

Easy Buying and Selling Through Mytrustedbazaar Platform: A Conceptual Solution

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Abstract— This paper proposed a one-stop service platform named MyTrustedBazaar. This trusted platform is for Muslims to sell and buy variety of quality products at affordable price. This system has the ability to categories product accordance to products types which more users friendly for Muslims to do online buying and selling. This system provides a platform for advertising buying and selling goods only, whereas the process of transaction occurs outside this system

Index Terms— advertising, buying, selling, on-line platform, trusted, BMC, VPD

I. INTRODUCTION

This website is a platform for Muslims to sell and buy products. This website had ability to categories product accordance to products types which more users friendly for Muslims to do online buying and selling. This website does not require customer to sign up for login into website. Muslims can visit this website anytime they want either for the purpose of buying or not. While for Muslims or anyone who wants to advertise their products sales, they are compulsory to sign up first. This website provide a platform for advertising buying and selling goods only while the process of transaction occur outside this system. Some advantages of the website are customer can choose products faster and easier at one place because the products are categorized accordance to its types. Others are enabling the Muslims to find and view ads easier. Besides that, customer can save time from browsing the unwanted information. Then, this website enable the customers to rate the products for sale.

II. BACKGROUND

Nowadays, the usage of internet is everywhere and can be the first resources for people to find information. One of the usages of the internet is online purchasing and online advertisement. People tend to buy product online. Based on the informal interviews, observation and current scenario, some Muslims face difficulty in finding relevant information when they want to buy something halal and according to Shariah law. Unfortunately the current advertisement system that is provided for Muslims buyers is currently flooding with information that is not relevant. For example notices, announcements and etc. Besides that, all the information

inside a page is not well organized and categorized accordingly to their specific needs.

III. PROBLEM STATEMENT

It has been found that it always became a problem to Muslims to find a purchase product which follow Syariah laws. Due to the existing system such as in Alibaba.com, some Muslims are experiencing problems such as difficulty to find the desired halal products. Hence, Muslims faced hardship to buy and sell goods in a trusted platform which follow Syariah rules.

IV. LITERATURE REVIEW

• Lelong.com

Lelong.com.my is one of the Malaysia Online Shopping, as shown in Figure 1. Safely buy from various Online Shopping stores in Malaysia. It helps people to buy many things easily and there are also discount too. This platform also provides a bid for their customers.

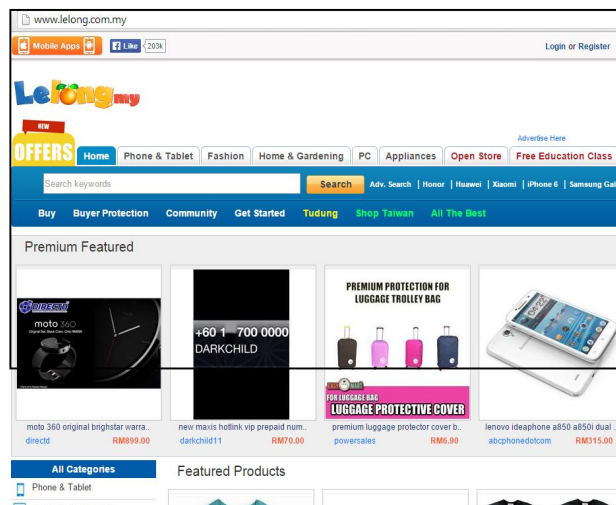


Figure 1: The interface of Lelong.com

• Mudah.my

Mudah.my is owned by Mudah.my Sdn Bhd- a subsidiary of 701Search Pte. Ltd., and a joint venture company between Singapore Press Holdings Limited, Schibsted Media Group and Telenor Group. Figure 2 shows the interface of Mudah.my. The interface is easy to understand by users and it looks nice. The categories are divided into state in Malaysia so that the businesses are reachable to other Mudah.my performs a platform to sell and buy a lot of items.



Figure 2: The Interface of Mudah.my

• Alibaba.com

Alibaba, as shown in Figure 3 is China's largest retailer. It was founded in 1999 by Jack Ma with the launch of flagship online marketplace Alibaba.com, which connects Chinese suppliers of pretty much anything with buyers. It has since expanded to launch other websites. The evolution of Taobao (part of Alibaba.com) business model is shown in Figure 4, 5, and 6.

