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Business modeling of the digital platform Dérmo express! (Basharati) for dermatologic consultations in Algeria

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<u>Dedication</u>

This humble work is dedicated to my dear mother and whole family, and friends may God protect them and those who helped me complete this work, from near or far.

To our honorable teachers who made my graduation today possible

And in the end, I ask God Almighty to make this work a benefit from which everyone could benefit from

ABSTRACT

Abstract

This study aims to provide a business plan, for the project of establishing a virtual consultation platform in Algeria and the possibility of its success Where the business plan represents the first steps on the way to achieving a successful project with economic and financial returns, and to reach this. The goal It was necessary first to shed light on the general concepts about the business plan and its components, as well as its importance in relation to the various the parties involved to understand the importance of the project and the requirements for its success. In this chapter, we also touched on the components of the business plan Based on the organizational and legal scheme, to give the project a legal character, then the production and marketing scheme to search for The equipment needed by the project, as well as the methods by which the target audience can be reached to the planned To study the costs and revenues of the project, as well as the various financial aspects associated with it, which would increase the degree of certainty and reduce the risk.

After analyzing and studying the business plan for the BASHARATI platform project, it was found that it is an innovation that combines the medical field with that of technology. The application offers reliable, useful information and a quality service to respond in the most efficient way to the needs of users. And it is an economically feasible project. It is possible to take advantage of its growth and expand it to achieve significant financial profits, as well as contribute to economic development.

Keywords: start-up, digital platform, mobile application, health, skincare, entrepreneurship

ملخص الدراسة

تهدف هذه الدراسة إلى تقديم خطة عمل لمشروع إنشاء منصة افتراضية للاستشارة الطبية في الجزائر وإمكانية نجاحها حيث تمثل خطة العمل الخطوات الأولى التي تحقيق مشروع ناجح بعائد اقتصادي ومالي، والوصول إليه.

كان من الضروري أولاً إلقاء الضوء على المفاهيم العامة لخطة العمل ومكوناتها، وكذلك أهميتها فيما يتعلق بمختلف الأطراف المعنية لفهم أهمية المشروع ومتطلبات نجاحه. في هذا الفصل، تطرقنا أيضًا إلى مكونات خطة العمل بناءً على المخطط التنظيمي والقانوني، لإعطاء المشروع طابعًا قانونيًا، ثم مخطط الإنتاج والتسويق للبحث عن المعدات التي يحتاجها المشروع، وكذلك الأساليب التي يمكن من خلالها الوصول إلى الجمهور المستهدف إلى المخطط دراسة تكاليف وإيرادات المشروع، وكذلك الجوانب المالية المختلفة المرتبطة به، مما يزيد من درجة اليقين ويقلل من المخاطر.

بعد تحليل ودراسة خطة العمل لمشروع منصة بشرتي، تبين أنه ابتكار يجمع بين المجال الطبي ومجال التكنولوجيا. يقدم التطبيق معلومات موثوقة ومفيدة وخدمة عالية الجودة للاستجابة بأكثر الطرق فعالية لاحتياجات المستخدمين. وهو مشروع ذو جدوى اقتصادية. من الممكن الاستفادة من نموها وتوسيعه لتحقيق أرباح مالية كبيرة، وكذلك المساهمة في التنمية الاقتصادية.

الكلمات المفتاحية: مؤسسة ناشئة، منصة رقمية، تطبيق الكتروني، الصحة الجسدية، العناية بالبشرة، المقاولاتية

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LIST OF ABBREVIATIONS

List of abbreviations

Abbreviation	Description of Appreviation
MVP	Minimum value product
BMC	Business model canvas
SWOT	Strength /weakness/ opportunities/ threats
PESTEL	Political/environnemental/social/technological/Economic/ legal
SEO	search engine optimization
PPC	Payment per click
UX	User experience
UI	User interface
4P	Product / promotion /price/distribution

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GENERAL INTRODUCTION

Introduction

Research and studies on emerging start-ups have increased significantly in the recent years, especially with the fair openness and economic justice. This openness led to many changes in the business environment, which opened the doors for endless opportunities for small and newly established enterprises, where contributions to the fair economy are no longer restricted to large enterprises only.

The new concepts that came to dominate the course of business produced what is called contractualism, which had a great impact on the early generations sectors, in view of their great effects on the level of the economy of countries, where the entrepreneurship has become the main resource to achieve an advantage Competitiveness does not create stability for enterprises, and entrepreneurship has also been concerned with the concept of business powers, which constitutes an element.

It is an important strategy in the establishment and reform of institutions. It also derives its importance from the fact that it expresses the identity of the project and its indicative and organizational components.

And marketing, this integration between the various components reduces the percentage of risk when establishing institutions that are inherently rigid. Capabilities and experience.

On the other hand, e-commerce is considered one of the most growing businesses in the world, and it has become highly influential

The fair economy and the great interest in it by many owners of projects and new ideas, so two choices fell on

A project to elevate medical consultations in Algeria, which is the first of its kind in terms of the characteristics and services it provides, as well as The advantageous offers that it grants to all the dealing parties, and for the implementation of this project, it is necessary to conduct a study of the business authorities The extent of its attractiveness and the chances of its validity in the Algerian business environment according to the data specific to the Algerian environment and the characteristics of the individual and society As well as the characteristics of the legal and economic environment, which greatly affect the possibility of success or not.

Problematic:

Through the foregoing and in our endeavor to implement a platform project for medical consultations, we seek through this study to answer the following main question:

Is the establishment of the BASHARATI platform for online consultations in Algeria considered a welcome and useful project, based on the analysis of the blueprint business?

Sub-questions:

In order to understand more about the subject and all its dimensions in order to reach a clear answer to the problem, we have divided the main question

to a subset of questions represented in:

1 - What does the business plan represent?

2- What are the most important components of the business plan?

3- Is the BASHARATI platform project a feasible project that has a chance of success in the business/medical environment in Algeria?

Reasons for choosing the topic:

- Great interest in dermatology and passion for everything related to technology
- Previous experience in the dermatologic filed as a patient
- relevance of the topic to the specialization
- The importance of the issue of start-up institutions, as it is a topical topic;
- Knowledge of virtual consultations opportunities in Algeria.

Research aims:

The study aims to achieve several objectives, including:

- highlighting the relationship between business powers and the viability of new projects;
- Identify the dimensions of business powers;
- Obtaining a comprehensive picture of understanding business powers and their importance for entrepreneurs, investors and banks;

- Presentation and study of the attractiveness of the virtual consultation platform project in Algeria and the opportunities it presents;
- search limits:
- Spatial boundaries: The spatial boundaries of the study were represented in designing a website that includes the application of geographical boundaries for Algeria.
- Time limits: The study took place during the academic year 2022/2023.

Research structure:

To achieve the objectives of the research and to answer the main problem, we divided the research into two chapters, the first chapter contained general information about the lean start-up and the lean canvas, as well as the business plan and its steps. In the same chapter, we presented various dimensions of business by learning about the marketing, organizational, indicative, and production plans, as well as the legal plan. As for the second chapter, we tried to drop all the theoretical concepts that we discussed in the first chapter on the BASHARTI digital platform project. To study the attractiveness of the project and the chances of its reform in Algeria.

Research difficulties:

-Difficulty obtaining information related to analyzing the Algerian market in terms of E-health due to the absence of accessible official data to provide reliable statistics.

-The lack of projects in the same field makes it difficult for us to conduct an analytical study and comparisons.

CHAPTER ONE: THEOROTICAL FRAMEWORK

Preface:

Emerging enterprises play an important role in the economy, as they provide jobs and contribute to increasing the national production of

Goods and services will not be reflected predominantly in the wheel of national development, and thus the maintenance of economic stability. This role depends on

The reform of these institutions, through strict adherence to the rules and laws that govern their activity and the national economy. These are listed

Within the so-called business authority, it is considered an essential stage for the initiation and development of any project.

Accordingly, we will try in this chapter, first, to present the concepts related to entrepreneurship as the basis of projects, and then introduce

For emerging enterprises in terms of their concept and reality in Algeria, down to the business authorities and the most important aspects related to it.

I. understanding the lean startups

1.1 Definition of the startup:

A startup company is a newly formed business with particular momentum behind it based on perceived demand for its product or service. The intention of a startup is to grow rapidly as a result of offering something that addresses a particular market gap.

There are no fixed parameters on what type of company can be considered a startup, but the term most frequently applies to high-tech companies creating products that leverage technology to offer something new or to perform an existing task in a novel way.

Many startup companies don't have products for sale, and many do not have a revenue stream.

Similarly, there are no firm rules on when a startup ceases to be considered a startup. Some suggest a startup stop being one when it hits a certain size, completes its path to profitability, receives a high level of investment funds, becomes a public company or is acquired by a larger corporation.

-Funding

The genesis for startups is often the founder's concept for a product; some originate once the founder has hit the subsequent step, at the proof-of-concept stage.

The startup's founder often leads the development of the product and serves as the organization's business leader. He or she often focuses on scaling the company ahead of making a profit. Facebook did not make a profit until 2009, five years after Mark Zuckerberg founded the company while he was a student at Harvard University.

As a result, the value assigned to a startup does not necessarily correspond with the actual revenue it generates during those early years. Instead, company leaders and investors might consider the company's potential value based on the profits it's projected to generate. Startups that have a value of $1 billion or more are called unicorns.

Some founders bootstrap their young companies using their own financial assets whether owned or borrowed to fund the company's day-to-day operations. Others turn to angel investors when starting out, and later to venture capitalists.

Many works in incubators workspaces and offices that are financially supported by nonprofit or government organizations, as well as other institutions committed to growing these kinds of businesses. As such, these supporting entities frequently provide seasoned business leaders and successful entrepreneurs to mentor startup leaders.

