



## **ISP640 – COMPUTING PROJECT MANAGEMENT**

### **PROJECT PLAN**

### **FASHION RECOMMENDATION APPLICATION**

**SEMESTER OCT 2024 – MAC 2025**

**Group: CDCS2665D**

**Submit To:**

**MISS NURUL NADZIRAH BINTI MOHD HASRI**

**Prepared By:**

**GROUP 4 - ORKED**

**Group Members:**

NURUL IZZATI MAISARAH BINTI MOHAMMAD PADZIL,  
2023696408

NUR SYAFIKA ALYA BINTI MOHD ZAMRI AZHAR, 2023823848

NURUL ATHIRAH BINTI ASMADI, 2023862756

NUR ATHIRAH BINTI MANSOR, 2023479376

---

**Submission Date: 03th February 2025**

---

## **Table of Content**

|             |   |           |
|-------------|---|-----------|
| <b>1.</b>   | <b>EXECUTIVE SUMMARY .....</b>  | <b>2</b>  |
| <b>2.</b>   | <b>INTRODUCTION.....</b>  | <b>3</b>  |
| <b>2.1.</b> | <b>COMPANY BACKGROUND .....</b>   | <b>6</b>  |
| <b>2.2.</b> | <b>DESCRIPTION OF PROBLEM OR OPPORTUNITY .....</b>  | <b>7</b>  |
| <b>2.3.</b> | <b>MEASURABLE ORGANIZATIONAL VALUE (MOV) .....</b>  | <b>13</b> |
| <b>3.</b>   | <b>PRELIMINARY PROJECT REQUIREMENTS.....</b>  | <b>14</b> |
| <b>4.</b>   | <b>BUDGET ESTIMATE AND FINANCIAL ANALYSIS .....</b>                                       | <b>20</b> |
| <b>5.</b>   | <b>SCHEDULE ESTIMATE .....</b>  | <b>25</b> |
| <b>6.</b>   | <b>3 CRITICAL ASSUMPTIONS (POSITIVE) &amp; 3 POTENTIAL RISKS &amp; 3 CONSTRAINTS.....</b> | <b>27</b> |
| <b>7.</b>   | <b>RESOURCES REQUIRED.....</b>  | <b>30</b> |
| <b>7.1</b>  | <b>PEOPLE.....</b>  | <b>30</b> |
| <b>7.2</b>  | <b>TECHNOLOGY .....</b>   | <b>32</b> |
| <b>7.3</b>  | <b>FACILITIES .....</b>   | <b>33</b> |
| <b>8.</b>   | <b>PROJECT ADMINISTRATION .....</b>   | <b>34</b> |
| <b>8.1</b>  | <b>COMMUNICATION PLAN.....</b>  | <b>34</b> |
| <b>8.2</b>  | <b>SCOPE MANAGEMENT PLAN .....</b>  | <b>35</b> |
| <b>8.3</b>  | <b>QUALITY MANAGEMENT PLAN.....</b>   | <b>37</b> |
| <b>8.4</b>  | <b>CHANGE MANAGEMENT PLAN .....</b>   | <b>40</b> |
| <b>8.5</b>  | <b>HUMAN RESOURCES PLAN.....</b>  | <b>43</b> |
| <b>8.6</b>  | <b>IMPLEMENTATION AND PROJECT CLOSURE PLAN.....</b>                                       | <b>44</b> |
| <b>9.</b>   | <b>ACCEPTANCE AND APPROVAL.....</b>   | <b>46</b> |
| <b>10.</b>  | <b>REFERENCES.....</b>  | <b>47</b> |
| <b>11.</b>  | <b>TERMINOLOGY OR GLOSSARY .....</b>  | <b>48</b> |
| <b>12.</b>  | <b>APPENDICES (AS REQUIRED).....</b>  | <b>49</b> |
| <b>13.</b>  | <b>EXHIBITS .....</b>   | <b>58</b> |

## **1. EXECUTIVE SUMMARY**

Levée company was established on November 19, 2021, based in Shah Alam, Selangor. It is oriented fashion ground developed by a 4-member and IT professional founders with over 2 years' experience in the project management, marketing, system development and data analysis. Intended to encourage the fashion industry as well as its numerous affiliate companies, Levée focuses on affiliate-to-consumer fashion utility and fashion discovery. So, with challenges like improper transitions between online experiences and pressure on very few monetization models for influencers, people can explore curated outfits, find recommendations, and purchase directly through an affiliate link, which is a reinvention of how people can get to fashion. This is where Levée comes with Fashion Recommendation Application comes in as a system that offers a solution to the problem of how to purchase fashionable clothes easily in one place.

In fashion industry, the affiliates therefore have a very significant position in the establishment of such trends and utilization in decision making when purchasing. These are social media personalities who post and sell fashion wears, share styling looks and post links to online shopping stores. This way the affiliates get a cut of the commissions on sales generated through people they recommended, and that way it is lucrative. But most of the affiliates face the problem of searching for the place where they will be able to share their conceptions and generate money using their influence.

In financial perspective, the commercial growth potential of Levée becomes evident. The gross of three-year forecasted NPV of RM 194,064.44 as well as the investment cost of RM 283,327 and the payback period of about 2.02 years confirm the rationale for the project. With the coordinated revenue model embracing of paid subscriptions besides affiliate commissions, the projected three-year target group of active users stands at 3,000 implying a potential of generating roughly RM 321,600 annually in Year 3. Levée's Measurable Organizational Value (MOV) components also point to impact on customers namely in terms of user experience, convenience of shopping and recommendations. Key performance indicators are monthly active users, conversion, and influencer engagement; the initial targets apply the 6 months to accomplish, including RM5,000 in monthly affiliate revenue and 100 influencers.

## 2. INTRODUCTION



**Figure 1:** Logo

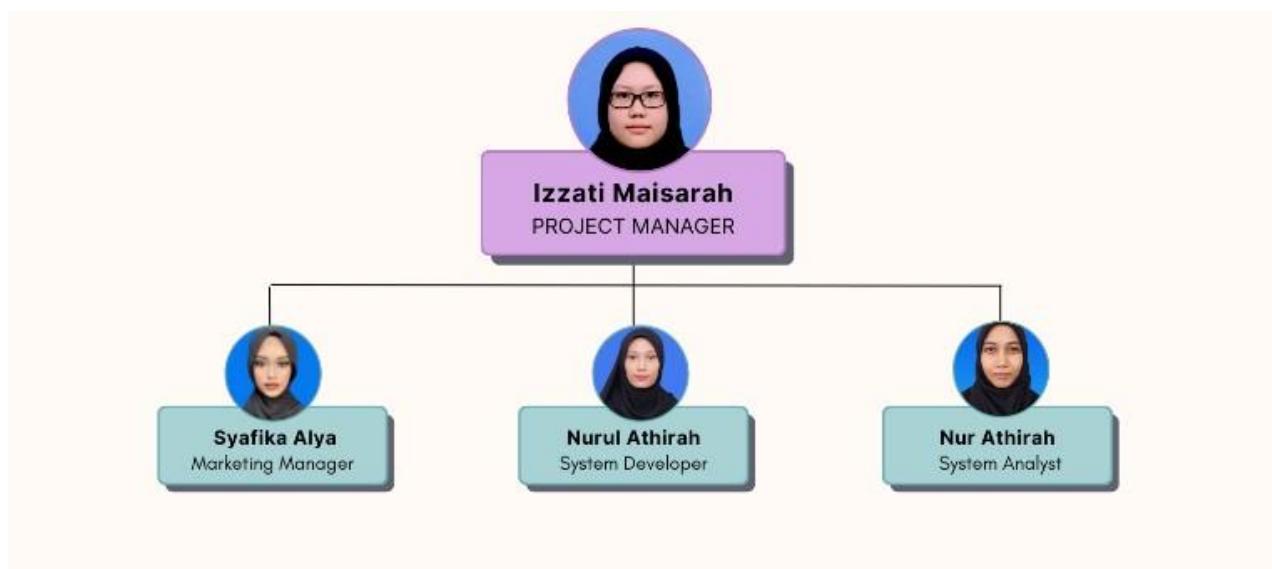
Levée is a company for fashion that aims at helping connoisseurs choose the right clothes and create fitting outfits. Attributed to French, the term means ‘rise’ or ‘awakening,’ in the context of the newly emerging fashion trends as well as people’s individuality. This name also represents the concept of pushing the users to a better level of dressing. In Levée, the logo has an embroidered ribbon, where the letter “e” in the logos is designed to look like a ribbon, again representing fashion as complex. The ribbon design aims at establishing a link with the fashion domain in which aesthetics and quality are considered essential. Levée was founded on 19 November 2021 by four IT specialists that have backgrounds in project management and marketing as well as correlation in system development and analysis located in Shah Alam, Selangor. The company operates through 4 main department including Marketing, System Development, Project Management and System Analysis. Every department has its important part in the platform’s functioning, promotion, and development.

Project Management is the department responsible for the platform’s development and implementation of its features on time. The Marketing team targets brand awareness, influencer relations and new user acquisition. The technical side of the application is the responsibility of the System Development department, which oversees the mechanical aspects and making sure the system is secure, whereas the System Analysis team deals with user’s requirements and optimization on a consistent basis.

Levée offers a unique opportunity to revolutionize the fashion industry by seamlessly connecting fashion content creators, affiliates, enthusiasts and consumers on a single platform.

By following ensembles, trends and through the ease of shopping, the experience of fashion is revolutionized for users. Levée empowers talented software developers, the most effective fashion strategists and competent digital marketers to bring the perfect synergy of advanced technology and creative approaches for the best result. The smooth features with smooth perform and establishing modernity of its stock offers and demand an appealing and effective approach to shopping and selling of fashionable apparels.

The essence of Levée is to enable different forms of fashion appeal to be made more attainable as well as more intimate. The slogan “Elevate Your Style” is also quite appropriate because the website helps people choose new and stylish outfits or find inspiration for individual stylish images. Not only does the platform give inspiration to young adults or teenagers but also fashion influencers and affiliates who wish to share their curated outfits and earn commissions on the side. Affiliate marketing serves as a good medium through which Levée connects content creators in fashion and the consumer, thus fostering a social shared-value system. Essentially, Levée seeks to be the go-to destination for fashion tendencies and buying while promoting personal style as well as providing users with solutions and genuine, up-to-date fashion trends.



**Figure 2:** Organizational Chart

These are our company's team members, managed by Izzati Maisarah, who is in charge of a project's effective initiation, planning, design, execution, monitoring, controlling and closure. Following by Syafika Alya as marketing manager, Nurul Athirah as system developer and Nur Athirah as System Analyst.

**Table 2.1:** Roles of the team members

| Team Member   | Role  |
|---|---|
| <br><b>NURUL IZZATI MAISARAH BINTI MOHAMMAD PADZIL</b><br>(PROJECT MANAGER) | <ul style="list-style-type: none"> <li>• Preparation and conduction of the plan for the completion of the projects.</li> <li>• Mortgaging the fact that the project is properly timed, that it is well costs and that it should remain within the forecasted context.</li> <li>• Responding or cohesively creating strategies and standard operating procedures for communication regarding the change.</li> <li>• Risks and issues management.</li> <li>• Supplier management: It is concerned with the controlling of project quality.</li> <li>• Assigning responsibility and leading a working team.</li> </ul> |
| <br><b>NUR SYAFIKA ALYA BINTI MOHD ZAMRI AZHAR</b><br>(MARKETING MANAGER)  | <ul style="list-style-type: none"> <li>• Preparing and developing operational and advertising strategy for the application.</li> <li>• Co-ordinating the promotional campaigns activities, advertisements and outreach.</li> <li>• Centralized responsibility for managing and developing strategies to engage on social media or partnering with influential individuals in distinct verticals.</li> <li>• Evaluating the marketing trends in order to gain advantages in the battle field.</li> <li>• Being responsible for the management of the company's marketing budget and its spending.</li> </ul>         |

|  |  |
|--|--|
|  | <ul style="list-style-type: none"> <li>• Improving brand recognition and activity level among consumers.</li> </ul>  |
|  <p>NUR ATHIRAH BINTI MANSOR<br/>(SYSTEM ANALYST)</p>       | <ul style="list-style-type: none"> <li>• Identifying the system requirements and needs of the users.</li> <li>• Developing solutions that will satisfy the business needs and the technical needs.</li> <li>• System operational stability and enhancement of the users' satisfaction.</li> <li>• Working along with developers for the incorporation of features into the system.</li> <li>• Participating in decision making processes as regards to project specifications, goals and objectives.</li> <li>• The assessment of the system capabilities in regard to the feedback from the users.</li> </ul> |
|  <p>NURUL ATHIRAH BINTI ASMADI<br/>(SYSTEM DEVELOPER)</p> | <ul style="list-style-type: none"> <li>• Ongoing design and implementation of the system, support and further development of its structures and properties as an application.</li> <li>• Writing and testing the process of the platform's code.</li> <li>• Making sure that the technology component of the system is effective, dependable and easily expandable.</li> <li>• Correction of technical problems associated with the application.</li> <li>• Maintaining the corresponding platform as needed for added and improved functionalities.</li> </ul>  |

## 2.1. COMPANY BACKGROUND

Levée is a fashion-based IT company, founded on November 19, 2021, in Shah Alam, Selangor Malaysia, brings fashion solutions that will make people look their best. The word itself is French for “rise” or “awakening” thus representing the rise of new fashion

looks and the liberation of identity. This name means that the application they created is aimed to improve users' style and show them trendy, contemporary outfits. The embroidered ribbon in the logo points out an association even with fashion as an art form. The ribbon in its essence can represent aesthetics, quality and sophistication of fashion.

