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Preparing a business plan for completion of the DAHMANUS
cloud kitchen project in Laghouat city

A Dissertation Submitted in Partial Fulfilment of the Requirements for a Master
Degree in Entrepreneurship

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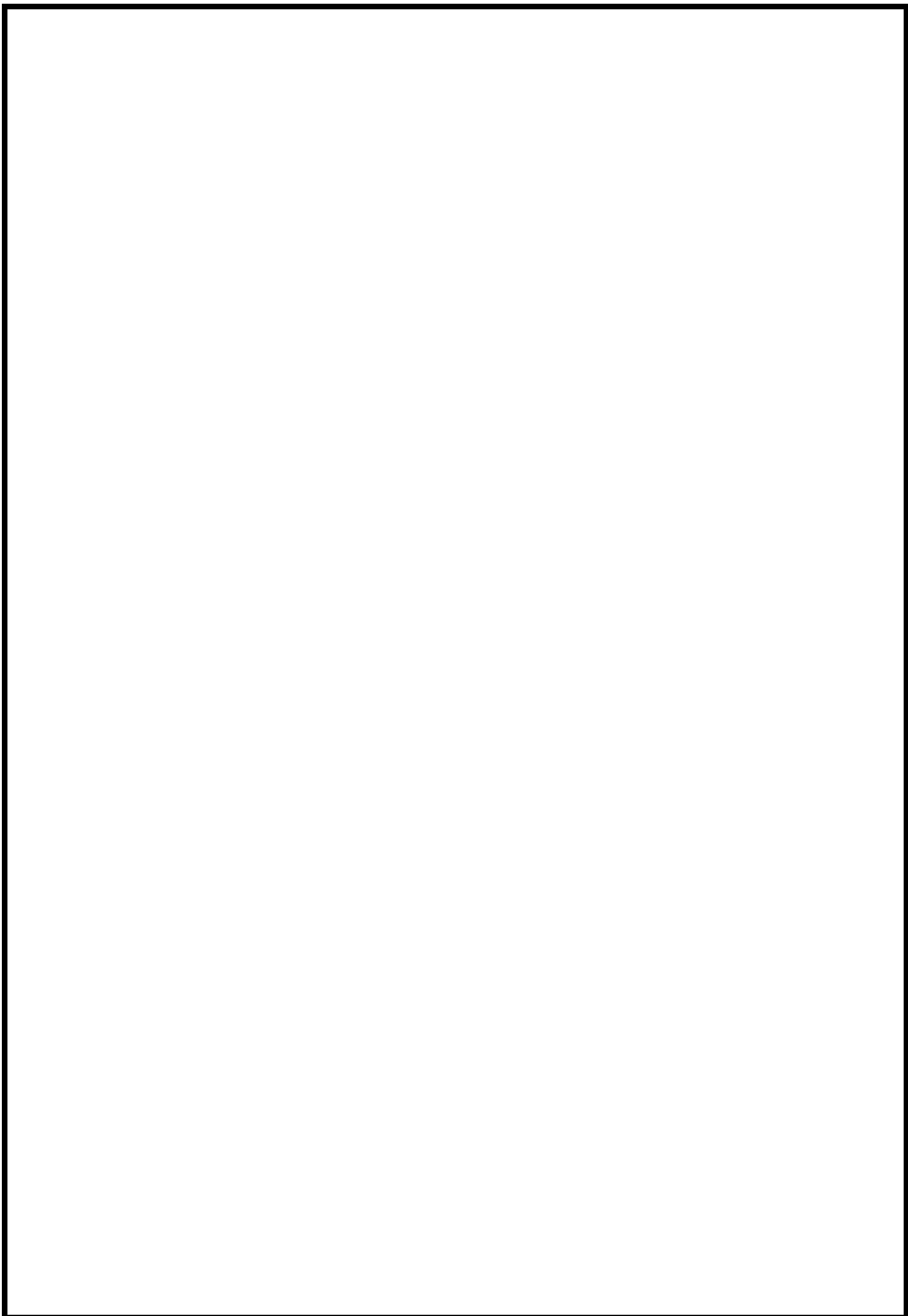
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Dedication

To my parents for their endless love, support and encouragement throughout my pursuit for education. I hope this achievement will fulfill the dream they envisioned for me.



Acknowledgment

*I also want to thank all those of
my family and my friends who
believed in me and supported me
through this journey
Thank You!*



Abstract

Abstract

Abstract:

This study, which we are addressing, aims to create a business blueprint for the startup, which includes the Android app to deliver meal types from chefs to consumers, where my feasibility study shows how much it is embodied on the ground. Chapter I, part II, addresses the general concepts of mobile applications and how they are created. As for the second chapter, we touched on the cloud restaurant and its types, and showed the difference between a regular restaurant and a cloud restaurant. In the second part of this chapter, we talked about two DAHMANUS FOOD projects to deliver meals to the door of the house. We also talked about marketing, regulatory and financial plan as well as production plan.

We have therefore recommended that the project's study has good returns and can be achieved despite the competition that exists and thus contribute to the improvement of the economy.

Keywords: startups, business plan, order delivery, eating, application, cloud kitchens.

ملخص الدراسة

تهدف هذه الدراسة التي تطرقنا لها الى وضع مخطط أعمال لمؤسسة الناشئة والتي تتضمن تطبيق أندرويد لإيصال أنواع الوجبات من الطباخات الى المستهلكين، حيث دراسة جدوى التي اجريتها تبين مدى تجسيده على ارض الواقع ، لقد قمت بالتطرق الى المفاهيم العامة حول المؤسسات الناشئة والصعوبات التي تواجهها اما في الشق الثاني من الفصل الاول فتناولنا المفاهيم العامة حول تطبيقات الهواتف النقالة وكيفية انشائها، أما في الفصل الثاني فتطرقنا الى المطعم السحابي وانواعه وأظهرنا الفرق بين المطعم العادي والمطعم السحابي، في القسم الثاني من هذا الفصل تحدثنا حول مشروعى DAHMANUS FOOD لتوصيل الوجبات لباب المنزل كذلك تحدثنا حول مخطط التسويق والتنظيمي و المالي بالإضافة الى الانتاجي وهذا قصد انجاح المشروع ودراسته دراسة كلية من مختلف الجوانب القانونية والاقتصادية والمالية.

ومنه توصلنا ان دراسة المشروع تتميز بعوائد جيدة ويمكن تحقيقه رغم المنافسة الموجودة، ومنه يساهم في رفع الاقتصاد.

الكلمات المفتاحية: المؤسسات الناشئة، مخطط الاعمال، توصيل الطلبات، الاكل، تطبيق، مطابخ السحابية .



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**List of
abréviations**

List of abbreviations

Abréviations	Description of Appreivation
St	Start-up
Apps	Application
Ck	Cloud kitchen



List of phases

List of Phases

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**General
Introduction**

General introduction

Introduction

The Research and studies on emerging enterprises in the recent period have increased significantly, especially with global openness and economic globalization. This openness has led to many changes in the business environment, which opened global doors for small and newly established enterprises, where contributions to the global economy are no longer the preserve of major corporations. The new concepts that have come to dominate the field of business have produced the so-called entrepreneurship that has a significant impact in various sectors in view of its great effects on the level of the economy of countries, where entrepreneurship has become the main resource to achieve a competitive advantage, which creates stability for institutions. Strategically important in the establishment and success of institutions, and its importance also derives from the fact that it reflects the identity of the project and its financial, organizational and marketing components.

We are now witnessing a great demand to conduct studies on this subject to understand it and understand the most important factors that affect its development, but most of these studies were on developed countries, whose economies are characterized by factors and conditions that are not available in developing economies, and accordingly, some trends began to appear that try to adapt such institutions On the developing economies and research whether they have the same steps of establishment, and accordingly, through this research, we will highlight in the first chapter each of the emerging institutions and the business plan, which expresses a document summarizing the institution. As for the applied part, we will prepare a business plan “DAHMANUS FOOD” in Algeria in order to deliver Food at the level of the state of Laghouat. Therefore, we seek through this research to answer the main problem:

- **Is the creation of a DAHMANUS FOOD application to deliver orders in the state of Laghouat a profitable and beneficial project through the analysis of the business plan?**

To answer this problem, we must answer the following sub-questions:

- **What are the steps for preparing a business plan?**
- **Is the DAHMANUS FOOD application project feasible and has a chance of success in the business environment of Laghouat ?**

General introduction

Study Reasons:

A. Subjective:

- Researcher or (entrepreneur) interest in food;
- An interest in financial freedom;
- Self-development through experiences.

B. Objectivity:

- Giving a chance to all chefs.
- Turn the wheel of the economy.
- It does not require large costs.

Importance of this study:

- Motivating young people for entrepreneurship.
- It contains great benefits.
- Diversification of products for consumers
- Giving opportunities to chefs by bringing them closer to customers.

Research aims:

The study aims to achieve many goals, including:

- Formation of an integrated business plan for the project of the delivery program in the state of Laghouat;
- Highlight the relationship between the business plan and the possibility of success of new projects;
- Clarify the business plan and its importance for entrepreneurs, investors and banks;
- Understand the dimensions of a business plan;
- Presenting and studying the attractiveness of the project of the delivery program in the state of Laghouat and the opportunities it offers.

Study lines:

A. Spatial limits: The spatial boundaries of the study were represented in the design of a program whose application includes the geographical boundaries of the state of Laghouat.

B. Time limits: University year: 2021/2022.

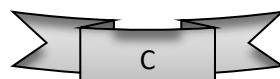
General introduction

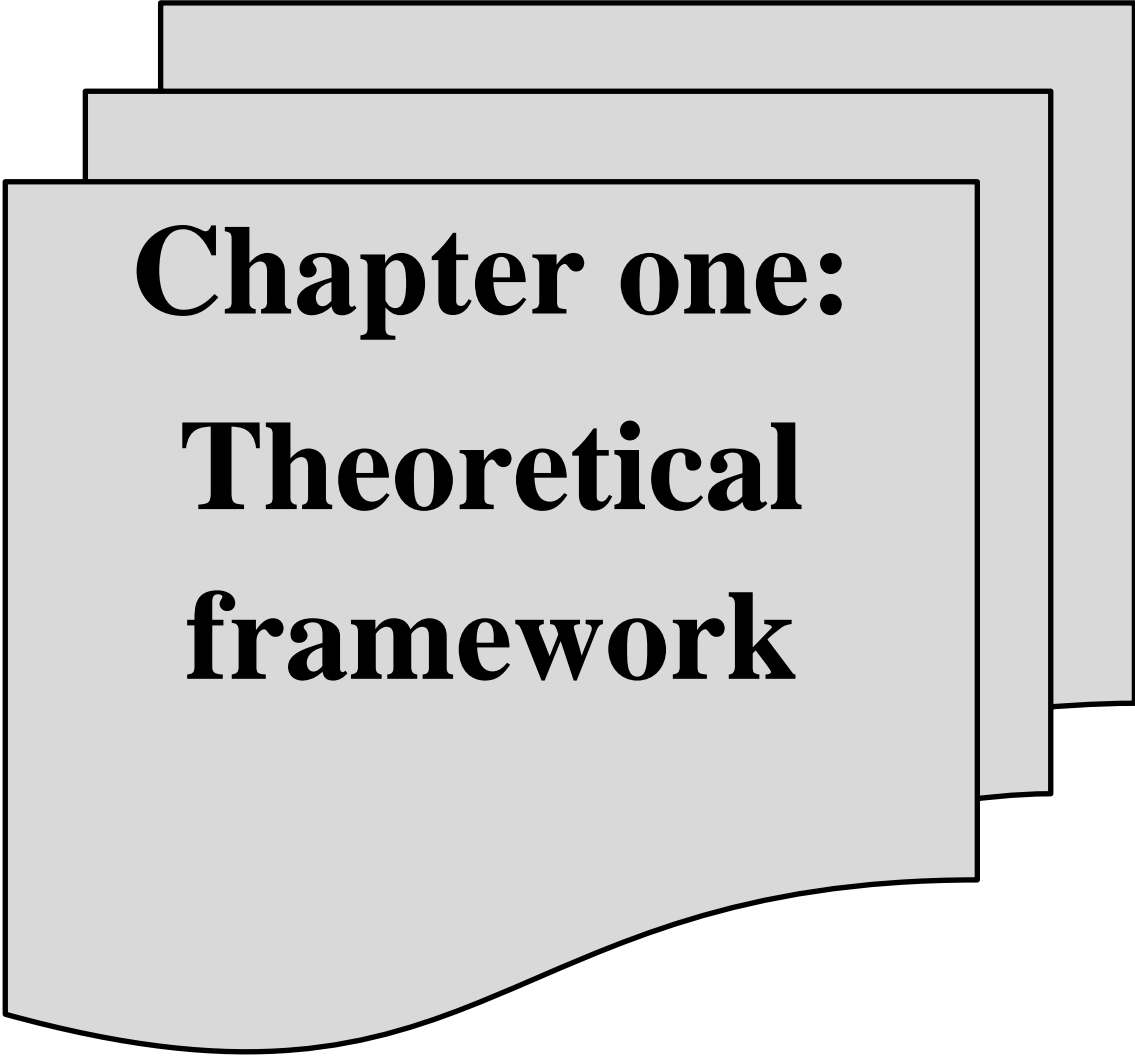
Structure search:

To answer the main problem, divided the research into two chapters, where the first chapter contains general information about Star up, the challenges it faces, and the most important qualities that we find in it, I also discussed the concepts and types of applications, this is for the first chapter. As for the second chapter, we find a definition of my project and the application of everything we mentioned previously and turning it into a live project.