Startup investors, along with the founders and other leaders within startups, often recoup their investments when they sell their startups to larger, more established companies; that's one exit strategy. Another strategy entails taking startups public. Startups can also opt to stay private, using their accumulated profits to reinvest in the enterprise and to provide pay to the founders and employees.

-Organizational structure

The term startup rose in popularity during the 1990s, as the number of technology and internet-related companies rapidly increased. Excitement over their potential led to the dot-com bubble, with investors that were eager to capitalize on the growing popularity of the internet overvaluing startups. This was the dot-com boom.

When too many of these companies failed because they lacked solid business fundamentals, including viable products, it left investors unable to recoup their investments -- a comedown that's sometimes called the dot-com bust.

Most startups today spend more time analyzing their financial statements to guard against that situation.

-Unique characteristics

Not all new companies are considered startups. Companies that have limited growth potential in terms of their customer base, revenue and product aren't seen as startups. For instance, a new restaurant, dry cleaner or professional services firm aren't likely to be called startups.

Although there's no single standard for what defines a startup company, the business community recognizes there is a special class of young companies and a particular work culture that exists within startups.

This startup culture, or startup mindset, features several key characteristics, including a commitment to innovation and a willingness to take risks and make decisions quickly. This atmosphere attracts potential workers who seek out that environment.

The startup culture can also be considered egalitarian, with workers at all levels pulling together. Their workspace frequently reinforces that view, with open areas where leaders and staffers work side by side. However, founders and their chosen executives do remain in charge, and often serve as ambassadors for the product and company they're building.

-Perceptions of startups

Startups are often heralded for their potential to disrupt industries and introduce new processes and products to the market, as well as for their innovative spirit. They can have an almost mythical hold on the American imagination, as they embody the notion that anyone can start with an idea, work hard and become rich, while shaking up the status quo.

But startup companies are just as prone to negative qualities, including hyper-competitiveness, impulsivity and exclusionary behaviors that shut out workers, partners and other potential stakeholders who don't meet certain narrow standards set by core members of the startup.

1.2 Definition of lean startups:

In today's fast-paced business world, startups need to move quickly to stay ahead of the competition. The traditional approach to starting a business involves creating a detailed business plan, raising a lot of capital, and then executing the plan. However, this approach can be slow, expensive, and can often lead to failure. In recent years, a new approach to starting a business has emerged, known as the lean startup methodology.

The lean startup methodology was first introduced by Eric Ries in his book, "The Lean Startup."[1] The approach is based on the idea that startups should focus on creating a minimum viable product (MVP) and then iterate quickly based on feedback from customers. The lean startup methodology is designed to help entrepreneurs avoid wasting time and money on ideas that may not work and instead focus on creating a product that customers want.

One of the key principles of the lean startup methodology is the concept of validated learning. This involves testing assumptions about the business model and product through experimentation and data analysis. By constantly testing and iterating, startups can quickly learn what works and what doesn't, allowing them to make informed decisions and pivot if necessary.

Another important principle of the lean startup methodology is the concept of the pivot. A pivot occurs when a startup realizes that its initial assumptions about the business model or product are incorrect and needs to change direction. Instead of seeing a pivot as a failure, the lean startup methodology encourages entrepreneurs to view it as an opportunity to learn and improve.

The lean startup methodology is also focused on customer development. This involves getting out of the building and talking to customers to understand their

[1] The Lean Startup First Edition by Eric Ries , published by Currency , (September 13, 2011)p 14 edited

needs and pain points. By gathering this information, startups can create a product that solves a real problem for customers.

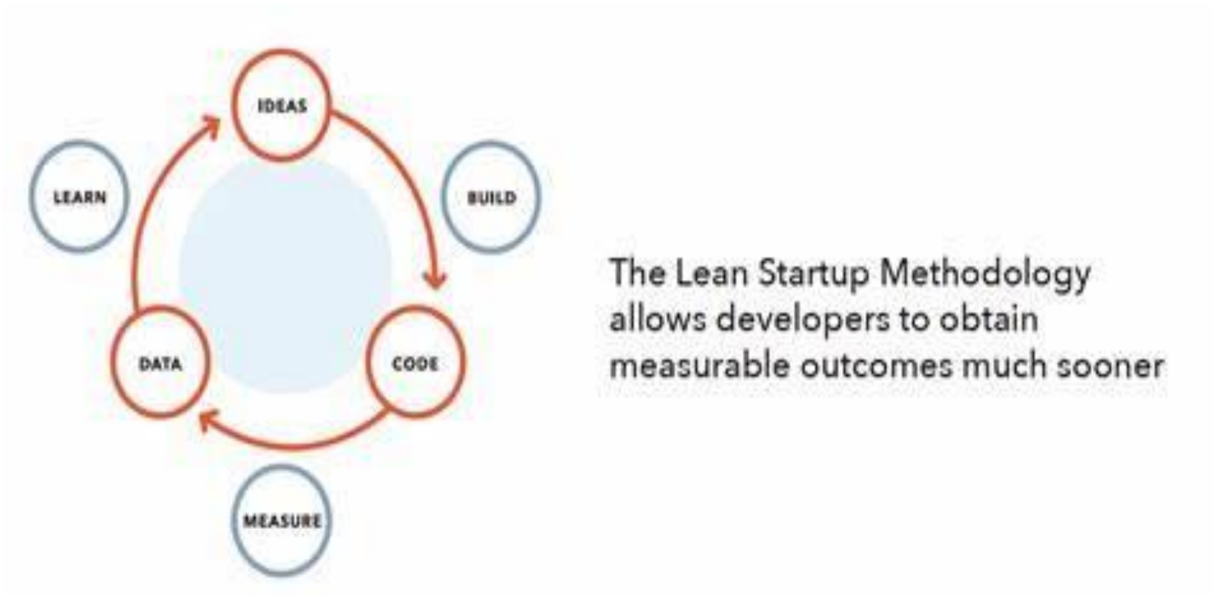

Figure 01: the lean startup cycle (source: The Lean Startup book)

To implement the lean startup methodology, entrepreneurs need to embrace a culture of experimentation and continuous improvement. This means being willing to take risks, learn from failures, and pivot when necessary. It also involves being data-driven and using analytics to make informed decisions, the lean startup methodology offers a new approach to starting a business that is focused on creating a product that customers want. By testing assumptions, iterating quickly, and embracing a culture of experimentation, startups can avoid wasting time and money on ideas that may not work. Instead, they can create a product that solves a real problem for customers and build a successful business.[1]

- **1.2 The life cycle of startups**

An examination of emerging enterprises with six stages during their life cycle, as shown in Figure (1-1), which are as follows:

1 - Creativity stage: It will be the starting point for any institution from an idea that allows it to satisfy a group of customers.

[1] The Lean Startup First Edition by Eric Ries , published by Currency , (September 13, 2011)p 18 edited

2 - The starting stage: It is the starting point characterized by the presence of a blind spot A. The failure rate is very high, reaching

The death rate for startups is 70% in the first year. At this stage, enterprises resort to self-financing or the family’s help.

3- Growth stage: In this stage, the institution begins to expand its activities to obtain a good position in the market.

The ambition is to expand by relying on creativity and innovation to face the competitive environment.

4- The stage of maturity: when the institutions reach the state of saturation in the market, they must search for solutions to enhance

Its status by resorting to differentiation and increasing innovation in its activities, is a way for risks to decrease and it has the ability

On borrowing from banks for financing.

5- The stage of deterioration: This is the stage of aging when the institution itself falters and faces many issues, including those related to

Change of ownership and distribution of wealth.

6- The stage of re-launch or change: one of the highest stages in the life of an emerging institution in order to decide on a strategy to maintain on the institution.[1]

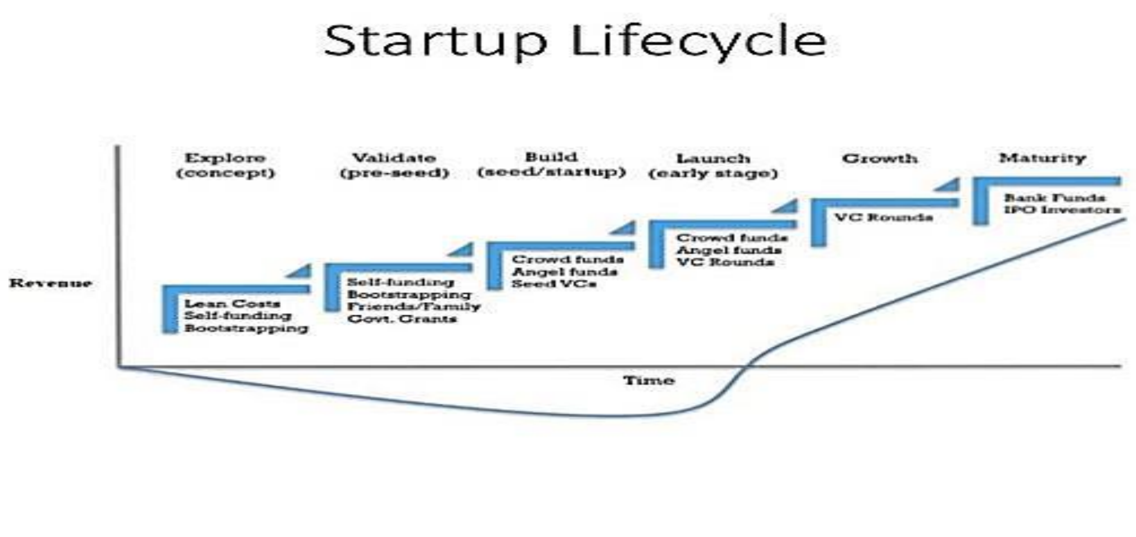

Figure 02: the startup lifecycle (02) (source: the internet)

