

MYAGRO TRADER APPLICATION

Ahmad Aris Shahrizan¹, Nor Azlin Rosli²

^{1,2}*Faculty of Computer and Mathematical Science,*

Universiti Teknologi MARA, Malaysia

arisshahrizan@gmail.com

ABSTRACT:

MyAgro Trader Mobile Application development is a project that will assist farmers and wholesalers in running their businesses efficiently. Normally, they are having difficulties to find business partners to sell their harvested products or to find supplier for fresh vegetables. They normally rely on their friend or acquaintances to find new business partners. This method caused a lot of time since they must search it one by one by texting or calling them manually. Hence the old insufficient method can only lead to a big loss since fresh vegetables need to be sold fast before they withered. By having a specific platform for each party to inform their interest, it will make the businesses run smooth and efficient. Apart from that, the apps will have a function that will update current market price since many of wholesalers tend to manipulate small farmer by buying their vegetables at lower price. In conclusion, this application will act as a medium for them to run their businesses efficiently.

Keywords: Mobile Application, Agriculture Trade, Agro Business

INTRODUCTION

In reaching the year 2020, marked as the year that our country achieves a self-sufficient industrialized nation that were engineered by our beloved former Prime Minister, Tun Dr. Mahathir Mohamed, the government have propelled The Economic Transformation Program (ETP) as a major driver in order to achieve 2020 vision. According to ETP Roadmap Module (2010) that was publish by the Prime Minister Department, Agrobusiness is a major part that helps propelling his vision. Ng (2009) has stated that agribusiness is a group of industries that is related in agriculture sector which are regulated on commercial principles, mostly using innovative technology. Agriculture normally can be separated into two major components which are demand and supply sides. For the demand sides, the consumer of agricultural products such as normal household, restaurant owner, and wholesaler can be classify into the same classes. On the other side, the farmer who runs commercial project would usually fill the supplier sides.

The objective of the project is to develop a mobile application that will act as a platform to make communication and interaction between farmers and wholesaler become efficiently. The scope of the project is to provide an application that will act as a platform for the stakeholder that are located in Negri Sembilan, which are the wholesaler and farmer to communicate and interact efficiently. This application will focus more on the farmer and the wholesaler who are looking for a new business partner within Negri Sembilan. The application consists of two types of profile, which are the demand and the supply sides. This objective has been constructed in order to cater the problem faced by the farmer and the wholesaler.

The current process in determining the business partners in order to fulfill the supply and demand, may lead into unpredictable stretch and also may drag into a longer time than expected. On top of that, farmers found it hard to monitor the market price of the vegetables since the

information is hard to retrieve and takes time to search. Knowing the market price of certain products is vital in order to compare their sold product price to the existing market price so that there will be no one who can take advantage. The methodology of this project will be based on the Mobile Application Development Lifecycle (MADLC) since the expected outcome of this project is to develop a mobile application.

METHODS

Mobile Application Development Life Cycle (MADLC) is a technique that had been proposed to be a formal life cycle for developing a mobile application to enable an exact methodology in system enhancement as it has complex utility and not the same as the desktop application (Vitani et al, 2014). This strategy approaches being developed and proposed to empower an efficient way of developing a system.

The Mobile Application Development Life Cycle (MADLC) stage comprises of six stages. It is a precise technique with a specific end goal to build up a mobile application. The MADLC is proposed as the mobile applications have troublesome convenience and are not under any condition like desktop applications (Vithani et al,2014).

In this lifecycle, there are only three stages utilized, which are, identification stage, design stage, and the development stage. Unlike the traditional waterfall methodology, MADLC is used because of some clients may not know exactly what their requirements are before they see working software and so change their requirements, leading to redesign, redevelopment, and retesting, and increased costs (Parnas, 2012). Instead, of having requirement phase, MADLC have the identification phase in order to easily identify the problem first in order to gain the requirement needed.

RESULTS AND DISCUSSIONS

In this project several techniques have been used in order to obtain and analysed data from the potential user which is farmer and wholesaler. Two approaches has been done in order to collect data which is Interview and questionnaire. The outcome of this research is by having the MyAgro Trader Application that has been developed according to the potential user preferences.

CONCLUSION

By reaching to the end of the project development, it can be concluded that MyAgro Trader is the key to unlock the future of agriculture businesses. The novelty of the project is to develop a mobile application that will act as a platform to make communication and interaction between farmers and wholesaler become efficiently. However, there still some enhancement needed in order to ensure that the application will be the best companion to the users in terms of the database limitation and also functionalities that needed to be updated from time to time so that the application will still be relevant in the future.

ACKNOWLEDGEMENTS

We would like to acknowledge Mr. Abu Bakar who officially be the representative of FAMA that helps a lot in terms of giving the input and opinion needed in order to develop the right functionalities of the application. We also acknowledge all of the respondent that are mainly farmer and wholesaler based in Negeri Sembilan that helps to answer the questionnaire that would help to identify their problems.

REFERENCES

- Data Sosio-ekonomi Negeri Sembilan. (2016) Retrieved April 20, 2017 from <http://www.mppd.gov.my/sites/default/files/datapentingns2015.pdf>
- Ng, D. & Siebert, J.W. (2009). Toward Better Defining the Field of Agribusiness Management. Retrieved April 20, 2017 from http://ageconsearch.umn.edu/bitstream/92566/2/20091014_Formatted.pdf
- The Economic Transformation Programme Module (2010). Retrieved May 5, 2017 From http://www.pemandu.gov.my/assets/publications/roadmaps/ETP_Roadmap.pdf
- Parnas, D. L. (2012). A rational design process; how and why to fake it. Washington: Computer Science and Systems Branch.
- Vithani, T., & Kumar, A. (2014). Modeling the mobile application development lifecycle. In Proceedings of the International Multi Conference of Engineers and Computer Scientists (Vol. 1).