Search difficulties

- The difficulty of convincing cooks to change and use the application.
- Difficulty in providing information for the implementation of the project.
- Lack of knowledge in the field of programming, which increases the cost of creating the program.





**Chapter one:
Theoretical
framework**

Section 1: Understanding Startup Company

1.1 Definition of startups

The concept of startups has become the most commonly used and popular term in recent years as a model compatible with economic changes and globalization, which are characterized by the increasing impact of technology on economic life and are moving towards the so-called fourth industrial revolution and knowledge economy.

However, the concept continues to be vague and overlapping with other concepts, particularly small enterprises.

Even scholars and academic practitioners did not agree on a comprehensive and clear definition, although some States attempted to establish certain criteria for its definition.

In this framework, we are trying in this first axis to define the conceptual framework of startups through the following elements.

Table n°01 : Definition of startups

References	Age/ New Ness	Innovation	Risk/ Uncertainty	Growth	Definition
Analysis of Past Literature (Prior to 2000s)					
Keebel (1976)	V				A startup is the creation of entirely new enterprise which did not formerly exist as an organization
Freeman et al (1983)	V				Startups are companies bound by their liability of newness and smallness
Carter et al (1996)	V				A "start-up" is a newly born company, without previous history of operations
Analyses of contemporary literature					
Ries (2011)		V	V		A startup is defined as "a human institution designed to create new products and services under conditions of extreme uncertainty"

Krejci et al (2015)	✓	✓		✓	A startup is a new and temporary company that has a business model based on innovation and technology . In addition, these types of companies have a potential for rapid growth and scalability.
Paoloni, P., & Modaffari, G. (2018)	✓	✓			A startup that has been established for no more than 60 months as well as having as an object social and prevalent innovative products and/or services with high technological value, is considered “innovative”

Source: Zaeem Al Ehsan,2021.

Comprehensive definition:

Finally, startups do not have an exact definition because they involve subjectivity and complexity, and can be defined as:

- ❖ The startup is a young company that has begun to develop and grow and is in the early stages of operation, usually financed by an individual or a small group of individuals.
- ❖ The startup is a young company looking for an innovative business model to satisfy existing markets or create new ones.
- ❖ The startup is a young and dynamic company built on technology and innovation, where founders try to leverage product or service development to create a new market.
(Amina)

1.2 Characteristics of startup

Start-ups have a set of characteristics that are unique to them and distinguish them from other types of Institutions, which are:

- **Achieving increased growth thanks to high revenues:**

The high risks of investing in start-up companies are accompanied by high returns because the high costs are mainly in the research and development stage, especially for those companies that are active in the technology sector and based on intangible products, where the product can be reproduced and distributed in an infinite and intangible way (for example, online), such as software and mobile applications. They are products that do not disappear or those (like all knowledge-based products) and this allows to achieve higher income against lower costs which gives the opportunity to achieve high revenue

- **Unstable or Emerging Markets:**

Startups operate in conditions of uncertainty and instability in markets that are difficult to estimate and therefore may not have an accurate business plan because they will introduce new products that are not yet known and undesirable. Here the challenge is to find potential customers and determine how to reach them and the possibility of convincing them to consume the product. The more a company can find new markets, the more it will ensure its growth and thus strengthen its position as a company.

- **Strategic and developmental characteristics:**

This is based on the strategy of specialization and continuous development in terms of customers, products and markets. This is not

possible without the presence of continuous innovative policies.

Funding characteristics:

In order to support the accelerated growth of start-up companies, and because of the high costs of this growth, especially with regard to spending on research and development and the costs of implementing new innovations, these companies usually resort to opening their capital to external financiers, especially venture capital, business angels, crowd funding, loan guarantees..

- **The importance of partnerships and cooperation with stakeholders:**

This is so that the startup company can focus on developing and marketing its product. It resorts to building strategic alliances to enhance efforts and accelerate the embodiment and exploitation of business opportunities and thus their growth, without granting the partners all the powers so that the emerging company does not become without influence and not she does everything on her own or else she will be deprived of more efficient partners

- **The importance of human and intellectual capital:**

This is because startups rely solely on intellectual property-related resources, RIES Éric (a startup is “the business organization, reputation, patents, and competence of a human founding team designed to create products or services under conditions of legal uncertainty”).

Characteristics of the founders:

- ❖ who are characterized by high creative abilities, a high level of education, with a spirit of risk and intuition, despite their sometimes lack of the necessary management skills, in addition to their ability to form an effective network of relationships that helps them in particular in obtaining the necessary financing and entering new markets.

- **Speed:**

Startups operate in an accelerating and constantly changing business environment, which requires them to adapt and respond quickly to changes to enhance their performance and effectiveness. (Aburrub & Abdulkader, 2016)

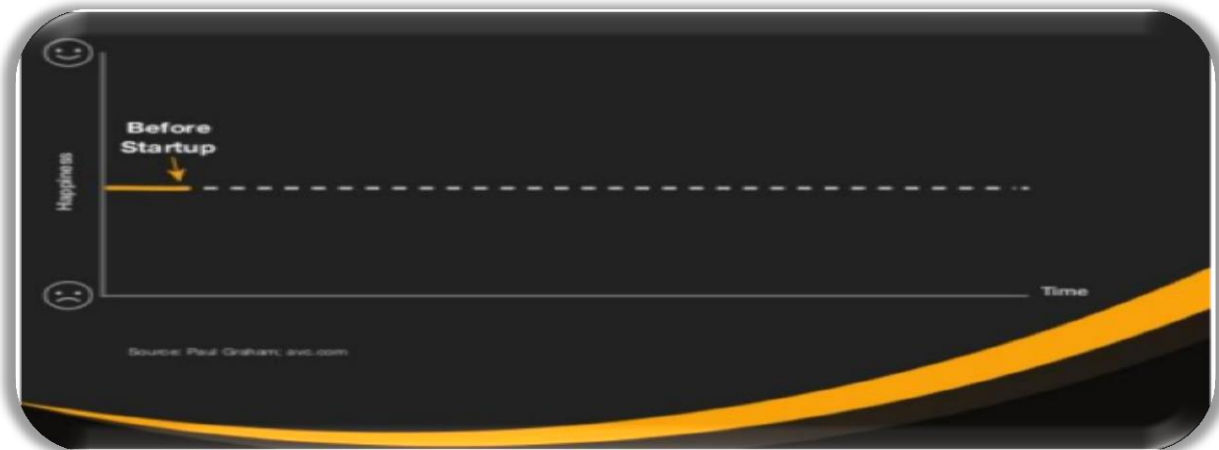
1.3 Startups life cycle

Through the above definition, we may imagine that what distinguishes Startup's emerging institutions is sustained growth, but reality

is not. These institutions often stumble and go through very difficult and fluctuating stages before they know their way to the top. This can be highlighted by the next curve designed by Graham P.

Phase n°01: Mercy I: Pre-Launch Phase

Pre-launch stage can be shown in the next format



Source: <https://www.slideshare.net/trevor/three-jobs-of-the-innovation-colony>

Through the form we note that not every newly created institution is an emerging institution, and here lies the difference that the emerging enterprise is designed to grow rapidly. The first mercy that is illustrated in the shape shows us the idea.

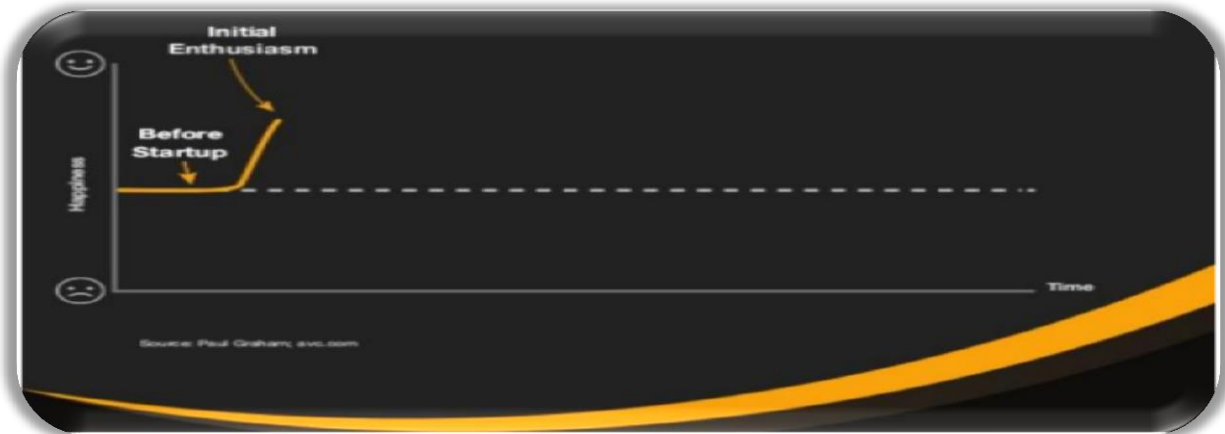
First, which is a solution to a particular problem, where the owner of the idea studies the feasibility of the crisis that shows the appropriateness of his idea and its responsiveness to the problem at hand.

During which research is deepened, the idea is well studied and the market, behaviour and tastes of the target consumer are studied to ensure that it can be implemented on the ground, developed and sustained in the future. The search for those who finance it, usually in the early stages, is subjective, with access to some government assistance. (slideshare)

➤ Phase 2: Start Phase

After feasibility studies and the journey of seeking to embrace and fund the idea by investors or through one of the previously mentioned funding formulas, the first batch of a product or service that meets a problem, can be resorted to because it is a new product or service, conservatively, and not largely motivated, often first experiences with relatives and family friends, and this shows Molly shape.