[1] The Lean Startup First Edition by Eric Ries , published by Currency , (September 13, 2011)p 18 edited . source already mentioned

- **1.3 The Reality and Prospects of Emerging start-ups in Algeria:**

In recent years, Algeria has shown growing interest in the development of emerging enterprises, although there has been a slight delay in their establishment compared to other countries. The government's limited investment in research and development, accounting for only 70% of the GDP in 2016, contributed to this delay. However, recognizing the potential of emerging enterprises for the national economy, the Algerian government implemented various measures in March 2020 to foster their growth and success. These initiatives included the establishment of an investment fund, the creation of an innovation foundation, the enhancement of the legal framework, and the development of infrastructure and support systems for emerging entrepreneurs. This chapter explores the theoretical foundations of entrepreneurship and highlights the current state and future prospects of emerging enterprises in Algeria.

the various measures implemented by the Algerian government to support emerging enterprises. It highlights the establishment of a pure investment fund aimed at providing financial assistance and support to these enterprises. Additionally, the creation of a higher foundation for innovation is discussed, which serves as a strategic platform for valuing innovative ideas and leveraging scientific research capabilities to foster the knowledge economy. The development of a favorable legal framework and the establishment of the National Agency for the Upgrading and Development of Sheds are also explored in this section. the initiatives undertaken to develop the necessary infrastructure and support systems for emerging enterprises in Algeria. It highlights the efforts to prepare local communities and allocate spaces for these enterprises, with priority given to areas with great potential. The role of incubators and technology parks in providing comprehensive support to creative projects and accompanying entrepreneurs throughout their journey is also emphasized.

Drawing on statistical data, this section provides an overview of the current state of emerging enterprises in Algeria. It highlights the significant increase in the number of startups between 2020 and 2022, from 41 institutions to 110 institutions. The ranking of Algeria among other Arab countries in terms of the number of emerging enterprises is also presented. Furthermore, it explores the role of higher education institutions in nurturing entrepreneurial talent through business incubators and providing the necessary knowledge and skills for success.[1]

[1] Basouih Mona, Mimouni yassin, Boukataya Sofian, “The Reality and Prospects of Emerging Enterprises in Algeria,” an article in annals of Bashar University in Economic Sciences, Issue 03, 2020 p 405 translated

II. understanding the lean canvas:

1.1 Definition of the lean canvas:

The Lean Canvas is a powerful tool for startups, entrepreneurs, and business leaders to map out their ideas, strategies, and goals in a structured and concise format. Developed by Ash Maurya in 2010, the Lean Canvas is a one-page business plan that combines the elements of the traditional business model canvas with the principles of lean startup methodology. The Lean Canvas provides a visual and holistic overview of the key components of a business, including its value proposition, customer segments, revenue streams, cost structure, key metrics, and channels.

The Lean Canvas has gained widespread popularity among entrepreneurs and innovators as a way to quickly iterate and validate their business ideas, assess their viability, and pivot if necessary. By focusing on the core aspects of a business and eliminating the unnecessary details, the Lean Canvas enables entrepreneurs to stay focused on the big picture and avoid the trap of over-planning and analysis paralysis. In this introduction, we will explore the key components of the Lean Canvas and how it can help you to develop, refine, and grow your business.[1]

1.2 - Key Components of the Lean Canvas:

The Lean Canvas consists of nine key building blocks that describe the fundamental aspects of a business. These are :

1. Problem: What is the problem that your business is trying to solve? What pain points or needs are you addressing for your customers?
2. Customer Segments: Who are your customers? What are their demographics, preferences, behaviors, and needs?
3. Unique Value Proposition (UVP): What is your unique value proposition? How does your product or service solve the problem in a way that is better, faster, or cheaper than existing solutions?
4. Solution: What is your solution to the problem? How does it work? What are its key features and benefits?
5. Channels: How do you reach your customers? What are the most effective channels to promote, sell, and distribute your product or service?
6. Revenue Streams: How do you make money? What is your pricing strategy? What are your key revenue streams?

[1] Running Lean: Iterate from Plan A to a Plan That Works 2nd edition by Ash maurya , published by O'Reilly Media , April 3, 2012 p 45 edited

7. Cost Structure: What are your costs? What are the most significant expenses? How can you optimize your costs to maximize profitability?
8. Key Metrics: What are the most important metrics to track? How do you measure success? What are the key performance indicators (KPIs) for your business?
9. Unfair Advantage: What is your unfair advantage? What sets your business apart from competitors? What are your strengths and assets that give you a competitive edge?[1]

1.3 - Benefits of the Lean Canvas:

The Lean Canvas offers several benefits for entrepreneurs and business leaders, including:

1. Clarity: The Lean Canvas provides a clear and concise overview of the key components of a business, enabling entrepreneurs to communicate their vision and strategy effectively.
2. Flexibility: The Lean Canvas is a dynamic tool that can be adapted and modified as the business evolves, allowing entrepreneurs to pivot and adjust their strategy based on feedback and insights.
3. Validation: The Lean Canvas helps entrepreneurs to validate their business ideas and assumptions by testing them with customers and stakeholders, reducing the risk of failure.
4. Efficiency: The Lean Canvas saves time and resources by eliminating the need for a lengthy and complex business plan, enabling entrepreneurs to focus on executing their vision.
5. Collaboration: The Lean Canvas facilitates collaboration and alignment among team members and stakeholders, enabling everyone to be on the same page and work towards a common goal.

[1] Running Lean: Iterate from Plan A to a Plan That Works 2nd edition by Ash maurya , published by O'Reilly Media , April 3 ,2012 p 145 edited

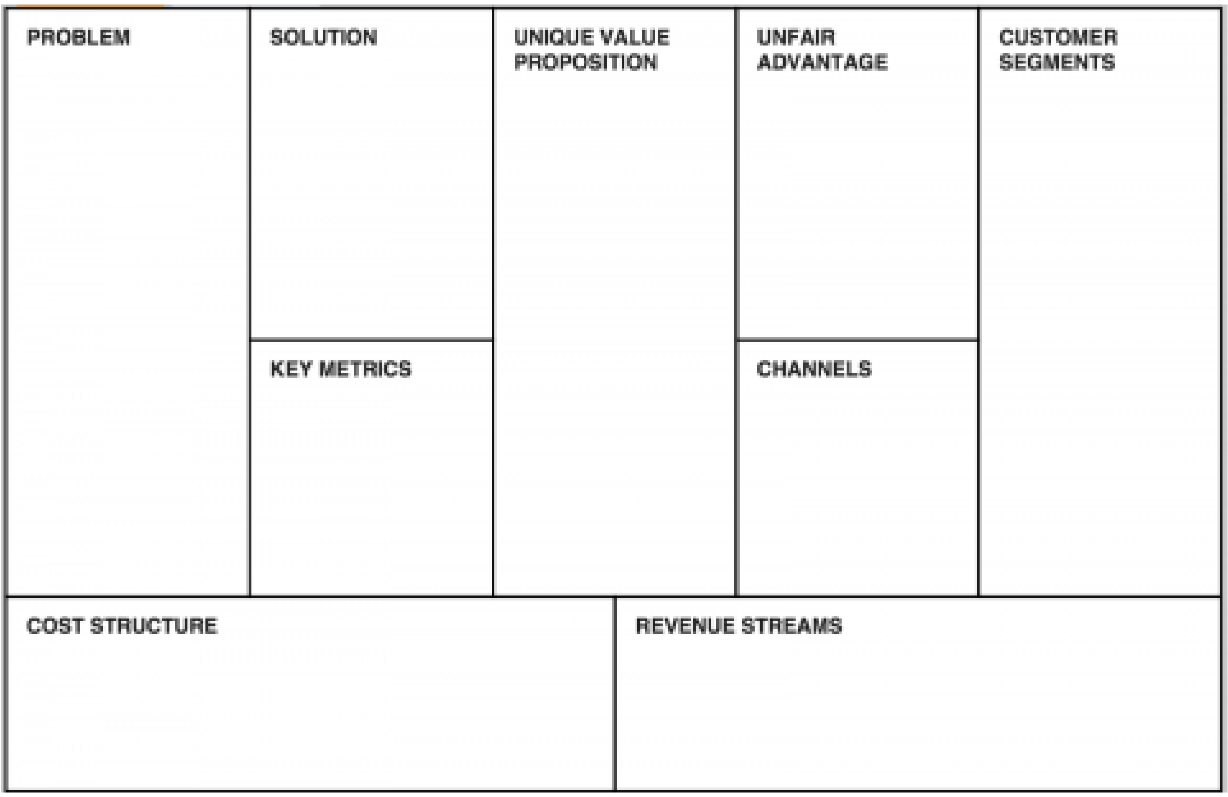

Figure 03: lean canvas template (source: the internet)

III. understanding the business plan

1.1 Definition of the business plan:

A business plan is a written document that outlines your business's goals, strategies, and tactics. It is a comprehensive guide that includes information on your company's products or services, target market, competitors, marketing strategies, management team, financial projections, and more. The purpose of a business plan is to provide a clear roadmap for your company's success, identifying potential challenges and opportunities and outlining a plan to z;overcome them. A well-written business plan will also help you secure funding from investors or lenders.

The business plan is essential for several reasons. Firstly, it helps you clarify your business idea and define your goals. By conducting market research and identifying your target market, you can create a plan to meet their needs and preferences. Secondly, a business plan helps you identify potential challenges and develop strategies to overcome them. For example, by forecasting your financial needs and creating a budget, you can identify potential cash flow issues and plan accordingly. Additionally, a business plan helps you communicate your business idea to others, including potential investors, lenders, employees, and partners. It provides a clear overview of your business, outlining its goals and strategies, and demonstrating its potential for success.[1]

1.2 Business plan components:

A business plan should be comprehensive and cover all aspects of your business. While the specific details will vary depending on your industry and business model, here are some key sections that should be included:

- **Executive Summary:** This section provides an overview of your business, including its goals and strategies, target market, competitive advantage, management team, and financial projections. It should be concise, compelling, and capture the reader's attention.
- **Company Description:** This section provides a more detailed overview of your business, including its history, mission statement, legal structure, and ownership structure.
- **Market Analysis:** This section includes research on your target market, including demographic information, customer needs and preferences, market trends, and competition. This information will help you develop a marketing strategy that is tailored to your target audience.