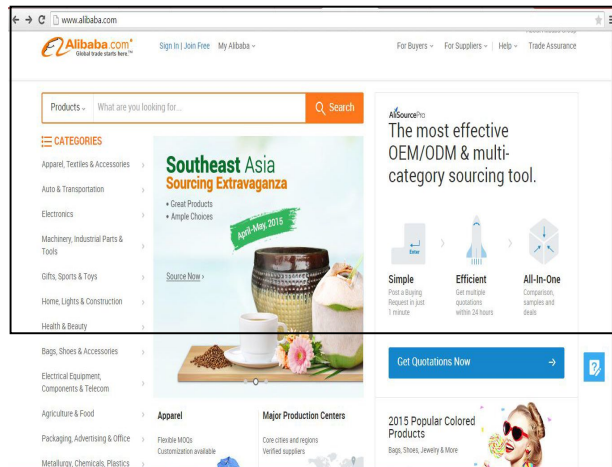


Figure 3: The interface of Alibaba.com

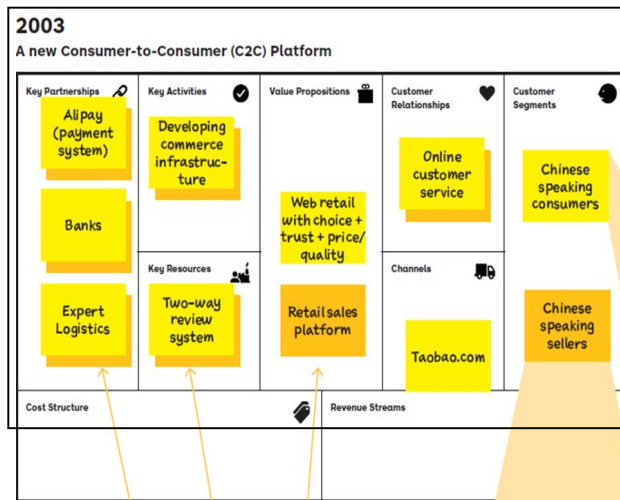


Figure 4: Taobao BMC 2003

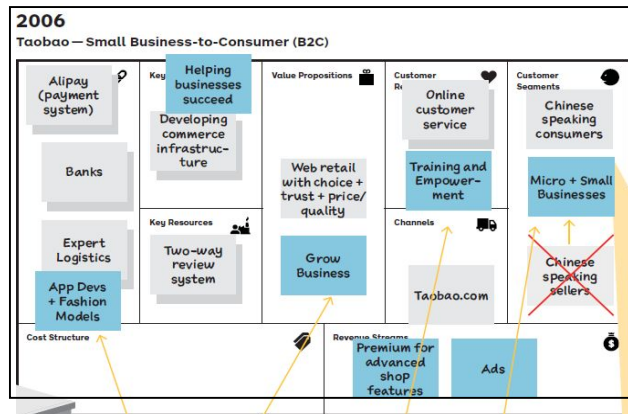


Figure 5: Taobao BMC 2006

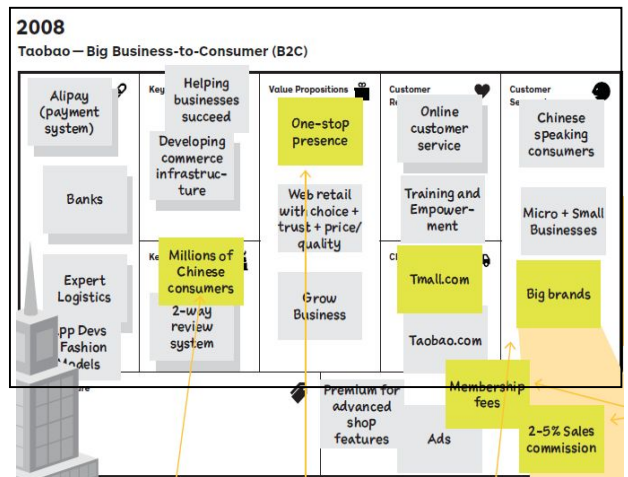


Figure 6: Taobao BMC 2008

V. CONCEPTUAL SOLUTION

BUSSINESS MODEL CANVAS

A. Customer Segment

As in Figure 7, MyTrustedBazaar platform expects Muslim buyers and sellers as their users in the first block which is customer segments.

B. Value proposition

Solve Muslim seller's problems by offering platform for advertising, easy and concise advertising website, and categorize product according to product type. Other than that, it enables customer and buyers to rate and comments the product as well as buyers can view ads easily. Moreover, it is trusted website.

C. Channels

Company use to communicate with customers segments to deliver value proposition. This company channel is through MyTrustedBazaar.com website and Network of Mosque [4, 5].

