

**UTILISATION OF MOBILE APPLICATION IN SMES – A
REVIEW ON UTILISATION OF MICROSOFT
APPSTUDIOAND TOUCH DEVELOP**

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ABSTRACT

Indian Small & Medium Enterprises (SMEs) have added lead in using mobile applications as business tools and promoting business toward their customers because they feel application developing is expensive one and need computer language skills. In this concern Vankateshet al. (2003) proposed a more complete model for the understanding of the acceptance and adoption of Information Technology. Small business firm owners lack in programming language, they spend money for developing mobile application but in reality it is simple that they can handle the GUI based software's and technologies for their use. Microsoft has introduced the webpage i.e., app studio. Windows. Come to create windows and windows phone application using layouts and also Microsoft Research introduced Touch Develop app to develop app and games without previous programming knowledge. To present current state of the use of information and communication technologies (ICTs) Elisha Rufaro T. Chiware and Archie L. Dick (2007) Both Windows App Studio and Touch Develop give opportunities to create mobile application without programming knowledge and also it's free of cost. Main objective of this paper is to explain about "How to utilize the Windows App Studio and Touch Develop in small business firms" as mobile application and business tools in promoting business towards their customers.

Keywords: Small Medium sized Enterprises (SMEs) ,technology adoption, Internet, Microsoft, App Studio, Touch Develop, Mobile application.

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Introduction

In the economic development of a nation, the role of small and medium-sized enterprises (SMEs) is very important. The sector faces many constraints in financing marketing and technology innovation. Access to business information services has been identified as one area that needs attention from government and business services provider if the SME sector in developing countries is to achieve a sustainable level of growth and development. Elisha Rufaro, T. Chiware and Archie L. Dick (2007). Smartphone and internet usage is day by day continuously increasing in India and this huge change in people's habit gives us opportunities to promote business toward customer using mobile application. Company employees have smartphones, so if a company gives some small applications for their employees, to perform some tasks such as letter writing, calculations and information collections from employees, they can feel easy to act upon office tasks. Large business firms nowadays appoint separate software teams to create their mobile applications but it is not possible in small business firms to develop a professional type mobile application and do proper updates. This creates a big difference between small and large business firms.

Application of information technology has improved over the years with the emergence of various technologies. In developed countries, information and technology has easy access to computer hardware and software, SMEs enjoy easy access to business information services. In developing economies there are many challenges regarding information and technology infrastructure and the cost of IT hardware and software. This has created many problems in the area of business information services for the SME sector. As governments and business service providers try to address the many challenges facing the SME sector, it is also important that the present use of Information Communication Technologies in accessing business information services be identified in order to provide more development support in this area. In this paper, we will explain how to overcome the problem of mobile application in small business firms using the Microsoft Touch Develop and App Studio.

SMALL BUSINESS FIRMS AND MOBILE APPLICATION TOOLS

A wide range of activities has been undertaken by business support organisations to

improve the information environment of SME so that they are able to respond more readily to market signals (Committee of Donor Agencies, 2001). They include support for attendance at trade fair and business exhibitions, one-stop information shops, distribution of printed information, and support for learning visits to improve the information flow from business associations. Schleberger (1998) TouchDevelop.com uses the latest web technologies in Internet Explorer, Chrome and Safari to bring a cloud-connected, touch-friendly app creation environment to your PC, Mac, iPad, iPhone, Android or Windows Phone device. It also works offline. Touch-friendly editor, on-device debugging and crowd-sourced insights including coverage, profiling, crash logging, integrated sharing platform and powerful programming language that includes a physics engine, boxes to compose firms for quick data display and entry, cloud data to build apps with automated data replication.

There was no indication of the use of computer operations in production and technical processes. Kyobe (2004) Small business firm don't need mobile application to perform day-to-day activities, but firm employees need mobile application tools to perform some tasks, such as letter writing, refer company contacts and perform some simple calculations etc., Here a walkthrough for importance of mobile application tools in firm with example mobile application using Touch Develop Application has been given.

Letter making application using Touch Develop:

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and precise and that it has to be needs based. Information has to be presented in both written and spoken for making into account that vernacular languages may play an important role and that accessibility must take into account the social network sin which SMEs exist. Business correspondence are most important in every firm. Some companies use particular format for their business letters.

Usually letter writing is time consuming process and new employees consider this as very difficult to learn that firm procedure in letter writing. Time management is very important in every firm to ensure its growth by using new applications for the growth of company and nation. In Touch Develop application, we can create a pre-defined layout and automatically fill up the layout by getting inputs from user. After getting the input information from user, the application automatically transfer that input information into pre-defined letter format and also all information filled in email for send it to the pre-defined email address. This is helps in building proper communication structure in the firm. This method of letter communication is stored in email inbox so that we can track every letters and able to response quickly .For Example, Type of letter: Emergency leave letter (see fig.1.)

Inputs:

1. Employee name,
2. Employer name,
3. Employer Email ID,
4. Employee home town,
5. Reason for emergency leave,
6. Total no of leave days you have,
7. Total no of leave day you need.