  Products or Services: This section describes your products or services in detail, including their features, benefits, and unique selling proposition. It should also include information on your production process and any patents or trademarks.

- **Marketing and Sales Strategy:** This section outlines your marketing and sales strategy, including your pricing strategy, distribution channels, and promotional activities. It should also include information on how you will measure the success of your marketing efforts.
- **Management and Organization**: This section includes information on your management team and organizational structure, including job descriptions and responsibilities. It should also include information on your advisory board or board of directors.
- **Financial Projections**: This section includes financial projections for your business, including income statements, balance sheets, and cash flow statements. It should also include information on your funding needs and how you plan to use any investments or loans.[2]

[1] Richard Draft, »organization theory and design »,8th ed,thomson, south western, usa,2004, p88.
[2] Indeed, editorial team, 10 essential components of a business plan, https://www.indeed.com/career-advice/career-development/parts-to-a-business-plan , Updated March 29, 2023, seen April 15,2023

1) Funding sources

Business management should include an accurate practical vision of the organization’s ways of conduct, from its inception to obtaining Profits, but the financing sources can be divided into two parts.[1]

1 - Internal sources: we mention:

- The personal savings of the founder

- Loans of a personal nature: by relying on family, relatives and friends.

- Inventory: Inventory is considered one of the internal resources of the institution, which must be carefully studied in order to use the inventory.

Excess of commodities and raw materials over the institution’s need for cash flows.

2- External Sources:

- Commercial credit: a method of purchase with postponing payment at advance periods, taking a period before the beginning of the reimbursement.

- Loan from commercial banks: Commercial banks provide institutions with interest.

- Non-bank financing institutions: These are institutions that grant medium and long-term loans to project holders.

It is not noticed that these institutions may be governmental or semi-governmental in the form of international organizations.

2) Estimating the necessary needs of the institution:

The estimation of the necessary needs is considered the starting point for any institution that has been established. Estimating the expenditure of the required funds, and it consists of:

Investment costs and operating costs, which are:

1- Investment costs:

The specialists estimate them based on the results of the technical study of cost estimation

[1] Ibrahim Badran, Mustafa Al-Sheh, "Entrepreneurship", Dar Al-Shorouk, Jordan, first edition, 2013, p.433 translated

Assets required for establishment and incorporation. Estimates of investment costs include a number of elements, namely:

- Estimating the cost of land.

- Estimating building and construction costs.

- Estimating the costs of machinery and equipment.

- Estimate tool costs.

- Estimating transportation costs

- Estimating furniture costs.

- Estimating the costs of engineering designs and messengers.

- Estimating start-up and start-up costs.

- Estimating the costs of research and experiments

2- Operating costs

These are the costs necessary to operate the establishment and are related to the production and operation cycle.

It is represented in the costs required for production and operation within the limits of the previously estimated production capacity in the previous stage

Therefore, the cost elements can be classified according to the relationship between the cost and the unit of the final product into direct costs

and direct costs.

- **legal plans:**

Changing the legal form of any institution is considered a starting point for every project holder to invest in it, which is what

It will be reflected in the future of the project, but it can be said that the legal form of the project expresses a contract whereby two or more people commit themselves to each of the parties contributing a share of the money or work, provided that the profits or losses are shared.

The process of establishing institutions and investing in Algeria is subject to conditions set by the law and various executive decrees.

There are many legal forms available to the organization that allows the entrepreneur to reach his ambitions, and the following are the legal forms: [1]

1) Sole Proprietorships

Sole proprietorships express each project as one person who is fully responsible for all his obligations.

Thus, he bears all the risks that may be exposed to this project, and in return he benefits exclusively from all the profits that may be

It was cut, and its types are included in it:

- Sole Proprietorships (Natural Person):

- Sole Proprietorship and Limited Liability (EURL): It is a company owned by one person where the Personal funds are separated from the foundation’s assets, and therefore private funds are not recoursed in the case of debts accumulated on the establishment, according to Article 564 of the Algerian Commercial Code, can be established by one person or several Peoples who bear the loss within the limits of their shares, and in this case it includes one person, according to the article 566 of the Algerian Commercial Code as well. The capital must not be less than 100,000 DZD.

2) companies:

In some projects, it is not possible for one person to complete the project due to its large size, and it does not require a meeting of more than

There is a person to finance it, and from here companies appeared in different divisions, including:

- Personnel companies: focus on personal consideration and mutual trust with partners, and it takes several forms, including:

Partnership companies, companies limited by shares, and joint venture companies.

- Fund companies: focus on the basis of evidence consideration and the distribution of risks on a large number of issues, and it includes four

The types are the limited liability company, the limited liability company, and the SARL limited liability company.

Looking at the previous divisions of the legal form of institutions, choosing the appropriate form affects many

[1] https://maison-entrepreneuriat.univ-setif.dz/arl-etudiant-linkentrepreneur/architecture-d-entreprises/arles-differentes-formes.juridiques

The factors that the project holder tended to pay attention to and study before starting his project, and you can review the most important of these factors in the following:

1 **- The vision and mission of the institution**: The strategic orientation of the institution is considered the most important factor affecting the legal form of the institution.

If the vision of the foundations is directed towards expansion and development, then these forms are suitable for this aspiration.

2- The desire of the founder and the way he manages it: Here lies the difference between the founder who wants to manage the activity of the institution on his own and Complete control of all its operations or the desire for joint management.

3**- Evidence-based requirements**: If the indicative requirements for the implementation of the project idea are complete, then accreditation is often not permitted.

On individual financing, it is better to solve ratios and quotas.

4- Laws: Work has been predominantly focused on understanding and studying the applicable commercial law, which has given the legal form.

Allowing and directing investors to take into account many characteristics related to the economic and social reality.

5- Tax Structure: Mostly studying the privileges or tax exemptions offered by the state for some forms of institutions.

to facilitate its creation.

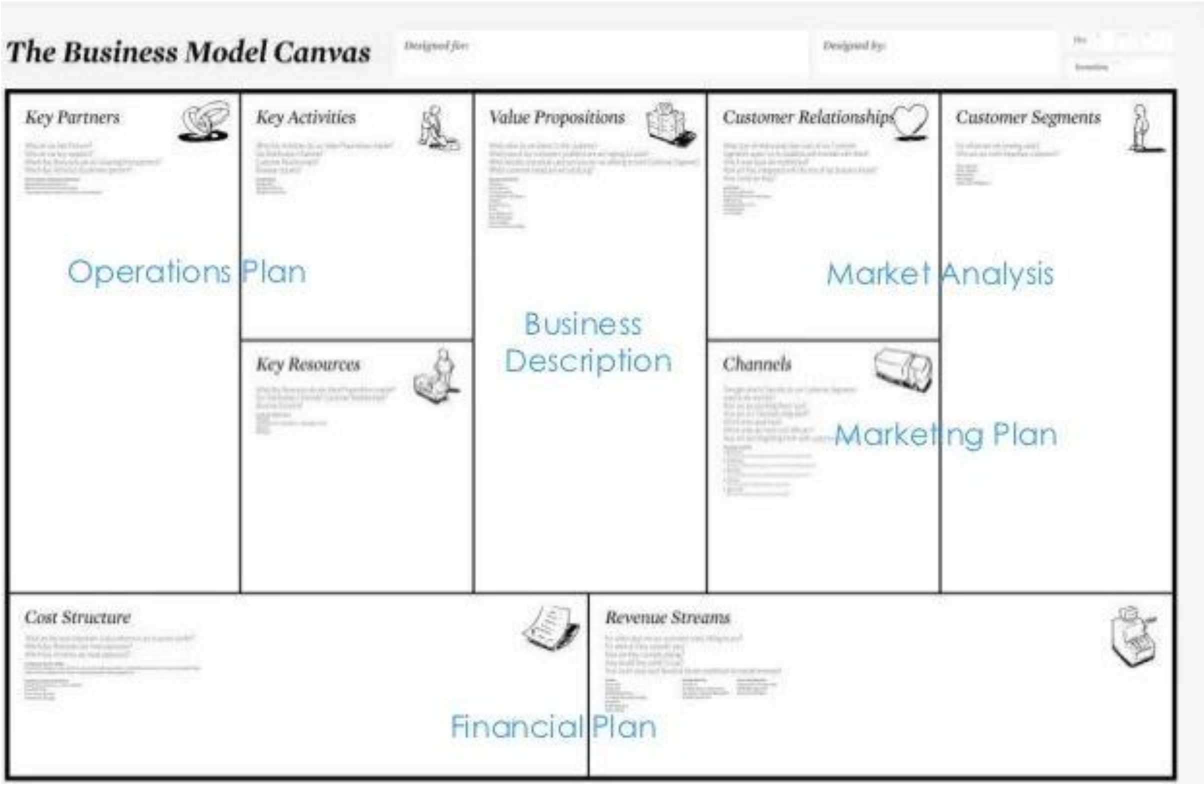

Figure 04: the business model canvas

Conclusion:

Business authority is one of the main keys to the success of emerging enterprises, so it must be well prepared, given the role played by

They play in clarifying all aspects related to the establishment of the institution, starting with the marketing plan, which gives a clear picture of

The marketing activities necessary for the organization, the markets it is likely to target, and the number of target customers, as well as strategies

appropriate, with production planning and all operations related to site selection and selection of the necessary production operations, after and in

Another stage is the transfer of the above in the marketing and production studies into a financial form by defining the indicative needs of the institution.