Phase n°02: Start Phase

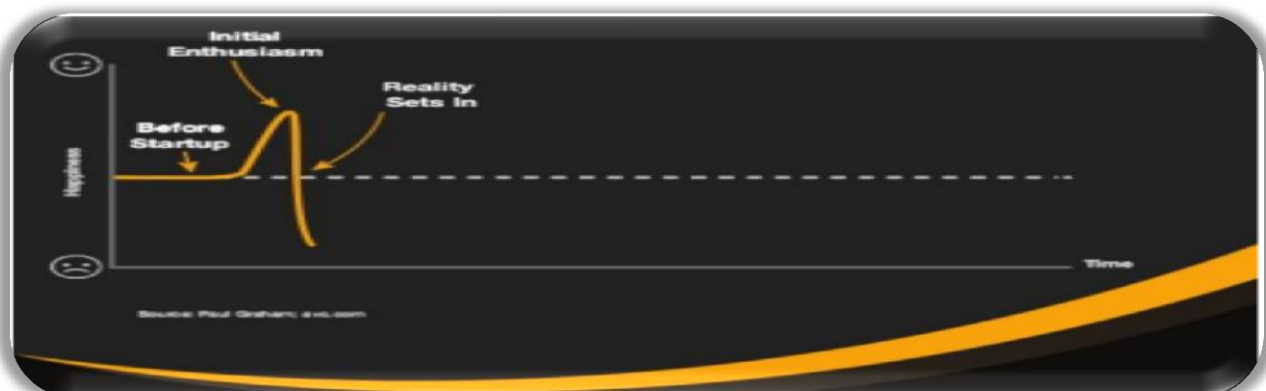


Source: <https://www.slideshare.net/trevor/three-jobs-of-the-innovation-colony>

➤ Phase 3: The third stage: the stage of actually staying

Early stage of take-off and growth: after the experience displayed for a product or service, the peak reaches after use by a certain number of audiences, reaching the peak as shown in the figure and then begins to gradually decline in demand for it at another stage. (There is a refusal of the product and there are those who have not absorbed) to settle in the same line with the starting point, and can be explained in the following figure:

Phase n°03: The third stage: the stage of actually staying

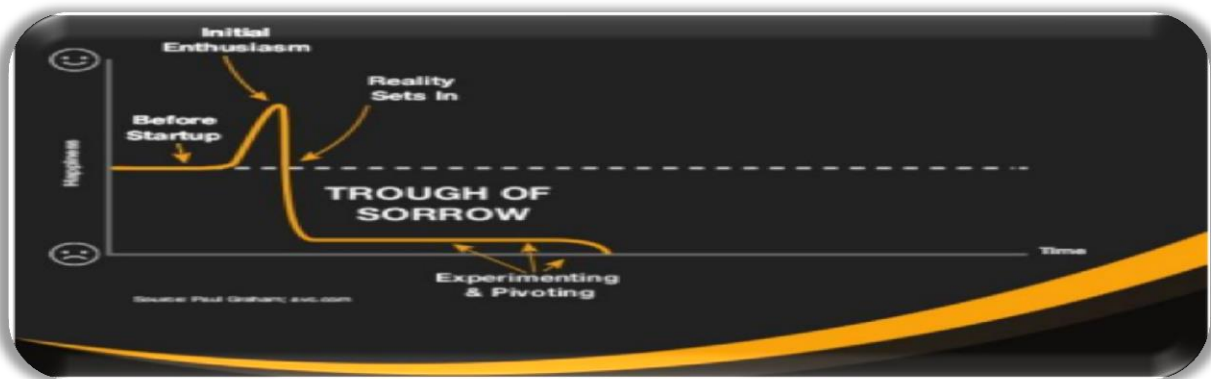


Source: <https://www.slideshare.net/trevor/three-jobs-of-the-innovation-colony>

➤ **Phase 4: The fourth stage: The sliding phase**

Sliding in the Valley, although there are all the necessary conditions, the new product or service offered by the start-up is still looking for a way to be stationed in the new market it created, but it continues to decline until it reaches a stage that can be called the Valley of Grief or Valley of Death. This leads to the project's departure from the market in the event of irreversibility, especially as growth rates at this stage are very low. As shown in the following form:

Phase n°04 : The fourth stage: The sliding phase



Source: <https://www.slideshare.net/trevor/three-jobs-of-the-innovation-colony>

➤ **Phase 5: Start work or climb slope**

Commencement of work, after the initial presentation of a product or service in the market to the target audience, the entrepreneur recognizes all the deficiencies that have been praised and all responses about the product, so he makes the necessary adjustments to correct them and gives them the necessary model to receive acceptance and strives for a large brush strategy. "In order to redevelop the startup thanks to the strategies applied and gain experience for the task force, the second generation of the product is launched, adjusted and marketed more widely. As shown:

Phase n°05 : Start work or climb slope



Source: <https://www.slideshare.net/trevor/three-jobs-of-the-innovation-colony>

➤ Phase 6: Rapid Growth Phase

The rapid growth stage, here shows the characteristic of the enterprises originating from others, namely the significant development and growth so that after the product is developed definitively and comes out of the trial and test phase, Rolls out to the new market and directs its new character to the public to receive a great demand and growth for acceptance by the target group and the startup begins to grow continuously and takes the curve up. as 20 to 30% of the target audience may have adopted the new innovation, starting the stage of economics of scale and making huge profits. As shown in the following figure:

Phase n°06: Rapid Growth Phase



Source: <https://www.slideshare.net/trevor/three-jobs-of-the-innovation-colony>

1.4 startups challenges

Prior research on challenges of startups addresses a number of common challenges among different startups

However, there are some common challenges, most of the challenges are unique, and the extent to which they affect startups differs. Some of the main common challenges are as follows:

➤ **Financial challenges:**

As mentioned earlier, finance is an integral part of the startup process. Any startup would face financial issues and problems for several reasons and in different stages. For instance, while bootstrapping the founder negotiates with family members and friends to convince them to invest in his/her idea. He/she invests in the business, and since the idea is in its early stages, he/she might need more money to expand it. Afterwards, in the seed stage, founder should look for angel investors and convince him/her with reasonable valuation plans. Next, in the creation stage, the founder should prepare a plan along with support documents to take advantage of venture capital.

➤ **Human resources:**

Startups normally start with one founder and/or some cofounders. As time goes by, founder needs more experts to develop the prototype, MVP, etc.

Then, he/she has to negotiate with people, make team and finally hire employees.

This process is so critical to succeed and if the founder lacks enough knowledge of the field, the startup might fail due to human resource management issues.

➤ **Support mechanisms:**

There are a number of support mechanisms that play a significant role in the lifecycle of startups.

These support mechanisms include, angel investors, hatcheries, incubators, science and technology parks, accelerators, small business development centers, venture capitals, etc. Lack of access to such support mechanisms increases the risk of failure.

➤ **Environmental elements:**

Last but not least is the effect of environmental elements. Many startups fail due to lack of attention to environmental elements, such as the existing trends, limitations in the markets, legal issues, etc.

While a supportive environment facilitates the success of startups, a maleficent one could result in failure.

The environment for a startup is even more difficult and critical than for an established firm. (Salamzadeh, 2015)

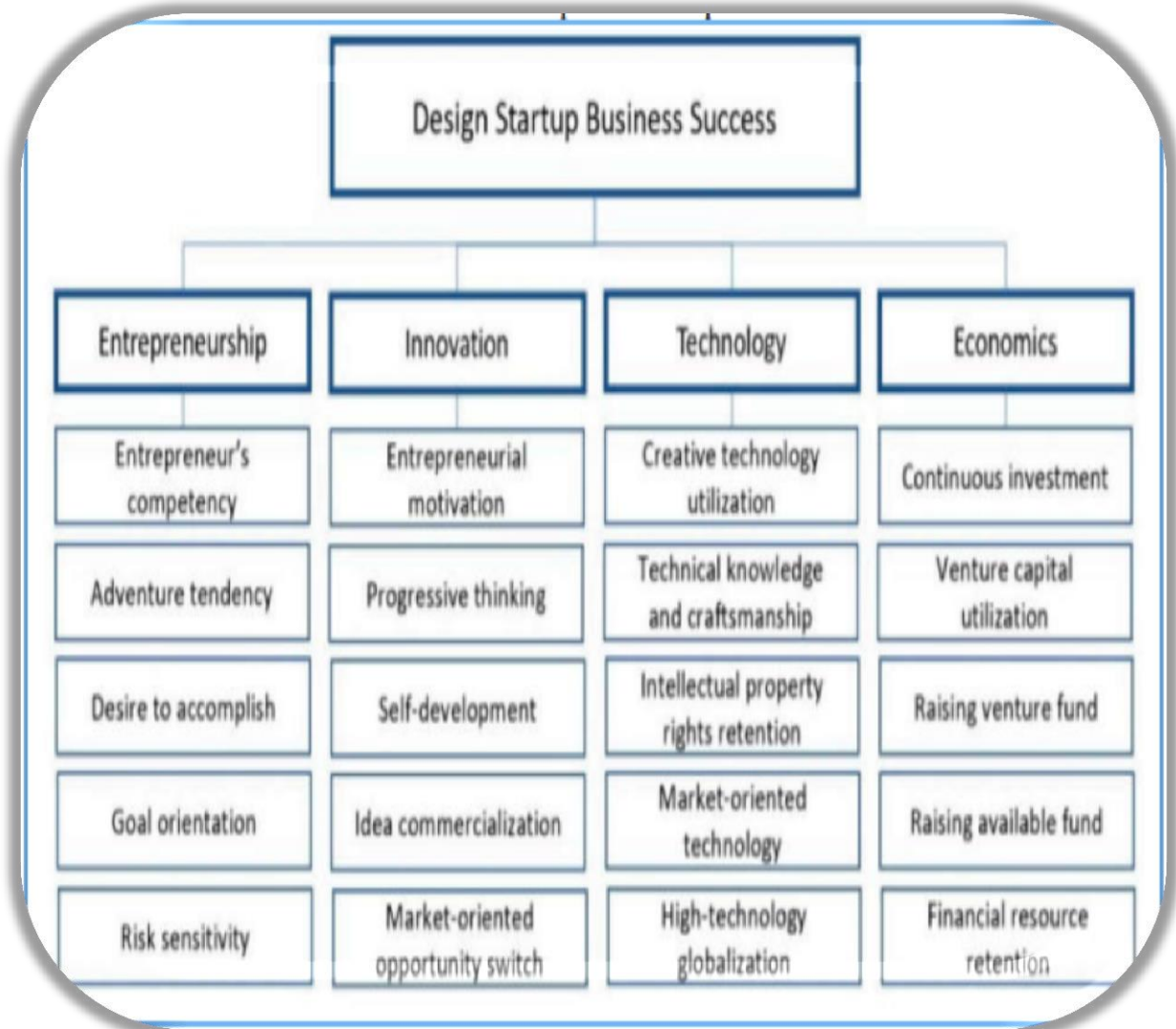
1.5 startups success and failure factors

1.5.1 Success factors

The first years of the a startup's life, the most likely to fail and the highest in terms of mortality, are only 50% of which can survive and continue within the first three years of its launch. Accordingly, many studies use the survival and continuity index as an indication of the success of the newly established institution, which is the best indicator that can be adopted, although there are many definitions of success, but most researchers agree that the index of survival and continuity of the institution is the best to indicate success, and since the stage of emergence and stability of the emerging institution, it is difficult to collect enough reliable data on growth and profitability, and thus the concept of survival appears as a necessary element to express success. On the contrary, the early cessation of activity puts us in the face of the concept of failure, where survival is the first challenge that the institution must succeed in at the beginning of its life.

Sustainable entrepreneurship is defined as the pursuit of creating a successful, new business, while also providing environmental and social benefits to a range of stakeholders. Startups and small businesses can be more flexible, innovative or radical than large corporations, while on the flipside they struggle with accessing capital, having limited capacity and achieving financial viability. The following picture explains the factors that formulate a startup business success.

The first element is entrepreneurship as the following section of this study explains. The second is innovation, and the third is technology through the introduction of technology, technical knowledge and intellectual property rights, market-oriented technology and the globalization of advanced technology. the last element is economics, in which a focus on the continuous investment, venture capital utilization, and raising venture fund, raising available funds and financial resource retention. (Belloulou, Aouinane, & Mohamed)

