Influential Business Vicinity Manager With Reports

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Abstract: - Now a day where life is so fast people usually don't get time to meet with each other personally. Social networking sites like face book, twitter etc gives us a way to meet with each other and stay connected with each other at any place and at any time. Social networking not only cost effective but also save lots of time. Currently a big amount of population of today's world are using social networking, it is a best platform for advertisement of any product. The social media has a great advantage over television, news paper and other advertizing platform because now a day's people are usually busy with their Smartphone and laptop and using internet and social media, so it is easy for them to access information rather than go for news paper, they can access the information according to their preference. So the advertisement in social media would be more effective. Our application can be used for both service based and product based company. It directly targets the people through various social media. It brings together discussions of product from all social media platforms. We can create content management in our application, for example we can create upload and view our product and can share the same in various social media platform. We have published options like recurring or rescheduling or automated means we can upload video once and we can schedule it for upload in social media for later. Our application also keeps a keen eye on every competitor and makes a graph of comparison. People are free to make their opinion on any product on social media thus the key point of success of any product which helps any company to keep track of feedbacks from users or customers.

Keywords: Social network, Blog, Social network marketing

I. INTRODUCTION

When multiple people interact with each other and share information for a common goal we can say it as*Social collaboration.*Both Social collaboration and social networking are related with each other. The only difference between both is that collaboration is more group centric than individual centric. Social networking communication gives focus people sharing messages in a pretty much undirected way and getting messages from numerous sources into a solitary customized action nourish, as like numerous to one correspondence process.

Joint effort in business can be discovered both between an intra-association and reaches from the effortlessness of an organization and group subsidizing to the many-sided quality of a multinational company.Joint effort between colleagues takes into consideration better correspondence inside the association and all through the supply chains.It is a method for planning distinctive thoughts from various individuals to produce a wide assortment of learning.Joint effort with a few firms instead of cooperation with a substantial number of various firms has been appeared to emphatically affect firm execution and development results.

ACTIVITIES	MONTHS				
	JAN	FEB	MAR	APR	MAY
Requirement Specification	Synopsis, SRS Submission				
Analysis and Design		Design Submission			
Coding			Project Demo & Testing Report Submission		
Testing and Maintenance					Final Report Submission

Fig. 1 Time-Line for The Project Development

Now a day's social networking site is one of the best way to connect with the different people with similar interests and goals. So that people can exchange their ideas, thoughts with each other.

Person to person communication destinations conveys the office of different publicizing related data, grounds overviews, "gathering" or occasions and other data to imparts the "beat" of a different society. So that, there can be an extraordinary

approach to comprehend and stay associated with different grounds group in general.

Promoting of different items should be possible by the social destinations to get the extensive reaction from the supporters. Advertising in newspaper,templates, TV,holding is more costly compare to advertising in social sites. For an example,Assume one understudy makes a "gathering" for his forthcoming occasion or pays the $5 for 10,000 "hits" for a promotion, Face book is an awesome approach to publicize the understudy association, club, Greek section, group, and so on.

II. SYSTEM DESIGN

To develop a product from an application theory, system design performed a vital role. It is the process of identifying the components, architecture, interfaces, modules and data which satisfied the specific requirement for a particular system. There is some colligation between the rules of system analysis, system engineering and system architecture.System perspective stands for the consideration of all the behaviors of the specific system as a whole in the context environment where it has been installed. It portrayed the properties of the present framework;in short it infers the general documentation of the specific framework which shows its disparities from the others.

System Design remains into the position of the specialized piece during the time spent programming building furthermore ideal for creating of an application. It is the first step towards to the developing of an application. Before coding and testing stage of any application, developers design the whole system into the step wise process for the later reference. In this stage designers perform the specification, verification and the analysis of the system.