In the second chapter, we will try to give an applied picture of business plans on a platform project of a digital consultation application

CHAPTER TWO

Filed study

Preface:

After we discussed in the first chapter the theoretical framework of business plans and all its components and parts, we will try to drop the concepts

The difference in the applied fields of our study, which is about presenting business plans for the basharati platform project, through the following researches:

Progress of the project:

- Organizational charts and project regulations and Canva Lean
- Project production plans
- Project marketing plans
- Project guide plans

I. **Executive summary**:

BASHARATI is an online platform that helps dermatologic patients, dermatologists to unite in one area to exchange interests and solutions

BASHARATI will headquarter in Algiers – Algeria and be founded in 2023 by Lachkhem Dounia after graduating with a degree of entrepreneurship studies at amaar telidji – laghouat

- In the summer of 2016, the teenager Dounia at the time suffered from skin problems which turned out to be severe eczema that manifested in skin burns, after so much hassle to make an appointment for 4 days. It was only with the recommendation of a family member that I was able to consult, so that the consultation took 5min to obtain treatment. After my recovery which took a month, my family and I finally remembered the incident and wondered "what could have happened to the skin if we were late for the consultation and could have happened without our knowledge? “That little comment sparked the idea of what would eventually become BASHARATI. “

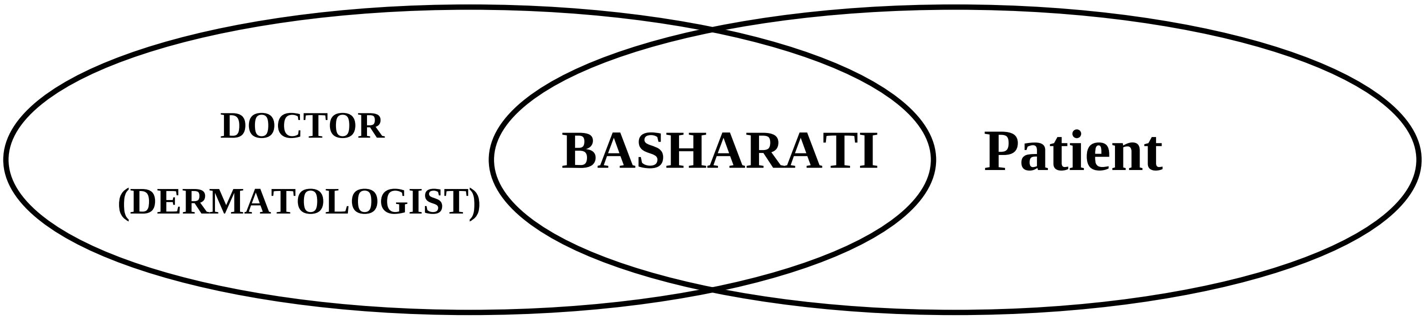

Figure 05: diagram of the ideation

Source: prepared by the student

Project summary:

To give an overview of the project, we will discuss the description of the idea of the project, the reasons for its selection, and the importance that the platform could play.

Table No. (1.1-): Summary of the basharati platform project

The name of the project	the BASHARATI platform
The address	A digital platform found on the Internet
activity,	E - health
Enterprise type	Small enterprise
The legal form	a joint-stock company with one person (EURL)
Project products	Virtual consultations
Labor	02

Logo:

Figure 06: startup logo

Source: prepared by the student

Slogan:

"Unlock healthy Skin with BASHARATI: Your Personalized virtual care!

Vision:

"Empowering individuals to take control of their skin health through seamless and accessible virtual dermatological consultations, revolutionizing the way we care for our skin."

The objectives of the project and the reasons for its selection:

<u>First: Reasons for choosing the project</u>

- A low-cost project.
- Searching for a way to accentuate the dermo-health industry in Algeria.

- Working in e-commerce is a decent activity that does not require great physical effort.

Second: the objectives of the project

- Reach out to customers anywhere, anytime.
- Reducing the marketing cost.
- Displaying the dermatologist available for the patient, which raises the consultation rate and speeds up commercial operations.
- Reducing administrative costs by making the virtual consultation cost more affordable
- Raising the efficiency of services by utilizing modern technology.
- Increasing consultation bookings for dermatologists, thus increasing the profits of the platform.

The name of the owner of the project:	**LACHKHEM DOUNIA**
Establishment type:	**(EURL) Sole proprietorship with limited liability**
Activity code:	**not yet included**
Naming the activity:	**E-health platform**
The content of the activity	**Designing the structures and content to create Systems and network software, computer applications, Data base, web pages**
Location	**digital platform in Algeria**
Business number	**1600000.00 DZD**

Table No. (1.2-): Summary of the basharati platform project

II. The organizational structure of the project

1.1 Project organizational structure:

Since the project is managed only by the owner of the project and there is no additional labor force to begin with, there are no levels of authority. And the distribution of tasks, and accordingly, the organizational chart will be in a simple form to clarify the various functions on which the project depends.in his activity, as shown by the figure:

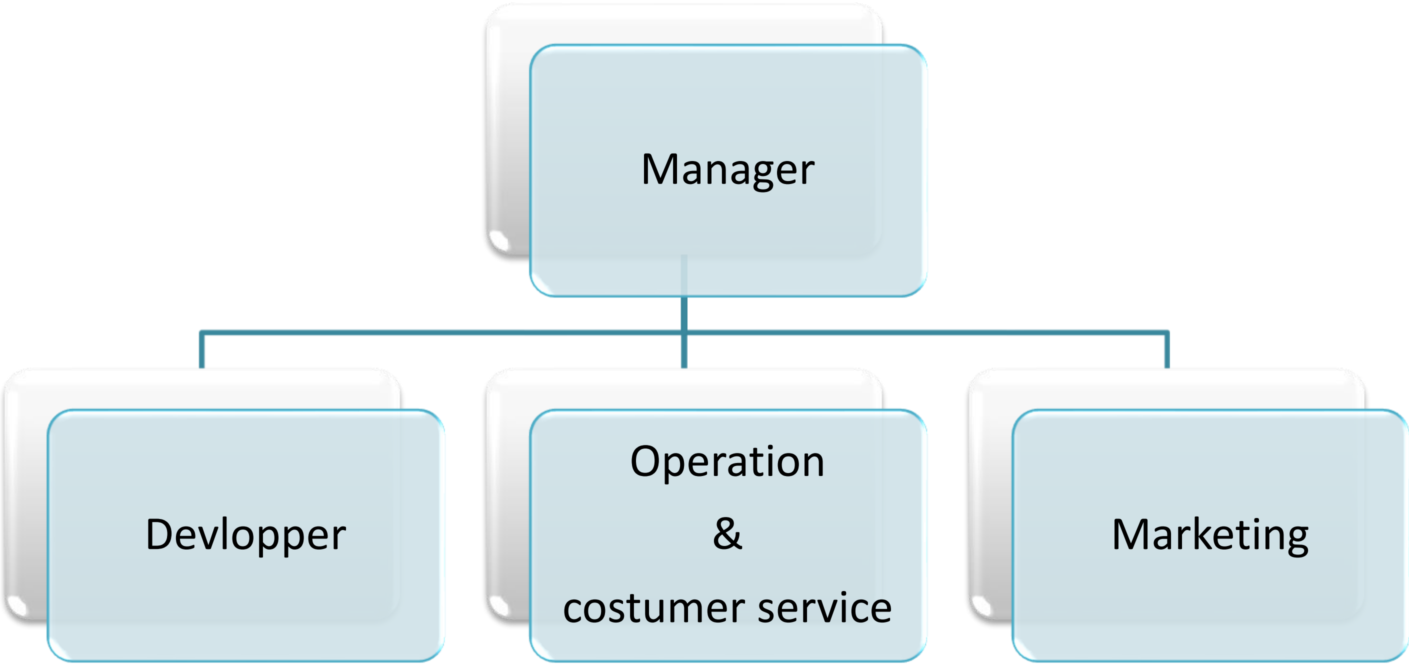

Figure 07: concept map of the organizational structure

Source: prepared by the student

1.2 Task distribution:

According to what the organizational chart shows, the management of the platform is divided into a set of tasks, which are carried out by the owner of the project. With the developer, which is considered a necessary factor in launching the project:

1- The manager: is the owner of the project and the one who bears the indicative burdens of the project in terms of profit, loss or Bankruptcy, as he distributes and manages the financial support as a guarantee of the validity of the project.

2 - Website Developer: Following up the design and development of the website continuously, in line with the developments that occurred in the electronic market. As well as working on following up the rationales and working methods of the site / platform to avoid any malfunction.

3 – Operations / Customer Service: This department works to maintain the level of customer satisfaction and enhance this level to the maximum degree. and its tasks include meeting the needs of customers in a manner consistent with their expectations through the management of their complaints and respond to all their questions and inquiries, as well as providing information about the service and the platform and receiving orders and follow-up.

4 - Marketing: This includes marketing the platform and introducing it and its services to the various participating parties and potential customers and adopting various methods to activate work in the platform, as well as paying attention to the various promotional offers for patients in the platform and the way advertisements appear for their service.

1.3 lean canvas :

PROBLEM

- MAIN PROBLEM:

- Patients with dermatologic conditions may have difficulty accessing dermatologists in a timely and cost-effective manner.

-SUB PROBLEMS:

- Little exposure on the dermatology filed and its issues and solutions
- Lack of communication between dermatologists and their patients

CUSTOMER SEGMENTS

- Patients with dermatologic conditions who are seeking a virtual consultation with a dermatologist.

- Medical professionals who are interested in virtual dermatology consultation services.

