

B3bsh site for advertising

Sameh sameeh hanini
info@b3bsh.ps

Palestine Polytechnic University-College of Applied Professions
Department of computer & IT-web design
Supervisor: ENG. Akram Younis

Introduction

The world lives in the era of globalization and openness through using the internet in the field of communication in all parts of the world. At the present time, we can describe the world as a small village which is so possible to know about with all of its own stuff because everything and every piece of information are available on the internet. Palestinian people in the West Bank and Gaza live in the era of the computer and the internet. Every house has a computer after the spread of computer trade whether cash or by installment, the thing which prompted the people to buy computers and use them as well as the spread of the internet cafes. It is worth mentioning that the small and medium projects as well as the biggest ones need to the work of publicity and advertisement throughout the internet to market their products, goods, and services.

Proposed project

In the frame of the Palestinian economical development and the diversity of its industrial, commercial, and services establishments, we turned to the project of site B3bsh. The project is a site which contains all Palestinian cities exhibited in a way which makes the visitor able to select, enter, and see what is from the inside from advertisements and presentations easily and without a little trouble. The advertisement page contains images and information that indicating the nature of the establishment or the facility within the Palestinian market.



Figure 1: b3bsh Idea

System Design and Implementation:

Web Design using software Dreamweaver
And Photoshop and programming languages:
Html – php – css – javascript



Figure 3: System Design Option

The graph shows the database that controls the flow of information between system components and location in Figure 4.

Project Objectives:

1. activating, stimulating and promoting the notion of advertising among the Palestinian people.
2. Working to help the small and medium project succeed through publicity and advertisement.
3. Providing job opportunities for young people and reducing the unemployment rate by including as many stuff as possible.
4. Helping the Palestinian people to use the latest technology to take their natural place in the forefront of the peoples and civilizations.

Results:

1. Promoting and marketing goods, products, and services for customers and presenting them to the members of the community.
2. Encouraging the browsers of the internet and the readers of the advertisements to buy the Palestinian products instead of the imported products through special and eye-catching advertisements such as: industrial, electronic, and food products which have alternative imported goods in the market.

Project B3bsh :

Figure 2 is a graph of the project, as described below, the home page showing all the cities, each city has a range of advertising categories

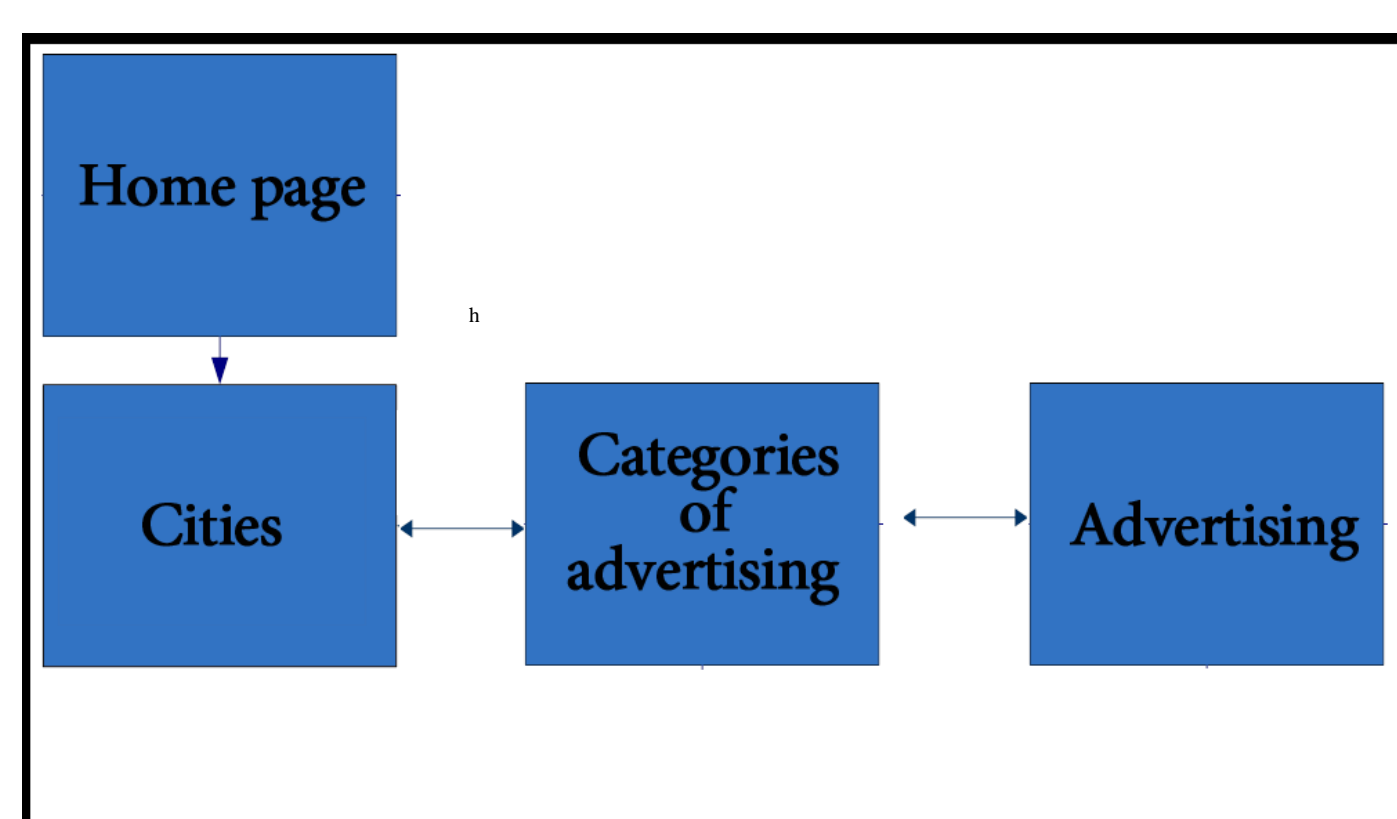


Figure 2 : System General Block Diagram.

Table	Action	Records	Type
cars		39	MyISAM
c		8	MyISAM
it		19	MyISAM
compu		9	MyISAM
forum		1	MyISAM
jobs		8	MyISAM
mop		1	MyISAM
prices		0	MyISAM
US		1	MyISAM
12 table(s)	Sum	137	MyISAM

Figure 4: Site Database