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**ITP 312– IT RESEARCH  
METHODS**

## **CAPSTONE/RESEARCH PROJECT TOPIC PROPOSAL**

<b>Proposed Title</b>	Web-Based Stall Leasing and Management System for NCBD: Boosting Efficiency and Tenant Engagement
<b>Target Client/Beneficiary</b>	Naujan Central Business District
<b>Name of Student/ Course, Year &amp; Section</b>	Reymel Rey Mislang BSIT, 3F3
<b>Introduction</b>	<p>The Naujan Central Business District (NCBD) is a rapidly growing commercial hub supporting a diverse range of small and medium-sized enterprises (SMEs). As the demand for business stalls increases, efficient management of stall leasing and tenant relations becomes crucial. The current manual processes for stall allocation, rent collection, and tenant management are prone to errors and inefficiencies, leading to administrative challenges and delays. In this digital age, a web-based solution can streamline these processes, reducing manual workload, enhancing tenant engagement, and providing real-time data for informed decision-making. This study proposes the development of a Web-Based Stall Leasing and Management System for NCBD to optimize operational efficiency and improve tenant satisfaction.</p>
<b>Statement of the Problem</b>	<p>The management of business stalls in the Naujan Central Business District (NCBD) faces several challenges due to the reliance on manual processes. These include inefficient stall allocation, which results in errors, double-booking, and delays in the rental process; delayed rent collection, as the current system is slow and prone to errors, making it difficult to track payments; and a lack of tenant engagement, with no centralized platform for tenants to access information, make payments, or communicate with management, leading to low tenant satisfaction. Additionally, limited data insights from manual record-keeping hinder the ability to generate real-time reports and insights essential for strategic decision-making.</p>



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<b>Objectives of the Study</b>	<p>The primary objective of this study is to develop a web-based system that automates and optimizes the stall leasing and management processes in the Naujan Central Business District (NCBD). Specifically, the study aims to design a user-friendly platform where tenants can easily view stall availability and book stalls online. It also seeks to implement a secure and efficient online payment system to streamline the collection of rental payments. Additionally, the study intends to establish a centralized database to effectively manage tenant information and stall details. Furthermore, the system will include an admin dashboard to generate real-time reports on stall occupancy, rental income, and tenant feedback. Finally, the study aims to enhance tenant engagement by providing a portal that allows tenants to access services and communicate with management seamlessly.</p>
<b>Scope and Limitation of the Study</b>	<p>The scope of this study encompasses the development and implementation of a web-based stall leasing and management system specifically designed for the Naujan Central Business District (NCBD). The system will include functionalities such as tenant registration, stall booking, rent payment, and reporting, along with a tenant portal to facilitate improved communication between tenants and management.</p> <p>However, the study has certain limitations. The system will be limited to managing business stalls within the NCBD and will not cover other commercial properties outside this area. Additionally, the study will not evaluate the long-term impacts on tenant satisfaction beyond the initial implementation phase.</p>
<b>Review of Related Literatures and System</b>	<p>Digital marketing has become essential for small and medium-sized enterprises (SMEs) as they strive to navigate an increasingly digital economy. Unlike larger corporations, SMEs often operate with limited resources, making cost-effective marketing strategies crucial for their survival and growth. Numerous studies have examined the impact of digital marketing methods—such as social media marketing, email marketing, and content marketing—on customer engagement, brand loyalty, and business growth. These digital tools not only enhance visibility and customer interaction but also offer SMEs a competitive edge in a crowded marketplace.</p> <p>The relevance of e-commerce for local businesses has been underscored by various researchers. Kulkarni, Mahajan, and Hasabnis (2022) explored the "Vocal for Local" initiative and how e-commerce platforms can empower local businesses to reach broader audiences and improve customer engagement. Their study highlights that adopting digital</p>



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platforms is increasingly necessary for local businesses to remain competitive. While enhanced online visibility and secure payment systems contribute to better customer retention and sales growth, challenges such as limited scalability and basic e-commerce functionalities still pose significant barriers to long-term expansion. This suggests that local businesses need more than just a presence on e-commerce platforms; they require a comprehensive digital marketing strategy to sustain their online growth.

