

UNIVERSITY OF WALES TRINITY SAINT DAVID BIZZPEDIA

CHETNA MANGARAJ

1604945

APPLICATION DEVELOPMENT FOR UNIVERSITY STUDENTS

INTRODUCTION

- Entrepreneurship is something that creates great wealth and innovation for the society as a whole (Drucker, 2014).
- The aim is to develop a business plan for the development of an application for the university students which is based on an Android platform.
- The application would provide guidance and help to the students in the field of business to study about the different cases and perspectives of business management.

OBJECTIVES

- The main objective of this application is to provide students with a platform where they can study and get guidelines relating to the business subjects.
- This application would provide views of different scholars and experienced entrepreneurs.
- This application would also provide explanation and solutions to business students and give different business ideas to the people planning to initiate business.

DELIVERABLES

In a startup business, deliverables must be planned out so that when the project is completed there would be potential deliverables which becomes the reason of satisfaction for the stakeholders (Åhlström and Richtnér, 2010)

- The potential deliverables of this project would be an easy to use application for the business students where they can find information to their desired subjects related to business all in one place.

ISSUES THAT NEEDS TO BE ADDRESSED

- Ethical issues would considered to be managed in a proper manner such as publishing any research work of an author within his permission or using copyrighted material.
- Web developers and programmers would be both trustworthy and experienced as the business idea cannot be delivered randomly to anyone who is unexperienced.
- Proper referencing would be used in order to credit the authors and scholars in the secondary research.

BUSINESS PLAN

A business plan allows both the stakeholders and an entrepreneur proper clarification of the business process and makes the developing process much easier to be competed (Anokhin and Schulze, 2009).

- The business plan includes the development and designing of application which is the core task
- User registration process would be properly implemented
- Collection of primary and secondary data to be presented in the application
- Reaching the target market for proper publishing of the application and would be made available to all Android users
- Addressing the issues and demands of the users to attract more users
- Updating of application and publishing new academic research with the passage of time
- Reaching other software platforms such as iOS so that Apple users would also be able to download the application

POTENTIAL INVESTORS

For the prospering of a new business, the entrepreneur must be aware of the requirement of enough investment which provides stability to the business, having potential investors keeps the business protected and develops trust with the stakeholders (Kuratko, 2016).

- To develop the web application and implement different ideas to it is important to have investors to fulfill the objectives of the business plan.
- Chairpersons and teachers of the university would be approached to ask to be investors of the applications so that the work of the university members can also be used in the application and result in mutual benefit.
- Different new entrepreneurs and scholars as they might be interested in sharing their work and ideas as well as experiences.

HOW TO SUSTAIN THIS BUSINESS?

Business development is said to be easier but the main purpose is to attain sustainability and stability for the business and in order to do so unique strategies are implemented by the management (Kirzner, 2015).

- In case of BizzPedia, this web application can attain stability by the enthusiasm of investors.
- The research would be updated and authentic which can attract different users, making the business sustainable.

WHY THIS BUSINESS WILL BE A SUCCESS?

Success is the most influential and significant factor for business development and determines the future capabilities of a business (Dijkhuizen et al., 2017)

- This business is focused and centered on its goals and objectives.
- This application would acquire to meet the demands of the users.
- This business would bring about different innovations and updates to the application which can create potential users.
- A safe and informative platform for the business students would be available.

ASSUMED BUDGET

Tasks	Month 1	Month 2	Month 3	Month 4	Month 5
Online Hosting	£20-£30	£20-£30	£20-£30	£20-£30	£20-£30
Web Developers and IT consultants	£1000	£1000	£1000	£1000	£1000
Hardware and other supplies (Maintenance)	£100	£100	£100	£100	£100
Subscriptions (per user to be charged)	TRIAL PERIOD	£10	£10	£10	£20 (After testing phase)

CONCLUSION

- In conclusion, the development of this business can be advantageous for both the developer and the stakeholders involved in the business process.
- The rise in increase of the usage of smartphones is the most beneficial factor for this application and this application can prove to be a tool to clear different confusions related to business for the business students.

REFERENCES

- Anokhin, S. and Schulze, W.S., 2009. Entrepreneurship, innovation, and corruption. *Journal of business venturing*, 24(5), pp.465-476.
- Dijkhuizen, J., Gorgievski, M., van Veldhoven, M. and Schalk, R., 2017. Well-Being, Personal Success and Business Performance Among Entrepreneurs: A Two-Wave Study. *Journal of Happiness Studies*, pp.1-18.
- Drucker, P., 2014. *Innovation and entrepreneurship*. Routledge.
- Kirzner, I.M., 2015. *Competition and entrepreneurship*. University of Chicago press.
- Kuratko, D.F., 2016. *Entrepreneurship: Theory, process, and practice*. Cengage Learning.
- Richtnér, A. and Åhlström, P., 2010. Organizational slack and knowledge creation in product development projects: The role of project deliverables. *Creativity and Innovation Management*, 19(4), pp.428-437.
- Storey, D.J. ed., 2016. *Entrepreneurship and new firm*. Routledge.