

BusinessBook - Digital Platform for Micro, Small and Medium Businesses

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Abstract - As per the official estimates (Ministry of Micro, Small and Medium Enterprises), there are about 63.05 million micro industries (investment does not exceed Rs 1 million), 0.33 million small (investment is more than Rs 1 million to 20 million), and about 5,000 medium enterprises (investment is more than Rs 20 million to 50 Million) in the country. Developing Website and advertising for small scale Business or Services are costly. Although the business person provides a good service but he / she could not reach to the mass customers. The proposed system is a helping hand for such small-scale businesses. The application will provide a business person with a mobile platform to register themselves. Whenever customer will be in a need of any service, he/she will search for that service on "BusinessBook". Then the application will display the list of all available providers. Customer have to choose the service provider of their choice and contact them through the application itself. Then both will decide the time for the delivery of service, and service provider will get the location of customer. Service will be delivered on decided time to the customer.

1. INTRODUCTION

The Expectations play an important part in service quality. Currently, the most widely adopted view of service quality results from customers' expectations being met or exceeded with increasing boom in the E-Commerce and fast life style there is a huge demand of online services and home delivery services. Customers are using such services for Transportation, Food, Personal Care, Health and many more. Providing home services will always be in demand but along with services the satisfaction level of consumer in this industry is also very important to survive in the market.

The service industry is designed for such professionals that supply services, or intangible goods, to consumers. Unlike the manufacturing sector, which produces physical product that is sold to the public, the service industry gives services to satisfy the need of customer.

The major concern about the small scaled business is they could not reach to customers in need. Range of small-scale businesses is very limited, which also limits their growth. These businesses are only known to people living

nearby or their regular customers. Investment in advertisements is also costly which will be eventually a waste of money and efforts. The objective of this system is to help the service providers to expand their businesses and to grow with the growing economy. The second objective of this system is to fulfill the customer satisfaction level and expectations.

2. Aim and Object

Objective of proposed system is to provide a platform to the businesses for the better growth. The system will be an Android based business application. The application will be consisting of Super admin panel, Registered service provider panel and a client-side application.

The service providers will register themselves into the system through service provider panel. After registering, profile of that business person will be created on the application. All information (like earnings, order history, delivery locations) of providers will be stored on their profiles. The service providers will also provide the information about types of services and prices.

On the client-side application customer will create a user profile to get access to the services available in the surroundings. Then the user will search for the required service. User will get the list of all available businesses based on the service he requires. User will then choose service provider of his choice and will be provided with all the available contact details of that business person.

Then both will talk and decide the suitable time for the delivery of service, and charges for the proposed service. Service provider will get the location details of customer. At the end service will be delivered on decided time to the customer.

3. Literature Survey

In paper Service Quality as a Mediator of Customer Complaint Behaviour and Customer Loyalty Aihie Osarenkhoe proposed that the mediating role of service quality (SQ) in customer complaint behaviour (CCB) and customer loyalty (CL). Adopts a quantitative cross-sectional research design and uses the MedGraph program,

Sobel tests and the Baron and Kenny method to test for mediation effect of SQ on the relationship between CCB and CL. SQ is a significant mediator in the relationship between CCB and CL of Ugandan mobile phone subscribers.

In paper [Evolution and Conceptual Development of Service Quality in Service Marketing and Customer Satisfaction Ganesh R and Haslina A proposed the concept of origination of service quality and its evolution has developed to encompass the ideology of the customer as value co-creator in the core of service marketing as the key to success in business service management for sustainable competitive advantage with customer satisfaction and retention. In this literature review paper, the topic is approached via extensive searches of relevant service quality and customer satisfaction databases to ensure that all literature in the field of service quality and service marketing is examined. In order to generate sound strategy, it is essential to prioritise the importance of service quality concepts and the paradigm shift in service quality in which customers are placed as value co-creators to increase customer satisfaction with products/services offered.

In paper [E-Marketing - A literature Review from a Small Businesses perspective] Dr. Hatem El-Gohary proposed that Small Business Enterprises (SBEs) do play a major and important role in today's world economy, and they are recognised as one of the main contributors to economic, development and employment growth. According to Mulhern (1995) 99% of all European companies are small and medium sized (SME) and from 1985 - 1995 it provided 66% of the employment in Europe. On the other hand, the revolution in information technology (IT) and communications changed the way people conduct business today.

4. Problem Statement

4.1 Problem Definition:

In India there are many local businesses which are not popular. The providers are skilled professionals but they are not known to people around. The lack of reachability tends to lower business growth. In order to cope up with these issues, we have come up with "BusinessBook" with "BusinessBook" service providers can register themselves to a global platform through which their services can be made available to more clients. The app will help customers to find out services they need. This app will be a bridge between client and service provider.

