

**University of Moratuwa**

**Sappu Savari - Location Based Buying & Selling System**

**Literature Survey**

**Msc in IT**

**Existing Systems**

www.ikman.lk

this is a sri lankan website which is very famous for sell various kind of goods. This site is free for advertising and used by businessmen and others. Basically anyone can post almost anything to sell under no of categories, website provide a wider audience to the product.Users can upload few images and lengthy descriptions based on the product, viewers can call or message to the seller for more details.

[www.carmudi.lk](http://www.carmudi.lk)

This is only for advertise vehicle advertisements, not like ikman.lk. Users can post different type of advertisements regarding the vehicles. The website is attractive and provide various kind of facilities to seek through the advertisements flawlessly. Advertising is free and anyone can login to the system and post their advertisement using few images and descriptions. Other party will be contact through the email or visible telephone numbers.

Hudson’s Bay

Apple’s launch of [iBeacon technology](http://www.adweek.com/topic/apple-ibeacon) last year prompted marketers to pack brick-and-mortar stores with location-sensitive devices that send out push notifications to shoppers who have downloaded a brand’s mobile app.

Now, big retailers like [Lord & Taylor](http://www.lordandtaylor.com/webapp/wcs/stores/servlet/en/lord-and-taylor?tag=CPC&site_refer=sem+g+TR&keyword_refer=lord%20and%20taylor.com&gclid=CjwKEAjw0ueeBRCmhozc-_DRrlUSJABihBEEmvuquX1eYv1XCncin-wdH9qoW_xWdRuuuhKjNva-bRoCB63w_wcB) and Hudson’s Bay are using beacons to switch up mobile creative based on where a shopper is in a store. Hudson’s Bay is running pilot programs in 10 stores that aim to give the department chain some information on which offers drive the highest response rates.

If the tests bode well, don’t be surprised if your phone starts getting zapped by deals and offers from big brands, too. [Walgreens-owned Duane Reade](http://www.adweek.com/news/technology/why-walgreens-bets-new-york-test-digital-158928) and [Hillshire Brands](http://www.adweek.com/news/technology/hillshire-brands-sees-20-jump-purchase-intent-beacons-159042) are also experimenting with beacons.

<http://seanclark.com/location-marketing/14-of-the-best-location-based-marketing-apps-for-business/>

Foursqure

Seen by many as the the location based application with the most potential, with over 8 million users worldwide and 2.5 million check-ins a day. Foursquare encourages users to check-in at locations in return for virtual badges and points. It works across many mobile devices and businesses can offer rewards of their own, currently for free.

### [Google Places](http://www.google.com/places/)

If your business hasn’t claimed it’s listing on Google Places yet you are already missing opportunities. You are able to add lots of additional information to your listing, including photos and video. Google uses places listings in local search results above standard results and users can rate and share their favourite businesses.

### [Facebook Places](http://www.facebook.com/places/)

With over 500 million users, 50% of them regularly accessing the site via mobile, Facebook cannot be ignored. Facebook Places is similair to Foursquare but even more social, as users can share and earn rewards together. Claim your place page to start promoting your business locally.

**Research Question**

How to make mobile online marketing more interactive and efficient ?

**Facts**

Efficiency

Usability

Effectiveness

Cost Effective

User Friendliness