D. Customer relationship

Customer relationship block describes the type of relationships a company establishes with customers segments

by giving free registration for advertisers followed by the terms and condition stated. Next, revenue streams is the cash that company generate from each customers segments through advertisement fees from authorize company. Ads from established companies like Zalora and Lazada.

E. Key resources

Key resources are the most important assets required to make a business model work. In this company, the key resources are MyTrustedBazaar platform, Internet connection, developers, buyers and sellers.

F. Key activities

This are the most important actions a company must take to operate successfully. Like key resources, this block required in the company to create and offer value proposition. For MyTrustedBazaar the key activities include platform development, data centre operation management, practise C2C business model and the website updated frequently.

G. Key partners

Key partners describe the network of supplies and partners that make the business model work. In this case, the MyTrustedBazaar partner is Network of Mosque which is a website page for the mosque.

H. Cost structure

Cost structure describes cost incurred while operating under a particular business model. The company cost structure comes from copyrights and research and developments (RnD).

VI. VPD

Figure 8 is the value proposition canvas for Muslim buyers. The MyTrustedBazaar platform can help the customer compare the products they tend to buy and they can save time to buy the desired products. Besides, it is a trusted website. Customer can shop at home anytime they want.

VPD for Muslim sellers, this MyTrustedBazaar platform provide a medium for them to advertised their ads as shown in Figure 9. It also can save time and money in posting ads. Besides, it is a legal and trusted platform for advertisement website.

VII. ENVIRONMENT MAP

A. Key trend

Nowadays, online shopping has become trend. It is because the widely use of Internet on daily basis. It will give sellers opportunities and give them the chance to reach new audiences [1]. As the internet can be access on the smartphone or any tablets, so the use of those gadgets is also increasing.

B. Market forces

Currently, online shopping is more preferable due to various choices in purchase products. Besides, it can help the customers to save cost and energy as they do not have to go to physical store. For the seller perspective, MyTrustedBazaar

can act as side income or permanent income by posting their product.

C. Macro-economic forces

Actually online shopping has been globally used for a long time as e-Bay and Amazon.com have become worldwide preferred online shopping website. Many people believe, entrepreneurship is one of the alternatives to increase people living standards.

D. Industry forces

Online shopping has become popular as people nowadays prefer to buy goods online. Other than that, pressure from existing system Lazada.com and Zalora.com make researchers come out with MyTrustedBazaar which focus more on Muslims to sell and buy variety of quality products at affordable price.

CONCLUSION

In conclusion, this conceptual solution can give benefits to both buyers and sellers. The process of purchasing products becomes convenient [2]. The sellers can learn to become good entrepreneurs while using this technology appropriately. The development of internet is resulting in great growth of online advertising. This trend can be implementing continuously for the better economic status in the future as long as the technology is moving forward.

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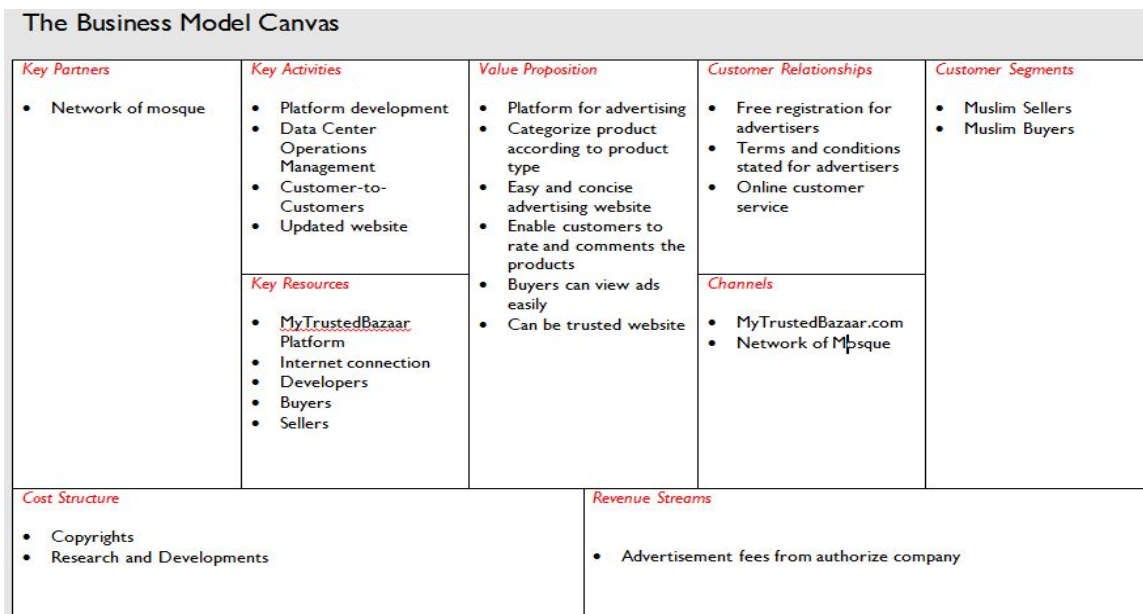