UNIQUE VALUE PROPOSITION

- Our platform connects patients with board-certified dermatologists for virtual consultations that are accessible, convenient, and cost-effective.

SOLUTIONS

- Virtual consultation services with board-certified dermatologists.

- Easy-to-use mobile application for scheduling appointments and managing medical records.

- Patient education materials to help patients manage their dermatologic conditions.

KEY METRICS

- Number of virtual consultations conducted.

- Customer satisfaction with virtual consultations.

- Number of returning patients.

COST STRUCTURE

- Overhead costs associated with maintaining the platform and salaries for staff.

- Costs related to onboarding dermatologists and ensuring their compliance with regulations.

REVENUE STREAMS

- Revenue generated by charging patients for virtual consultations.

- Potential partnerships with private health plans or public insurance programs.

CHANNELS

- Online advertising campaigns targeting patients and medical professionals.

- Referral programs with other healthcare professionals.

KEY PARTNERS

- Board-certified dermatologists who provide virtual consultations.

- Referral partners, such as other healthcare professionals.

- Health insurance providers.

KEY ACTIVITIES

- Recruiting and onboarding of board-certified dermatologists.

- Development and maintenance of the platform.

- Marketing and advertising of the platform.

III. Marketing plan :

1. Market analysis:

Through this research, we will present analyzes of the environment surrounding the project, represented in the market and customers.
And other factors affecting project activity.

1.1SWOT ANALYSIS :

Strengths:

1. **Convenience**: Virtual consultation platforms provide convenience for both clients and healthcare providers, allowing them to communicate and receive healthcare services from the comfort of their homes.

2. **Cost-effective**: Virtual consultations can be cost-effective for clients, as they can avoid travel expenses and save time.

3. **Improved access**: Virtual consultations improve access to healthcare services for people living in remote areas or those with limited mobility.

4. **Increased Efficiency**: Virtual consultations can increase the efficiency of healthcare providers by allowing them to see more patients in a shorter amount of time.

5. **Secure and Private**: Virtual consultation platforms can offer secure and private communication between clients and healthcare providers, ensuring confidentiality

Weaknesses:

1. Technical issues: Virtual consultation platforms rely on technology, and technical issues can arise, causing delays or disruptions in communication.
2. Limited physical examination: Healthcare providers may have difficulty conducting a physical examination, which can limit the ability to diagnose certain conditions.
3. Lack of personal touch: Virtual consultations may lack the personal touch and face-to-face interaction that some clients prefer.
4. Limited technology access: Some clients may not have access to the necessary technology, such as a reliable internet connection, to participate in virtual consultations.
5. **Limited insurance coverage**: Insurance coverage for virtual consultations can be limited, making it less accessible to some clients.

Opportunités:

1. **Increased demand**: The COVID-19 pandemic has increased the demand for virtual consultations and is likely to continue as people become more comfortable with the technology.
2. **Global reach:** Virtual consultation platforms have the potential to reach a global market, providing healthcare services to people in different countries and time zones.
3. **Partnerships with healthcare providers**: Virtual consultation platforms can partner with healthcare providers to offer a more comprehensive healthcare service to clients.
4. **Improved technology**: Advancements in technology can improve the quality of virtual consultations and enhance the client experience.
5. **Integration with wearable technology**: Virtual consultation platforms can integrate with wearable technology, such as fitness trackers, to provide more comprehensive healthcare services.

Threats:

1. **Competition:** There are already several established virtual consultation platforms, making it difficult for new entrants to gain market share.

2. **Legal and regulatory challenges**: Virtual consultation platforms must comply with regulations related to privacy, data security, and licensing requirements, which can be complex and time-consuming.

3. **Security breaches**: Virtual consultation platforms are vulnerable to security breaches and cyber-attacks, which can result in the loss of client data and damage to the platform's reputation.

4. **Technology limitations**: Technology limitations can impact the quality of virtual consultations and limit the ability to provide comprehensive healthcare services.

5. **Resistance to change**: Some healthcare providers and clients may be resistant to the adoption of virtual consultations, preferring traditional face-to-face consultations.

1.2- PESTEL analysis:

Political:

- Regulations: Depending on the country and region, regulations around telemedicine and virtual healthcare may vary. It's important to ensure compliance with these regulations in order to operate legally.
- Government policies: Government policies around healthcare and technology can impact the adoption and success of a virtual consultation platform.

Economic:

- Costs: Virtual consultation platforms can provide more affordable healthcare options for patients, reducing costs associated with in-person appointments.
- Market size: The market for virtual healthcare is growing, creating opportunities for new platforms to enter the market and compete with existing providers.
- Economic conditions: Economic conditions can impact the ability of patients to afford healthcare services, which can in turn impact demand for virtual consultation platforms.

Social:

- Acceptance: There may be varying levels of acceptance for virtual healthcare services among different demographics and cultures.
- Accessibility: Access to technology and internet connectivity may impact the ability of patients to use virtual consultation platforms.
- Patient preferences: Some patients may prefer in-person consultations, while others may prefer the convenience and flexibility of virtual consultations.

Technological:

- Innovation: Advances in technology can improve the quality and accessibility of virtual healthcare services.
- Cybersecurity: Virtual consultation platforms need to ensure robust cybersecurity measures to protect patient data and prevent breaches.
- User experience: The ease of use and overall user experience of a virtual consultation platform can impact adoption and success.

Environnemental:

- Sustainability: Virtual consultation platforms can help reduce the carbon footprint associated with in-person healthcare appointments by reducing the need for travel.
- Natural disasters: In the event of a natural disaster, virtual consultation platforms can provide access to healthcare services even if physical clinics or hospitals are inaccessible**.**

Legal :

- Data protection: Virtual consultation platforms need to comply with data protection regulations to ensure patient data is kept secure.
- Liability: In the event of medical malpractice or other legal issues, virtual consultation platforms may face liability concerns.
- Intellectual property: Virtual consultation platforms may need to protect their intellectual property through patents or trademarks**.**

1.3. Buyer persona:

According to the questionnaire submitted : in French* (annex)

Avis clients

Ces questions permettront de mieux comprendre les préférences et les attentes des utilisateurs potentiels en ce qui concerne les consultations dermatologiques virtuelles et pourront aider à améliorer l'expérience de consultation en ligne pour les patients souhaitant obtenir un traitement pour des problèmes de peau.

*** Indique une question obligatoire**

Nom

Votre réponse

tranche d'âge *

15-25
25-35
35-45
45+

Avez-vous déjà consulté un dermatologue pour des problèmes de peau dans le passé ?

oui
non

seriez-vous intéressé(e) par la possibilité de consulter un dermatologue pour des maladies de la peau de manière virtuelle ?

Oui
Non

Quel est votre niveau de confiance dans la consultation dermatologique virtuelle?

- trés confiant
- assez confiant
- pas trés confiant
- pas du tout confiant

Quelles sont les préoccupations ou les craintes que vous pourriez avoir quant à une consultation dermatologique virtuelle ?

A. Difficulté à établir un diagnostic précis
B. Absence de contact physique avec le dermatologue
C. Risque de mauvaise qualité de la connexion internet
D. Autre (à préciser) :
Autre :

À votre avis, quels seraient les avantages d'une consultation dermatologique virtuelle par rapport à une consultation en personne ?

Gain de temps
Économies financières
Accessibilité (pas besoin de se déplacer)
Confidentialité
Autre :

Avez-vous des préférences concernant la plateforme de consultation en ligne (application, site web, messagerie, etc.) ?

A. Oui (à préciser) : ________
Application
Messagerie
Site web
B. Non
Autre :

Préféreriez-vous avoir une consultation vidéo en direct avec un dermatologue ou une consultation asynchrone avec la possibilité de soumettre des images de votre peau pour évaluation ?

Votre réponse

Quel type de problèmes de peau seriez-vous prêt à consulter en ligne ?

A. Problèmes courants tels que l'acné, l'eczéma, le psoriasis, etc.
B. Problèmes plus graves tels que les cancers de la peau
C. Tous types de problèmes

Quels seraient les critères les plus importants pour choisir un dermatologue virtuel ?

A. Compétence et expérience
B. Tarifs abordables
C. Disponibilité (horaires de consultation flexibles)
D. Confidentialité
Autre :

Quelle serait pour vous la durée idéale d'une consultation dermatologique en ligne ?

A. Moins de 10 minutes
B. Entre 10 et 20 minutes

Comment souhaiteriez-vous payer pour une consultation dermatologique en ligne ?

A. Paiement direct en ligne
carte interbancaire CIB
carte EDAHABIA
carte VISA/ MASTERCARD
B. Versement en espèce

Seriez-vous prêt à recommander la consultation dermatologique virtuelle à votre entourage ?

oui
Non

suggestions

Votre réponse

Envoyer

Effacer le formulaire

The results (answers) lead to this conclusion:

Name: -

Demographics: Algeria

- Age : 15-45
- Gender: Any
- Location : all
- Income: all

Behavior:

- Tech-savvy individuals who are comfortable using technology and smartphones
- Prefer convenience and time-saving options
- Busy schedules and find it difficult to schedule in-person appointments
- Prefer affordable healthcare options

Pain points :

- Unable to find healthcare providers who offer virtual consultations

- Difficulty navigating technology platforms
- Long wait times to schedule appointments
- High costs for in-person appointments
- Limited options due to geographic location

Goals and Motivations :

- Easy and convenient access to healthcare
- Affordable healthcare options
- Flexible scheduling options
- Access to a wide range of healthcare providers
- Seeking personalized and tailored medical advice

2. **marketing and sales strategy:**

- Project marketing mix (4P)

First: the product:

The product is a virtual platform between dermatologists and patients in a virtual marketplace, which allows consultations (transactions):

- The platform offers the lowest costs, and a variety of servecies , as the products are distinguished as follows:

1) Varied to meet the different needs of patients, which include many classifications.
2) Presenting services through a high-quality accessible map
3) Arranging doctors available according to the availability services related to health, beauty.

