

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

Based on this project, there are 2 conclusions which can be described in below:

1. The group provides a business plan for the client since the client does not know what to do once obtain the final products. The business plan explains the business concept and the product of Ninnezz with insight of the industry, market audience, competitor, and SWOT components of Ninneez. Marketing and sales strategy that are suitable for Ninneez also explained in the business plan report with insight of distribution channels, pricing, and marketing plans. Section regarding risks such as market, operation, financial risks are also included in the report with some recommended solutions such as mitigation strategies and contingency plan for it. For the future of Ninneez development, the project provides some recommendations that can be considered for managing the business such as organization and management, operational planning, and website development. With the provided prototype website, user manual, and business plan, the group is able to help with client's problem and need and provide a guidance and recommendations for running the business.
2. The group was able to produce a prototype website using word press as the base for website development. The website has some functionalities that can be found in most e-commerce websites such as shopping cart, checkout form, user interactions, and payment gateway. Those functionalities were built using plugins that are supported by word press such as sure cart and WP Form. The prototype of the website was designed and built based on client feedback and requests that were gathered in client meetings. To further help the client with future development of the website, the team provide downloadable files or shared folder that contain list of videos as requested by the client rather to have report or written user manual. The videos inside of the file and shared folder

contains guidance to help client to edit, change, delete, add, and update features and design of the website.

5.2 Recommendation

The project outcome itself has some potential that can be further improved or changed in the future. There are some recommendations that can be considered and used for future work such as:

1. For future work done for Ninneez, either done by themselves or by other team, adding key word or meta tag on products can help SEO or search engine optimization to boost visibility of the website in the search engine. This can be done when adding a product in search engine listing adding meta description and meta tag to the product. Adding other SEO plugins can also be considered for this future recommendation.
2. Adding subscription, email marketing automation, and chat support can help the user interactivity and user experience once the business team is fully chosen by the client. Additionally, adding variety of payment gateways and robust security to protect user's data information should be implemented such as SSL encryption and regular security audits.
3. For creating more robust and dynamic display of page in the website, using paid features that are provided by plugins such as Elementor can be very useful to keep up with trend of design that are popular among users.

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