Figure 7: BMC

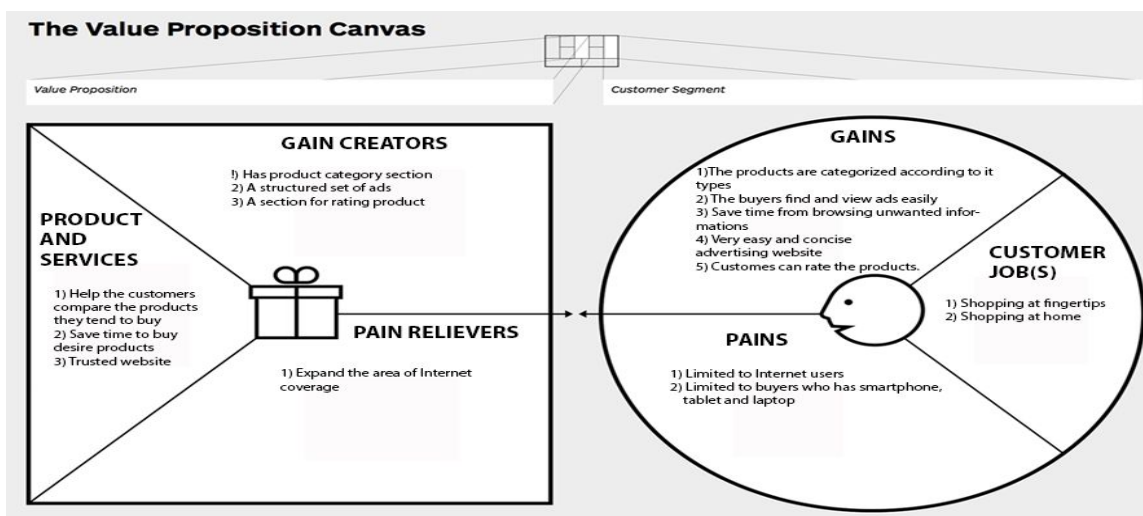


Figure 8: VPD for Muslim buyers

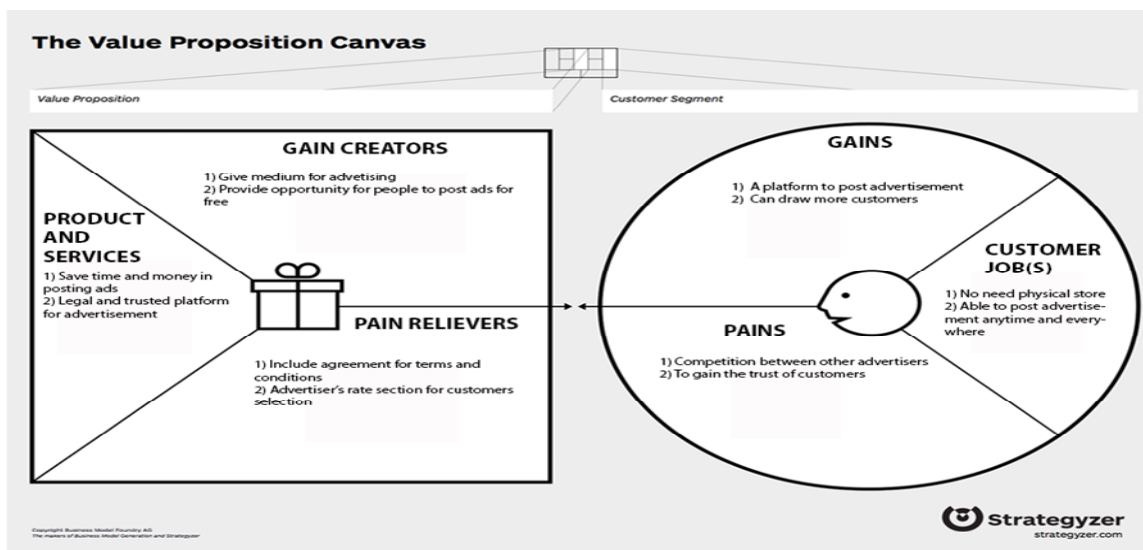


Figure 9: VPD for Muslim sellers