Similarly, Harsasi et al. (2023) investigated the factors driving and hindering e-commerce adoption among SMEs in Indonesia. While SMEs recognize the benefits of digital marketing and e-commerce, various obstacles—such as socio-cultural issues, inadequate infrastructure, and a lack of consumer trust in online transactions—hinder widespread adoption. The study suggests that targeted support, such as improved infrastructure and initiatives to boost consumer trust in online safety, could help overcome these challenges. This is especially pertinent for SMEs in the Naujan Central Business District, where similar barriers may exist, particularly in the areas of consumer trust and digital infrastructure.

Another significant aspect of digital marketing is its role in boosting customer engagement and brand building. Yendra and Zakaria (2024) demonstrated that digital marketing strategies, including social media engagement, influencer marketing, and email marketing, significantly enhance customer interaction, loyalty, and overall sales for small businesses. By strategically using digital tools, businesses can cultivate deeper relationships with customers, leading to long-term loyalty and brand advocacy. However, the researchers caution that the dynamic nature of digital marketing requires businesses to stay updated with evolving trends and technologies to maintain their competitive edge. This study underscores the importance of focusing on cost-effective digital tools like social media and email marketing for SMEs in Naujan.

The broader impact of e-commerce on the social economy has also been studied. Hou (2023) found that e-commerce not only improves business efficiency but also changes consumer behavior, enabling real-time interaction between consumers and businesses. The study suggests that integrating e-commerce with traditional business models is crucial for future economic development. However, traditional businesses that do not adapt to digital platforms



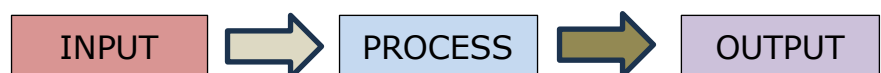
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risk being left behind in a rapidly evolving marketplace. This is a significant consideration for SMEs in Naujan, who need to embrace digital tools to avoid being outpaced by larger, digitally enabled competitors.

Government policies can also play a vital role in supporting the adoption of digital platforms. Singh et al. (2023) emphasized that simplifying compliance processes and improving infrastructure could help SMEs overcome barriers to e-commerce adoption. While the study is focused on the Indian context, its findings are applicable to SMEs in Naujan, where government support could facilitate the adoption of digital marketing tools, enabling them to expand both domestically and internationally.

Another important consideration is consumer perception of risk associated with online shopping. Aminu et al. (2019) highlighted that perceived risks such as product quality, time, and delivery concerns significantly influence consumer behavior, especially in markets where trust in online transactions is low. For SMEs in Naujan, addressing these perceived risks through transparent communication, reliable service, and secure payment options could enhance customer trust and improve online engagement.

#### Conceptual Framework



- ☐ Tenant and admin registration data
- ☐ Stall details (availability, rates)
- ☐ Booking requests and payment info
- ☐ Tenant feedback

- ☐ User authentication and role management
- ☐ Stall availability check and booking
- ☐ Payment processing and receipt generation
- ☐ Data storage and report generation

- ☐ Booking confirmations and payment receipts
- ☐ Updated stall availability
- ☐ Real-time reports on occupancy and income
- ☐ Tenant feedback collection



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	<p>The web-based stall leasing and management system for the Naujan Central Business District (NCBD) streamlines stall management through an input-process-output framework. It gathers data like tenant registration, stall details, booking requests, and payment information, along with tenant feedback. The system processes this data by authenticating users, managing stall availability, enabling online bookings, and processing payments. It then generates real-time reports on occupancy, rental income, and tenant feedback. Outputs include booking confirmations, payment receipts, and updated stall availability, providing administrators with valuable insights for better decision-making and improving overall efficiency and tenant engagement.</p>
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