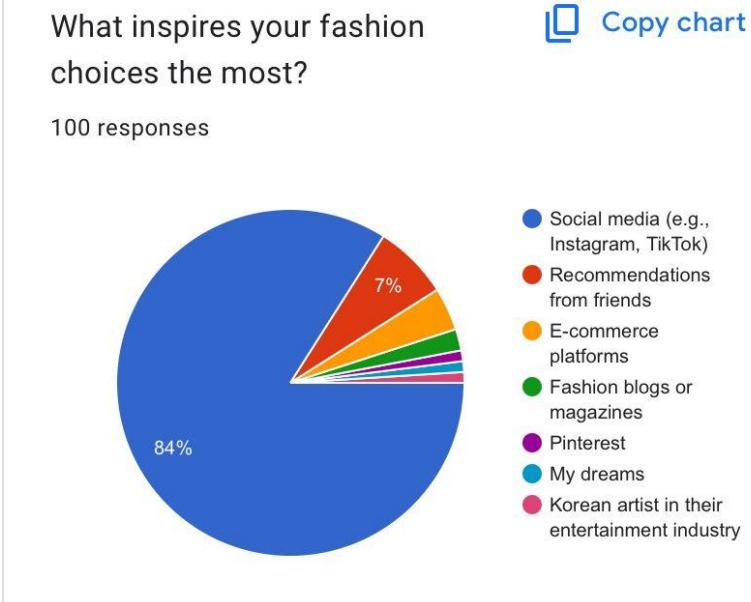
The concept for Levée was enabled by the Marketing Manager, Nur Syafika Alya binti Mohd Zamri Azhar after experiencing the freelance affiliate marketing with several platforms and brands for 3 years. She believed an application that would centralise all fashion content and organisers into one, so that creators, affiliates and general consumers would all be able to interact with one another. Being a collection of styles and shopping links, Levée is a chance for influencers to earn money on it and, at the same time, create a smooth and united user experience.

Currently, the corporate structure of Levée is composed of four major departments, including Marketing, System Development, Project Management, and System Analysis and all of them are necessary to maintain the work and promote the platform. Levée was established with the support of IT industry experts possessing experience in these fields, Levée as an IT business transforming the fashion industry by using technical solutions and creativity to help people accept who they are.

## **2.2. DESCRIPTION OF PROBLEM OR OPPORTUNITY**

### **1. Problem: Resources of fashion inspiration are not centralized**

Although there are social networks, which enable influencers to rebroadcast outfit suggestions, there is no single place where audience can look for more influencers outfit compilations, look up for inspiration and buy clothes directly. Many of the influencers do not have the capacity to make direct link to an online store that the followers can use to purchase items recommended by influencers.



**Figure 1.1**

Evidence: From 100 participants in the market survey, 84% cited social media (e.g., Instagram, TikTok) as their primary source of fashion inspiration. This proves that the reliance on decentralized platforms for outfit ideas, highlighting the need for a single application that centralizes content and makes browsing and purchasing easier.

Opportunity: The Fashion Recommendation Application addresses this concern by providing creators with tools to post outfit suggestions with links to purchase the clothes. It provides an opportunity for influencers to show off their look to followers and let consumers browse for outfits suggested by influencers. It also offers influencers an opportunity to receive commissions, where they put affiliate links into their posts as well.

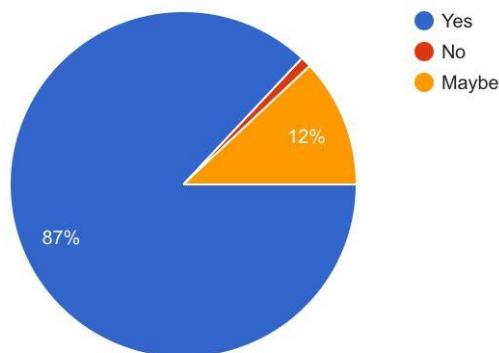
## 2. Problem: Inefficient Purchasing Process

At the moment consumers struggle with purchasing since seeking information about certain fashion ideas is followed by search on various shopping platforms. This leads to a fragmented buying process or in this case, users dropping out of the purchasing process because of a difficult process.

 Copy chart

Would you prefer a platform  
that combines outfit inspiration  
with direct shopping links?

100 responses

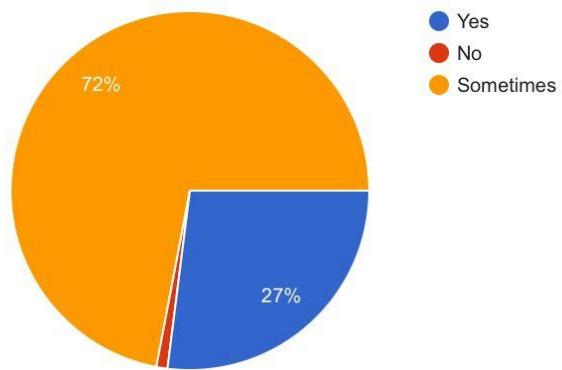


**Figure 2.1**

 Copy chart

Do you trust affiliate links when  
making online purchases?

100 responses



**Figure 2.2**

Evidence: 87% of respondents indicated they would prefer a platform that combines outfit inspiration with direct shopping links. Additionally, 72% from the respondents sometimes trust affiliate links when making online purchases. This emphasizes user frustration with fragmented shopping experiences and

validates the opportunity to provide direct, clickable links for seamless purchases.

Opportunity: The Fashion Recommendation Application make purchasing easier by providing clickable links on the outfit items, where users can easily access and order from that shopping app. They can easily scroll down, read product description, price and purchase from the recommended outfits right from this feature, hence making the whole process of shopping much easier.

### 3. Problem: Influencers' posts are not well monetized

Social media influencers and other content producers reveal their fashion choices and concepts while having few opportunities to make money from their audience, thus having the ability to monetize, for example, through affiliate links to clothes brand pages.

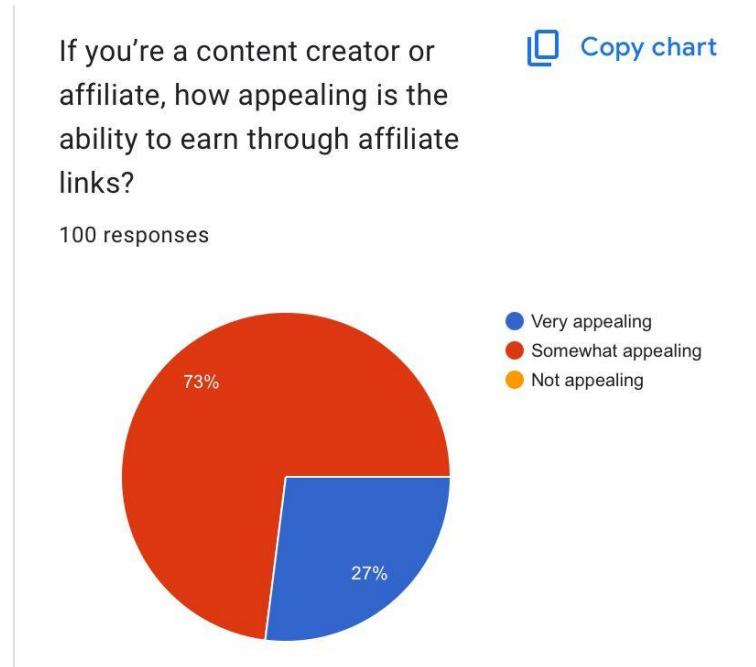
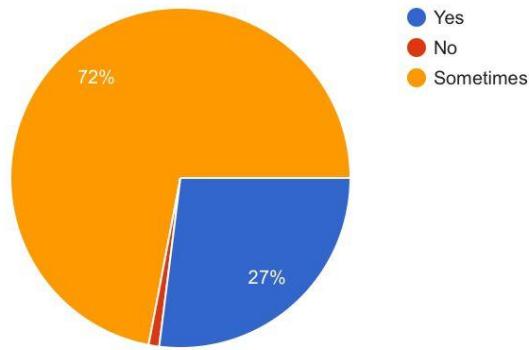


Figure 3.1

Copy chart

Do you trust affiliate links when making online purchases?

100 responses



**Figure 3.2**

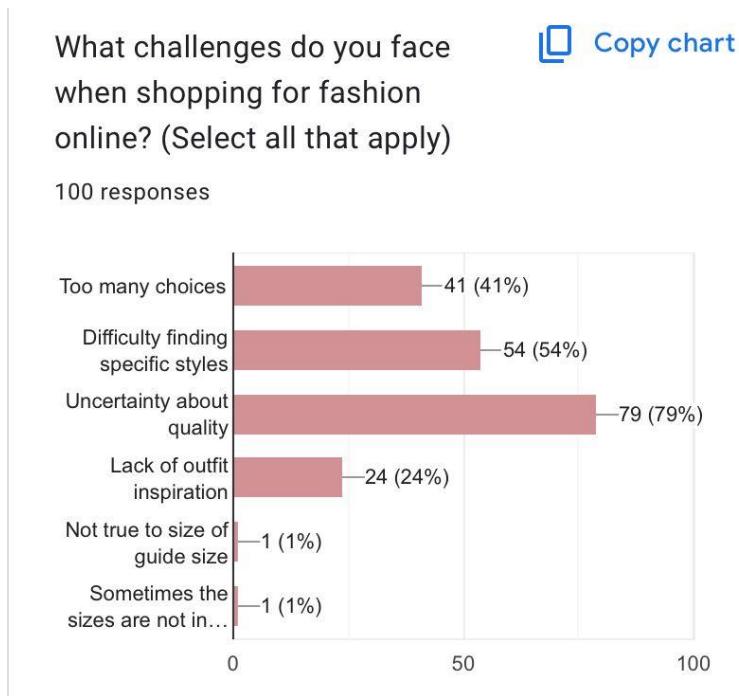
Evidence: 72 % of content creators and affiliates found the ability to earn through affiliate links "somewhat appealing". Furthermore, 72% of respondents indicated they sometimes trust affiliate links when making purchases online. This demonstrates a significant demand among influencers for better monetization tools, validating the application's affiliate-link integration as a valuable feature.

Opportunity: The Fashion Recommendation Application presents an ability monetize for influencers to promote curated looks of outfits with affiliate links added to them. Whenever users decide to buy something that is recommended to them by these influencers, they receive commissions. This makes it easy for influencers to make money from their fashion content, at the same time creating a platform to interact with fans.

#### 4. Problem: Incomplete Outfit Selection for Events or Daily Wear

A lot of customers sometimes have difficulty in getting full suits for such occasions or general wear because then must search for items like the top, pants, shoes, accessories on different platforms. Such an approach does not allow for

the conception of a unifying theme and the match making of an outfit takes longer than it should.



**Figure 4.1**

Evidence: 79% of respondents identified "Uncertainty about quality" as a major challenge, while 54% noted a difficulty finding specific styles as a key issue when shopping for fashion online. These findings highlight the need for features like full outfit suggestions and categorized options (e.g., casual, formal) to simplify the shopping process.

Opportunity: This can be solved by the Fashion Recommendation Application through coming up with full looks sets where the users can make their orders starting from the head to toes and the looks being categorized according to the occasion for example casual wear, work wear or formal wear etc. Such selected outfits can encompass all the relevant type of wear and accessories, making the shopping process much easier. It is easy for customers to check and patronize outfits without having to go through a lot of unnecessary items, thus it is convenient for clients to find outfits suitable to their occasions.

