



DIPLOMA IN INTERNATIONAL BUSINESS

DPB60163: BUSINESS PROJECT

NAME OF PROJECT: CHARITY APP

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CONFIRMATION OF THE PROJECT

This project report that titled as charity has been submitted, reviewed, and verified as it fulfils the terms, conditions and the requirement of the project writing as stipulated.

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“We acknowledge that, with the exceptions we have already explained to the source, this work is our own”

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DECLARATION OF ORIGINALITY AND OWNERSHIP

NAME OF PROJECT: CHARITY APP

Session:

We, are final-year student of Polytechnic Melaka's Department of Commerce's Diploma in International Business program, which is housed in No. 2 Jalan PPM 10, Plaza Pandan Malim, 75250, Melaka. (Hereafter referred to as 'the Polytechnic'). Without stealing or pretending to be the owners of any intellectual property from another party, we acknowledge that "The Project above" and the intellectual property it contains are the product of our own original development. To fulfil the criteria and receive the Diploma in International Business from The Polytechnics, we consent to release the intellectual property associated with the "Project."

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ACKNOWLEDGMENT

We, the students of Politeknik Melaka, would like to express our sincere gratitude to everyone who has contributed to the successful development of this business project proposal.

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Furthermore, we are grateful to the organizations and individuals who provided us with valuable information, inspiration, and real-world perspectives that helped us better understand the challenges faced by care centres and the importance of digital solutions in the social welfare sector.

Lastly, we extend our heartfelt appreciation to our families and friends for their constant motivation and encouragement, which kept us driven and focused on completing this proposal successfully.

Thank you.

EXECUTIVE SUMMARY

In the digital world, care centers such as orphanages, elderly homes, and centers for persons with disabilities (PWDs) faced challenges in effectively communicating their needs to the public. Many relied on unstructured methods like social media, personal networks, or word-of-mouth, which led to misinformation, inefficiencies in aid distribution, and an increase in fraudulent fundraising activities.

This project proposed the development of a mobile and web application designed as an official platform for government-registered care centers to transparently update their needs. The application aimed to bridge the gap between care centers and donors by providing verified information, reducing fraud, and ensuring that aid distribution was aligned with actual requirements. Through a structured and secure system, donors were able to confidently contribute financial assistance, essential goods, or volunteer services.

Key objectives of the project included creating a centralized platform for care centers, ensuring that only verified organizations were listed, improving communication between donors and recipients, and increasing public awareness of social responsibility. The application not only enhanced trust and transparency in charitable giving but also supported government initiatives in digitalizing the social welfare sector.

By addressing these critical challenges, the project aspired to create a long-term, sustainable solution for improving the efficiency and impact of charitable contributions, ultimately fostering a more supportive and engaged community.

TABLE OF CONTENTS

CONFIRMATION OF THE PROJECT

DECLARATION OF ORIGINALITY AND OWNERSHIP

ACKNOWLEDGEMENT

EXECUTIVE SUMMARY

TABLE OF CONTENTS

CHAPTER 1: INTRODUCTION

Background of Project/Introduction

Business Problem or Issues

Business Project Objective

Justification of Business Selection

Scope of Business Project

CHAPTER 2: SITUATIONAL ANALYSIS

SWOT Existing Product

CHAPTER 3: BUSINESS PROJECT ANALYSIS&FINDINGS

Methodology

Analysis and Findings

Product Using Method

CHAPTER 4: CONCLUSION&RECOMMENDATION

Conclusion

Recommendation

Appendices

CHAPTER 1: INTRODUCTION

BACKGROUND OF PROJECT

In the digital transformation era, the use of mobile and web-based applications has significantly enhanced how organizations manage their operations and engage with the public. In the context of charitable care centers— such as orphanages, elderly homes, and centers for persons with disabilities (PWDs)— technology offers the potential to streamline stock management and communication with donors.

However, despite growing digital opportunities, many of these centers still rely on manual or unstructured systems to track donations and inventory, which leads to inefficiencies, stock mismanagement, and limited transparency. To address these challenges, the development of a local charity application featuring a stock record system becomes essential for improving operational effectiveness and donor trust.

The design and adoption of this application are guided by the Technology Acceptance Model (TAM), which posits that perceived usefulness and perceived ease of use significantly influence an individual's intention to adopt a new technology (Davis, 1989; Venkatesh&Davis, 2000). In the context of a charity app, perceived usefulness reflects how effectively the stock record feature helps care centers manage and communicate their inventory needs, while perceived ease of use relates to how user-friendly and accessible the interface is for non-technical users. Prior studies have shown that TAM remains highly relevant in evaluating the success and acceptance of digital tools in the non-profit and public service sectors (Ghazal et al., 2021; Musa et al., 2023).