4.2 Problem Solution: The proposed system provides a global platform for businesses to make their services available to customers on larger scale. The service providers have to register themselves to the application which will create their profile on an application. If the customer wants some service, he/she will search for the service. Application will display the list of service providers available. Customer will choose the required service provider and will contact the service provider through their profiles. Both will share each other's contact details. Then they will decide the time and price of delivery on their own and service will be provided to the customer.

5. Future Scope

The most important functionality will be to increase flexibility of the system as customer lifestyle changes. To make it an ideal application for last minute prerequisites.

Extensive security will be provided to both the client and service provider. Increment in the nature of administration will be a major concern.

5.1 WORKING

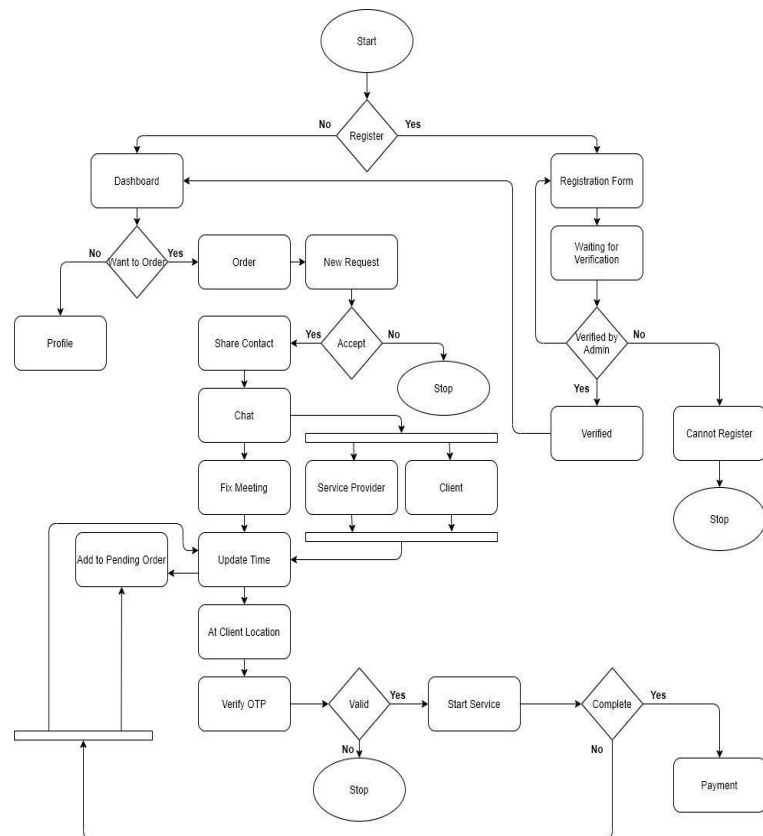


Fig -1: Service Delivery Model

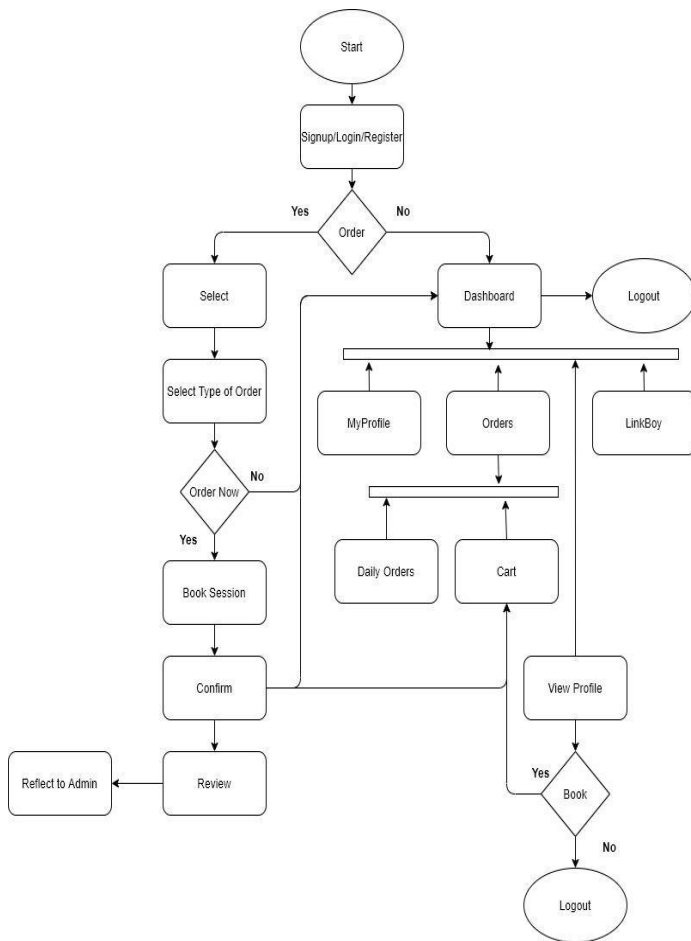


Fig -2: Client Side Model

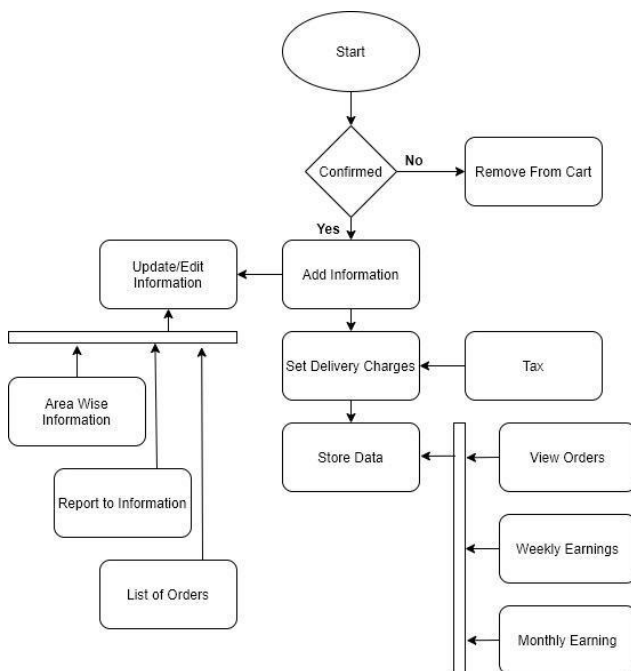


Fig -2: Super Admin Panel

6 . Hardware and Software Requirements:

6.1 Hardware Requirements

- ☐ Operating system: Windows 10 (64bit)
- ☐ CPU: I3 4th Gen or More
- ☐ RAM: Minimum 8GB or More
- ☐ HDD: 500GB

6.2 Software Requirements

- ☐ Visual Studio Code.
- ☐ Android Studio.
- ☐ Built-in emulator in Android Studio.
- ☐ Node Package Manager (NPM)
- ☐ Node. js (Version 8 or newer)
- ☐ **React Native** command line interface (**React Native CLI**)
- ☐ Java Development Kit (JDK 8 or newer)

7. Methodology

There has been a lot of media coverage on E-Commerce in recent years. However, the concept of E-Commerce is still unclear to many people due to its newness. For business executives, it is even more mysterious since there are no proven business models for generating profits. Conducting research in the E-Commerce area reveals a few dominant trends:

- ☐ E-Commerce revenues will grow explosively.
