

EMPLOYER PROJECT REQUIREMENTS AND SPECIFICATION DOCUMENT

PROJECT TITLE: Technology acceptance of Consumers towards Retail Location-based Services		
PROJECT DURATION in WEEKS: 16 weeks		
Project Kick-off Date: 13 August 2012		
No. of students: 2		
Allowance: RM500 per month per pax		
PROJECT KEY STAKE HOLDERS	NAME EMPLOYER (Client)	INTI (Consultant)
1) FG Media Sdn. Bhd. 2) Company address: 48, Jalan Kemuja, Bangsar Utama, 59000 Kuala Lumpur. Company phone number: +60322843367 3) Company website: www.feedgeorge.com	See Tho Chee Seong (Co-founder and CEO)	

1. ABOUT THE COMPANY (Short description of the company, its business, products, market presence and size)

Feedgeorge is new location-based startup founded by See Tho Chee Seong and Premesh Chandran in 2011. It is a platform to discover, create and share news, information and data about places. It was formerly incubated under its parent company, Malaysiakini, a leading news portal in Malaysia. The company has four employees and located very close to Bangsar LRT station. Feedgeorge has also recently won the People Choice Awards during Echelon 2011 Malaysia Satellite and 2011 RED Herring Asia Top 100 Finalist.

2. THE PROBLEM STATEMENT (Short description of the PROJECT and BUSINESS CHALLENGE face by the company)

Background

A location-based service (LBS) is a geospatial technology providing services (e.g. restaurant location, direct marketing) by determining the geographical location of mobile devices (e.g., mobile phones). Retail LBS is defined as a technology used to direct market products and services to individuals with mobile phones when users are in the vicinity of such products.

Problem Statement

The successful diffusion and adoption of retail LBS depends upon access to private information of mobile users, such as buying habits and geographic location. However, the usage of retail LBS by the marketers as a new medium of marketing is relatively low. There are also technology and behavioral barriers for customers to adopt this new marketing medium.

Project Questions

- 1) What is the relationship between individual attitude and behavior towards consumer technology acceptance of retail LBS?
- 2) What are the perceived benefits (usefulness & ease to use) by consumers for using retail LBS?
- 3) What are the viable business models that cater for retail LBS needs in Kuala Lumpur?
- 4) How to execute the idea developed in business plan?

Project Objectives

- 1) To determine the relationship of individual attitude and behaviour towards consumer technology acceptance of retail LBS.
- 2) To identify the perceived benefits (usefulness & ease to use) by consumers for using retail LBS.
- 3) To develop a business model that caters for retail LBS needs in Kuala Lumpur.
- 4) To develop a viable execution plan for the project.

3. ACTIVITIES AND TIMELINES:

A. Market Survey (5 weeks)

- 1) Conduct market survey at Klang Valley (e.g. shopping malls, chain restaurants)
- 2) Compile data and provide preliminary analysis of findings
- 3) Prepare presentation to management

B. Competitor Analysis (3 weeks)

- 1) Identify other players in same industry in Malaysia.
- 2) Conduct a detailed profile on each of major competitors.
- 3) Prepare presentation to management.

C. Business Plan (4 weeks)

1. Identify the unique value proposition of product.
2. Build a viable business model based on lean canvas model by Ash Maurya..
3. Prepare presentation to management.

D. Executive Plan (4 weeks)

1. Define scope and goals of project.
2. Determine the resource allocation and project scheduling.
3. Prepare presentation to management.

DELIVERABLES:

1. Outcome 1
 - a. Online survey and on-the-ground market needs feedback survey
 - b. SWOT analysis of different needs of target users
2. Outcome 2
 - a. An in-depth description of the competitor's background, products, markets, facilities, and strategies.
3. Outcome 3
 - a. An in-depth description of problem, solution, product's unique value proposition, target audience and competitive advantages.
4. Outcome 4
 - a. A detailed workable project execution plan.

3. EXPECTED TECHNICAL SKILL SETS REQUIRED:

Management Information System, Research and Methodology, Measurement Data, and Presentation Skills.

4. OTHER JOBS AND RESPONSIBILITIES IN THE COMPANY

- i) To manage social media activity (Facebook & Twitter) of the company
- ii) To moderate contents and comments posted by users (User-generated Content) in company's platform (web & mobile)

The End