### 2.3. MEASURABLE ORGANIZATIONAL VALUE (MOV)

**Table 2.3.1:** Customers Impact

| Area of Impact         | Explanation  |
|------------------------|--|
| <b>Customer Impact</b> | The reconstruct Fashion Recommendation Application targets customers and its goal is to improve the customer experience by providing one place for fashion inspiration and purchasing. Thus, the added value of the application can be found in saving the users' time and effort due to an easy navigational menu with links to purchase the recommended items. This approach promotes the value of putting the customer first through appealing to their needs to ensure that they stick to the platform, and this will in one way or the other increase users' satisfaction as it encourages the continued use of the platform by shoppers. |

**Table 2.3.2:** Desired Value of the Project

| Desired Value of the Project | Explanation   |
|------------------------------|---|
| <b>Better</b>                | Enhance user experience and reduce search efforts by presenting fashion offers in one place. Helps users to discover their preference style, while minimizing their time and effort to browse multiple browsers hoping their find them. |

**Table 2.3.3:** Appropriate Metrics

| Metric                | MOV Target           | Estimated Revenue   |
|-----------------------|----------------------|---|
| <b>Money (MYR)</b>    | Monthly Revenue      | Monthly revenue from 1,000 users based on the premium and basic model |
| <b>Percentage (%)</b> | Conversion Rate      | Conversion rate of 5% of the target market                            |
| <b>Numeric Value</b>  | Monthly Active Users | 1,000 active users by the end of Year 1                               |

**Table 2.3.4:** Time Frame for MOV Achievement

| Time Frame for MOV Achievement | Explanation  |
|--------------------------------|--|
| <b>5 months</b>                | A 5-month period is set to determine user engagement, track the growth of influencers, monitor revenues, and make necessary adjustments to the platform. |

**Table 2.3.5:** Estimated Revenue for MOV Target

| Time Period   | MOV Target   | Estimated Revenue  |
|---------------|--|--|
| <b>Year 1</b> | Capture 1,000 users from the target market         | <b>Premium Users (20% of the total):</b> 200 users x RM 264 = RM 52,800<br><b>Basic Users (80% of the total):</b> 800 users x RM 40 = RM 32,000<br><b>Total Revenue:</b> RM 84,800     |
| <b>Year 2</b> | Expand reach to 2,000 users from the target market | <b>Premium Users (25% of the total):</b> 500 users x RM 264 = RM 132,000<br><b>Basic Users (75% of the total):</b> 1,500 users x RM 40 = RM 60,000<br><b>Total Revenue:</b> RM 192,000 |
| <b>Year 3</b> | Capture 3,000 users from the target market         | <b>Premium Users (30% of the total):</b> 900 users x RM 264 = RM 237,600<br><b>Basic Users (70% of the total):</b> 2,100 users x RM 40 = RM 84,000<br><b>Total Revenue:</b> RM 321,600 |

MOV Summary: The Fashion Recommendation Application will be successful if, within 6 months, it reaches 3,000 monthly active users, achieves MYR 5,000 in monthly affiliate revenue, and has 100 active influencers participating regularly.

### 3. PRELIMINARY PROJECT REQUIREMENTS

#### 3.1 Project Scope

Within a fashion application a recommendation system functions as a dynamic feature that uses analysed user behaviour combined with personal preferences to offer outfit recommendations. User experience gets better through personalized suggestions which enable customers to discover and buy fashion products matching their tastes and specific occasions and body types.

#### A. Functionalities

##### **1) Personalized Fashion Preferences**

- The creation of new accounts allows users to pick preferred fashion categories from options which include streetwear, casual, formal, vintage or high fashion.
- Through user-selected fashion topics the algorithm generates customized outfit recommendations that match personal taste.

##### **2) Outfit Upload Features**

- Affiliates & content creators can upload image of outfit along with items details (name, brand, & price) and tagging to filter outfits in a better manner.

##### **3) Affiliate Link Integration**

- Affiliates can link their commissions to the items for purchase, and they get earnings from the sale.

##### **4) Outfit Browsing**

- Users can view ordered clothing assortment and set a keyword range relevant to the style they are filtering.

##### **5) AI-Powered Style Feed**

- The application uses collected information about user preferences and browsing activities to create a personalized fashion feed display.
- While the user engages with their selections the AI-driven platform will adapt recommendations through item interaction analysis to provide personalized fashion recommendations.

## **6) Trending & Community-Based Recommendations**

- Users can find fashion trends by browsing styles from around the world and seeing what other users like.
- The application shows trending outfits together with influencer picks and recommendations that show what users similar to the current user participate with.

## **7) Product Redirection**

- Links to websites where shopping platforms are detailed, as well as having a purchase description.

## **8) Favourites and Collections**

- There is an option to save favourite outfits as well possible posts with a goal to make shopping more individual.

## B. Non-functionalities

### **1) Performance**

- The site load quickly, database query run faster and browsing is fine even when there are many visitors online.

### **2) Security**

- TPD – use encryption for the transmission of data and TPDS – observe data protection act, laws (for instance, Malaysia PDPA).

### **3) Scalability**

- Cloud architecture to address an increasing the number of users and transactions.

### **4) Accessibility**

- Compliance with various standards that include WCAG standards who guide website content creators in order to avoid discrimination from disabled persons is advised to have a font that can be adjusted as well as the degree of contrast.

## **5) Reliability**

- Use load balancing mechanisms as well as always update the application to reduce the time when the system goes off.

### C. Target Market

#### **1) Teenagers and Young Adults**

Teenagers and young adults are selected as the major target segment since the group is most likely to give consideration to their dressing code as well as contemporary social culture. These demographic stays tuned to different styling ideas and spent a lot of time on applications such as Instagram and TikTok. Convenience and personalised curation are important to them which makes our platform appealing because it is a single boil down to a location to go to when one wants to find out what is trending at the moment. Also, they use options such as saving and liking outfits and considerate of personalization that they get to enjoy in their shopping.

#### **2) Affiliates and Influencers**

Partners and opinion leaders are essential to the platform because they influence the choice of clothes using their followers on social networks. These tend to seek out how to always make some more bucks from their content: Our platform offers this through affiliate commisions for recommended outfits, in this case. This is because they are able to access a friendly user interface that makes them post outfits without necessarily going through many rigorous processes of creating content. Having analytics and tracking implemented into the platform, influencers can track the level and type of interactions and conversions, which makes this environment adaptive for creativity and subsequent monetization.

#### **3) Online Shoppers**

Thus, overs during the online shopping since these people are looking for the convenient and fast services when shopping. The main reason they look forward

to Levée is because with the many options available on different online shops, Levée gives them a system that recommends outfits. Our platform is that we reduce shopping entertainments' search and purchase up to the item to mere clicks. This demography comprises computer-literate people used to the internet purchasing experience who appreciate smooth switching between the two activities as a way of improving their overall experience.

#### D. Competitors

**Table 3.1:** Lists of competitors

| Competitors     | Strengths  | Weakness  |
|-----------------|--|---|
| Zalora          | <ul style="list-style-type: none"> <li>- Localized platform catering specifically to Southeast Asian markets.</li> <li>- Offers a wide variety of brands, including local and international options.</li> <li>- Frequent discounts, flash sales, and fast delivery options.</li> </ul> | <ul style="list-style-type: none"> <li>- Primarily focuses on traditional e-commerce and lacks a strong social or community-based feature.</li> <li>- Limited in offering user-generated outfit recommendations.</li> </ul> |
| Shopee          | <ul style="list-style-type: none"> <li>- Massive user base in Malaysia.</li> <li>- Offers affiliate marketing opportunities with Shopee Affiliates Program.</li> <li>- Affordable prices and frequent promotions, including cashback and free shipping.</li> </ul>                     | <ul style="list-style-type: none"> <li>- Overwhelming product variety without curated recommendations.</li> <li>- Interface lacks fashion-centric browsing tools or styling ideas.</li> </ul>                               |
| Instagram shops | <ul style="list-style-type: none"> <li>- Popular among fashion influencers and small businesses in Malaysia.</li> <li>- Offers real-time engagement and curated</li> </ul>   | <ul style="list-style-type: none"> <li>- Limited to individual sellers and does not aggregate outfit recommendations.</li> </ul>  |

|             |  |   |
|-------------|--|---|
|             | outfit inspirations through influencer posts.  | - No direct system for tracking affiliate commissions.  |
| TikTok shop | <ul style="list-style-type: none"> <li>- High engagement rate among Malaysian youth.</li> <li>- Content creators promote and link outfits directly, blending entertainment with e-commerce.</li> </ul> | <ul style="list-style-type: none"> <li>- Shopping experience relies heavily on individual creators rather than a centralized outfit recommendation system.</li> </ul> |
| Carousell   | <ul style="list-style-type: none"> <li>- Local marketplace for second-hand and new fashion items.</li> <li>- Often features affordable options and unique finds.</li> </ul>                            | <ul style="list-style-type: none"> <li>- Lacks a polished and curated fashion experience.</li> <li>- No affiliate or direct shopping link integration.</li> </ul>     |
| Pinterest   | <ul style="list-style-type: none"> <li>- Visual inspiration platform; global reach.</li> </ul>   | <ul style="list-style-type: none"> <li>- No direct shopping links; user experience fragmented across platforms.</li> </ul>  |

## 4. BUDGET ESTIMATE AND FINANCIAL ANALYSIS

### 4.1 Budget Estimation

**Table 4.1.1:** Budget estimation

| No  | Cost Items            | Year 0         | Year 1        | Year 2        | Year 3        |
|---|-----------------------|----------------|---------------|---------------|---------------|
| <b>Management</b>                           |                       |                |               |               |               |
| 1   | Project Manager       | 30,500         |               |               |               |
| 2   | Marketing Manager     | 29,250         |               |               |               |
| 3   | System Developer      | 29,791         |               |               |               |
| 4   | System Analyst        | 28,041         |               |               |               |
| <b>Total management cost (for 5 months)</b> |                       | 117,582        |               |               |               |
| <b>Software</b>                             |                       |                |               |               |               |
| 5   | AWS cloud             | 4,720          |               |               |               |
| <b>Hardware</b>                             |                       |                |               |               |               |
| 6   | Laptop                | 10,800         |               |               |               |
| 7   | Printer               | 500            |               |               |               |
| 8   | Mobile devices        | 3,799          |               |               |               |
| 9   | Wi-Fi                 | 1,748          | 1,748         | 1,748         | 1,748         |
| <b>Total software and hardware cost</b>     |                       | 16,847         | 1,748         | 1,748         | 1,748         |
| <b>Maintenance</b>                          |                       |                |               |               |               |
| 10  | AWS cloud maintenance | 6,840          | 6,840         | 6,840         | 6,840         |
| 11  | Hardware maintenance  | 4,080          | 4,080         | 4,080         | 4,080         |
| <b>Total maintenance cost</b>               |                       | 10,920         | 10,920        | 10,920        | 10,920        |
| <b>Facilities</b>                           |                       |                |               |               |               |
| 12  | Office rent           | 15,600         | 15,600        | 15,600        | 15,600        |
| 13  | Utilities cost        | 4,320          | 4,320         | 4,320         | 4,320         |
| 14  | Printer Ink           | 552            | 552           | 552           | 552           |
| 15  | Office supplies       | 380            |               |               |               |
| <b>Total facilities cost</b>                |                       | 20,852         | 20,472        | 20,472        | 20,472        |
| 16  | Marketing expenses    | 20,000         | 15,000        | 13,000        | 11,000        |
| 17  | Miscellaneous cost    | 800            | 800           | 800           | 800           |
| <b>Total</b>                                |                       | <b>191,721</b> | <b>48,940</b> | <b>46,940</b> | <b>44,940</b> |
| <b>Total cost of project (RM)</b>           |                       | <b>332,541</b> |               |               |               |

Table 4.1.1 provides a summary of cash outflows for the Fashion Recommendation Application at RM 332,541 for four years at a discount rate of 10% for financial planning. The highest cash outflow is from initial year, approximately RM 191,721, which covers major preliminary investments that include management costing RM 117,582, hardware purchases amounting to RM 16,847, maintenance amounting to RM 10,920, and the setting up of facilities at RM 20,852. More important is the fact that the estimated cash outflow will be grossly reduced to RM 48,940, RM 46,940, and RM 44,940 over Years 1, 2, and 3, respectively. These costs

include mainly maintenance expenses, regular facilities costs, and charges from maintenance services. As a matter of fact, those subsequent years must incur operational and maintenance expenses in exclusion of major capital investments.

## 4.2 Financial Analysis

Table 4.2.1: Estimated Revenue based on MOV Target

| Time Period   | MOV Target   | MOV Target                                      | Estimated Revenue  |
|---------------|--|---|--|
| <b>Year 1</b> | Capture 1,000 users from the target market         | Capture 5% of the market (1,000 users)          | <b>Premium Users (20% of the total):</b> 200 users x RM 264 = RM 52,800<br><b>Basic Users (80% of the total):</b> 800 users x RM 40 = RM 32,000<br><b>Total Revenue:</b> RM 84,800     |
| <b>Year 2</b> | Expand reach to 2,000 users from the target market | Expand reach to 10% of the market (2,000 users) | <b>Premium Users (25% of the total):</b> 500 users x RM 264 = RM 132,000<br><b>Basic Users (75% of the total):</b> 1,500 users x RM 40 = RM 60,000<br><b>Total Revenue:</b> RM 192,000 |
| <b>Year 3</b> | Capture 3,000 users from the target market         | Capture 15% of the market (3,000 users)         | <b>Premium Users (30% of the total):</b> 900 users x RM 264 = RM 237,600<br><b>Basic Users (70% of the total):</b> 2,100 users x RM 40 = RM 84,000<br><b>Total Revenue:</b> RM 321,600 |

Table 4.2.2: Net Cash Flow analysis

| Year   | Total Cash Inflow | Total Cash Outflow | Net Cash Flow |
|--------|-------------------|--------------------|---------------|
| Year 0 | 0                 | (191,721)          | (191,721)     |
| Year 1 | 84,800            | 48,940             | 35,860        |
| Year 2 | 192,000           | 46,940             | 145,060       |
| Year 3 | 321,600           | 44,940             | 276,660       |

## Net Present Value (NPV)

Table 4.2.3 NPV analysis

| Time Period             | Calculation                | Discounted Cash Flow |
|-------------------------|----------------------------|----------------------|
| Year 0                  | (191,721)                  | (191,721)            |
| Year 1                  | $35,860 \div (1 + 0.1)$    | 32,600               |
| Year 2                  | $145,060 \div (1 + 0.1)^2$ | 119,884.30           |
| Year 3                  | $276,660 \div (1 + 0.1)^3$ | 207,858.75           |
| Net Present Value (NPV) |                            | 168,622              |

Initial investment = 191,721

Discount rate = 10%

Year 1 = 35,860

Year 2 = 145,060

Year 3 = 276,660

$$\begin{aligned}
 \text{NPV} &= -191721 + \frac{35860}{(1 + 0.1)} + \frac{145060}{(1 + 0.1)^2} + \frac{276660}{(1 + 0.1)^3} \\
 &= -191721 + 32600 + 119884.30 + 207858.75 \\
 &= \text{RM } 168622.05
 \end{aligned}$$

## Payback Period

Table 4.2.4 Payback Period analysis

| Year Revenues | Cash Inflow (RM) | Cumulative Cash Inflow (RM) |
|---------------|------------------|-----------------------------|
| 0             | 0                | - 191,721                   |
| 1 [A]         | 84,800           | - 106,921 [B]               |
| 2             | 192,000 [C]      | 85,079                      |
| 3             | 321,600          | 406,679                     |

$$A + \frac{B}{C} = 1 + \frac{106921}{192000}$$

$$= 1.56$$

The cumulative cash inflow reaches a positive value in Year 2, indicating a payback period of 1.56 years.