- ☐ E-Commerce is crucial for business survival.
- ☐ E-Commerce decisions are complex.
- ☐ Consulting firms are experiencing rapid declines in keypractice areas.

The implications for these trends are as follows:

- ☐ Organizations feel the need for expert advice.
- ☐ E-Commerce is the new business opportunity for consulting firms.
- ☐ Consulting firms need structured, proven, E-Commerce methodologies.
- ☐ These trends and implications are the driving forcesfor the project.

8. Design Methodology

The five phases of the project are as follows:

② Scoping and planning:

This phase focuses on the planning of the project's overall direction, including the definition of the project's scope, objectives, and timelines. The deliverable from this phase is this Design Plan.

② Conceptual design and research:

In this phase, the conceptual design of the methodology is developed and research on existing methodologies is conducted. Research is performed from independent research firms, such as the Gartner Group, Forrester Research, and CIO.com. These research firms sometimes publish the methodologies that consulting firms use. Consulting firms' websites are another source for researching E-commerce strategy methodologies.

② Development of methodology:

The actual methodology is developed in this phase. Detailed descriptions of each task in the methodology are documented, including the objectives, inputs, approach, relevant models, applicable tools and techniques, outputs, and any references. The methodology is to be documented in an appropriate format, be it a Word document or HTML pages.

② Implementation of methodology:

The methodology will be implemented with a client. This phase includes the marketing of E-commerce strategy development services and the closing of the sale, followed by the actual implementation.

② Revision of methodology:

Final touches and revisions to the methodology are made in this phase. The majority of these revisions come from experiences on the client project. Sample reports and any additional references are added to the methodology.

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