Integrating a stock record system within the charity app not only increases efficiency in inventory tracking but also enhances data transparency, allowing donors to make informed contributions based on real-time needs. As fraud and misinformation in online donation platforms have grown (Lim&Zulkifli, 2022),

providing a structured and trusted system becomes even more critical. Furthermore, the application aligns with Malaysia's national digitalization agenda, reinforcing public trust and accountability in charitable contributions (Rahman&Noor, 2024).

By applying TAM in the development of this app, the project not only prioritizes user experience and technological trust but also contributes to sustainable digital practices within the welfare sector. This approach supports a more systematic, transparent, and community-driven ecosystem for charitable giving.

BUSINESS PROBLEM OR ISSUE

The development of this application aimed to address several key business problems. One major issue was the difficulty in accessing verified information about care centers. Many care centers lacked an official digital platform to share their needs with the public, relying instead on social media, which was often unorganized and prone to misinformation. This made it challenging for potential donors to identify which care centers genuinely existed and required support.

Another pressing issue was the rise in scams and fraudulent fundraising. In recent years, there had been numerous reports of individuals or organizations impersonating care centers to solicit donations illegally. Such fraudulent activities not only deceived donors but also eroded public trust in legitimate charitable organizations. This application aimed to combat this problem by ensuring that only government-registered care centers were listed, thereby preventing fraudulent activities and giving donors confidence in their contributions.

Additionally, there was a lack of clear communication regarding care centers' needs. Many donors wished to help but were unaware of the specific needs of these institutions. While some preferred to donate money, care centers might have

urgently required essential supplies such as food, adult diapers, or mobility aids for persons with disabilities (PWDs). This app enabled care centers to update their needs directly, allowing donors to provide targeted assistance more effectively.

Lastly, the absence of a systematic communication channel further complicated the donation process. Many individuals and organizations were willing to help but lacked access to verified information about care centers or clear guidance on how to provide support. Similarly, care centers did not have a centralized platform to communicate efficiently with potential donors. This application bridged this gap by creating a structured and efficient communication system, making it easier for donors and care homes to connect and collaborate seamlessly.

BUSINESS OBJECTIVES

1. To develop a digital application for care centers.
2. To identify a CHARITY APP effectiveness of care centers.

JUSTIFICATION OF BUSINESS PROJECT

This project was highly significant as it addressed the main challenges faced by care centers in communicating their needs to the public. Many care centers struggled with transparency issues, the lack of an official platform, and increasing fraud cases in the donation process. By identifying these challenges, the project ensured that donors could make informed decisions and trust that their contributions were directed to legitimate institutions in need.

Furthermore, the project emphasized the importance of analyzing visual data and information related to care centers, donation patterns, and communication barriers. This analysis aided in designing an intuitive and user-friendly digital platform, ensuring accessibility and effectiveness in delivering structured information to donors. By integrating user experience (UI/UX) principles, the application simplified the process for both donors and care centers, enhancing overall engagement and trust.

A key contribution of this project was the development of a digital application that acted as an official platform for care centers. This platform allowed registered institutions to systematically update their needs, facilitated direct connections between donors and care centers, and improved aid distribution efficiency through secure and reliable technology. By implementing a strict verification system, the application also reduced fraudulent activities, ensuring that donations reached genuine beneficiaries.

Beyond facilitating charity distribution, the application promoted social responsibility by increasing public awareness of the importance of supporting care centers. By bridging the gap between donors and institutions in need, this project aligned with government initiatives on digital transformation in the welfare sector, reinforcing the role of technology in making charitable efforts more efficient, transparent, and impactful.

SCOPE OF BUSINESS PROJECT

The CHARITY App project aimed to solve key challenges faced by care centers and donors in the charity ecosystem. Many care centers struggled to communicate their needs due to the lack of an official platform, transparency issues, and fraudulent donation activities, which reduced donor trust. This project analyzed these challenges and studied donor behavior to understand the factors that influenced their trust in charitable institutions.

To address these issues, the project collected and analyzed data on donation patterns, care center needs, and communication barriers. This information helped in designing a user-friendly and accessible application with an intuitive interface (UI/UX) that enhanced engagement for both donors and care centers. The app served as a secure and verified platform where only registered care centers could list their needs transparently. A strict verification system was implemented to prevent fraud, ensuring that donor contributions reached the right beneficiaries. Additionally, the app allowed care centers to update their needs in real-time, improving the efficiency of aid distribution.

Beyond improving the donation process, the project aimed to raise public awareness about the importance of supporting care centers. By providing easy access to verified information, the app encouraged more individuals and organizations to contribute, promoting social responsibility. Furthermore, the project aligned with government initiatives to digitalize the welfare sector by integrating technology into social aid distribution. This ensured greater transparency and efficiency in managing charitable activities, ultimately making the donation process more effective and impactful.