

THE PROMOTION BUNDLER

A SYSTEM THAT HELPS EASE THE BUNDLE PROMOTION PROCESS

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Abstract

Bundle promotions have become one of the most engaging promotion techniques used by Marketers. Customers have enjoyed the benefits gained from a bundle. However, customers are becoming less reluctant in purchasing these bundled products. This is due to a various number of factors such as introduction of new promotional activities and downfall in the bundle promotion process conducted by Marketers. Thereby, Marketers face difficulties in the bundle preparation where they face many manual processes, uncertainty of bundling the right products together and the inability to find the ideal suppliers for 3rd-party bundling. Suppliers also find difficulty in getting engaged in bundle promotions as unrecognized Suppliers may not have an opportunity to get any business. Likewise for Graphic Designers, there is a lower reach to the freelancers in this particular industry.

This project is aimed to analyze the factors in the current bundle promotion process and to design & develop an IS solution that helps assist the stakeholders listed above. An efficient system has been developed considering many restrictions and aspects when developing this platform while taking stakeholder considerations. Limitations in providing data, providing personal preferences, company preferences and insecurities in converting the manual process into digital are a few setbacks. The project conducts an agile project management technique that allows to improve and adapt functionalities on the research during the development stages as well, bringing an agile approach methodology from the PRINCE2 agile focus.

Based on the problems identified through findings and research, the problems ceased to exist on local companies in the country. There was sufficient information gathered for an IT solution to be generated. Hence “**The Promotion Bundler**” was designed and developed to contribute towards the three stakeholders. “The Promotion Bundler” consists of features that would further enhance the increment of bundle promotions in the industry. Lastly, this solution was pointed out a clear necessity and quite suitable to many companies as stated by marketing experts in the industry. Suppliers and Graphic Designers also did find the platform useful as it gives them a wider reach to more companies in an industry.

The solution has been further tested and evaluated by experts of the domain and technicality, and hence have provided recommendations for future implemented releases of the platform.

Keywords: Bundle Promotions, Recommended products, Collaborative filtering, Electronics and accessories.