device application which provides mult purpose option to the customer relationship management.
5. The goal of An mShop is to improve and streamline internal business processes, which typically requires reengineering of current business processes.

VI. CONCLUSION

An mShop application is the internet based product which makes the reliable and feasible software for users. Retail Trade Diversification via mobile devices system provides a basic solution for multipurpose option to CRM. It could be extendable up to the information gathering and reachability of the purchase product in place of information fetch over the web services provider application over personal server system to the cloud computing technology of new generation technology scenario which could also support to the m-commerce functionality [13]

VII. RESULTS

Screen shots of mobile emulator showing the mobile based order by m-Shop application as introduced above points.



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