During the designing phase of our system, we kept it as foster quality system. So that, it can gives proper understanding about the system to built. Design was served to the endless users to access the built system. The system will be design like the way that every user can easily understood and accepted the requirements and implementation process of the system. This design phase was watched carefully as per the system perspective view. It followed all the possible design segments such as programming structure, data structure and also details of procedure were saved in documented way for reviewed in best possible way.
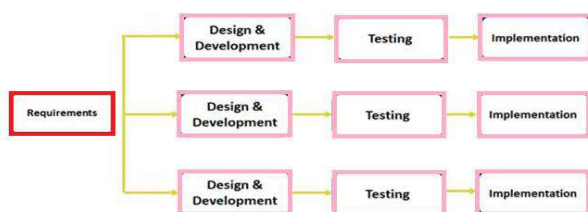

Fig. 2 System Design

III. TOOLS AND TECHNOLOGIES USED

Front end and back end are terms used in system perspective while using the system. The front end collects the data and the backend uses the data in process. The main reason of forming a combination of this two ends is, to provide different functionality of both getting and providing data or information to the user with the help of this medium.

The main reason of taking front end is subjecting all processing part to be performed by this front-end that interact with user enabling to use different facilities of the system. And thus taking back-end is to keep all the data at the base-back for retrieval, processing and resulting.

We have developed our system on totally open source environment and sources which make them totally platform independent.

We always use most advance technologies to ensure the quality and trust of the customer. We always keep in mind the comfort zone of a customer and in what technology they are comfortable to work.

In this software which is based on PHP, we have used some new advance tools.

Such as followings:
1. Microsoft SQL server 2012
2. Edit Plus

Technologies to be used in this application are followings:
1. WAMP --- Web Application Server
WampServer's functionalities are extremely finished and simple.
- manage your Apache and MySQL services
- switch online/logged off
- install and switch Apache, MySQL and PHP discharges
- manage your servers settings
- access your logs
- access your settings records
- create nom de plume

2. PHP - Server Side Scripting Language
PHP is a server-side scripting tongue proposed for web change also used as an all around valuable programming vernacular.

3. XHTML - Extendible Hypertext Markup Language
Extensible Hypertext Markup Language (XHTML) is a bit of the gathering of XML markup tongues. It reflects or expands adjustments of the extensively used Hypertext Markup Language (HTML), the vernacular in which Web pages are point by point.

IV. EXISTING SYSTEM

In the existing system they have to organize business-identity management with considerations of the concern agencies and it is crucial part for any company. Even small tools or some custom tools make the work lengthy and confusing for integrations and reports. The work becomes more hectic because of the authenticity of the information and lack of collaboration.

- Multi identity management not getting any help from existing system.
- Collaborative working is less.
- Defines central rules
- Data setups are complicated
- The main concern is data security.
- All different users not able to do any custom business settings.
- Multi feeds organization is not possible
- During branding keyword analysis is not possible
- Automation is not support
- Comparative media reports not possible

V. PROPOSED SYSTEM

Our application is related to the social network based on the system issues. A system issues basically depends on three major categories.

1. Infrastructure support for social networks.
2. Support of leveraging in systems design.
3. Measurement and analysis of existing system will deploy in social networks.

Topics of interest in this proposed application include:

- Customization of large social graphs.
- Support for online processing.
- Consistency among the users and scholars to an extensive appropriated social diagram is being upheld.
- Can create large social graphs.
- Data storage and maintenance.
- Benchmarking, modeling, and workload managing.
- Crawlers
- Experiences with deployed systems.
- Privacy and security issues are solved.
- Tools for designing and deploying social networks.
- Application programming for social networks.
- System support for social analytics and network dynamics.
- Methods for integrating multiple networks.

Performance measurement and investigation of online informal organizations should be possible with proposed frameworks.

Advantages of Proposed System

Low Costs

Social networking is much cheaper both for personal and commercial use because it is not time consuming and side by side it is free. In social network site you can observe your potential customer and your target market and with few click you can boost your advertisement and business.

Builds Credibility

We can gain our customer confidence if we can able to connect with them both personally and professional thus we can earn customer's faith for our product which most important in business.

Connections

We can build connection among our circle like we have friends in social network and those friends have other different friends. So if your product is good then you can spread the product among all with the help of the social network. These connections are very much valuable in the long run.

VI. IMPLEMENTATION

For gathering and dissect the information and accept structure in online networking usage connection we took after the study approach as a strategy. A social media experience must need for all the professionals or personals. We have asked all the personals to rate the importance of social media within the organization.