Second: the price:

The price is one of the most important pillars that plays an important role in the demand for dealing with the platform, as the platform is distinguished by offering:

1) Low prices compared to traditional consultations and suitable for patients.
2) Distinguished competitive services.
3) The possibility of providing a price offer to the dermatologist about the service through negotiation processes between the patient and the dermatologist

Third: distribution:

This platform is characterized by many characteristics related to the element of distribution, represented in:

1) The platform is present everywhere and at any time, as it is possible to connect to it via the Internet, regardless of

The location of the customer or seller and at any time.

2) A good supply system where services can be delivered at the right time to the patients without delay due to the network

Distribution spread across the country.

3) The possibility of tracking the consultation process

Fourth: Promotion:

The promotion includes many activities and procedures that motivate dermatologists and patients to deal with the platform and consider it the best option.

The best way to carry out consultations and e-commerce activities in Algeria through some of these procedures that can be identified in

Many various directive channels, including social media that individuals use constantly, such as playstore / app store, Facebook,

. Instagram, google, YouTube

In addition, the follow-up of the content makers has a great impact on the moods of individuals in the field of e- commerce of all kinds, as

You can present an overview of the platform via social media platforms through videos, photos and written articles to expand your audience

The marketing campaign, and some elements of the marketing mix can be relied upon through:

- E-advertisement: The platform is advertised on various social media and internet sites.

These can be easily accessed by the seller and guide to provide platform characteristics and prices

And the licenses to deal with it, as well as show the benefits that they can benefit from through it.

- Personal selling: contacting sellers personally to persuade them and find them to display their products through the platform from

Through an attractive price and a promotion to move from traditional selling to the use of electronic platforms

and modern trade, as well as providing business cards and a detailed explanation of the steps to communicate with the platform and a presentation

Products through this.

- Traditional advertising: by publishing introductory publications about the restaurant and its characteristics in commercial places.
- Developing a marketing and sales strategy for a virtual dermatological platform involves identifying and targeting potential customers, communicating the benefits of the platform, and creating a plan to drive adoption and usage.

Here are some key steps to consider:

1. Identify our target market: individuals who are seeking dermatological services, as well as healthcare providers who may be interested in using the platform to offer remote consultations. In ALGERIA,

2. Our messaging strategy: a messaging strategy that emphasizes the benefits of the platform, such as convenience, accessibility, and cost-effectiveness. using social media, content marketing, and influencer marketing to reach potential customers and build brand awareness.
3. Leverage partnerships and collaborations: Partnership with dermatologists, medical clinics, and healthcare organizations to promote the platform and encourage usage. Offer incentives for healthcare providers who refer patients to the platform, and consider collaborating with medical associations to build credibility and trust.
4. digital marketing channels: digital marketing channels, such as search engine optimization (SEO), pay-per-click (PPC) advertising, and email marketing, to reach potential customers and drive traffic to the platform. Utilize data analytics and customer feedback to optimize marketing campaigns and improve customer acquisition.
5. promotions and discounts offer: Offer promotions and discounts to encourage new customers to try the platform. Consider offering a free trial period or a discount on the first consultation to incentivize sign-ups and usage.
6. Build a strong customer support system: Build a robust customer support system to ensure that users have a positive experience on the platform. offering a 24/7 customer support through multiple channels, such as email, phone, and live chat.

   By implementing these strategies, it can effectively promote and sell the virtual dermatological platform to potential customers and healthcare providers, driving adoption and usage of the platform and helping to improve access to quality dermatological care.

IV. Management and Organization: operational plan

Pour une plateforme de consultation dermatologique en ligne :

- **1. Objectives :**

• Provide accessible and convenient online dermatology consultations for patients.

• Provide superior care online at an affordable price.

• Expand the reach of dermatology services to reach a wider audience.

- **2. Strategies:**

• Create an online dermatological consultation platform that is easy to use and accessible to everyone.

• Recruit qualified dermatologists to provide online consultations.

• Offer competitive rates for online consultations.

• Develop online tools and resources to help patients take care of their skin.

- **3. Actions :**

• Design and develop the online consultation platform with user-friendly features and high security measures.

• Recruit a team of highly qualified dermatologists to provide online consultations.

• Set reasonable fees for online consultations and set up a safe and secure online payment system.

• Develop online tools to help patients assess their skin type, understand common skin conditions and take care of their skin at home.

- **4. Responsibilities:**

• The development team is responsible for the design, development and implementation of the online platform.

• The recruitment team is responsible for recruiting qualified dermatologists to provide online consultations.

• The marketing team is responsible for promoting the online consultation platform and raising public awareness.

• The support team is responsible for offering technical assistance and customer support to ensure a smooth user experience.

- **5. Deadlines :**

• The development of the online consultation platform will be completed in six months.

• Recruitment of qualified dermatologists will be completed in three months.

• The launch of the online consultation platform will be set at seven months.

• The implementation of the marketing campaign will begin three months before the launch of the platform.

- **6. Resources:**

• Budget for the development and maintenance of the online platform.

• Funding for the recruitment and training of dermatologists online.

• Budget for marketing and advertising expenses.

• Equipment and software needed to provide quality online consultations.

- 7. Monitoring and evaluation:

• Tracking the number of online consultations and patient satisfaction.

• Measurement of quality of care and compliance with dermatology practice standards.

• Evaluation of the results of marketing and advertising campaigns.

- **8. Communications :**

• Inform patients of the advantages of online dermatological consultation.

• Educate patients about common skin conditions and how to prevent them.

Provide responsive customer service to answer questions and resolve patient issues

V. <u>Financial plan</u>:

1.1 Revenue forecast:

Estimate the number of expected monthly consultations. For example, 500 consultations per month.

Calculate the monthly income by multiplying the number of consultations by the price of the consultation. In this example, this would give 500 consultations * 1000DA = 500,000DA of monthly revenue.

	Number of consultations	Consultation price (DA)	Revenus (DA)
Mounth n° 1	100	1000	100000
Month n° 2	150	1000	150000
Monthn° 3	200	1000	200000
Month n°4	500	1000	500000
Mois n	...	1000	...
Total	450	-	950000

Table No. (02): forecast revenue table

1.2 Development costs:

Estimate initial application development costs, including design, programming, and testing.

Also add the costs of creating a website, a user-friendly user interface and a solid server infrastructure.

Include the costs of developing a version for iOS and Android operating systems, if necessary;

Design: This includes UI/UX design, wireframing, prototyping, and graphic assets creation.

Front-end Development: Building the user interface, implementing user interactions, and ensuring a smooth user experience.

Back-end Development: Developing the server-side infrastructure, including databases, APIs, security measures, and integration with other systems.

Video/Audio Communication: Implementing real-time video/audio consultation capabilities, which may involve using WebRTC or other communication frameworks.

User Authentication & Security: Implementing user authentication, data encryption, HIPAA compliance (if applicable), and other security measures.

Integration with Payment Gateways: to offer payment options within the app, integrating with payment gateways will incur additional costs.

Testing & Quality Assurance: Conducting comprehensive testing, bug fixing, and ensuring the app functions properly across different devices and platforms.

Deployment & Infrastructure: Preparing the app for deployment, configuring servers, setting up cloud services (if applicable), and managing infrastructure costs.

Project Management: Overseeing the development process, coordinating with the development team, and ensuring timely delivery.

Development Cost Category	Estimated Cost in dollar converted in (DA)
Market Research	50,000
UI/UX Design	80,000
Front-end Development	120,00
Back-end Development	150,000
Database Setup	40,000
Testing and QA	60,000
Security Implementation	30,000
Integration with Payment Gateway	50,000
Mobile App Development (iOS and Android)	200,000
Web Portal Development	100,000
Admin Panel Development	80,000
Third-party API Integration	40,000
Deployment and Launch	30,000
Maintenance and Updates	60,000
Total Development Cost	1,130,000

Table No. (03): development cost table

1.3Monthly operating costs:

Calculate monthly fees for server hosting, app maintenance, updates, and security.
Include customer support, marketing, and advertising costs to attract new users and staff salaries

Cost Category	Monthly Cost (DA)
Server Hosting and Maintenance	15,000
App Maintenance and Updates	10,000
Customer Support	20,000
Marketing and Advertising	30,000

Staff Salaries and Benefits	100,000
Miscellaneous Expenses	5,000
Total Operational and Staff Costs	180,000

Table No. (04): monthly operating costs table

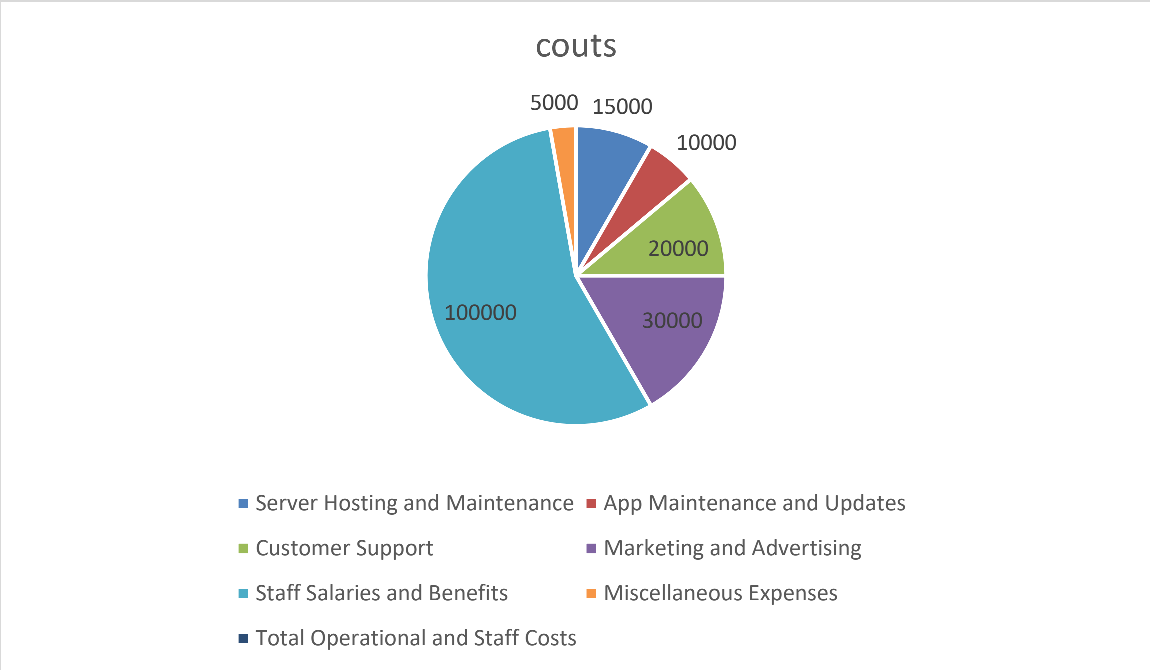

Figure 08: monthly operating cost graph

Source: prepared by the student

1.4 Profit estimate:

Subtract monthly operating costs from monthly revenue to get a rough profit estimate.

