Project Design

Marketing Strategy

The success of the project also depends on the carrying out of short-term and long-term goal. In order to make short-term goal happen, it is necessary to focus on governments of Cambodia, local population, and tourist agencies in the region. For the long-term goal, it is necessary to build mutual understanding and trust through all presses and police in the country.

1. Short-term Strategy

The primary goal of the project is to enhance the tourism sector development of the region. With these sectors’ development, the government in the region will get more cooperative affords to foster the improvement of their economic situations, service trade sectors, and technological knowledge from the project which can be recognized as a technological learning process. The project is going to focus on the whole situation of any crimes, the happening day, activities, and the result after the crimes. This will confidence mind of the local people and tourists because they can understand the situation of place that they are in, or they will go.

Moreover, the “AlertMe” project will enhance the lives of the people along the tourism area through many factors such as tourism, employment opportunities, economy and so on. According to these advantages, the local communities can also participate with huge willingness as the project will not have negative impacts upon their surroundings, culture and the economy. What is more, the period of working time can run 24hours a day and 7 days per week. That is way there are many opportunities for employments for young people and for people would like to work as part time jobs or casual work. Likewise, it is a good time for people less skilled to have a daily work for supporting their family. New business and commercial activities will happen to back incensement of tourists such as transportation, and have more hotels, restaurants, so on. For these reasons, not only stakeholders but also tourism agents can trust the potential of the project and invest in the project.

With the benefits which the government, stakeholders, and tourism agent can get, the project as short-term strategy will come into reality.

2. Long-term

For long term strategy, it is a must to build relationship with presses and police in the country to get news especially crimes in around tourism area. Therefore, all the news will be in hands, and it will have updating information when there are any crimes happen. In addition, the end users can confidence in the app because of the real sources.

Furthermore, the crimes are prevented due to tourists and local people always be careful with their belonging when they go to the place that used to have crime before, and not isolated from the friends or alone at night or silent place. The thieves will be afraid of committing crimes, as all the actions and kinds of the crime show in the app. Therefore, the tourism area will become safe day by day, and security be better.

After the growth of tourists, there will be many benefits coming. Tourism can stimulate new and expanded community facilities and infrastructure initiatives, such as the improvement of retail, restaurant and entertainment options, transport services, education and sporting facilities. These increase the quality of life for the community, which may not otherwise warrant the improvement, based on the residential population alone. Tourism can encourage the preservation of traditions by showcasing distinct characteristics of Cambodian ways of life, history and culture. Tourism enhances the peace, prosperity and happiness in the society and improves the universal friendship concept. It also improves the mutual cooperation. In addition, encourages the preservation and celebration of local festivals and cultural events for every Cambodian Festivals.

This would ensure the long-term result of prevent crimes, information update with believable source, admire infrastructure, and Disseminate Cambodia's history and culture to the world.

Organization Framework

Budget

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Activities | Description | Month 1 | Month 2 | Month3 |  | Effort | Amount |
| Data Collection | * Elicitation * Analysis * Validation * Management |  |  |  |  | 3 |  |
| Software Requirement Specification |  |  |  |  |  |  |  |
| Development | * Coding |  |  |  |  |  |  |
| Validation | * Unit Test * Integrate Test * System Test * Acceptant Test |  |  |  |  |  |  |
| Evolution | * Delivery * Maintenance * Development |  |  |  |  |  |  |
| Promote App | In Social Media |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |

After Finish the Project

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| --- | --- | --- | --- |
| **Activities** | **Description** | **Amount** | **Period** |
| Data Collection I | Data from tourism agent and police office |  |  |
| Data Collection II | Data from |  |  |
|  |  |  |  |

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| --- | --- | --- | --- | --- |
| Activities | Description | Period | Effort  (person-month) | Amount |
| Data Collection | Elicitation  Analysis  Validation  Management | 2 months | 10 | $ 600 |
| Software Requirement Specification |  | 1 month | 3 |  |
| Development | Coding | 3 months | 3 |  |
| Validation | Testing | 1 month | 2 |  |
| Evolution | Delivery  Maintenance  Development | 12 months | 3 |  |
| Promote I | Social Media | 6 months |  | $ 366 |
| Promote II | Tourism Agent | 3 months | 10 | $ 300 |
| Promote III | Guides | 3 months | 30 | $ 180 |

Estimated duration:

1. Project Development: 7 months
2. Project Maintenance: 12 months
3. Project Promotion: 6 months

Estimated budget: $ 1,446