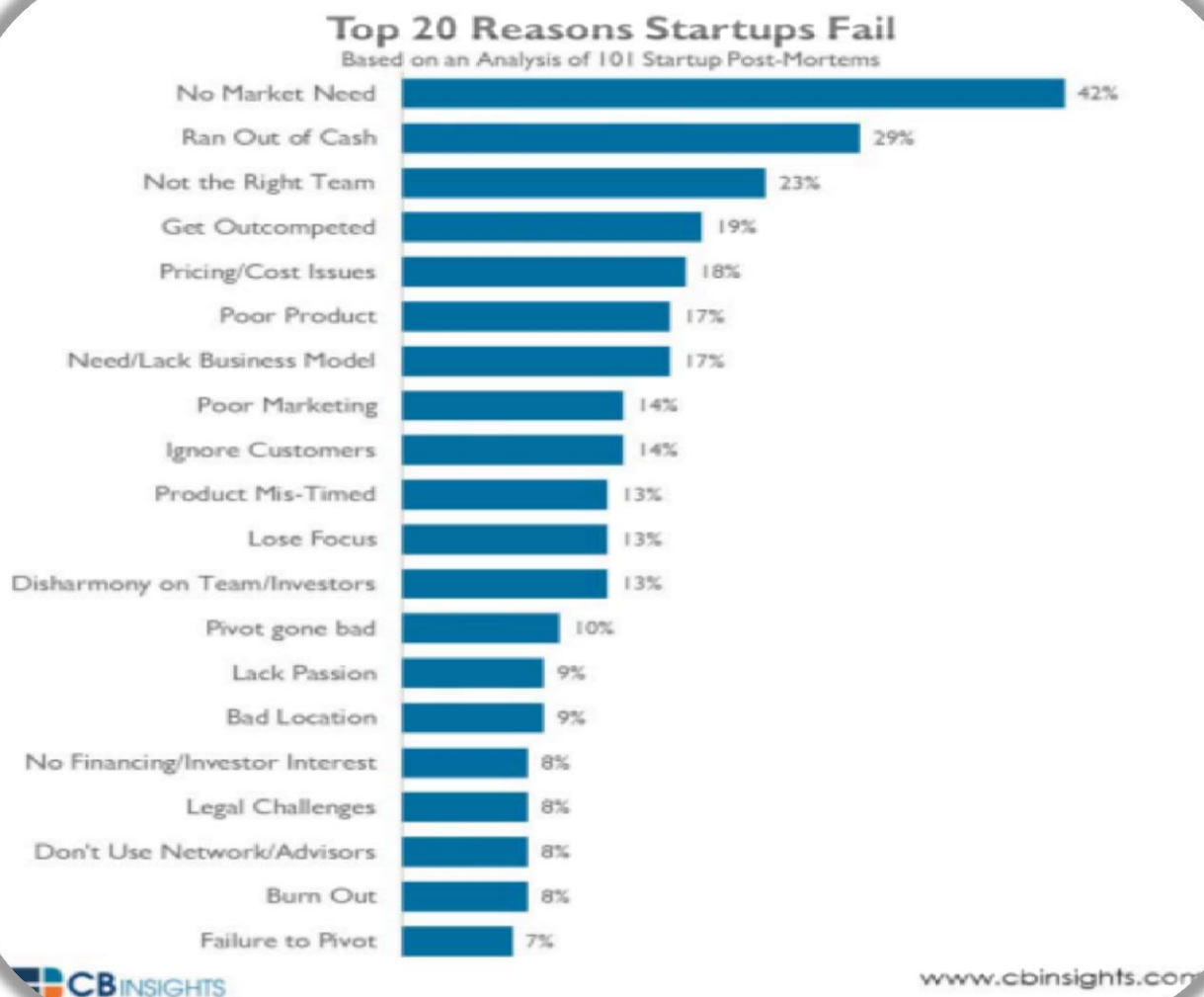


1.5.2 Fail of startups :

Currently, startups gain increasing attention from decision-makers who seek to facilitate the establishment of convenient ecosystems. Such ecosystems will benefit startups to turn their business models into mature companies that generate profits and economic growth. Despite this, rates of failed startups still high due to various reasons. This question haunts many entrepreneurs and investors, but few provide answers based on research projects. This infographic aims to identify and share a variety of problems faced by startups and emphasize some of the main causes of failure.

Phase n° 08: Fail of startups

<https://www.chibus.com/perspectives/2015/5/4/startup-generation>



Section 2: Understanding application startups

2.1 History and Definition of app

2.1.1 History of app:

The first smartphone in 1994 had more than 10 inbuilt apps before iPhone and Android came with Simon from IBM, and the first smartphone was launched in 1994, there was no app store, but the phone was preloaded with many Apps like Address Book, Calculator, Calendar, Mail, Notepad, and Sketch Pad.

These things were not called "applications" at the time, generally referred to as "features" in the "Mobile Office" section of a phone, for example this alarm clock (application). Earlier some Java games, calculator or calendar Shehri is all under the mobile app category and Nokia is still remembered for its famous Snake game on some of its older phones. Then came the era of "qwerty keyboards." In 2002, RIM elevated the game for smartphones and mobile apps with the launch of the BlackBerry 5810, and the phone was combined with Innovative wireless email concept.

The apps weren't fancy but they did a lot, and preloaded phone features like mini arcade games, ringtone editors, calculators, calendars, to-do lists, drawing lists, etc. are all the predecessors of the apps we all know and love today. Then came the first iPhone in June 2007, Apple released the first iPhone that changed the mobile industry game, and the iPhone came with pre-loaded default apps like Maps, Photos, Txt, and Weather.

Then came the moment that revolutionized the technology industry and gave way to mobile start-ups. Before the launch of the iPhone 3G, Apple announced its plans to offer the iPhone software development kit to the application development companies, so, the iPhone now supports third-party applications using the Safari engine on the device. (lotfi, 2021)

2.1.1.1 Divorce iPhone AppStore

In July 2008, the Apple App Store launched, on launch day, a market offer of 500 apps, and "developers can access every single iPhone user through the App Store." There were more than 800 original apps available on the App Store, with more than 200 apps offered for free and more than 90% at less than \$10.

The word "application" became "word of the year", and the applied language "application" was selected in 2010 "word of the year" by the American Dialect Society, where it was the best word to summarize people's interest in the previous year. (lotfi, 2021)

2.1.1.2 Launch of Google Play Android App Store

Google followed suit and launched Google Play- "Android Market Evolution" in 2012, as Google took a big new step in bringing all its content arms under one roof - Google Play, and it renamed Android Market, Google Music, Google Books and its video offerings in one single market

Applications quickly became part of all of our tools, whether tablets or personal computers, in fact a few apps became more successful on larger screens. Applications began to reach millions of downloads in a few days, for example, the Draw Something game inspired by pictiona reached about 1 million users in nine days, a landmark event that took Facebook about nine months to achieve.

And when apps surpassed mobile phones by 2 billion downloads in the four years, Angry Birds became a household name, the app got its own merchandise, and it will come out with this year's film. (lotfi, 2021)

2.1.2 Definition of App

Mobile application is a software application designed to run on mobile devices such as smartphones and tablet computers.

It is a result of recent technological innovations. Mobile applications have appeared because of the convergence of media, information technology, Internet and advanced technologies. In addition, for many years, mobile telecommunications have been under investigation by mobile device manufactures, mobile service providers, application developers, and many researchers in the sphere of information technology and information systems.

However, the most interesting area for research is mobile application evolution.

2.2 Types of smartphone applications:

There are four specific types of services, which can be made of mobile application:

2.2.1 Browser Access: The applications, which we use through native browser. For example, m.yahoo.com, www.google.com, m.redbus.in, etc.

2.2.2 Hybrid Apps – Web: You need to install an application in your device; function of the particular application requires Internet. For example, Social Networking Apps (Facebook, Twitter), Instant Messenger (Skype), E-commerce (Flipkart), Internet Speed Testing (Speedtest), etc.

2.2.3 Hybrid Apps – Mixed: You need to install the application in your device and function of the application may require Internet. For example, there are some games to play alone or to go online for playing with different players (multi player). This category also includes medical apps where you can keep a record of your health in order to share with your friends or doctor via internet.

2.2.4 Native Apps: The applications, which are installed in the device. For example, Reminders, Few Games, etc

2.3 Smart Application Components:

2.3.1 Activists: Events are used to create interactive interfaces, and the first of these components provides the user with an interactive interface that enables him to carry out something such as browsing news, searching for information, phone calls, taking pictures, displaying a map or any other task.

2.3.2 Services: It is a component that runs in the background to perform operations that need to run for a long time. It does not provide a user interface as it works in the background without user intervention. For example, a service that plays audio files in the background can be activated while the user interacts with a different application or a data download service via network without obstructing user interaction with other applications.

2.3.3 Content Providers: Content Providers Control the sharing of databases or files, enabling you to store data in the file system or in the database.

2.3.4 Broadcasts Rec: It is the component that responds to messages sent from the system or other applications, for example, when the battery level is low or the device is restarted, the system broadcasts messages reporting this event.

2.4 Steps to prepare smart applications:

2.4.1 Specifying requirements:

The first step lies in collecting the functions expected of the application to present them in an accurate manner.

During the collection of requirements, we should clearly move away from the process of thinking about how to perform them, as this matter concerns the next stage - requirements analysis - and requirements are divided into two types:

2.4.1.1 Functional requirements: Functional requirements are the requirements that the application needs in order to function, for example, if an application is for sale and purchase from a store, then displaying products is a functional requirement, as the application loses its functionality when this requirement is dispensed with.

2.4.1.2 Non-functional requirements: These are requirements that help productivity and simplify the process of use, as the application does not lose its functionality when it is dispensed with. For example, in the same previous example, the process of sorting products according to the most demanded could be a non-functional requirement. It makes sense, doesn't it.

The process of collecting requirements is done through frequent meetings with the beneficiary (depending on the size of the project) and brainstorming ideas and discussing their suitability.

2.4.2 Requirements analysis:

After collecting and defining the requirements, the work team meets to brainstorm and talk about the project in terms of linking and overlapping requirements! Where everything collected in the previous step is placed in one format and sorted if it did not meet the needs of the system or there are some incomprehensible questions. In addition, it is ensured that the requirements do not conflict with each other, which in the event that occurs, the team takes a step back to discuss with the beneficiaries to adjust The subject and clarification of the picture, the most important characteristic of this step is that the initial Project implementation period appears in it.

2.4.3 Writing specification brochure with wire framing:

When you want to buy a TV, you will be able to touch it, see it, and know its size, but it is different in the software part! The software system is intangible and it is difficult for non-technical people to imagine the system. Here the concept of a schematic diagram or an initial one appeared.

It provides a handbook with all the supposed application interfaces, in a simplified form combined with a full explanation of what is in each interface and how to deal with it when clicking and dragging or any possible operation, to reflect the outputs of the requirements that have been analyzed, as a summary of the previous steps and a guide for the next steps.

At this point, the system is more visible, with full functionality than ever before. The final and most accurate project period will be determined after the specification booklet is completed.

2.4.4 Design phase:

We can say that all of the above fall within the scope of planning, and it is precisely from this stage that technical implementation begins.

The team gathers again to brainstorm and talk about the project in technical terms, choosing the appropriate framework, language as well as color and layout suggestions. In the same step, the appropriate software techniques are determined to implement the project, and if the system includes a database, its design is at this stage. Security protection techniques are also being prepared if the system data is confidential.

2.4.5 User interface design:

After choosing and approving the application's colors, the design official begins implementing the interfaces in the form of images (which can be programmed directly) where each interface is designed separately, depending on the specification booklet. Of course, what was drawn in the specification booklet is not applied literally, as the concept of usability is taken into account when designing, which means the usability of the program easily.

In the same step, an imagination for the user experience is built, and the designer communicates with the programmers to take their opinions and promote harmony in the work team.

2.4.6 Programming functions for the system width:

It is the longest period of time in working on the system, especially if the application contains many interfaces and features. The application is divided into two parts:

2.4.6.1 Web-Services Programming: Here, the software code responsible for communicating with the software part of the phone is written, and the database is set, as well as the security arrangements for the system, and the settings are also set to control the content of the application.

2.4.6.2 Mobile Programming: After the interfaces are designed, the script responsible for displaying the data and configuring user interaction with it is written. At this stage, the interfaces designed in the previous stage are encoded into final interfaces that appear on the mobile phone, in addition to writing the lines of code for the application data control panel if the application requires them. Each feature of the application is tested and tested individually upon completion to verify its operation.

While writing the application code, new features may appear that were not realized during the previous planning process. The beneficiaries are consulted, and then they are added to the application.

2.4.7 Full system testing (Testing phase):

After the previous stage is completed, the application is assembled in an integrated manner into a complete unified system, from which all the features are tested with each other.

The full testing process here differs from the tests that were conducted during the previous programming phase, as the tests were done on the server part or the system part. These are tests for specific functions of the application, and their role does not go beyond to confirm that the required function is working properly. Full system testing, the focus is on the integration of functions with each other.

On the other hand, the usability test is also done here, as the application is presented to a group of users and they are asked to use the application and then survey their opinion about their experience to know the experience of use and its clarity.

2.4.8 Publishing:

After completing the system testing phase and confirming the application process; an application is made to open an online store, either from Google play or the App store, and the application is uploaded to the store based on the designed system and what is compatible with it.

In addition to launching the application through the App Store, the launch stage is accompanied by the preparation and development of a marketing plan for publication to ensure better spread. In most cases, a landing page for the application is prepared to serve as the application's introduction platform, in addition to preparing the terms of use and privacy.

These aforementioned stages are limited to the shortening of the mechanism of our team's work on applications. In addition to the happiness that our work gives us with what we are passionate about, giving every detail its right in the previous steps will guarantee the production of a high-quality application that is compatible with usability, as the main element in the success of applications today is to Next to the idea behind it is how easy it is to use. It can be said that mobile applications are no longer a luxury, at least not anymore.