- Automate the manual task as human resource can use social media response where human interaction is most effective
- Provides useful information which can be used to plan the business strategies.
- It will reduce the risk of missing important customer post because of automated processing.
- It will catch all the positive reaction from everywhere throughout the online networking which can be utilized to accomplish the income.
- Attempt to recognize new open doors while distinguishing the effect of online networking on your association.
- Increasing sales through social media
- Try to respond fast to customer issues
- There are few guidelines for successful implementation-
- Always remember that technology project is change management project. Always try to improve efficiency, innovation, knowledge sharing, good customer relation etc. We need to repeat the key again and again.

- Try to integrate the old data. One of the major part with new IT platforms is that we have to use the old data at the same time. Always try to put some extra effort to link your old systems to the new.

We need to established clear rules and regulations. Every point should clear to the people that what to do and what to not with in the organization. Make it clear and make it easy.

MODULES

A. Login:
Administrator need to login into the framework.
Admin has their own particular client id and secret key.
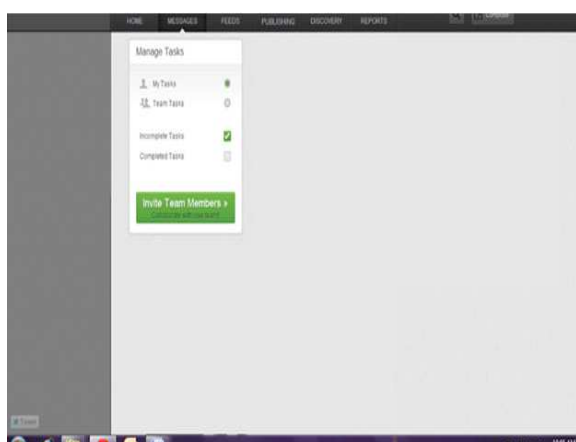
B. Manage task:
User can check his / her task or overall team task.
They can select the incomplete or complete task also.
They invite the team members also in this page.
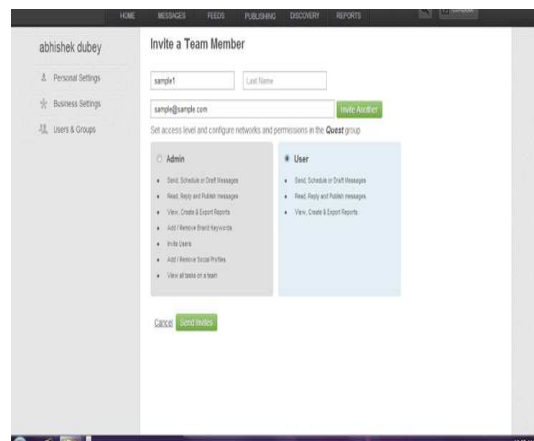
C. Role:

