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**DEVELOPMENT OF SOFTWARE PRINT INNOVATIVE:
A BUSINESS PRINT PRODUCT MAKER**

**An Undergraduate Thesis
Submitted to the Faculty Members of the
College of Business and Entrepreneurship
Cavite State University
Imus, Cavite**

**In Partial Fulfillment
of the Requirements for the Degree of
Bachelor of Science in Computer Science**

**APRIL GALOPE ABUZO
ANDREW CURIO CASIDA**

April 2009

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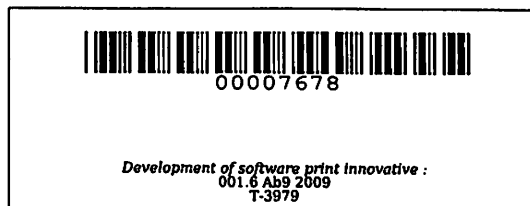
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ABSTRACT

ABUZO, APRIL GALOPE and ANDREW CURIO CASIDA. Development of Software Print Innovative: A Business Print Product Maker. Undergraduate Thesis. Bachelor of Science in Computer Science. Cavite State University. Imus, Cavite. April 2009. Adviser: Ms. Rose M. Buenavente.

This study aimed to create a new software product that created business print products and business related document. A website was also created for the software's advertisement. This study also intended to determine the effectiveness of the Print Innovative in terms of readability, accuracy, design, consistency, simplicity, modifiability, usability, reliability, compatibility and understandability. The proponents identified problems and bugs. This study used a Sashimi model as a SDLC during the development process. Purposive sampling with a 50 (25 professionals and 25 non-professional) quota sample size was used in this study. The study was conducted in Cavite State University College of Business and Entrepreneurship (CvSU – CBE) other business establishment in Municipality of Imus, Cavite.

Even if there were poor and needs improvement remarks, the software in the end garnered eight very satisfactory ratings. The highest of which is its ability to be modified. The least weighted mean belonged to readability (WM=3.37).

Cost and benefit analysis revealed that the initial capital can be returned in less than a year.

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DEVELOPMENT OF SOFTWARE PRINT INNOVATIVE: A BUSINESS PRINT PRODUCT MAKER

**April Galope Abuzo
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An undergraduate thesis manuscript submitted to the faculty members of the College of Business and Entrepreneurship, Imus, Cavite in partial fulfillment of the requirements for the degree of *Bachelor of Science in Computer Science with Contribution no.*_____. Prepared under the supervision of Ms. Rose Morales Buenavente.

INTRODUCTION

Software is an application program that allows users to perform a number of specific tasks. Most applications include business, educational and medical software; databases and computer games. Software applications are mostly used in businesses, but nowadays, it is used in each human activity. A software system consists of executable source code, Compiler and operating system to run it and documents to manufacture, use and maintain the code (<http://www.techwiz-solutions.com/softwaredesign.html>, 2008).

The generic term personalized printed product is used to encompass the output of a system design to produce any of a number of types of printed output products such as the following: greeting cards; invitations; calendars; announcements; stationery; note cards; scrapbook; journals; book cover and diary. Such products are personalized by their use of customer images, by customer selection of graphical and text components and by customer entry of text messages.

Nowadays, existing software like Microsoft Publisher, Print Artist and other Printer Company driver are popularly used all over the world.