2.5 Difference between Application Software and System Software:

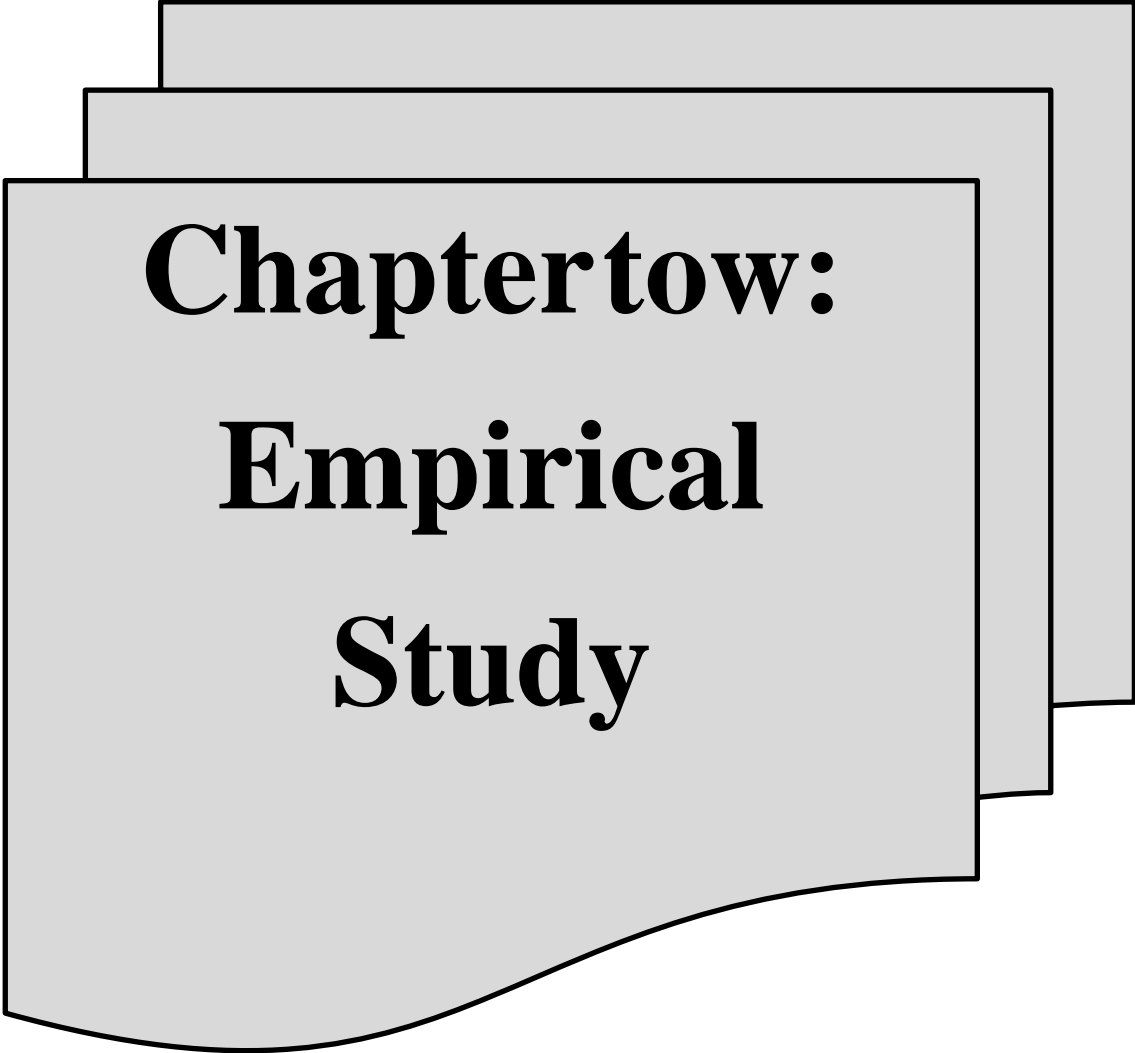
There are various points of difference between a system and application software. The same has been given in a tabulated manner below for an easy and better understanding of the two.

Table n°02: Difference between Application Software and System Software

System Software	Application Software
This acts as an interface between the system and the applications	This is designed directly from the user perspective
It is the platform that allows the various application software to run on the system	These are independent applications which can be download and installed in the system
System Software is generally developed in low-level languages. This is so that the interaction between the software and hardware can be simplified and made more compatible	Each application has a specific purpose and thus is developed with high-level languages so that the purpose can be fulfilled
Its working is more automated. Once a system is turned on, the system software starts working	User action is required to start application software. These applications can only be work when the user commands the system to do so
These are responsible for the working of the system	They have minimum involvement in the processing and functioning of the computer device
The system software are installed at the time of installing the operating system. A computer device cannot work without its presence	The application software can be installed as and when the user requires them
It is an independent software. Once this is installed the computer will work	This is a dependent software. Applications can only be downloaded when the operating system is installed

Since a device cannot work without a system software, the user has to have it installed in their devices	These are designed to be user interactive, thus the application software can be removed as and when required by the user
Example for System Software includes Android, Mac Operating system, MS Windows, etc.	Examples of Application Software includes Word Processor, games, media player, etc.

Source: (BYJU'S, 2011)



**Chapter two:
Empirical
Study**

Chapter tow: Empirical study

Section 1: Introducing the cloud kitchen

1.1 Definition of cloud kitchen

Cloud kitchens, also known as virtual restaurants, ghost kitchens or dark kitchens, are known as food processes that don't actually have a dining area, performed in the form of a pick-up service.

In other ways, cloud kitchens accept consumer requests only through online ordering systems focused on kitchen models.

Cloud kitchens also create an ecosystem for the food and beverage industry, raw material suppliers and caterers that provides a new model.

1.2 Six Most Popular Cloud Kitchen Business Models

There are several types of cloud kitchens and these models are usually referred to as companies that have developed the business model there are six popular types you can run from a cloud kitchen:

Phase n°09: Cloud Kitchen Business Models



Source: <https://get.apicbase.com/cloud-kitchen-business-models/>

1.2.1 The first is the independent model:

which is the most popular model how does that work basically you would get your orders through multiples different third-party apps such as under eats /post mates/grub hub once you get that order then you can create your offering on your commissary kitchen in this cloud kitchen and after you are done preparing it you put at the front desk and then your driver would come pick it up and brings customer and we are talking about one brand only for example Wilson's waffle you get an order through user eats after too get it you prepare

all that waffles it's done ..put it out the front this guy comes and pick it up and on goes to you customer The beauty about this model once again is the fact that it is super easy to operate it doesn't have that upfront cost and that's the reason why it is one of the most popular items out there in today's age .

Phase n°10: The independent model



Source: <https://get.apicbase.com/cloud-kitchen-business-models/>

1.2.2 The multi brand model:

For those who are more ambitious and feel like they have a lot to offer. This model will be the same as the first form you get by taking user/colleagues in the mail/..... Then you start creating your offer and then it is delivered to your customers... Now the only difference is that you run many brands through the same kitchen for example I will run Waffle Wilson, Shushi Town and Donut Empire, so all these brands in these third-party apps are running out of this cloud kitchen, and why is that? As it will be able to gain more market share for example, you may feel like today's pancakes... Susan may feel like a shushi while David may feel like a cake.

This is loud to experience different types of offers within your area and loud to test what works... What does not work is common and what is not... That's why this brand and model is so popular for those of you ambitious and want to try different new things as a reward for you, rebellious foods do a great job with this model... What they basically do is they look at their living demographics and folk things that sell very well... Popular restaurants within the region and since then, they can gain insight into what they can do with their own cloud kitchen, thereby gaining more popularity and enhancing their chances of success.

Phase n°11: The multi brand model



Source: <https://get.apicbase.com/cloud-kitchen-business-models/>

1.2.3 The third model is ground model:

It means the same exact thing with our independent model basically you order through third party apps you get it created with in your cloud kitchen the only difference is aside from getting it delivered to your customers. Now your customers can actually come into your cloud kitchen order straight from there and pick up straight from there...now not a lot of cloud kitchen ghost kitchen offered this type of service so definitely if you are singing with your cloud kitchen within your area you need to make sure whether they offer mid ground level or not .

Allot of times they don't because the reason why cloud kitchen are so popular because they are located in areas that are off from population density so allot less walking traffic because your rent is exceptionally cheaper at these industrial zones.

So if you are looking for mid ground level to actually take in walk in traffic as well... that is a little bit less popular.

Phase n°12: Ground model



Source: <https://get.apicbase.com/cloud-kitchen-business-models/>

1.2.4 Brand-owned form:

This means that you can only receive orders and register in a third-party delivery app like Uber eats... They force you to sign an exclusive deal with them, so you create the item and then deliver it..

As a cloud kitchen, we always subscribe to many different third party apps which in turn do not give them the exclusivity and also the monopolies they are looking for, so they force you that if you want to register with them, you should only use one third party.

Application and this is something we see happening more and more. For example with Waffle Wilson, your brand will only appear on Uber.

The advantage of going with a brand on this model is that they often pay a lot of business for you and announce to you a little bit more because they want you to be successful, they want you to rely only on their brand in order to be in the business. The advantage of this is the fact of relying on only one platform, and putting each egg in one basket. Suppose all sun beans charge \$500 and declare fees that you have no choice but to pay and this is a defect in a brand-only model.

Phase n°13: The brand-owned form



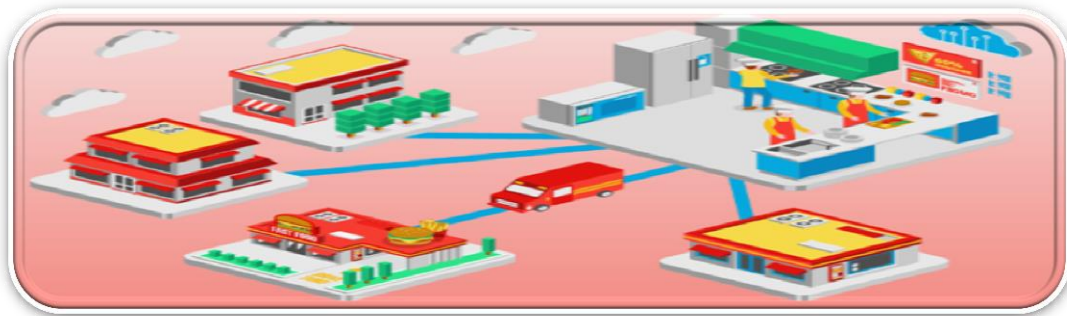
Source: <https://get.apicbase.com/cloud-kitchen-business-models/>

1.2.5 The fifth model is the hub spoke and pod model:

This is usually for people and companies that are a little bit more established and want to have bigger reach and the only difference between this and the independent model is that they actually have something or a kitchen that is centralized, they create everything from this kitchen that is half made ;for example Wilson’s waffle i would create basically all my dough from this kitchen that is centralized and then i would ship these two individual cloud kitchens around the city and in turn i can service the people that are around my area, this is not a popular model for the general public because you are

investing much more into this , this is much more for advanced operators who want to have more market share within individual parts of the city.

Phase n°14: The hub spoke and pod model



Source: <https://get.apicbase.com/cloud-kitchen-business-models/>

1.2.6 The sixth is the outsourcing model:

The only difference between this model and the independent model is the fact that when I get my stuff, it's pre-packaged and pretty much done and all I do is take it out of the package and put the last touch and then I serve the item in getting the delivery driver that comes to pick it up and send it to customers.

Phase n°15: The outsourcing model



Source: <https://get.apicbase.com/cloud-kitchen-business-models/>

1.3 The deference between cloud kitchen and Restaurant

Information on the cost of preparing cloud kitchen, various restaurants, industry standards, etc. was collected from various portals of the Internet magazines, magazines, etc.

