**DEDAN KIMATHI UNIVERSITY OF TECHNOLOGY**

SCHOOL OF COMPUTER SCIENCE AND INFORMATION TECHNOLOGY

PROJECT FOR FINAL YEAR IN:

BACHELOR OF SCIENCE IN BUSINESS INFORMATION TECHNOLOGY

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PROJECT TITLE: MODELLING EXPRESS

SUPERVISOR:

MRS. JULIET MOSO

This project is submitted in partial fulfilment of requirements for the award of degree in Bachelor of Science in Business Information Technology at Dedan Kimathi University of Technology

**DECLARATON**

This proposal is my original work and has not been presented for a degree in any other University

Name: …………………………………………………………………………………

……………………………. ………………………………...

Signature Date

This proposal has been submitted for examination with my approval as University

Supervisor

Name: …………………………………………………………………………………........

…………………………….. ……………………………

Signature Date

**ABSTRACT**

Getting a chance to advertise various products for various companies is a difficult exercise for models. This is because there are no direct connections between the companies and the models. In such a way that the companies that need models for advertisement can post an opportunity so that it can be seen by models who are interested.

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**CHAPTER ONE**

**INTRODUCTION**

* 1. Background
  2. Statement of the problem

There is a lot of oppression of the models by their trainers and modelling agencies. This is because the modelling agencies and trainers have connections for this advertisement jobs. Hence when a chance arises they look for the models to work for the various companies that need them. Later these modelling agencies or trainers will get the payment from the companies so that they can pay the models who took part in the advertisement. This way the models end up being paid less by their modelling agencies or trainers who act like intermediaries between the models and the companies.

* 1. Objectives

General objective

To develop a system that provide a platform to the various companies that need models to post when they are in need of the models that can help in advertisement of their products thus providing direct connections for models which helps in saving time.

Specific objectives

1. To enable companies to post modelling adverts
2. To enable models to apply for advertised jobs by companies
3. To enable models to upload their modelling pictures
   1. Research Questions
4. How will the system help in posting modelling advertisement?
5. How will the system provide a platform for the models?
6. How will the system help the models in saving time while looking for different companies that need them?
   1. Justification

The purpose of the study is to help in the development of a modelling express system that will help the models in getting direct connections with different companies that need them for advertisement of various products. The system will be of much help to various companies because it will be easier and faster for them to get the models who can advertise their products.

* 1. Scope

The system is intended for use by the models, companies, managers and modelling agencies. It is to be used by the managers with the responsibilities of decision making ,planning and providing oversight to ensure that technology investment in this sector meets organizational needs and is implemented in line with the estimated cost and the expectations required together with technical and operational stuff given the responsibility of implementing aspects of the advertisement plan which includes the stuff responsible for the program and project management, the development of information and the system security.

# **CHAPTER TWO LITERATURE REVIEW**

## 2.1 Introduction

The literature review in this research involves research studies that are already in place all over across the world that give an insight on how the system should work to achieve the objectives.i

## 2.2 Case studies

### 2.2.1 SURAZURI MODELS

Surazuri is a Kenyan based modeling agency founded in 1987 by Lyndsey McIntyre which acts as a modeling and casting agency and advises on   
grooming, posture and image prior to auditions. Surazuri models focuses on launching international careers for east African models among which have been Tess Njuhi, Eva Ndachi and most notably, Ajuma Nasanyana. Surazuri supplies talent for both local and international photographic and television work. They also supply hosts and hostesses for promotional event. They act as an intermediary between models and clients where models refers jobs through them

The proposed platform will connect clients directly to models where models will be able to get extra cash since no commissions are deducted as agencies such as Surazuri does.

## 2.2.2 TIANAR MODELS

The Tianar Models is an agency for modeling talents based on Kenya and also operating internationally. Tianar models works by identifying models, recruiting them, training them and representing their talent. They also offer online courses to models who have to take these courses in order to be part of the group. The agency holds an annual event, Laikipia Fashion Fair $ Gala, which brings together talent,fashion, corporate and political stakeholders in Laikipia County. However, despite all these benefits the agency offers, already trained and experienced models may face a challenge since they have to work only through the agency. The proposed platform will give models a chance to connect to any agency while still being a part of the community. It will also give models a chance to gain skills independently and then connect them to clients directly to sell their expertise.

2.3 Summary

2.4 Research gap

2.5 Proposed methodology

**CHAPTER THREE**

**METHODOLOGY**

3.1 Introduction

This section describes explains about the general approach that will be used in the system development and also the data collection and analysis tools. All the facts that concern this project will be gathered using the techniques discussed in this section. The system development model to be used for the proposed system will be discussed in details in this chapter.

3.2 Fact Finding Techniques

This section describes the methods of data collection, analysis and presentation. The data will be used to help in system analysis and design. In this research design of choice is descriptive research design. The research design method will in getting an inner knowledge of the problem on the ground that is currently facing models when getting direct connections with companies that need them. It will help me in getting a view about the problem and my target scope

The intended research group where the data will be collected from is the models who basically depend on their trainers and modelling agencies to get opportunities of advertising various products on behalf of them.

The data will be collected in form of questionnaires, observation and review of secondary materials. The questionnaires will be given to the intended group. I will conduct my own observation within a specific region so that I can take notes.

3.3 Preliminary Data Processing and Analysis

This includes the evaluation of the data collected so as to deduce some information from the data gathered. The various methods that will be used during this research includes:

Mode - this refers to the most repeated numbers in a sequence or a set of numeric values. It will be useful while determining for example the most preferred number of models in various advertisement jobs in a given geographical area.

Mean – It is the numeric average of a set of values. It will be useful while determining the averages of values of collected like the average number of companies that request for models in a week in a certain geographical area.

Percentage –this is an expression of value or group of respondent on how it relates to a given larger group of respondent. The percentage will be used to express the opinions of the data collected from certain models in relation to the total number of models in the population of study.

3.4 Software Development Life cycle

Software development life cycle model is a descriptive representation of the software development cycle. Software development cycle refers to the process that consist of the series of planned activities to develop and change the software products. The model of choice in this development cycle is agile. The reason I settled with this model is that it allows the developer to make use of iterations for development and testing throughout the whole development life cycle of the project. This model uses the iterative and incremental approach in testing and development thus allowing the developer to plan, identify errors quickly and fixing them.



*Figure 1 Software Development Life Cycle MODEL*

REFERENCES

Appendices

# hardware

1. Internet modem
2. Network cables
3. laptop

software

1. Apache Server
2. Google Chrome
3. MYSQL DBMS
4. Android Studio

Budget

|  |  |
| --- | --- |
| ITEM | COST |
| Laptop | KES 30,000 |
| 8 GB flash drive | KES 1,000 |
| Modem | KES 2,500 |
| Printing cost of all documents | KES 1,000 |
| Travelling cost | KES 2,000 |
| TOTAL COST | KES 36,500 |

Table 2: Budget

## Gantt Chart

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **TASK NAME** | **DURATION IN WEEKS** | | | | | | | | | | | | | | | | | | | |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** | **13** | **14** | **15** | **16** | **17** | **18** | **19** | **20** |
| **Project identification** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Proposal writing** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Proposal presentation** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Data collection** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Data analysis** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Project design** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Implementation** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Project testing** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Documentation** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **presentation** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

Table 3: Gantt chart