## Return On Investment (ROI)

Table 4.2.5 ROI analysis

| Year       | Revenues/Cash inflow (RM) |
|------------|---------------------------|
| 0          | 0                         |
| 1          | 35,860                    |
| 2          | 145,060                   |
| 3          | 276,660                   |
| Total (RM) | 457,580                   |

$$\begin{aligned}
 ROI &= \frac{\text{Total Expected Benefit} - \text{Total Expected Cost}}{\text{Total Expected Cost}} \times 100 \\
 &= \frac{457580 - 332541}{332541} \times 100 \\
 &= 37.60\%
 \end{aligned}$$

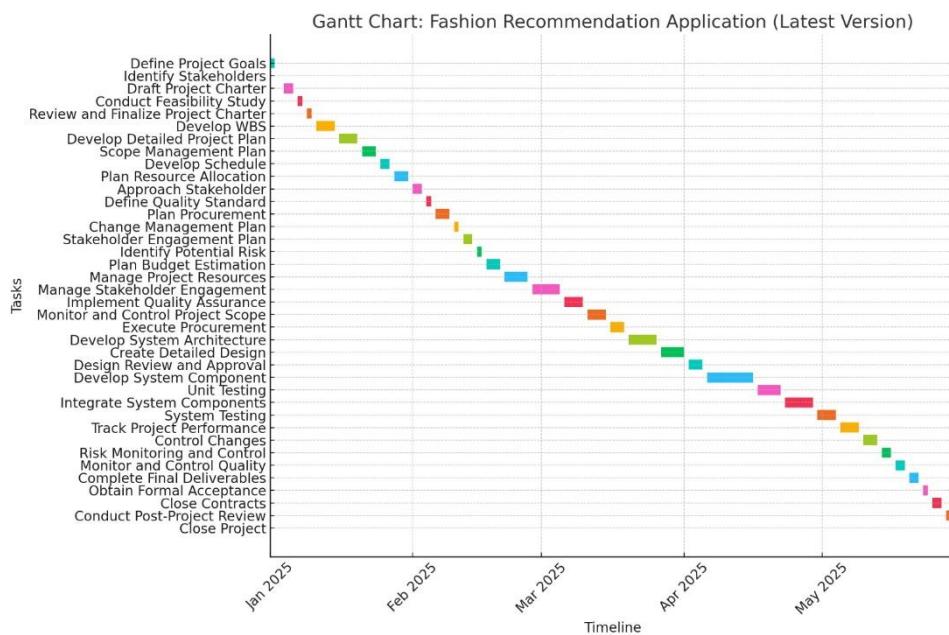
## 5. SCHEDULE ESTIMATE

**Table 5.1:** Schedule Estimation

| Task  | Duration (Day) |
|---|----------------|
| <b>Fashion Recommendation Application</b>       | 150            |
| <b>Initialize and Conceptualize</b>             |                |
| Define Project Goals                            | 2              |
| Identify Stakeholders                           | 1              |
| Draft Project Charter                           | 3              |
| Conduct Feasibility Study                       | 2              |
| Review and Finalize Project Charter             | 2              |
| <b>Milestone: Project Charter Approved</b>      |                |
| <b>Develop Project Charter and Project Plan</b> |                |
| Develop WBS                                     | 5              |
| Develop Detailed project Plan                   | 5              |
| Scope Management Plan                           | 4              |
| Develop Schedule                                | 3              |
| Plan Resource Allocation                        | 4              |
| Approach Stakeholder                            | 3              |
| Define Quality Standard                         | 2              |
| Plan Procurement                                | 4              |
| Change Management Plan                          | 2              |
| Stakeholder Engagement Plan                     | 3              |
| Identify Potential Risk                         | 2              |
| Plan Budget Estimation                          | 4              |
| <b>Milestone: Project Plan Completed</b>        |                |
| <b>Execution</b>                                |                |
| Manage Project Resources                        | 6              |
| Manage Stakeholder Engagement                   | 7              |
| Implement Quality Assurance                     | 5              |
| Monitor and Control Project Scope               | 5              |
| Execute Procurement                             | 4              |
| <b>Milestone: Execution Completed</b>           |                |
| <b>Design</b>                                   |                |
| Develop System Architecture                     | 7              |
| Create Detailed Design                          | 6              |
| Design Review and Approval                      | 4              |
| <b>Milestone: Design Approved</b>               |                |
| <b>Development</b>                              |                |
| Develop System Component                        | 11             |
| Unit Testing                                    | 6              |
| Integrate System Components                     | 7              |
| System Testing                                  | 5              |

| <b>Milestone: Development Completed</b>                |   |
|--|---|
| <b>Monitoring and Controlling</b>                      |   |
| Track Project Performance                              | 5 |
| Control Changes  | 4 |
| Risk Monitoring and Control                            | 3 |
| Monitor and Control Quality                            | 3 |
| <b>Milestone: Monitoring and Controlling Completed</b> |   |
| <b>Closure</b>   |   |
| Complete Final Deliverables                            | 3 |
| Obtain Formal Acceptance                               | 2 |
| Close Contracts  | 3 |
| Conduct Post-Project Review                            | 2 |
| Close Project  | 1 |
| <b>Milestone: Project Closed</b>                       |   |
| <b>Application Completed</b>                           |   |

## Gantt Chart



**Figure 5.1:** Gantt Chart of the Fashion Recommendation Application Project Timeline

## **6. 3 CRITICAL ASSUMPTIONS (POSITIVE) & 3 POTENTIAL RISKS & 3 CONSTRAINTS**

### **6.1.3 Critical Assumptions (Positive)**

#### **Assumption 1: High User Adoption Rate**

In other words, it is assumed that fashion recommendation application will be actively adopted by teenagers, young adults and online shoppers due to usefulness and convenience. Since more people are now able to shop online and due to the influence of social media, customers will be able to adopt to a solution that provides outfit ideas but with an easy checkout process. The integration of the browser and the buying process will satisfy their desire for time, and cost optimality. In turn, this assumption contributes with high initial utilization and retention rates that are key to the platform's growth.

#### **Assumption 2: Influencer Participation**

Another assumption is that fashion influencers and affiliates shall find the platform useful in generating revenue from the same. The compounding of commissions from outfit posts with affiliate links evenly woven into the posts are likely to make the influencers engage with the platform. Social media supporters already have active social account and as result of participating in the app, they will bring in their supporters. This assumption, however, seems to be an important one, considering the fact that influencers are relied on for both the acquisition of the target users and the generation of the content.

#### **Assumption 3: Rising Trend of Selective Fashion**

It is widely assumed that people appreciate targeted fashion tips much than when using conventional shopping websites with long lists of products. As a result, candidates developed targeted tagging and categorized views of assortments, which contributes to the overall convenience in contrast with other platforms that are more interesting to users who want ready-to-shop outfits. It is quite natural and goes with the current trends like individualisation of online shopping and increasing popularity of community trends in fashion inspiration. Still, the fact that many users appreciate the idea of personalized selection in

terms of clothing and accessories, the usage of the application will only increase.

### 6.2.3 Potential Risks

#### **Risk 1: Low User Engagement**

One of the severe threats is the lack of application usage despite its rather specific and unique functionalities. Some of the users may experience sever lost when switching from the platforms that they frequently use such as Shopee or Instagram in particular may fail to see the flexibility of fashion outfits or different facets that they may be missing. The implied risk could lead to low retention levels and decreased traffic flow, and hence low revenues. To avoid this, the app has to provide tangible, special benefits – for instance unique opportunities in clothing or else reasons to use the app time after time.

#### **Risk 2: Inadequate Influencer Participation**

One risk exists in the fact that fashion influencers and affiliates may not engage themselves in the platform. In the same concern of the commission structures or the reach of the audience, the influencers may fade to use other platforms including TikTok or Instagram Shops. If new high-quality content is not continually being posted, the site's users may lose interest. Mitigating this risk means providing better value to influencers, offering more precise data and higher commissions than many other platforms already do.

#### **Risk 3: Security and Privacy Breaches**

Since it deals human readable personal data of users and wherever, financial transactions are being processed through the affiliate link then a tiny mistake or hack is very dangerous for this App. Malicious users such as hackers or unauthorized individuals can also go for the user data seeking legal consequences and customers' distrust. These dreadful consequences of using low-quality datasets could range from user attrition and loss of credibility. As a result, the application must address security and privacy issues imposing high-grade encryption, security health checks, antivirus solutions, and following data protection laws including Malaysia's PDPA to protect user data, avoid legal repercussions, and empower customer's trust.

### **6.3.3 Constraints**

#### **Constraint 1: Limited Budget**

A low budget could have a negative impact on the company by preventing growth of features beyond minimum usability, or preventing the funds needed for effective marketing campaigns. For instance, there can be limitations regarding the purchase of quality AI systems for rendering personalised recommendations. To overcome this, the project can work around the initial few basic functions of the application during its start phase and then work on the upcoming additional applications in the upgrades of the current application. Other means of increasing visibility, which can be achieved at a very low cost include, partnership with local brands or influencers.

#### **Constraint 2: Time Constraint for Development**

Moreover, time constraints for development are another major factor which is also the core of most of the global developmental issues. This might place pressure on the development team because the application needs to be out on the market at some point in time. This could effectively result into delayed feature release or low-quality features to the market. To control this, the project team has the following options: the application of agile development methodologies, necessary elements are provided as priority. Another way is to have constant progress reviews and make focusing on the priority tasks maintain the project without the detriment of its quality.

#### **Constraint 3: Use of Third-Party Tools**

There could be problems in using affiliate links from third party e-commerce sites on which the platform is built, especially if they change the terms or APIs of their site. It may interfere with the redirection process or the affiliate revenues. To solve this, the app should spread across other ground platforms of shopping so that there is no complete dependence on the particular provider. To enhance further protection of the operations, other contingency plans include the compilation of a catalogue of backup links.