Output:

To: [Employer Email ID]

Subject: Emergency Leave Letter

Message:

Dear [Employer name],

I wish to apply for [Total no of days leave day you need] days emergency leave. My family in has just informed me that [Reason for emergency leave] and I have to go back to my home town immediately.

I have [Total no of leave days you have] days left from my annual leave, which is sufficient to cover the [Total no of leave days you need] days that I am requesting for. I request you to do the needful.

Thanking you,

Yours sincerely,

[Employee name]

Calculation application using Touch Develop:

Sometimes employees needs to perform some special calculations even outside of the firm such as Simple interest, Salary calculations etc., If the calculation related to company accounts than employee needs to follow the proper accounts formal formats so employee must needs to know that formulas and formats. Employee cannot calculate it without formula knowledge.

In Touch Develop app, we can use accounting formulas to find out the answers. Application gets input value from user to apply in formula to find out the answer and also give the output to user in proper format. For Example, Simple interest calculate (see fig.2.)

Input:

1. P – Principle amount
2. N – Number of years
3. R – Rate of interest

Process:

1. $P*N*R/100$
2. $P + I$

Output:

Final amount is [process 2]

Interest is [process 1]

Collection of information in application using Touch Develop:

Firms have proper principles in instruction to employee and communication structure in the organization. That information needs to make available in important employee viewing areas but If employee not in company and feels very difficult in performing tasks without that information than its hard to guide employee by the employer so here mobile application works well. As Chacko and Harris(2006),said that the use of e-business techniques has emerged as an efficient gateway for SMEs to take greater advantage of opportunities in global markets .Most SMEs are still lagging behind large corporations in using the internet as an efficient business tool. Touch Develop application is make it is simple compare to other mediums. For example, Contact details (see fig.3.).

MOBILE APPLICATION AND PROMOTING SMALL BUSINESS FIRM TOWARD CUSTOMERS:

Internet is makes communication as very fast and simple process. In India, internet usage has increase in last few years as well as the internet usage cost is simultaneously increased by the network providers. Internet users spent less time in browsing. Facebook absolutely have re-back members but it consumes more data within few minutes. Facebook home page needs lot of process to load and display such as wall, notification, and chat feature etc., so now-a-days, Facebook users like to use mobile application to save internet cost.

Facebook in mobile application is easy to use and users spendtheir valuable time. So business firms needs to consider promoting business with both Facebook page and mobile application. Facebook page is important for creating customer community, share business activity and introduce offers on all days .Mobile application is important for giving good service with amazing user experience and save mobile data by avoiding unwanted HTML inter space, layout and advertisement etc.,

Promoting style of Indian business firm is mostly based on new technologies. Small business firms deal with heavy local customers and consumers. In competition world, the local business owner's meets problem in create good relationship between customer and firms because of old communications such as paper advertisements, audio announcements are failures which play main role in maintain daily relationship between customer and firms. In India, Facebook and mobile application usage is continuously increasing so online business firms take the advantage of Facebook and mobile applications to promote the business but large business firms gets only few percentage of customers in Facebook and also firm's page only act as audience communication. In small business firm it is very easy to build up a good communication using Facebook page because of localizing customer contact with less traffic. Main objective of the Facebook page is to create a good relationship between customer, audience and business firm by localizing so small and local business firmsthat can be able to utilize the Facebook page for promoting the business and increasing the sales. Both mobile application and Facebook page integration gives the tremendous quality status to the small business firm. Windows App Studio gives features more than we expectin business firm. There are following App Studio data source and small business firm needs in mobile application to promote business.

AppStudio and different Data Sources:

- RSS – A list of sets of information based on an RSS feed that you enter when creating the data source.
- Html – A single page of static text that you enter.
- YouTube – A list of videos with titles and descriptions based on a YouTube channel or search that you enter when creating the data source.
- Flickr – A list of images and their corresponding data based on a Flickr User ID or search that you enter when creating the data source.
- Bing – A list of news
- Facebook – A Facebook feed from a public Facebook page.
- Collection –A list of items with columns of characteristics. This is your personal data that does not depend on a website.

Small business firms needs to create following contents to create good relationship and promote business toward their customers.

1. Introduction about company [offline],
2. Features of company to express advantages [offline],
3. Firm Facebook page integration to connect with customers [online],
4. Firm YouTube channel integration to show firm activities [online],
5. Feed integration to provide news and announcement [online],
6. Contact links to provide customer service [offline]. For example, Mobile application for promoting small business firm using App Studio app (see fig.4)

Export options and future development in Mobile application of the firm:

Application developed in Touch Develop can be exported as scripts in Windows apps, Windows Phone apps, Android apps, iPhone/iPad apps, Azure, Office Mix or HTML5 apps. Exported apps can be submitted to the Windows Store, Windows Phone Store, Apple App Store, Google Play Store, and display ads and sold for money as any other app.

Application developed in AppStudio is can export scripts as Windows apps and Windows Phone apps. Exported apps can be submitted to the Windows Store, Windows Phone Store and display ads and sold for money as any other app. AppStudio also gives the visual studio source code for the further professional development in the application.

