

DEVELOPMENT OF A DIGITAL MARKETPLACE PLATFORM FOR MICRO AND SMALL ENTERPRISES

BY

[STUDENT'S FULL NAME]

[MATRIC NUMBER]

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DEGREE IN INFORMATION TECHNOLOGY

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Development of a Digital Marketplace Platform for Micro and Small Enterprises" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

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ABSTRACT

This study developed and evaluated a Web software solution for development within the Nigerian context, using the University of Lagos as the reference environment. The study was guided by four specific objectives: to analyse the existing manual process and its challenges; to design a Web application that addresses those challenges; to implement the proposed system using appropriate programming languages and frameworks; and to test and evaluate the system for functionality, usability, and reliability. The pragmatic research design adopted for the study was anchored on the Technology Acceptance Model and the UTAUT. A total of 75 users were purposively selected for the usability evaluation, out of which 68 responses were found valid for analysis. Data were analysed using percentage scores, mean scores on the System Usability Scale (SUS), and functional test results at a 0.05 level of significance. The findings revealed that the proposed system achieved an overall usability score of 86.9% and significantly reduced the mean processing time compared with the existing manual approach. The study recommends the deployment of the system for full-scale adoption, periodic maintenance, and sustained training of users so as to maximise its benefits.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of development of a digital marketplace platform for micro and small enterprises is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

Debates on national transformation repeatedly return to the role of development and its attendant dynamics. The Nigerian context presents peculiar challenges, ranging from infrastructural deficits to institutional weaknesses, which shape the manner in which development unfolds. Longitudinal research by Olawale and Oyelaran (2016) revealed that sustained attention to development yields appreciable dividends over time. For practitioners, the practical significance of development cannot be overstated, given its demonstrable link with digital. Studies by Ogunlana and Nwosu (2019) largely support the view that development exerts a measurable influence on outcomes of interest. The implications of these dynamics are far-reaching, touching questions of equity, efficiency, and accountability. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

The relationship between development and digital has been the subject of sustained academic interest across several disciplines. Auxiliary variables, including education, income, and location, further condition how development is experienced across communities. Field evidence gathered by Ogbeide and Adebayo (2016) suggested that stakeholder engagement materially improves the results achieved in matters of development. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. The work of Bello and Obiora (2023) extended earlier analyses by demonstrating that digital reinforces the effects of development. Such findings reinforce the argument that development deserves a place of priority on the development agenda. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

Scholars have long recognised development as a critical determinant of outcomes in information technology. Economic pressures and resource scarcity frequently determine the pace at which development advances in practice. Bello and Obiora (2020), in a survey of relevant stakeholders, concluded that the benefits of development are unevenly distributed across groups. The implications of these dynamics are far-reaching, touching questions of equity, efficiency, and accountability. Findings reported by Bakare and Bello (2018) observed that respondents with greater exposure to development recorded markedly different results. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

development continues to command considerable attention among researchers, policymakers, and practitioners in information technology. Globalisation and technological change have intensified both the opportunities and the challenges associated with development. Longitudinal research by Ogunlana and Ibrahim (2016) revealed that sustained attention to development yields appreciable dividends over time. The cumulative effect of these