## 7. RESOURCES REQUIRED

### 7.1 PEOPLE

**Table 7.1:** People

| Resources    | Role              | Description  |
|--------------|-------------------|--|
| Direct Labor | Project Manager   | <p>Project manager responsible for the preparation and execution of the project plan to ensure its successful completion. This includes managing the project timeline, budget, and scope to ensure it remains within the forecasted parameters. The role also involves developing strategies and standard operating procedures (SOPs) for effective communication, especially when addressing changes within the project. Project Manager oversees risk and issue management to mitigate potential challenges and ensures supplier management is handled efficiently to maintain the quality of deliverables. Additionally, they are tasked with assigning responsibilities, leading a cohesive team, and ensuring all stakeholders are aligned to achieve the project's objectives.</p> |
|              | Marketing Manager | <p>Marketing manager involves preparing and developing operational and advertising strategies to effectively promote the application. This includes coordinating promotional campaign activities, advertisements, outreach efforts to maximize visibility and engagement. The individual is responsible for managing and developing strategies to enhance the application across various verticals. Additionally, they evaluate marketing trends to identify opportunities and gain a competitive edge. Overseeing the company's marketing budget and ensuring its efficient allocation is also a key responsibility. Ultimately, the role focuses on improving brand recognition and increasing consumer engagement with the application.</p>   |

|                  |   |  |
|------------------|---|--|
|                  |   |  |
| System Developer | <p>System developer involves identifying the system requirements and understanding the needs of users to ensure a tailored and efficient solution. It includes developing solutions that address both business objectives and technical requirements, aiming to enhance operational stability and improve user satisfaction. Collaboration with developers is crucial to incorporate desired features into the system effectively. Additionally, the role requires active participation in decision-making processes concerning project specifications, goals, and objectives. Assessing the system's capabilities based on user feedback is also a key responsibility, ensuring continuous improvement and alignment with user expectations.</p> |  |
| System Analyst   | <p>System analyst focuses on the ongoing design and implementation of the system, supporting its development and ensuring the application's structures and properties are continually enhanced. This includes writing and testing platform code to ensure reliability and functionality. The individual ensures that the technological components of the system are effective, dependable, and scalable to accommodate future growth. They are also responsible for identifying and correcting technical problems associated with the application. Additionally, the role involves maintaining the platform to support the integration of new and improved functionalities as needed.</p>   |  |

## 7.2 TECHNOLOGY

**Table 7.2:** Technology

| Resources       | Tools and Description   | Provided by |
|-----------------|---|-------------|
| <b>Hardware</b> | <p><b>1) Laptop and Mobile Devices</b></p> <p><b>Device name: DESKTOP-T7HOJ4U</b><br/> Processor AMD Ryzen 5 7520U with Radeon<br/> Graphics 2.80 GHz<br/> Installed RAM 8.00 GB (7.24 GB usable)</p> <p>Device ID: B40FEF1E-8790-4B48-90C1-B84C38F95D95</p> <p>Product ID: 00331-10000-00001-AA436</p> <p>System type: 64-bit operating system, x64-based processor</p> <p>Pen and touch : No pen or touch input is available for this display</p> <p><b>Device name: iPhone 13</b><br/> Ios version: 17.1.1<br/> Model number: MLPG3ZP/A<br/> Serial number: CM7LTP72KC</p> <p>Used by developers for coding, testing, and quality assurance. Mobile devices are also essential for testing app's functionality across various platforms.</p> <p><b>2) Printer and Wi-Fi</b></p> <p><b>Printer name: HP Smart Tank 580 All-in-One Printer</b></p> <p>Functions: Print, scan and copy</p> <p><b>Wi-fi name:</b></p> <p>Used for documentation, promotional material, and operational needs. Essential for seamless communication, internet access, team collaboration.</p> | Company     |
| <b>Software</b> | <p><b>AWS cloud</b></p> <p>Provides scalable hosting, efficient data management, robust security, streamlined development and deployment, performance monitoring, automated backups, disaster recovery, and cost optimization for the Fashion Recommendation Application.</p> <p><b>Trello</b></p>  |             |

|  |   |  |
|--|---|--|
|  | Used for project management, task tracking, team collaboration to ensure smooth workflow and efficient project execution. |  |
|--|---|--|

### 7.3 FACILITIES

**Table 7.3:** Facilities

| Resources       | Requirements   | Description  | Provided by |
|-----------------|--|--|-------------|
| Office          | Training sessions, team meetings and daily work operations.  | Requirements and facilities required to ensure the smooth functioning of the project's planning. | Company     |
| Utilities       | Preserve basic services, for instance power supply, connectivity, water supply and effectively functional air conditioning during the organization's operational period. |  |             |
| Printer Ink     | Printing project documents, training materials, promotional content and meeting handouts.  |  |             |
| Office supplies | This involves providing necessary resources and materials like stationery, files and records, notebooks for project activities.  |  |             |

## 8. PROJECT ADMINISTRATION

### 8.1 COMMUNICATION PLAN

Project administration needs a communication plan for maintaining efficient stakeholder information flow which prevents misunderstandings and project delays while minimizing risks. The project requires diverse communication methods to handle various requirements effectively. The team uses WhatsApp weekly project status updates to stay informed about progress achievements and emerging risk factors. Weekly team standup sessions utilize virtual and physical platforms for members to check progress and resolve problems and coordinate duties efficiently. Regular WhatsApp updates about ongoing task management enable team members to receive fast progress reports about completed work and identify emerging obstacles so solutions can be pursued immediately. A post-project meeting gathers all members for analysing both the achievement milestones with challenges and learned lessons for optimizing upcoming project planning objectives.

Project administration needs a structured communication plan to achieve its effective execution. The approach guarantees transparency because all stakeholders remain informed to share common project directions. Team coordination improves because the structure creates easier collaboration as well as faster resolution for issues. The plan delivers regular updates that decreases project risks by enabling early detection of potential problems so preventive measures can be taken before situations become worse. All required information becomes accessible to decision-makers through the enhanced process allowing better choices to be made. To improve future project strategies, the communication plan functions as an essential tool for recording learned lessons that lead to strategic enhancements. A properly designed communication plan enables project teams to maintain order, and focus while executing tasks successfully which increases objective achievement probabilities and streamlines workflow techniques.

**Table 8.1:** Communication Plan

| Communication                                   | Method/ Platform | Frequency | Goal                             |
|---|------------------|-----------|----------------------------------|
| Owner: Project Manager   Audience: Project Team |                  |           |                                  |
| Project status                                  | WhatsApp         | Weekly    | Discuss on project status        |
| Team standup                                    | Meeting          | Weekly    | To evaluates individual progress |

|                       |          |                       |  |
|-----------------------|----------|-----------------------|--|
|                       |          |                       | & address each of them issues  |
| Task progress updates | WhatsApp | Daily                 | To review progress & address issues  |
| Post-mortem meeting   | Meeting  | At the end of project | To analyze the successful factors and review on what is the reason failures happens. |

## 8.2 SCOPE MANAGEMENT PLAN

**Table 8.2:** Scope Management Plan

| Name  | Project Role      | Role Responsibilities   |
|---|-------------------|---|
| Nurul Izzati Maisarah Binti Mohammad Padzil | Project Manager   | Project manager responsible for the preparation and execution of the project plan to ensure its successful completion. This includes managing the project timeline, budget, and scope to ensure it remains within the forecasted parameters. The role also involves developing strategies and standard operating procedures (SOPs) for effective communication, especially when addressing changes within the project. Project Manager oversees risk and issue management to mitigate potential challenges and ensures supplier management is handled efficiently to maintain the quality of deliverables. Additionally, they are tasked with assigning responsibilities, leading a cohesive team, and ensuring all stakeholders are aligned to achieve the project's objectives. |
| Nur Syafika Alya Binti Mohd Zamri Azhar     | Marketing Manager | Marketing manager involves preparing and developing operational and advertising strategies to effectively promote the application. This includes coordinating promotional campaign activities, advertisements, outreach efforts to maximize visibility and engagement. The individual is responsible for managing and developing strategies to enhance the across various verticals. Additionally, they evaluate marketing trends   |

|                            |                  |   |
|----------------------------|------------------|---|
|                            |                  | <p>to identify opportunities and gain a competitive edge. Overseeing the company's marketing budget and ensuring its efficient allocation is also a key responsibility. Ultimately, the role focuses on improving brand recognition and increasing consumer engagement with the application.</p>  |
| Nurul Athirah Binti Asmadi | System Developer | <p>System developer involves identifying the system requirements and understanding the needs of users to ensure a tailored and efficient solution. It includes developing solutions that address both business objectives and technical requirements, aiming to enhance operational stability and improve user satisfaction. Collaboration with developers is crucial to incorporate desired features into the system effectively. Additionally, the role requires active participation in decision-making processes concerning project specifications, goals, and objectives. Assessing the system's capabilities based on user feedback is also a key responsibility, ensuring continuous improvement and alignment with user expectations.</p> |
| Nur Athirah Binti Mansor   | System Analyst   | <p>System analyst focuses on the ongoing design and implementation of the system, supporting its development and ensuring the application's structures and properties are continually enhanced. This includes writing and testing platform code to ensure reliability and functionality. The individual ensures that the technological components of the system are effective, dependable, and scalable to accommodate future growth. They are also responsible for identifying and correcting technical problems associated with the application. Additionally, the role involves maintaining the platform to support the integration of new and improved functionalities as needed.</p>   |

## **8.3 QUALITY MANAGEMENT PLAN**

Quality Management Plan for the Levee Fashion Recommendation Application is constructed to ensure the project's activities, project deliverables, and project processes will meet the organizational standards as well as the business objectives. This plan has been designed to assure that it would be able-offering in a user-friendly and efficient way-a trustworthy platform whereby curated fashion recommendations can virtually go through and provide smooth navigation to shopping platform. Quality management plan will also help influencers to effectively monetize their content. The purpose of this plan is to be able to meet the user expectations while at the same time improving the user experience by focusing on user satisfaction, operational efficiency, and business success in general.

### **8.3.1 QUALITY PHILOSOPHIES AND CRITICAL**

Initially, the satisfaction of the customer is most important. The design of the application should ensure that users will have a very great experience in finding and buying a collected fashion items with ease. Therefore, product quality must ensure that it meets all the expectations of users concerning reliability, usability, and functionality. Next, prevention instead of correction indicated that all defects and inefficiency should be tackled as much as possible during the development stage. This approach produces a more reliable application with limited fixes after actual deployment. Third, the idea of enhancing the processes in the process of improvement of the product underlines the need to introduce new changes to the workings of a system or to the calculations of an algorithm. These optimizations will result in increased accuracy of recommendations, more user-friendly interface, and increased number of efficiencies of the whole system. In addition to that, quality is everyone's concern, it fosters cross- and inter- team cooperation, for all project stakeholders develop and design – developers, designers and project managers alike – strive to deliver high-quality outcomes at each project phase. Finally, fact-based management involves use of information to come up with decisions as may be applicable to the users, the systems and or from stakeholders.

### **8.3.2 QUALITY STANDARD PROCESSES, AND METRICS**

The standards of quality for Levée's Fashion Recommendation Application have the objective of making sure all outputs to be delivered correspond with the set objectives and expectations of stakeholders. These will set principles that should apply as the development, testing, and delivery of services and products is carried out for an enhanced understanding. Priority will remain on usability, functionality and efficiency to minimise users' discomfort and meet organisational quality standards.

Some of the processes to be carried out are requirement verification, to check for compliance with user and stakeholders' requirements, design validation, to check for easy-to-use interfaces, and comprehensive check to check for full functionality, compatibility as well as performance. There will be also a feedback integration which will be a significant stage as it will enable the team to get information from users and influencers for the further improvement of the application. These processes ensure quality over the life cycle of the project is controlled.

The measures for the establishment of quality will also embrace customer satisfaction, system efficiency and system revenue. Measures like total monthly usage of the system, the amount of time the system spends online, response times of the system to requests, and the ratio of successful conversions from potential customers to actual ones will be measurable entities that will help in tracking the success of M-commerce businesses. These will be useful in determining the efficiency of the application that will be under development as well as helping the project team assess areas of strength and areas of weakness, which will, by extension, help in delivering a quality product at every given time.

### **8.3.3 QUALITY ASSURANCE**

Quality Assurance makes sure that the project is following all the correct processes and procedures as they deliver the end project output. Verification aims to prove compliance with pre-specified procedures, which are management reviews, technical reviews, and walkthroughs. On the other hand, validation guarantees that outcomes deliverables are fit for use or achieves its purpose. Validation has a delightful benefit of ensuring that each element in the Fashion Recommendation Application works as planned with all the functions and options that have been described by the project scope document by using testing technique. All these activities come as a package to guarantee the quality of the application to fit the intended project goals as well as consistent with user's needs.

#### **8.3.4 QUALITY CONTROL**

Quality Control guarantee that the processes or output outcomes are accurate and without flaws, and that any deviations from this are corrected. This is done by means of tools like control charts, which displays performance data, and cause-and-effect diagrams, which identify the causes of problems. Thorough testing processes prove that the application performs as required in accomplishing user expectations and includes all the required features. Through a structural approach of tracking and fixing problems, Quality Control preserves the viability and reliability of the Fashion Recommendation Application during its development.

#### **8.3.5 CONTINUOUS IMPROVEMENT**

The aim of continuous improvement is to improve processes and deliverables in a gradual manner to promote a perpetual success. By doing so, with knowledge management practices, lessons learnt are captured and circulated for team and organizational learning. This way process optimization helps to make the operations more efficient, stable and less susceptible to changes as time progresses. Furthermore, new practices are researched and applied because of changes in its user and the development in the field of technology. The utilized iterative approach also guarantees that not only the current requirements of the

Fashion Recommendation Application will be met but also the further development of the application will remain competitive.

## 8.4 CHANGE MANAGEMENT PLAN

**Table 8.4.1:** People involved in Change Management Plan

| People Involved                              | Person in Charge                                      | Roles  | Communication  |
|--|---|--|--|
| <b>Project Manager</b>                       | Nurul Izzati<br>Maisarah Binti<br>Mohammad Padzil     | Oversees the entire project, ensures smooth implementation of changes, and monitors progress. Uses Trello to track change requests, assign tasks, and update project progress. | Clearly communicates with all team members regarding changes.    |
| <b>System Developer &amp; System Analyst</b> | Nurul Athirah Binti Asmadi & Nur Athirah Binti Mansor | Implement the system updates and fix bugs. Ensure the application functions as required.   | Regular updates on development progress in team meetings.        |
| <b>Marketing Manager</b>                     | Nur Syafika Alya<br>Binti Mohd Zamri<br>Azhar         | Promote the platform and onboard influencers to drive adoption.  | Communicate new features and improvement to users.               |
| <b>Influencers &amp; Affiliates</b>          | Fashion Content Creators                              | Upload outfit recommendations, engage with users, monetize their content.  | Provide feedback on system usability and potential improvements. |

|                                  |               |   |  |
|----------------------------------|---------------|---|--|
| <b>End Users<br/>(Customers)</b> | General Users | Explore fashion recommendations, save outfits, make purchases through links provided. | Provide feedback through in-app surveys or support channels. |
|----------------------------------|---------------|---|--|

The Fashion Recommendation Application (Levée) will be making an appointment to circulate and develop to meet the needs of the users. This system development phase is going to include outfit uploads, affiliate link integration, product redirection, favourites & collections. To increase the stability, developers will be monitoring the progress as follows.

