ABSTRACT

Mobile Commerce or M-Commerce or Mobile e-commerce is the effective delivery of electronic commerce into the consumer's hand, anywhere, using wireless technology. This advancement has the power to transform the mobile phone into a 'mobile wallet'. The wireless technology has provided a completely new media for service providers to build new applications upon Internet and an information channel for consumers to access content in Internet. The enabling technology to bring Internet content and services to mobile phones and other wireless terminals is called WAP. It enables the information content to be distributed and displayed in mobile terminals such as World Wide Web enabled the access to Internet.

Mobile Commerce is suitable for every business that wants to communicate with its consumers and give them the option of buying or using the business’ services when the customer feels the need. Potential markets for wireless services and applications are huge. Every Internet service provider could establish a service platform that serves Web content to mobile users. It is said that every company will have an own WAP home page as they have now a home page in the Web. The ever-developing mobile infrastructure is bringing new business possibilities.

This project could be a good example for content provider, supplier and everyone who wants to use WAP in promoting a business to mobile subscribers. It will introduce and guide you on how to write an application for the beginner. Moreover, a case study for a CD online shopping store and an estimate cost of implementation will be included in this project.