Table n°03: The deference between cloud kitchen and Restaurant

Factor	Cloud Kitchen	Restaurant
Location	As Cloud kitchen provide no dine-in facility, they don't need to think so much about the location of their premises, because they don't need any foot traffic, they can easily find a place for their setup at low rental cost.	Location influences the success or failure of a restaurant in a host of ways, from attracting enough initial customer interest to being convenient to visit. The location impacts its success nearly as much as the menu. If a restaurant is in the wrong place, it won't attract the number of customers needed in order to stay in business. So, the rental cost automatically increases vastly as nicer the location higher the rent
Staff Cost	No service staff (such as waiters, valets) and no management staff (such as front desk manager, cashier) are required as cloud kitchens do not provide dine-in facility.	Well trained waiters, managers, cashiers, valets are a must for a successful restaurant, as they need to communicate with the customers and provide a fine dine-in experience, and experienced and well-educated employees do not come at a cheap price
Décor and Aesthetic	As could kitchens do not provide dine-in facility the décor is not a factor for its success, they focus more on the quality of the food and the packaging as their only source of revenue is through deliveries.	Decor is important. First impressions count. Nowadays with the dawn of social media. Restaurants have lots of free advertising if people like the decor. People post in their Instagram or Twitter or even Facebook. People love posting beautiful pictures. If they tag the restaurant in their posting, its free publicity. The cost of setting up the décor and maintaining it varies according to the size of the restaurant and the theme on which the décor is based
Size and Interior	cloud kitchens do not need to focus on the interiors at all. If they have adhered to all the safety norms then cloud kitchens require minimal space for setting up the kitchen and that's all!	On the other hand, Dine-in restaurants are required to create a whole customer experience by setting up a decent seating space with at least 10-15 tables along with a kitchen.

Set-Up Time	For cloud kitchens, you need the appropriate licenses and just a quick kitchen set-up. There is barely any time spent in choosing a location or designing the interiors. All you have to do is to focus on the quality of the food and cleanliness of the kitchen.	Building and designing a dine-in restaurant could take you several months, if not years. To make sure that ambience is aesthetically pleasing, the restaurant is spacious and well-lit, the seating arrangement is comfortable and easy to maneuver for the server and many more tedious decisions are to be made before your dine-in space is ready.
Marketing Costs	For cloud kitchens, a strong Restaurant marketing strategy is essential. Since they operate only virtually, it is imperative that owners of cloud kitchens resort to social media marketing to reach out to a wider audience and create a positive customer experience	Given today's scenario, marketing costs for a dine in restaurant are also considerably high. But a distinguished advantage that the dine-ins have over their counterpart is the outdoor branding in their neighborhood as well as the word-of mouth marketing by their diners

Source: <https://www.posist.com/restaurant-times/cloud-kitchen/demystifying-cloud-kitchens/cloud-kitchen-vs-dine-in-restaurant.html>

• **WHICH IS BETTER:**

Table n°04: WHICH IS BETTER Cloud Kitchen or Cloud Kitchen

Catégorie	Cloud Kitchen	Cloud Kitchen
Importance of Location	X	✓
Lower Investment Cost	✓	X
Lower Set Up Costes	✓	X
Lower Staff Expenditure	✓	X
Lesser Set Up Time	✓	X

Source : <https://www.posist.com/restaurant-times/cloud-kitchen/demystifying-cloud-kitchens/cloud-kitchen-vs-dine-in-restaurant.html>

Cloud kitchens have proven to be one of the most useful business models. It is safe to say that cloud kitchens are essential to success in the post-COVID restaurant industry and are on par with the experience provided by dining restaurants, in terms of quality of food and service.

Section 02: Entrance to cloud kitchen

2.1 present the project:

To learn about and clarify the project we must describe the idea of the project, the reasons for its selection, and the need to.

2.1.1 Project Idea: Dahmanus Cloud Kitchen is a kitchen offering traditional food delivery service for women working at home. It is a link between clients and workers who are unable to communicate with men.

2.1.2 Project Description: The Dhamanus app contracts with women who cook traditional food in a home to open private kitchens or offer delivery. This is due to the lack of possibilities and culture to prevent and make difficult the provision of delivery services through men.

Here comes the role of Dahmanus where women workers participate in an application to display their own pages to provide the types of dishes specialized in them after receiving orders from my delivery worker who is a woman to deliver food to its runway. They are treated from woman to woman without having to communicate with men.

2.1.3. Project logo: Dahmanus Your Everyday Right Away.

Phase n°09: Project logo



Source: Student's preparation and design

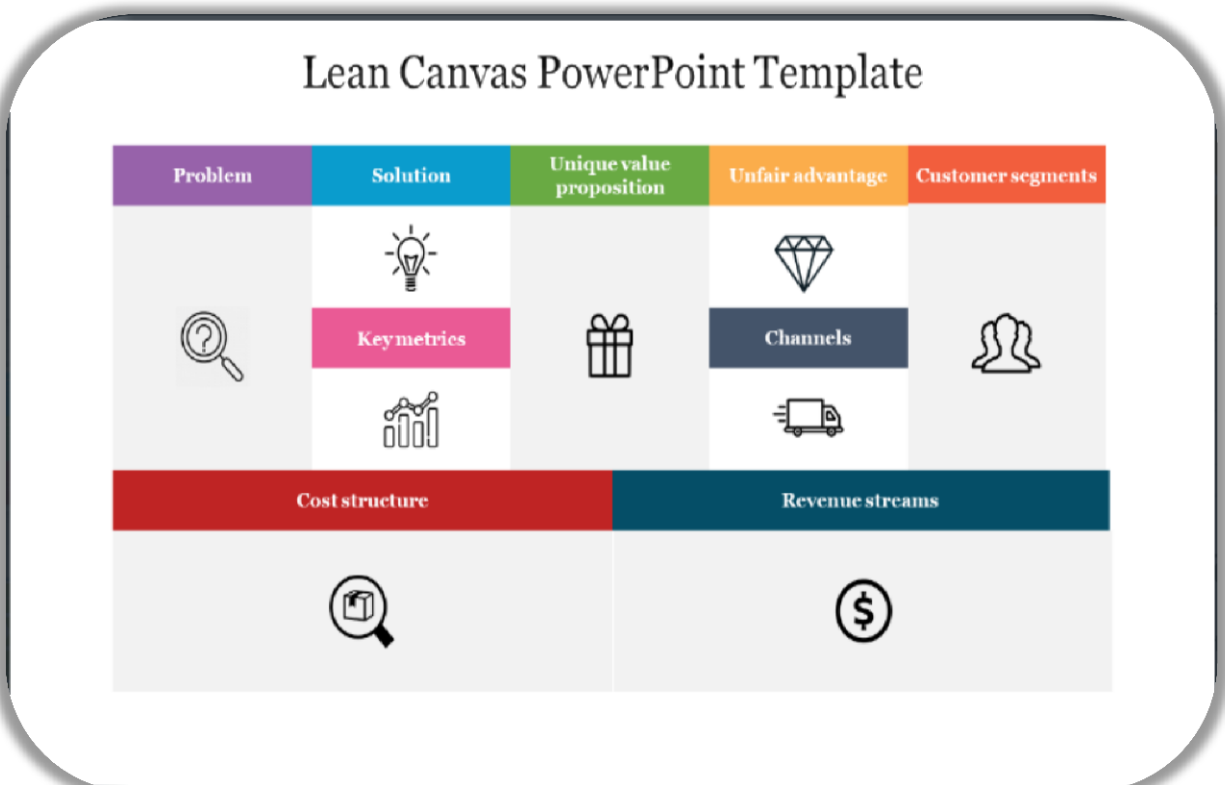
2.1.4 Project Message: Our vision is to expand and create a cloud kitchen that includes a group of cooks.

2.1.5 Project Vision: cook at home and leave the rest to us

2.2 Marketing Scheme

2.2.1 LEAN CANVAS SECTION: OVERVIEW

Phase n°10: LEAN CANVAS



Source <https://www.slideegg.com/lean-canvas-powerpoint-template-54445>

2.2.1.1 The Problem: The starting point is the problem, the need to be solved. If there is no problem, there is also no solution, and the startup has no reason to exist. Describe what the problem is and how, when and how often it is felt by the customer.

The problem with Dhamanus lies in:

- The inability of owners of home cooking projects to provide a means of transportation for their products.
- The inability of the owners of home eating projects to communicate with the delivery companies due to the unhelpful culture of the community.
- The inability of the female category of customers to receive orders from
- Delivery men.

2.2.1.2 Customer segments : Who is aware of this problem? Who are our customers (those who will pay for our products/services)? Are they companies or individuals? Are they compatible with the users (those who use the solution) or not?

Identifying potential customers, and group them into segments or groups of people/companies that share similar characteristics.

There is never a generic “client”, but a clearly identifiable specific client (man, woman, young person, adult, who has certain habits or lifestyles, etc.).

Who do we turn to first? Early adopters who we think will use or buy our product first because they better understand its value proposition.

Customer segments with Dhamanus lies in:

- Home Food Business Owners.
- Traditional food consumers.

2.2.1.3 The solution: How do we respond to this need with our product/service? Explain how it works and who uses it (for example, the technology it uses Based on).

The solution with Dhamanus lies in:

- The Dahmanus application connects owners of home eating projects and those wishing to order food, while providing a delivery service specifically for women;

2.2.1.4 Value Proposition: What value do we provide to our customers? In other words, how do we create value for them and why do we do it in a

unique way that is different from competitors? Why should customers choose us from the alternatives available?

Describe your competitive advantage (e.g.lower cost or premium service?)

Value Proposition with Dhamanus lies in:

- Marketing for home eating entrepreneurs;
- Maintaining the quality of the food served;
- Saving time and effort.

2.2.1.5 Revenue Structure: Where does our income come from? When and for what do our customers pay us? Usually there is a main source (e.g. sale of the product) and other secondary ones (e.g. additional optional services).

Broadly define where revenues can originate from

Revenue Structure with Dhamanus lies in:

- The benefit obtained from the food delivery process;
- The benefit obtained from advertisements in the application.

2.2.1.6 Unfair advantages: What unfair advantage can we count on? Can't it be easily copied or purchased (our product/service) by someone else? An unfair advantage could be inside information, a dream team, intellectual property, existing customers, etc.

Unfair advantages with Dhamanus lies in:

- A special service for women.

2.2.1.7 Channels: Channels are ways you can reach customers. And remember that in the initial stages it is important not to think about scale but to focus on learning. With this in mind, try to think of channels that will give you enough access to your customers at the same time and that will give you enough learning. Channels can be via e-mail, social networks, advertisements, blogs, articles, trade shows, radio and television, webinars, etc. By the way, you do not have to be in it all, only when there are clients.

Channels with Dhamanus lies in:

- Via dahmanus app.
- Social Media.

2.2.1.8 Key metrics: Every company, regardless of industry or size, will have some basic metrics used to monitor performance. What are the metrics on which business success (or failure) depends? (For example, number of visits to the site, number of purchases of contacted customers, average purchase price). Define the highest priority parameters.

Key metrics with Dhamanus lies in:

- Increase in application usage
- Increase the number of customers

2.2.1.9 Cost structure: What are the main costs of your business? For example, does the staff member's cost affect further because the start-up activities are based on the talent of the work, or are they more linked to the cost of the distributors, or the implementation or maintenance of the programmer? Select your cost centers as much as possible. Cost structure with Dahmanus lies in:

- The cost of the transportation method for the delivery process;
- The cost of completing the electronic application

Table n°05: Lean canvas Dahmanus

Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
<p>- The inability of owners of home cooking projects to provide a mean of transportation for their products.</p> <p>-The inability of the owners of home eating projects to communicate with the delivery companies due to the unhelpful culture of the community.</p> <p>-The inability of the female category of customers to receive orders from delivery men.</p>	<p>-The Dahmanus application connects owners of home eating projects and those wishing to order food, while providing a delivery service specifically for women</p>	<p>-Marketing for home eating entrepreneurs.</p> <p>-Maintaining the quality of the food served.</p> <p>-Saving time and effort.</p>	<p>-A special service for women.</p>	<p>-Home Food Business Owners.</p> <p>-traditional food consumer.</p>
	Key Metrics		Channels	
	<p>-Increase in application usage.</p> <p>-Increase the number of customers.</p>		<p>- Social Media</p> <p>-Via dahmanus app</p>	
Cost Structure		Revenue Structure		
<p>-The cost of the transportation method for the delivery process.</p> <p>-The cost of completing the electronic application.</p>		<p>-The benefit obtained from the food delivery process.</p> <p>-The benefit obtained from advertisements in the application.</p>		

Source: prepared by the student

2.2.2 Marketing mix 4P:

- ✓ **Product:** It is an electronic application that combines those wishing to order traditional food and those wishing to sell these foods cooked at home. This application allows its users to access the most important traditional food chefs in the city of Laghouat. On the other hand, it allows traditional home chefs to discover the most significant number of customers and fulfill their orders. By providing a delivery service that facilitates both parties and reduces effort and time.
What distinguishes this product is that it is the first of its kind in the state of Laghouat, where it provides exceptional service for women
- ✓ **Price:** It is an important pillar in determining how much demand a product will experience. It is worth noting that the service we provide will be at an affordable price, and this is in exchange for the delivery service. As for the use of the application, it will be a percentage in exchange for obtaining customers for each chef.
- ✓ **Promotion:** This element is not related to special offers and discounts, but is related to the actions and procedures that make the potential customer know the product and see it as the effective and useful option to eliminate all the problems he suffers from, and this is done according to the following: Placing Ads on social networking sites (Facebook and Instagram) to introduce the product and its goals, through the use of attractive presentation methods and the formulation of content for publications that attract customers.
- ✓ **Place:** In our case, the location will be virtual and there is no need for a physical location for the service. Most of those looking for services in the field of ordering ready-to-eat food go directly to the Internet to obtain the information they need.