In this case, the team will post on Instagram, TikTok, and YouTube to attract influencers and other users involved in the marketing process. Employee training and education will be provided through future workshops and reviews that would teach the influencers how to utilize the platform properly, while rewards and promotions will make the wide variety of changes appealing to use.

In order to achieve this, there will be trainings and helpdesk services introduced. It is also important here to note that the internal training will help developers and marketers working on the system to know about it while tutorials and a chatbot support system will help out the influencers and users.

Levée's vision is to incorporate enhancements both with the systems as well as the services provided for marketing the fashions and allowing influencers to monetise their impact.

**Table 8.4.2: Probable challenges, solutions and success measurements on several aspects**

| Aspects | Risk & Resistance Management (Challenges & Solutions) | Monitoring & Success Measurement (Tracking Progress) |
|---------|---|--|
|---------|---|--|

|                                  |  |  |
|----------------------------------|--|--|
| <b>User Engagement</b>           | <p>Low adoption due to lack of interest.</p> <p><b>Solution:</b> Run targeted influencer campaigns, offer incentives, and improves UI/UX.</p>    | Track active users, session durations, and in-app interaction.                               |
| <b>Influencer Participation</b>  | <p>Influencers may prefer other platforms.</p> <p><b>Solution:</b> Provide higher commissions, exclusive deals, and personalized support.</p>    | Monitor number of influencer uploads, engagement rates, and affiliate link clicks.           |
| <b>Technical Stability</b>       | <p>Bugs and crashes may affect user experience.</p> <p><b>Solution:</b> Conduct thorough testing and release regular updates.</p>                | Use Trello to log and track bug fixes, monitor app crash reports, and collect user feedback. |
| <b>Security &amp; Privacy</b>    | <p>Risk of data breaches and user distrust.</p> <p><b>Solution:</b> Implement strong encryption and follow PDPA compliance.</p>                  | Monitor security audits, system penetration testing, and user trust levels via feedback.     |
| <b>Revenue &amp; Performance</b> | <p>Difficulty in achieving financial sustainability.</p> <p><b>Solution:</b> Optimize affiliate partnerships and introduce premium features.</p> | Track monthly affiliate commissions, subscription rates, and conversion rates.               |

## 8.5 HUMAN RESOURCES PLAN

The Human Resources Plan for Levée's Fashion Recommendation Application offers a vision for how to appropriately access, accommodate and deploy skilled professionals within the project deliverable. Moreover, the relationships of responsibility and authority and skills necessary within the team are clearly established, which means that the team structure is going to allow for the smooth development and deployment. In the project, a project manager professional, an efficient marketing manager, systems analysts and software engineers will be involved.

The objective of this plan is to describe human resources within the context of the project and to present guidelines on team management. It helps make sure that all members of the team know what they are expected to do, are capable of doing the task assigned, and have been given enough latitude to decide how and when this is to be done. Further, the plan embraces communication, coordination and accountability, thus building conducive team soil for the project team where they can deliver a competent application.

Through the implementation of this human resource management strategy the project team will be prepared to confront any difficulties, manage work processes and provide a reliable as well as effective fashion recommendation website. Table 8.5 below provides clear roles, responsibilities and skills as well as the level of authority within each respective scope of work involving all team member in this project.

**Table 8.5:** Roles, responsibility skills and authority of human resource planning

| Role                   | Responsibilities                                       | Skills   | Authority                      |
|------------------------|--|--|--------------------------------|
| <b>Project Manager</b> | - Oversee project planning, execution, and monitoring. | - Strong leadership, organizational, and negotiation skills. | Approve major project changes, |

|                          |   |   |  |
|--------------------------|---|---|--|
|                          | <ul style="list-style-type: none"> <li>- Manage resources, risks, and communication.</li> </ul>   | <ul style="list-style-type: none"> <li>- Decision-making and communication expertise.</li> </ul>  | reports, and resource allocations.                                 |
| <b>Marketing Manager</b> | <ul style="list-style-type: none"> <li>- Plan and execute marketing campaigns.</li> <li>- Manage influencer onboarding and engagement.</li> <li>- Analyze and adapt marketing trends.</li> </ul>  | <ul style="list-style-type: none"> <li>- Strategic thinking and analytics.</li> <li>- Strong interpersonal and digital marketing.</li> </ul>                | Approve marketing budgets and strategies.                          |
| <b>System Developer</b>  | <ul style="list-style-type: none"> <li>- Develop and maintain the application.</li> <li>- Ensure technical reliability and scalability.</li> <li>- Troubleshoot and fix issues.</li> </ul>        | <ul style="list-style-type: none"> <li>- Proficient in programming languages and debugging.</li> <li>- Strong problem-solving skills.</li> </ul>            | Execute technical decisions within the approved development scope. |
| <b>System Analyst</b>    | <ul style="list-style-type: none"> <li>- Analyze user requirements</li> <li>- Ensure application alignment with user expectations.</li> <li>- Conduct system testing and improvements.</li> </ul> | <ul style="list-style-type: none"> <li>- Analytical thinking.</li> <li>- Verbal and written communication skills.</li> <li>- Team collaboration.</li> </ul> | Recommend improvements and ensure system quality.                  |

## 8.6 IMPLEMENTATION AND PROJECT CLOSURE PLAN

The final stage of Fashion Recommendation Application (Levée) project is called as the project closure plan. It is the stage where all items that were agreed to be delivered in the project are delivered including the developed system, the system documentation and other materials required for the smooth running of your system are delivered to the right stakeholders and based on the market survey we conducted. This phase helps to

ensure that all the activities within the project are geared towards the scope, align the objectives that were set for the project to achieve positive results.

Throughout this phase, the project manager, along with other team members, must make sure most of the formalities including requirement gathering using market survey, resource management check, documentation regulation and many more are performed and executed carefully. The target market is legally required to give their permission for closure of the project. A proper project closure process also produces information that can be used both to assess the success of the project and to help improve the subsequent projects.

The risk of unsolved issues is minimized in good project closure, including open bugs, limited end user assistance or the lack of organizational recognition about who's next in charge of the system's upkeep. Further, impose protection of all legal relations, completion of the payments processes, and addressing of the possible liability issues. By addressing these factors, the closure plan raises confidence in deliverables since closure is part of the project processes.

The closure phase for this project includes:

1. Deliverable Handover
2. Target Market Approval
3. Post-Implementation Review
4. Resource Release
5. Knowledge Transfer
6. Final Documentation and Archival
7. System Transition to Operational Teams
8. Post-Mortem Analysis

## **9. ACCEPTANCE AND APPROVAL**

### **PROJECT MANAGER ACCEPTANCE**

Approved by the Project Manager:



Date: 18/1/2025

(Nurul Izzati Maisarah Binti Mohammad Padzil)

### **MARKETING MANAGER ACCEPTANCE**

Approved by the Marketing Manager:



Date: 18/1/2025

(Nur Syafika Alya Binti Mohd Zamri Azhar)

### **SYSTEM ANALYST ACCEPTANCE**

Approved by the System Analyst:



Date: 19/1/2025

(Nur Athirah Binti Mansor)

### **SYSTEM DEVELOPER ACCEPTANCE**

Approved by the System Developer:



Date: 19/1/2025

(Nurul Athirah Binti Asmadi)

## 10. REFERENCES

- Alqahtani, J., Siddique, A., Aseere, A. M., Alasiry, A., & Naveed, Q. N. (2024). Evaluating success factors of software project management in global software development. *IEEE Access*, 12, 22345-22358. <https://doi.org/10.1109/ACCESS.2024.000321>
- Betterteam. (2021, April 18). *Marketing Manager Job Description*. <https://www.betterteam.com/marketing-manager-job-description>
- Betterteam. (2022, March 10). *Financial Manager Job Description*. <https://www.betterteam.com/financial-manager-job-description>
- Indeed Editorial Team. (2021, December 8). The roles of a systems analyst (plus how to become one). *Indeed Career Guide*. <https://uk.indeed.com/career-advice/career-development/roles-of-a-systems-analyst>
- Kerzner, H. (2022). *Project management: A systems approach to planning, scheduling, and controlling* (13th ed.). Wiley.
- Lahbar, G. M., Hassan, N., & Sahito, A. A. (2023). Financial implementation and human resource (HR) practices of project management office: Its competencies in the e-commerce industry; A case study of Daraz. *Global Social Sciences Review*, 8(2), 44-56. <https://doi.org/10.5431/gssr.2023.0002>
- Miller, K. (2021, August 6). What does a project manager do? | Roles and responsibilities. *Northeastern University Graduate Programs*. <https://www.northeastern.edu/graduate/blog/project-manager-responsibilities/>
- Siddhartha, S. (2024). Sustainable fashion: Exploring the concept of greenwashing and new trends in the fashion industry. *International Journal of Innovative Science and Research Technology*, 6(3), 27-35. <https://doi.org/10.1016/ijisrt.2024.0023>

## **11. TERMINOLOGY OR GLOSSARY**

| Terms | Definition                           |
|-------|--------------------------------------|
| AI    | Artificial Intelligence              |
| API   | Application Programming Interface    |
| AWS   | Amazon Web Services                  |
| IT    | Information Technology               |
| MOV   | Measurable Organization Value        |
| MYR   | Malaysian Ringgit                    |
| NPV   | Net Present Value                    |
| PDPA  | Personal Data Protection Act         |
| ROI   | Return On Investment                 |
| SOP   | Standard Operating Procedure         |
| TPD   | Total Project Duration               |
| TPDS  | Total Project Delivery Schedule      |
| UI/UX | User Interface/User Experience       |
| WCAG  | Web Content Accessibility Guidelines |
| WBS   | Work Breakdown Structure             |

## 12. APPENDICES (AS REQUIRED)

Market Survey Questions and Answers

### Survey on Fashion Recommendation Application

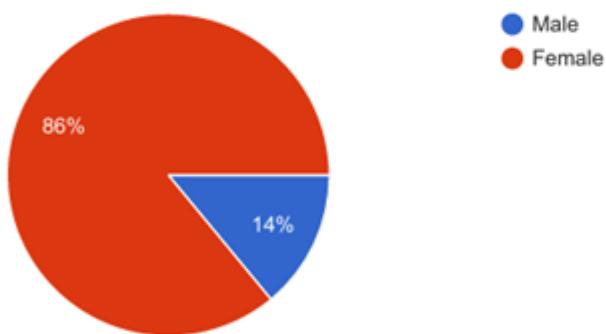
100 responses

[Publish analytics](#)

Gender

 Copy

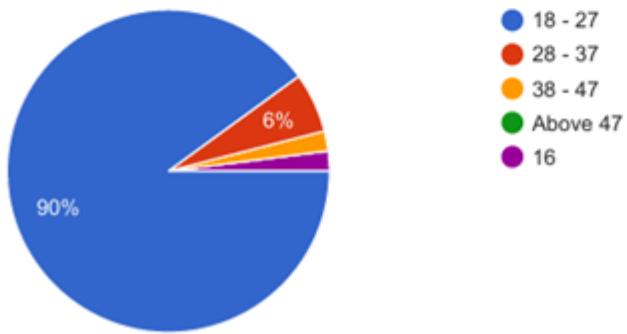
100 responses



Age Range

 Copy

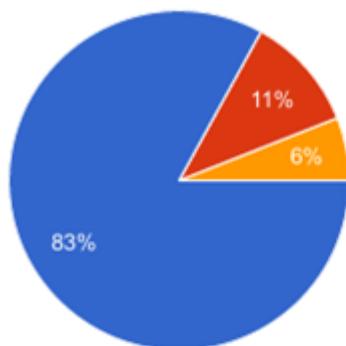
100 responses



### Employment Status

 Copy

100 responses

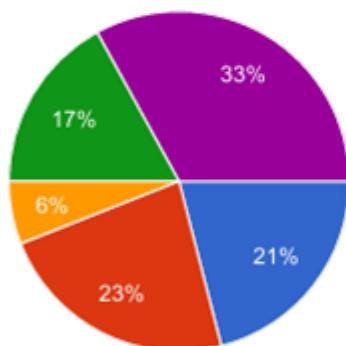


- Student
- Employed
- Unemployed
- Retired

### Income Range per Month

 Copy

100 responses

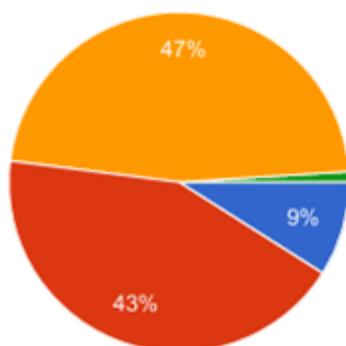


- Below RM100
- RM100 - RM499
- RM500 - RM999
- RM1000 and above
- None

### How often do you shop for clothing online?

 Copy

100 responses

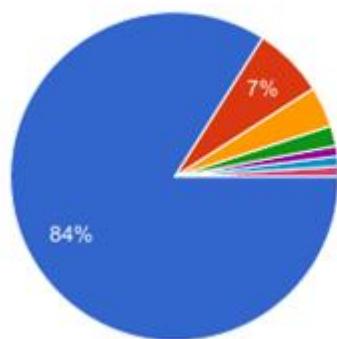


- Frequently (weekly)
- Occasionally (monthly)
- Rarely (few times a year)
- Never

What inspires your fashion choices the most?