CONCLUSION

In the present study, the researcher has established that the re area number of obstacles that SMEs face in using IT, especially the internet for accessing business information services. There are several factors that are still holding back the full development of e-business in India. Microsoft gives opportunities for everyone to build their own application without previous programming knowledge. Touch Develop and App Studio are very innovative one and particularly helps to create applications for small business firm. This is right time for small business firm to move toward success with Touch Develop and App Studio.

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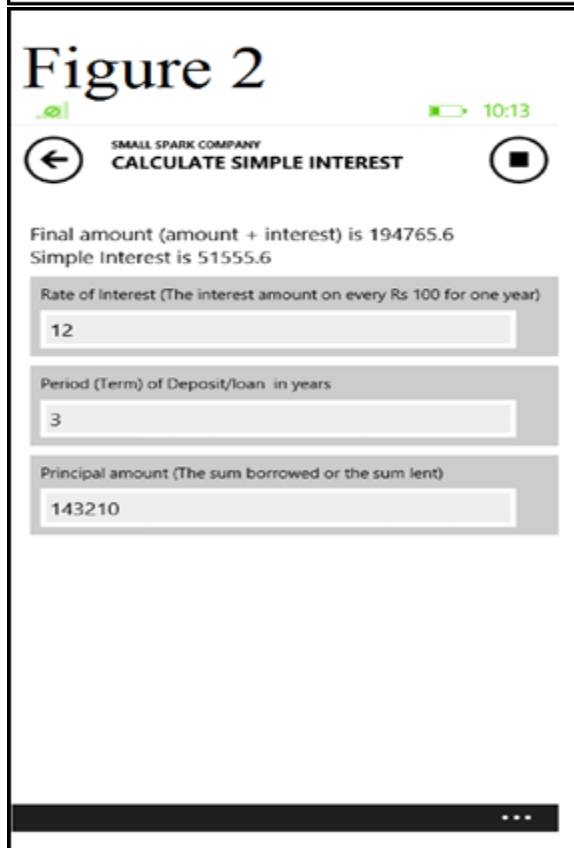
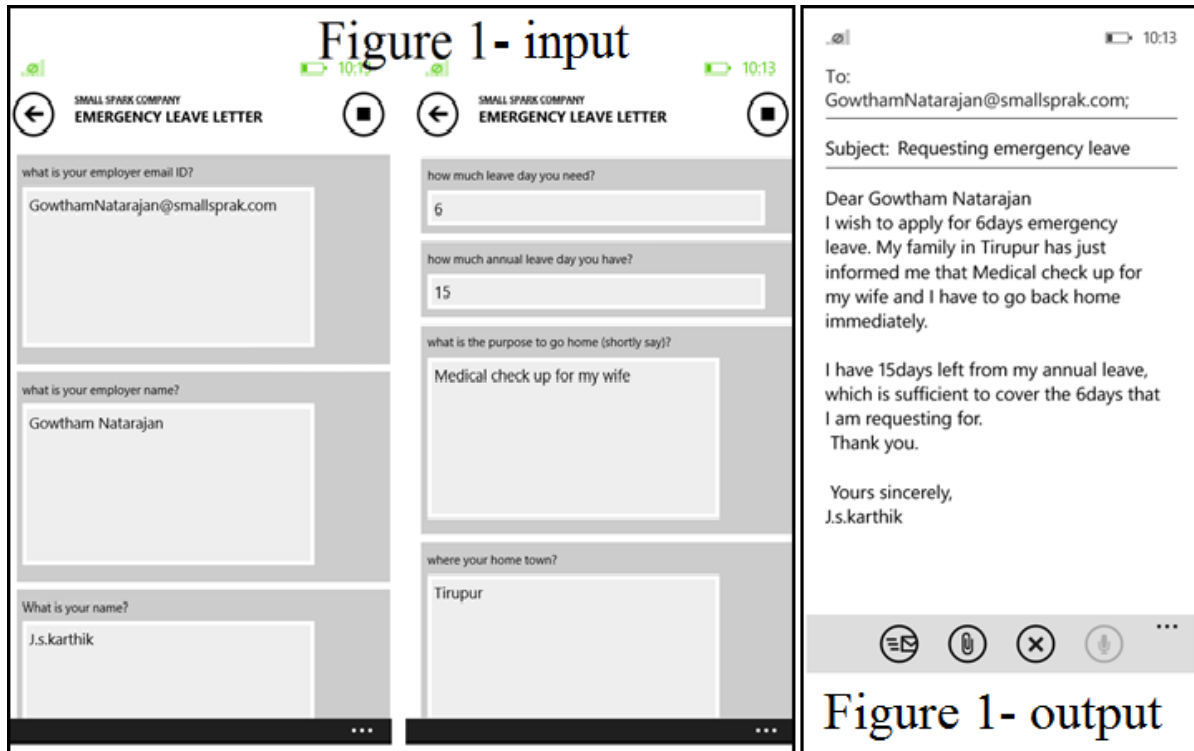


Figure 4