2.2.3 Marketing plan: Before launching this application in the Play Store, it will be placed first only on the Google engine level, and from the launch of several pages bearing the name of the tourist application "Dahmanus", which are: Facebook YouTube Instagram, where content about traditional food in Algeria is published to impress followers With the diversity of Algerian cooking, and giving opinions and suggestions on how to order and deliver at the lowest costs, and create communities within these established pages, to benefit from them in preparing future plans and to be the first recipients of the application, and a free source for marketing the application, and then later when there is a significant request on the application that will be downloaded On the Play Store level on Android and other operating systems.

2.3 Productive blueprint

The service provided by our application and to understand the need for this process must be first identified

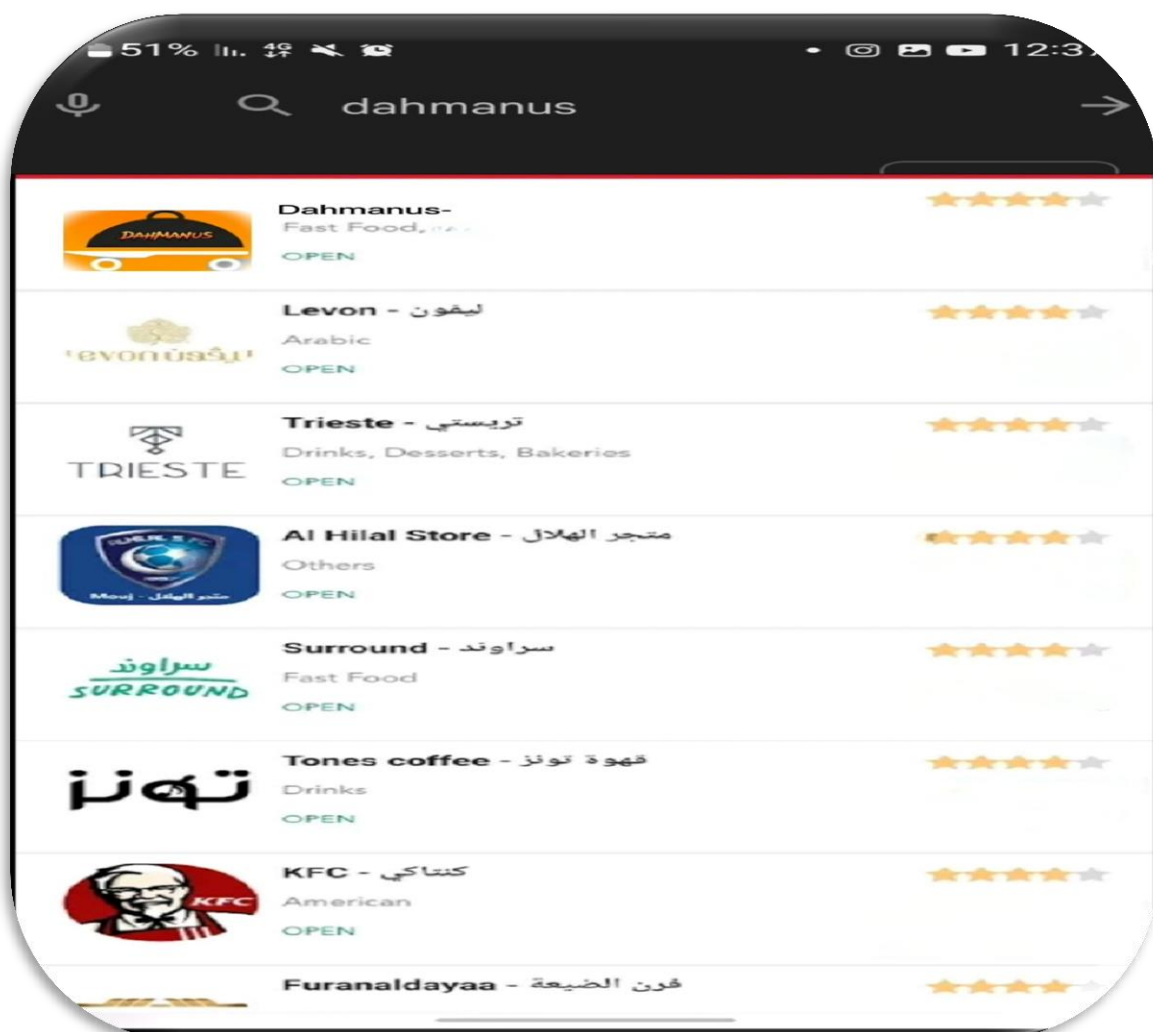
2.3.1 project site : There is no physical location for the project, it is active on the Internet, but we must determine the geographical area in which it is active, and therefore this project is active within the mandate of laghouat

2.3.2 Project Interior Design:

2.3.2.1 Application divided into two sections:

- The first stage is for the working woman. The app must be downloaded from the app store and then choose the category of whether she is a worker or a customer and then sign in and create an account, so that she enters her personal data so that she can access an account on the app.

➤ app Store Interface (Download Dahmanus app):



➤ After downloading the app show the destination of the speculation

The application interface appears:



➤ After selecting the worker's box:



➤ fter filling in the information box, only three types of eating are selecte

The screenshot shows a mobile application interface titled "CheckOut". The form contains the following fields and values:

Field Label	Value
First Name*	
Address 1*	
Address 2 (Optional)	
City*	
TELEPHONE NUMBER	
THE EATER 1*	300,00
THE EATER 2*	
THE EATER 3*	

At the bottom of the form is an orange button labeled "NEXT ONE".

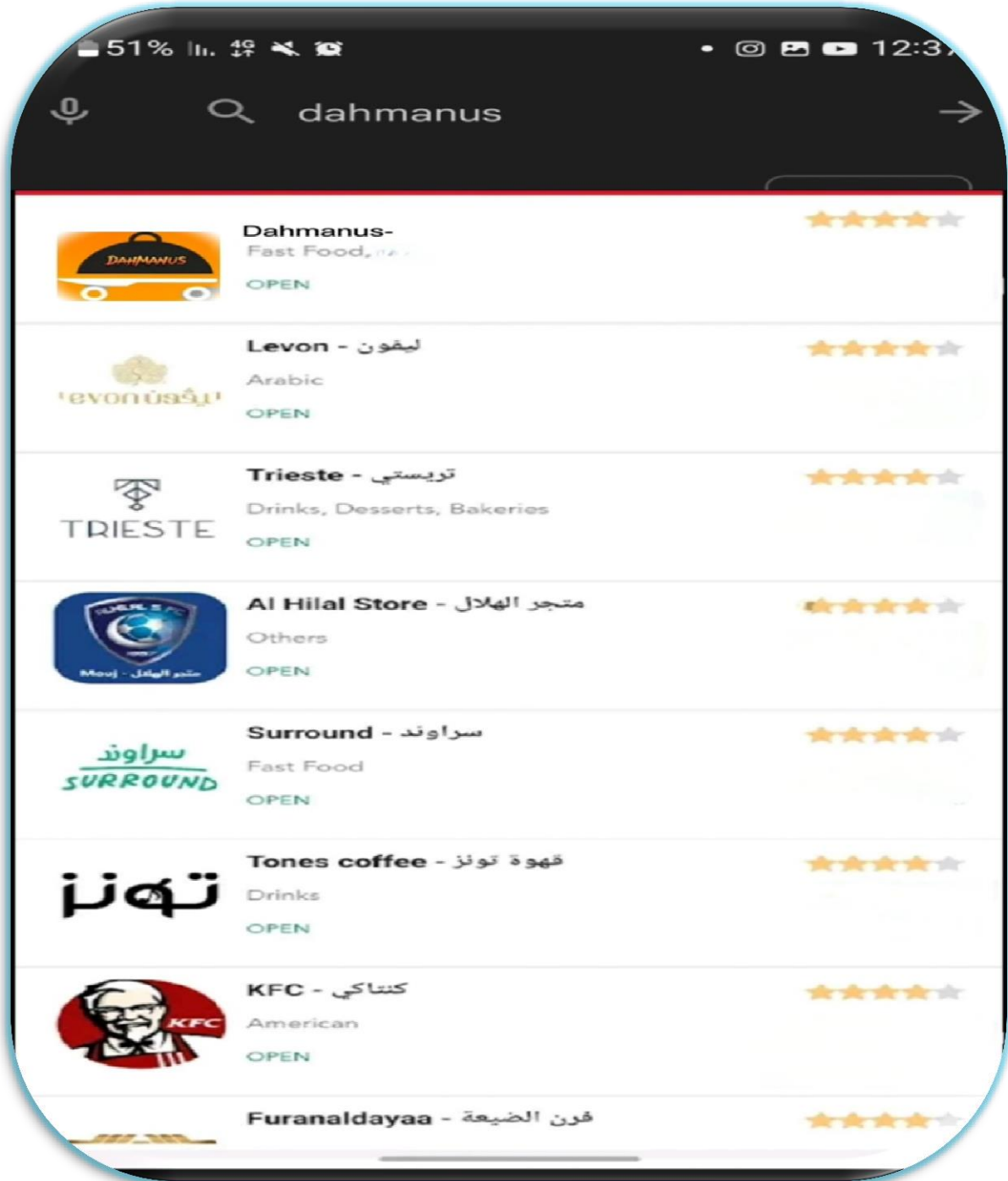
➤ The box is filled with photosFood and appropriate prices:



- **Customer Phase two:** First download the app from the App Store and then select the customer category to log in and enter the personal phone number to show the eating page to order and deliver.