 Copy

100 responses

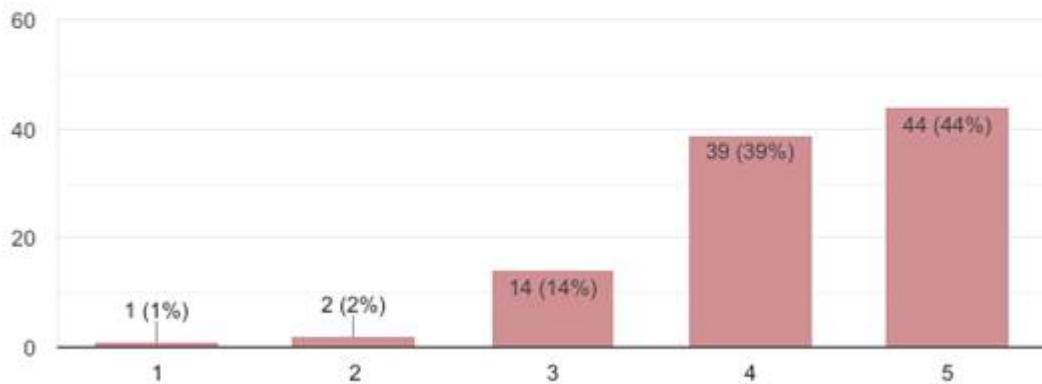


- Social media (e.g., Instagram, TikTok)
- Recommendations from friends
- E-commerce platforms
- Fashion blogs or magazines
- Pinterest
- My dreams
- Korean artist in their entertainment industry

How important is convenience when browsing or purchasing outfits online?

 Copy

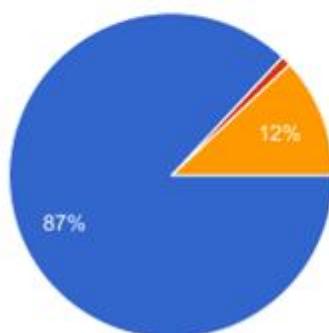
100 responses



Would you prefer a platform that combines outfit inspiration with direct shopping links?

 Copy

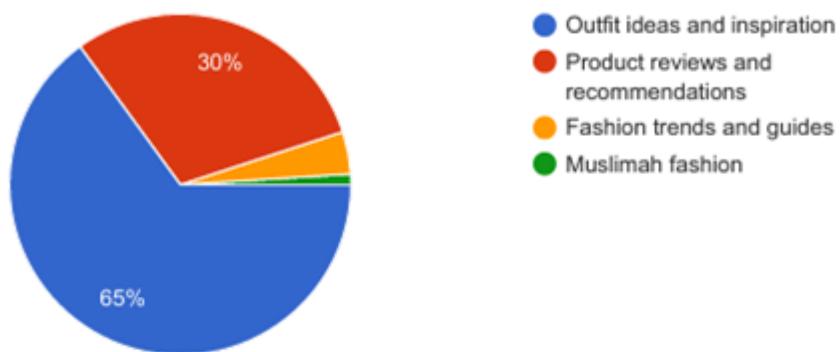
100 responses



 Copy

What type of fashion content do you engage with most?

100 responses

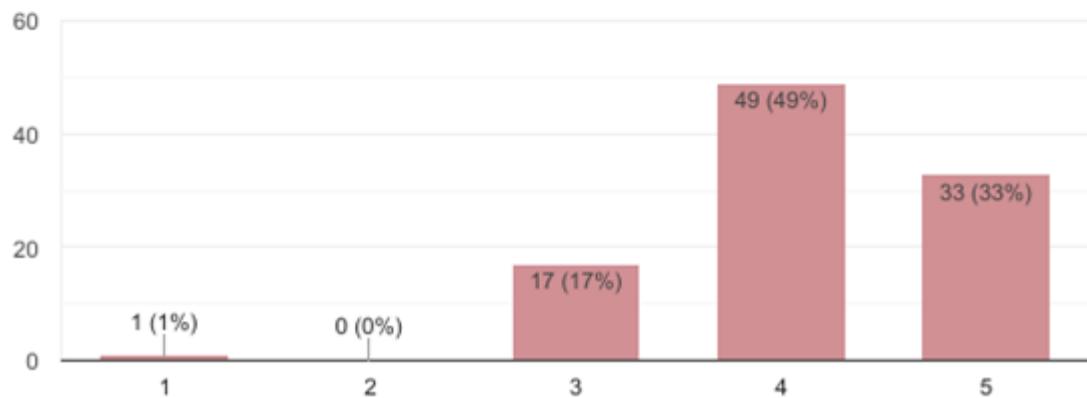


 Copy

How helpful would the following features be for you? (Rate on a scale of 1–5)

- Outfit Upload Feature
- Affiliate Link Integration
- Outfit Browsing
- Product Redirection to Shopping Platforms
- Favorites and Collections

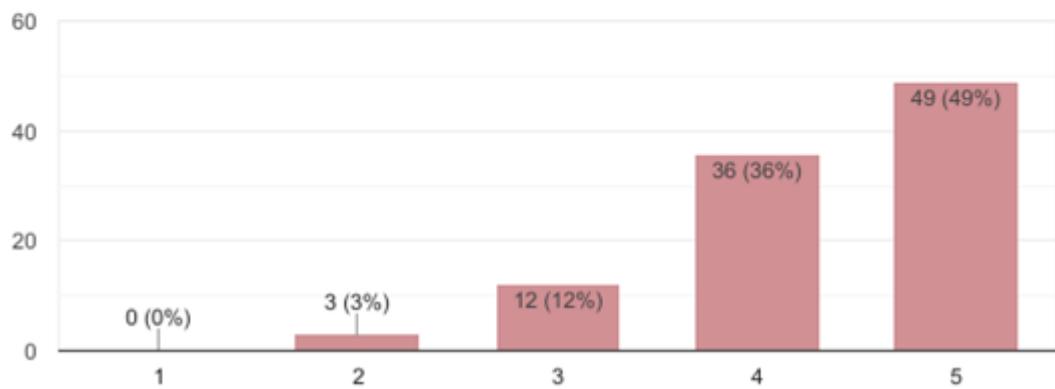
100 responses



 Copy

How important is having a tagging system to categorize outfits (e.g., tops, bottoms, accessories)?

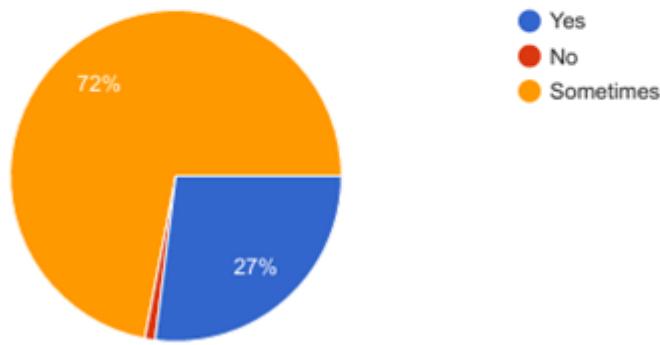
100 responses



 Copy

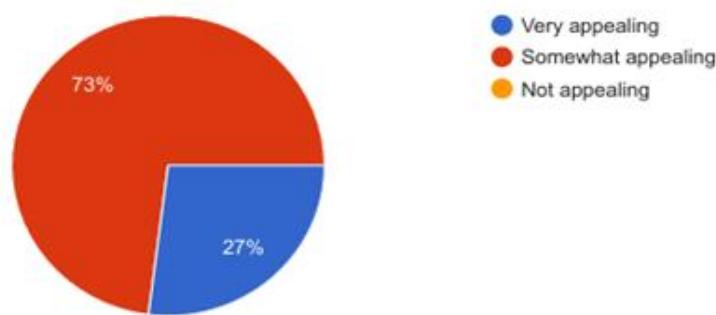
Do you trust affiliate links when making online purchases?

100 responses



If you're a content creator or affiliate, how appealing is the ability to earn through affiliate links?

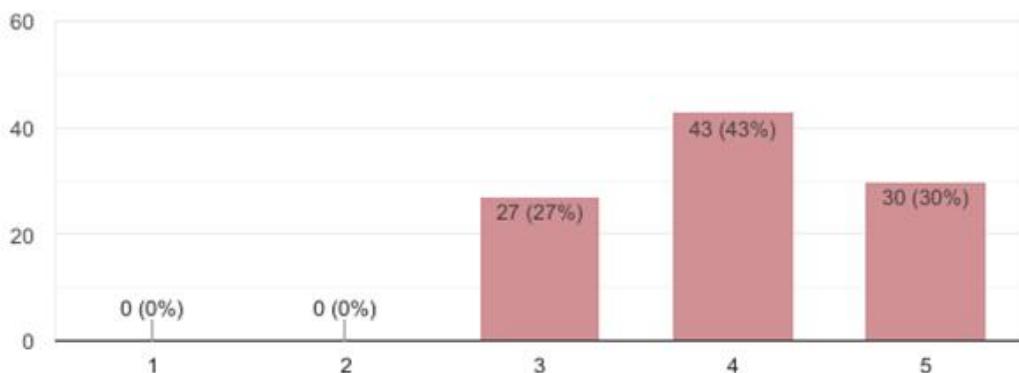
100 responses



How likely are you to recommend a platform that allows influencers to showcase their outfits with shopping links?

Copy

100 responses

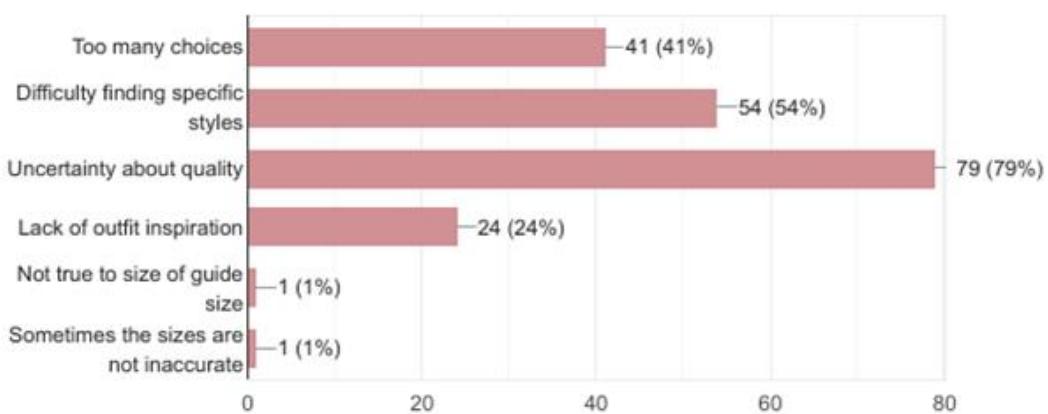


### Survey on Fashion Recommendation Application

What challenges do you face when shopping for fashion online? (Select all that apply)

Copy

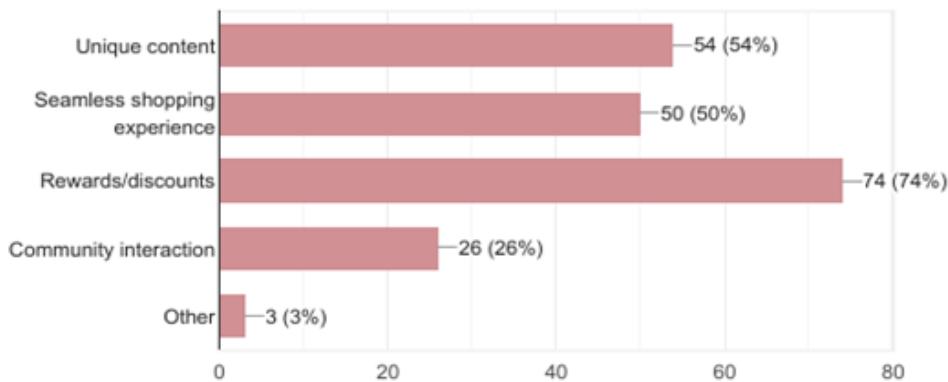
100 responses



 Copy

What would make you continue using a fashion recommendation app?