For inviting the members in team, we need to fill their name and email id and we provide the option of giving the authorization to that person aslike user or admin.
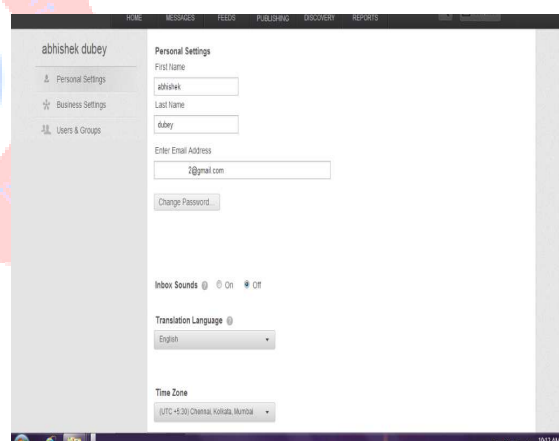
D. Personal settings:
Authorized person can fill their details. Changing password, sound notification, time and language customization options are also there.
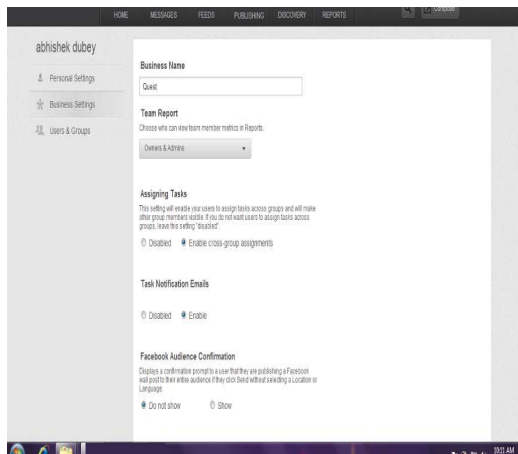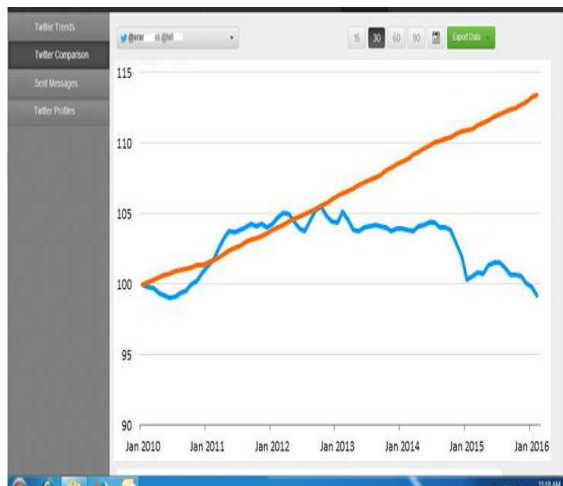
E. Business settings:
Business name, settings of viewing the reports, notification facility at mail id and also in the social sites are providing in this section.
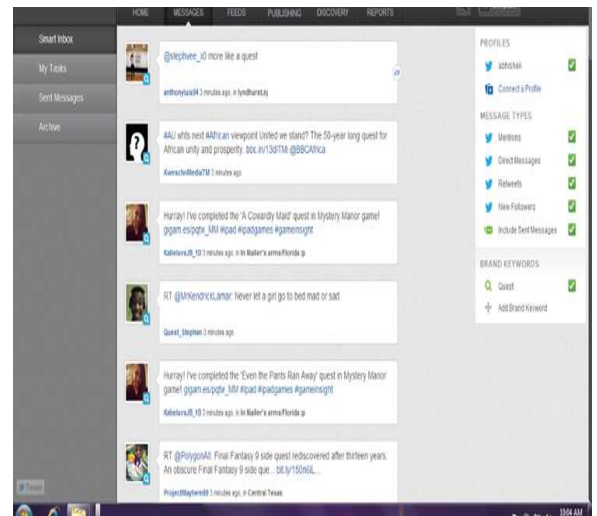
F. Report tracking:

It gives the comparison graph of selected time section and also exports the data.

G. Message:

Shows all the incoming messages list wise from various social webs.

H. Feeds:

Only selected social sites messages will show and offer the benefit of publishing the messages.

I. Research option:

It discovered the items in the selected media using the keywords.

VII. CONCLUSION

Our application gives the self characterized structure and administration of the identity management for the associations. For branding and optimizing the business our application is very helpful. Application helps in-

- Encourages open correspondence, provoking enhanced information divulgence and movement.
- Licenses agents to discuss musings, post news, make request and offer associations.
- Allows extending business contacts.
- Concentrates on a wide assembling of individuals, making it an accommodating and capable enlistment device
- Amplifies measurable looking over, realizes showcasing exertion, passes on exchanges and aides captivated people to specific destinations.

VIII. FUTURE ENHANCEMENT

With quick and advances in this engaged environment it is difficult to expect how business will improve and develop in the coming years. In spite of the fact that we have some development anticipates the future improvements in the present undertaking.

- We can add more customization options for content management.
- We can even add more graph options for making analysis easier for end user.
- We will add more social networking sites in coming days.
- More graphical reporting system so those with the help of reports we can better understand the enhancement and make business plans.
- We can add a customizable tool for editing video presentations.
- We can add different types of charts for reports.
- We will build strong user activity tracking system by which we can keep keen eye on user activity and do the advertisement according to that.

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