- **Section for customer:**

➤ **After downloading from the App Store:**



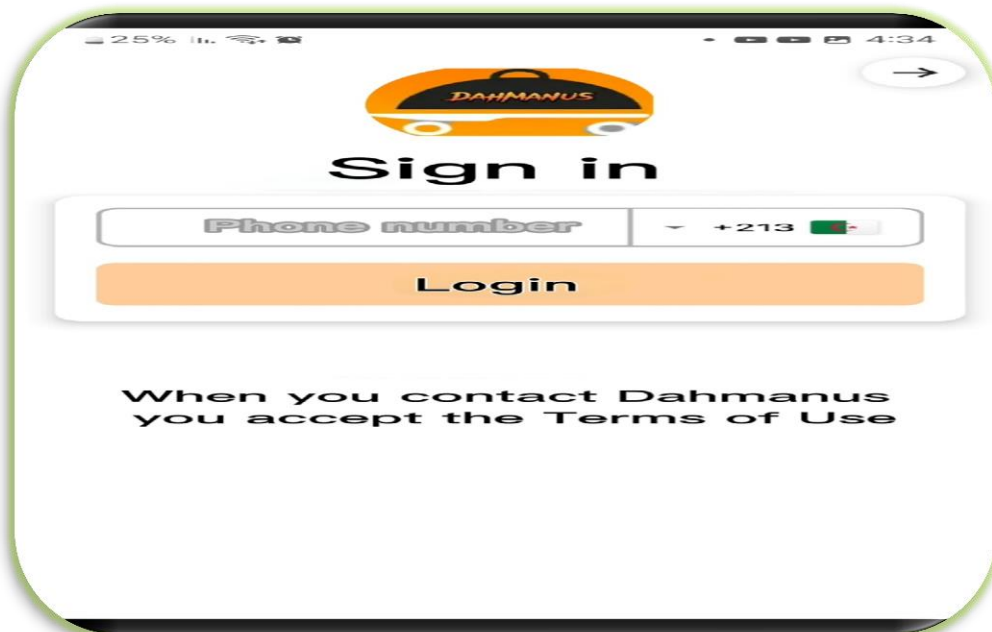
- The application interface appears:



➤ Customer's box is selected:



- Customer login to Dahmanus app:

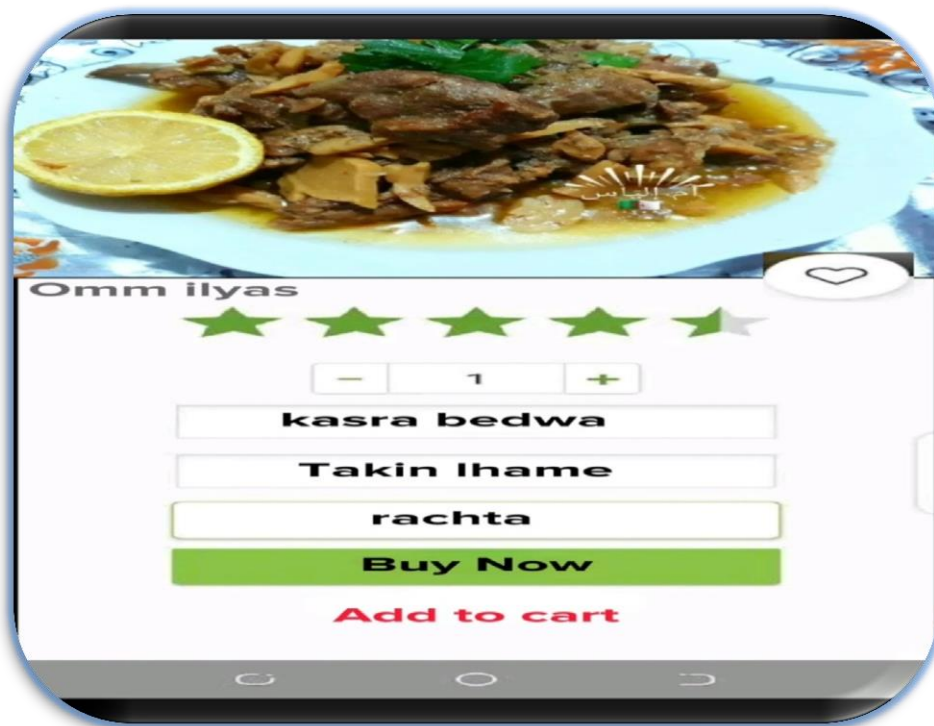


- The meal interface shows to choose a particular type of eating:



➤ After choosing a certain type of eating:

Show the customer page he wants



➤ After determining the type of food and purchase is delivered to a customer:



“DAHMANUS YOUR AVERYDAY RIGHT AWAY”



2.3.2.2 Production process needs to produce the service Worker:

Who delivers and delivers food



Smartphone and Internet:

The phone must be connected to the Internet so it can service the receipts.

2.4 Organizational charts:

2.4.1 Legal version of the project's establishment:

Table n°06: Dahmanus Project Summary

present the project:	
Project Name	Dahmanus
Type of activity	Service Activity
Project Location	Laghout
Project Products	Delivery Service
Legal Form	EURL
Manpower	01

Source: prepared by the student

2.4.2 Project Legal Study: One of the most important decisions a start-up enterprise has to make is to choose the legal form of its significant impact on it, which determines the enterprise's relationship with others, and legal liability in both different internal and external transactions.

It illustrates the Government's intervention in the institution. One of the most appropriate forms of project ownership is the only emerging enterprise, simply for its creation, formation and publicity..

The project is classified in the commercial register with the activity code "607069", and by the name of the activity the programming of automated media systems.

2.4.3 The legal framework of the project: Since the project relies solely on personal savings, the only thing to be available to start the activity is: Registration in the commercial registry for legal commencement of activity, as this last requires:

Commercial Record Extraction File:

- request a site according to the form prepared by the National Commercial Registry Center.
- The contract of ownership of the business or the lease of the business on behalf of the company is prepared by an authenticated party.
- Myald Certificate No. 12.
- receipt proves the payment of the estimated 4000ge character rights is paid at the level of the wolf clutch.
- Receipt of payment of registration rights fees in the commercial registry. provided by the National Commercial Registry Centre.

- Receipt of payment of registration rights fees in the commercial registry; provided by the National Commercial Registry Centre.
- accreditation or licence to engage in activity for organized occupations and activities.

Project organizational structure:

Since the project is managed solely by the entrepreneur and there are levels of authority, we will build the organizational structure.

Based on the functions, the following format shows us the organizational.

Structure of the project:

Phase n°11: Organizational Chart



Source: prepared by the student

Management Page: Page affairs and close monitoring will be followed by a page-level flaw or problem in displaying ads or at the account level, checks accounts Follow-up payments via current account complaints or contact users Working hours will be for days a week, and for times during the day they will be divided by activity:

Limitation of Working Times:

- Management: 8 am to 7 pm;
- Marketing: Marketing campaigns have no time but a courier size as needed.

2.5 Determine annual operating costs

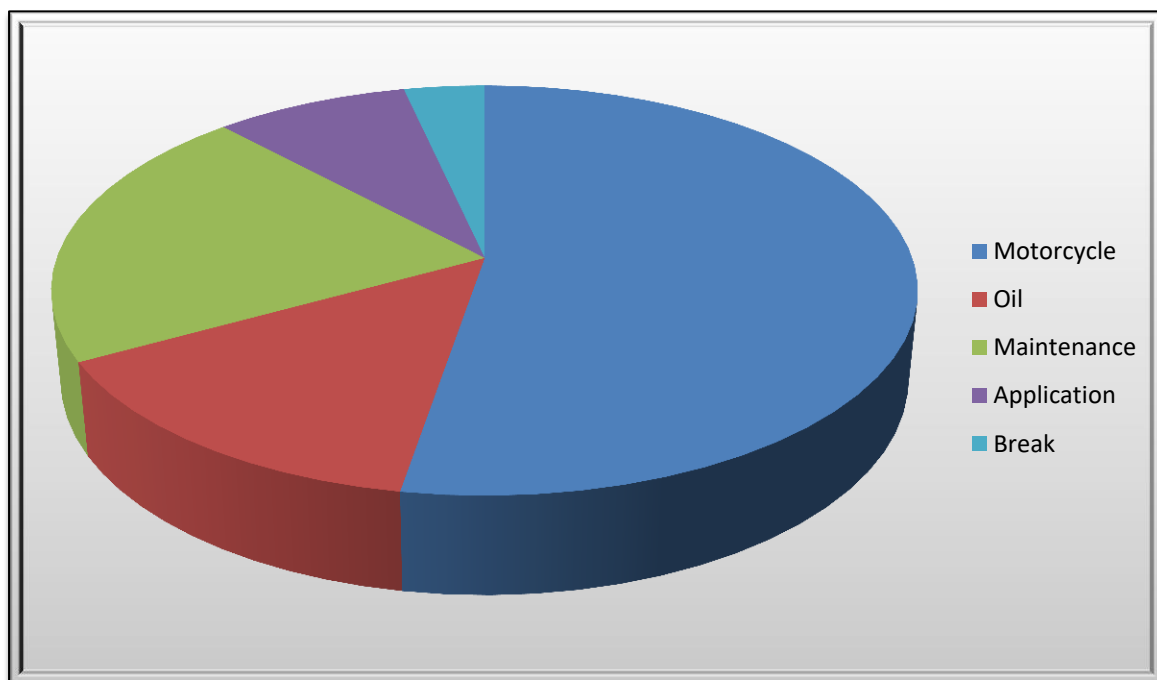
The costs necessary to start the project, which are the costs of the program and the costs of the motorcycle...

Table n°07: Annual operating costs

The description	Cost
Motorcycle	150000
Oil	40800
Maintenance	60000
Application	24000
Break	10000
TOTAL	284800

Source :prepared by the student

Phase n°12: Distribution of Annual operating costs



Source: prepared by the student

Conclusion:

The expected revenue of the project

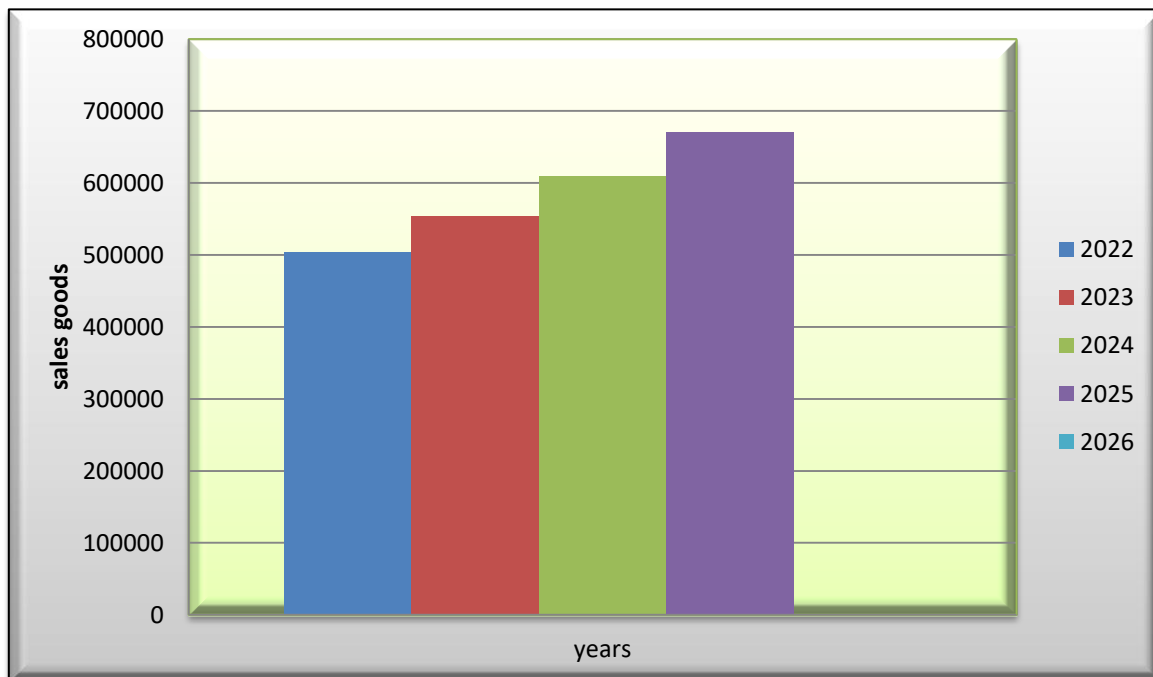
We calculated the expected revenues by calculating the number of business per day according to the average income.

Table n°08: Expected revenue

Rubrics	2022	2023	2024	2025	2026
Sales goods	504000	554400	609840	670824	737906.4
evolution	5%	10%	10%	10%	10%

Source: prepared by the student

Phase n°13: expected revenue chart



Source: prepared by the student

Chapter summary

In this chapter, we talked about general concepts of cloud kitchens and got acquainted with the difference between them and the restaurant, from which we dealt with the vision of our project, the mission and a comprehensive description of our application. We also prepared a business plan, where we also dealt with a production, organizational and financial plan

Conclusion:

Conclusion:

In the face of economic, social and environmental challenges, the entire world views emerging institutions with a view to ensuring sustainable development today. This is one of the main drivers of progress. It lies in the cohesion of many technological and scientific fields in order to create new and new applications on digital floors, thereby creating products of the new generation and modern services.

Young people's tendency to set up enterprises in various fields and sectors has increased, as well as the interest in contracting by universities. This has led to the emergence of many emerging institutions.

In keeping with this trend, we have prepared a business plan for an electronic trading platform using technology and electronic media. Through this research we have submitted to the establishment of a project that must first start from the idea and coordinate it with various financial, marketing and organizational aspects and respect the legal aspects under which it can be worked. This is demonstrated by the business plan, which is a complete picture and identity of the project and its potential and the existence of real opportunities for success.

Search results:

The presentation and study of the Dahmaus project's business blueprint may contribute to a clear idea of its marketing opportunities and great economic attractiveness. The study of expected returns and costs was very promising to suggest its success.

Among the matrix reached are:

We found that Lean canvas was suitable for the Dahmanus project

The blueprint is an important and essential tool to consider.

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