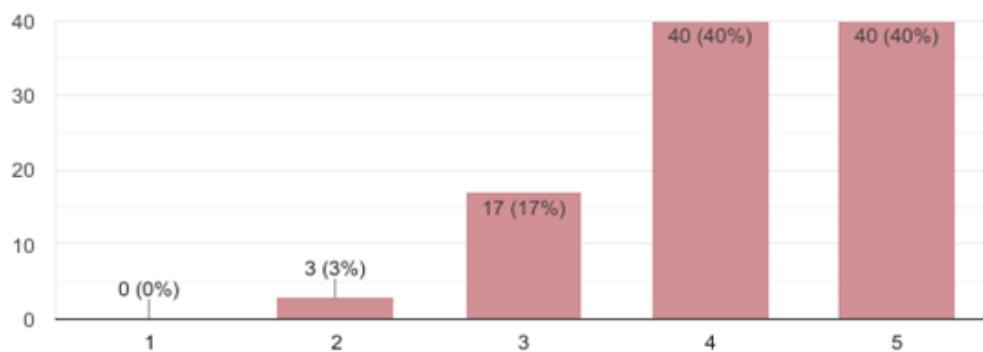
100 responses



 Copy

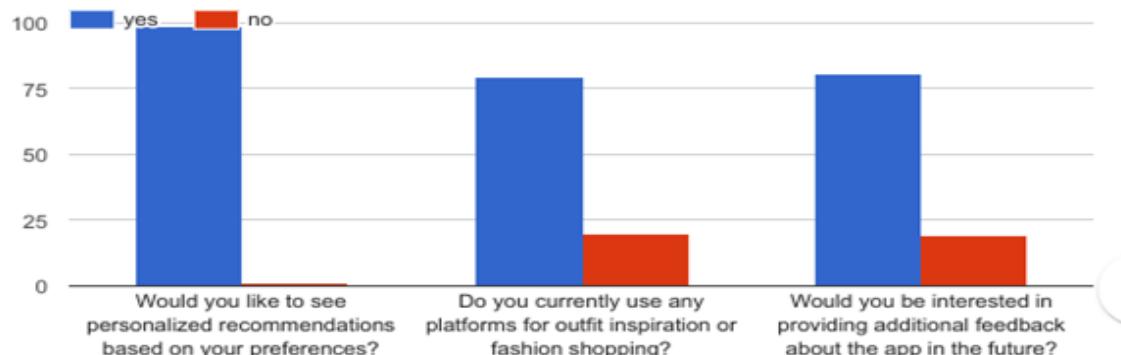
How likely are you to use a fashion recommendation app if it's easy to navigate and offers curated styles?

100 responses



 Copy

Innovation to our application features

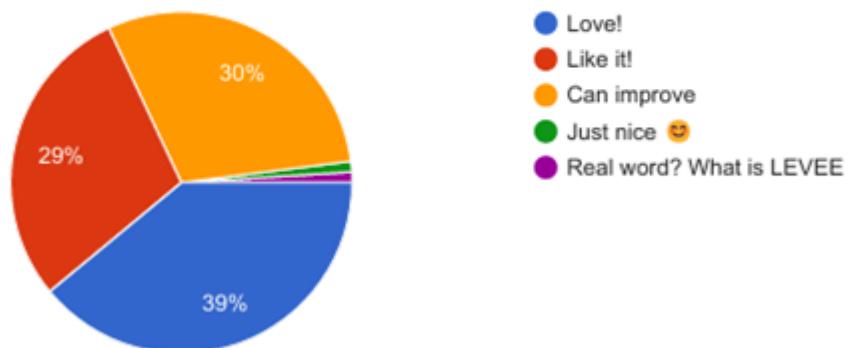


# LΣVΣΣ

This is our fashion recommendation logo, what do you think about it?

 Copy

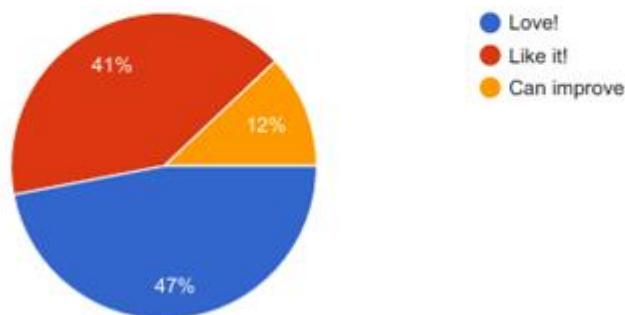
100 responses



This is our fashion recommendation color palette, what do you think about it?

 Copy

100 responses

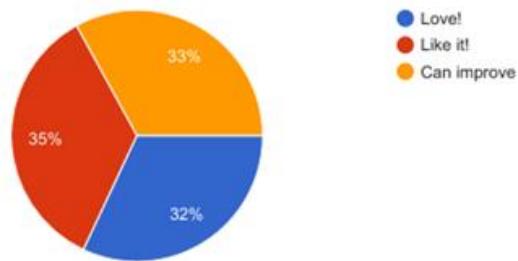


ABCDEFGHIJKLMNPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

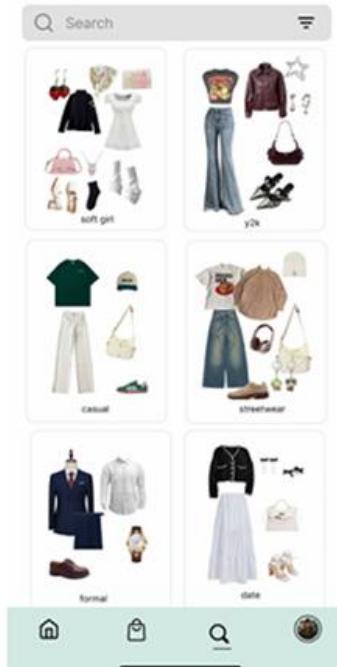
This is our fashion recommendation fonts, what do you think about it? [Copy](#)

(fonts name - Arial Rounded MT)

100 responses



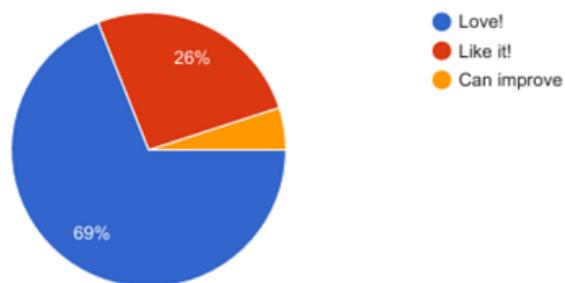
9:41     



Teaser of our Fashion Recommendation Application

[Copy](#)

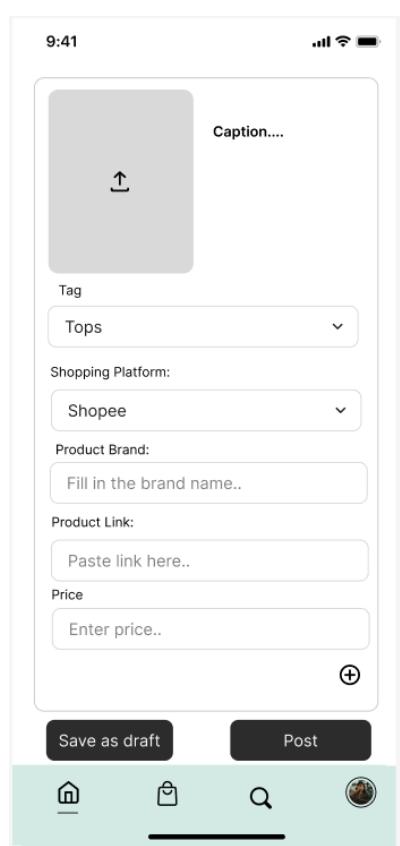
100 responses



## 13. EXHIBITS

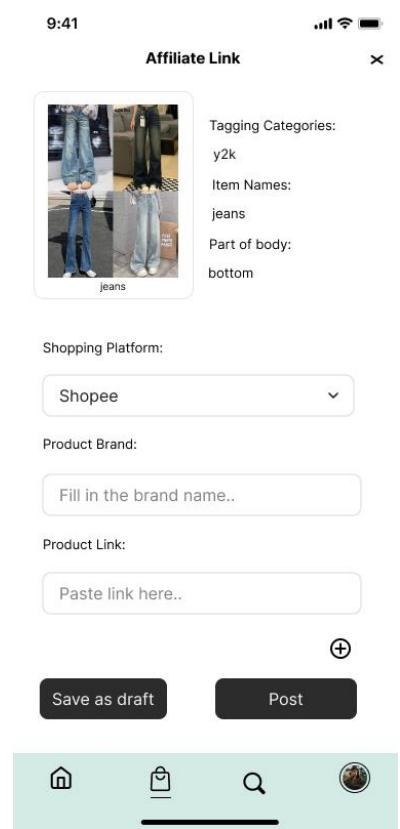
### 1) Outfit Upload Feature:

Users with affiliated registered account can upload outfit images along with detailed information, including item name, brands and prices. Additionally, a tagging system allows users to categorize items, such as tops, bottoms, accessories and more, making it easier for others to browse and discover outfits.



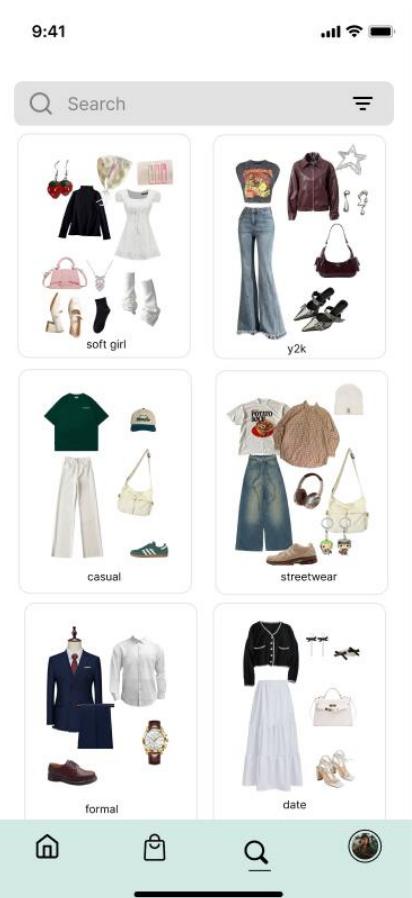
### 2) Affiliate Link Integration:

Affiliates could add affiliate links to their uploaded outfits allowing them to earn a commission on sales generated through those links in the shopping platform for their item.



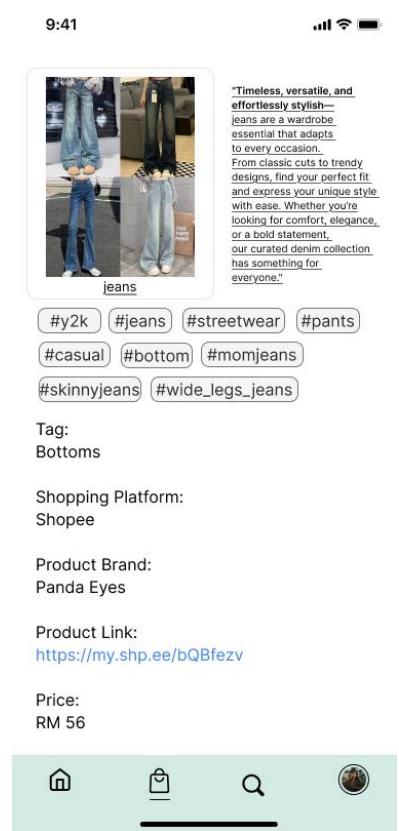
### 3) Outfit Browsing:

Standard users can browse through a diverse collection of outfits uploaded by affiliates and content creators in the browse section. They have the option to search for specific styles using keywords, ensuring a tailored shopping experience.



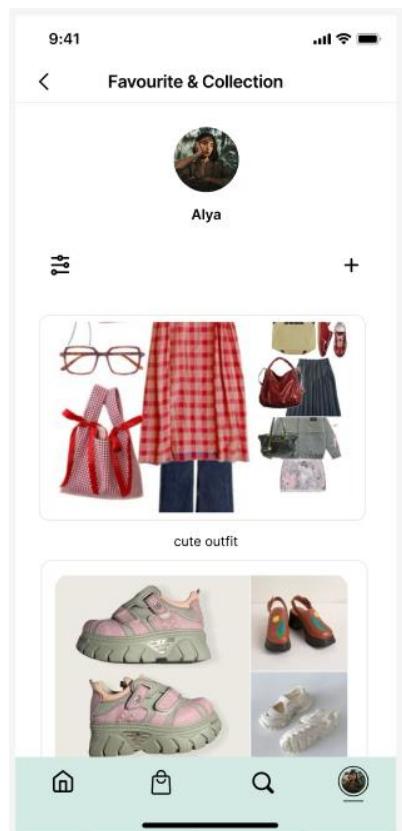
### 4) Product Redirection:

Each outfit item features clickable links that redirect users to attached shopping platforms for purchasing. This functionality also allows the user to view the specific items description and price in the shopping platform.



## 5) Favourites and Collections:

Users can save their favourite outfits to a personal collection for quick access at any time. They also have the option to like any outfit post that they interested in.



|                           |   |
|---------------------------|---|
| Date of submission        | 03th February 2025  |
| Project Manager Name      | Nurul Izzati Maisarah Binti<br>Mohammad Padzil                                      |
| Project Manager Signature |  |