

**A SOLUTION TO EXPAND THE BUSINESS FOR
HAMEEDIA THROUGH A MOBILE APPLICATION
WITH UNIQUE USER-FRIENDLY FEATURES**

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Abstract

Fashion is industry that every human being has connected with it since childhood. Clothe is most important need for human life. Fashion has been expanded globally with different kind of fashion sense and trends. Sri Lanka is a developing country but people in here has a passion for the fashion because of the sri lanka has many retail shops that they can try new fashion trends which has come out. Hameedia is one of the retail shops that has been running for more than 70 years. Identified a problem in Hameedia that to improve the sales and to give the customers a new experience with modern technology. Proposed a software solution that would help them to improve the sales.

Main problems in Hameedia would be that unable to give user friendly platform to their customers to browse the product they have without wasting time of their customers visiting the outlet every time. I have identified new unique features that can be use in software solution which is going to implement. Recommendation method will be a unique and main feature which is customer able to view the best recommendation for every product they browse.

The project would be to identify the issues and design the, develop and to evaluate and IT solution in order to overcome the issues. Information of Literature, Results and feedback of questionnaires and interview gave knowledge on requirements which has to be include in the application. Tools, methodologies and techniques were used in the project and had a huge impact in it. Mobile application was implemented to customers of Hameedia with having self and expert evaluation with their feedbacks of the product.