It is important to keep in mind that this gross estimate does not take into account taxes, social charges, administrative costs and other miscellaneous expenses. Be sure to consider these factors to get a more accurate net profit estimate.

- forecast the app has 500 consultations per month:

Monthly revenue = Number of consultations * Consultation fee
Monthly revenue = 500 * 1000 DA
Monthly revenue = 500,000 DA
Annual revenue = (500,000 DA - 180,000 DA) * 12 months = 4,320,000 DA
For the subsequent years (2nd to 8th):
Annual revenue = 500,000 DA * 12 months = 6,000,000 DA

n	N+1	N+2	N+3	N+4	N+5	N+6	N+7	N+8
4320000	6,000,000	6,000,000	6,000,000	6,000,000	6,000,000	6,000,000	6,000,000	6,000,000

Table No. (05): profit estimation table

VI. Project production plans

The services provided by the platform are diverse for both dermatologists and patients, as the services start from giving the opportunity to display the dermatologist available profile on the online feature in the platform in a way that pushes the patients to select the service through the application

Instead of the traditional consultation, and to understand how this process works, we will present the following aspects:

1. Project location:

since the project does not have a geographical location, but rather it is active on the level of the Internet and has a default location, except that it is in the geographical field of Algeria.

2. Platform creation steps:

The platform was designed and created by WordPress by following these steps:

1 - Reservation of hosting a site that supports WordPress.

2 - Buying a domain for the online platform

3 - Choose a template from the WordPress templates for e-commerce to be an interface for the platform that is related to the form and the external appearance of the platform, as it is suitable for displaying services and operating them through the Internet, as it is possible to buy templates (Professional through ecommerce wordpress themes).

4 - Configuring the WordPress plug-in for e-commerce: This feature will be an integrated solution for building a smart platform.

We will cover all the needs, such as setting the payment method and ways to add services.

VII. . Services offered:

1.1 the practical functioning of the platform

The practical functioning of a virtual dermatological consultation application involves several steps to provide remote dermatology services to patients. Here is an explanation of how it typically works:

-Registration and Account Creation: Users need to register on the application by providing their personal information and creating an account. This may involve filling out a form or providing relevant details such as name, contact information, and medical history.

-Scheduling an Appointment: Patients can schedule an appointment with a dermatologist through the application. The platform may offer a calendar system where patients can choose a convenient date and time for their virtual consultation.

-Uploading Images or Medical History: Prior to the consultation, patients are usually requested to upload images of their skin condition or provide relevant medical history through the application. This information helps the dermatologist evaluate the case effectively.

-Virtual Consultation: At the scheduled time, the patient connects with the dermatologist through the virtual consultation feature of the application. This can be in the form of a video call, audio call, or a chat-based interface.

-Discussion and Examination: During the virtual consultation, the dermatologist engages in a discussion with the patient to understand their concerns, symptoms, and medical history. The patient can describe their skin condition, ask questions, and provide any additional details.

-Visual Assessment: The dermatologist examines the uploaded images or asks the patient to show specific areas of concern through the camera during the video call. They analyze the visual information to make an initial evaluation and provide recommendations or a diagnosis.

-Treatment Recommendations: Based on the examination and discussion, the dermatologist provides treatment recommendations. This may include prescribing medications, suggesting lifestyle changes, advising on skincare routines, or recommending further tests or in-person consultations if needed.

1.2 prototype :

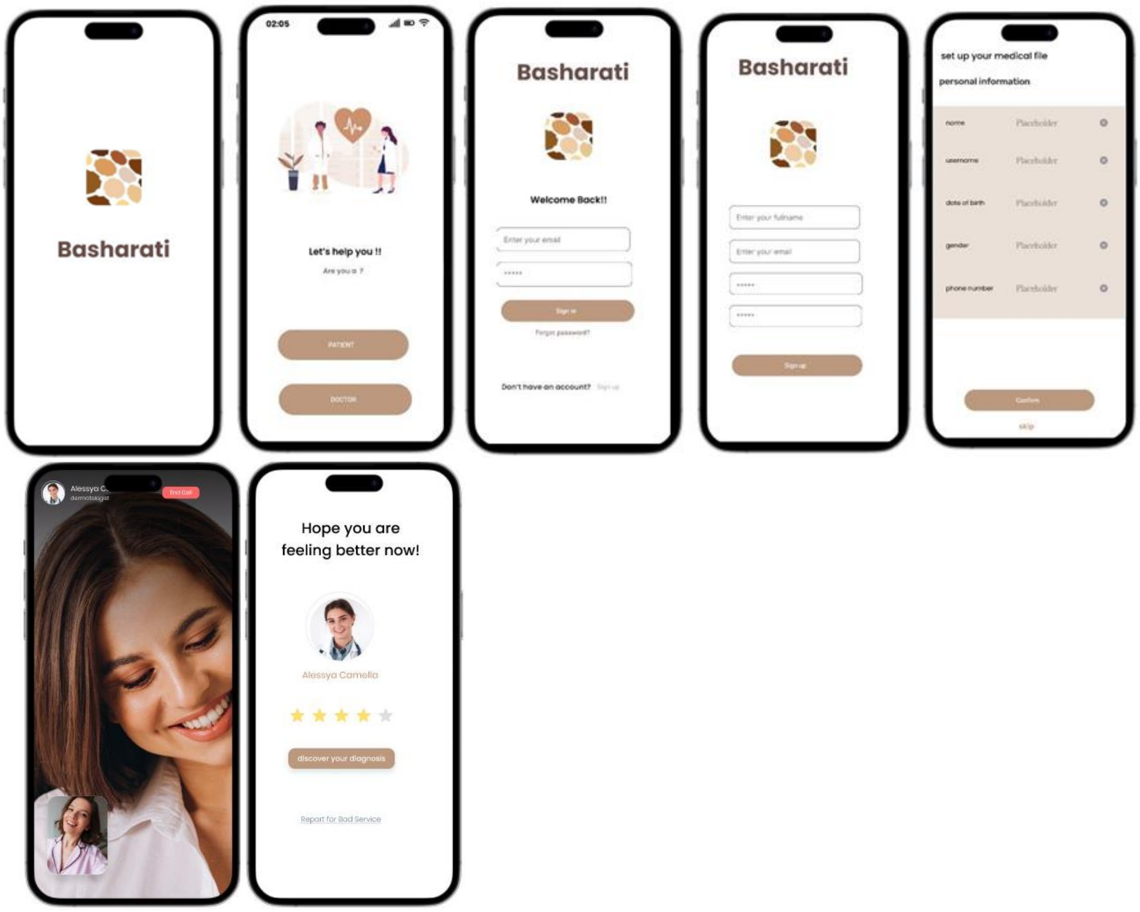

Figure 09 : prototype de l'application BASHARATI

Conclusion:

During this chapter, an integrated business plan was prepared that includes all the different aspects of the e-health platform Basharati activity.

with the aim of forming a clear idea and understanding of the various aspects of the project, and laying a foundation upon which the owner of the project can start.

The project to reduce the risk based on a realistic and objective study with the possibility of relying on it in the future as a criterion for evaluating the performance of the project and the extent to which it is compatible with the governing objectives.

GENERAL CONCLUSION

In conclusion, the project of building an app that enables virtual dermatological consultations in Algeria holds significant potential and numerous benefits. The app provides a convenient and accessible platform for individuals seeking dermatological advice, particularly in areas where in-person consultations may be limited or inconvenient. By leveraging technology, the app can bridge the gap between patients and dermatologists, ensuring timely and efficient access to professional skincare guidance.

The demand for virtual healthcare services has been growing steadily, and the field of dermatology is no exception. The app has the potential to revolutionize the way dermatological consultations are conducted, bringing healthcare directly to patients' fingertips. It offers a cost-effective solution, as individuals can consult with dermatologists from the comfort of their own homes, saving time and travel expenses.

Furthermore, the app can contribute to enhancing overall healthcare accessibility in Algeria. By leveraging virtual consultations, individuals in remote or underserved areas can access specialized dermatological expertise without the need to travel long distances. This improves healthcare equity and reduces disparities, ensuring that dermatological services are available to a wider population.

It's important to note that the success of the app project relies on factors such as effective marketing strategies, user acquisition, and ensuring a seamless user experience. Additionally, maintaining a strong network of qualified dermatologists and complying with regulatory requirements are critical for the app's credibility and reliability.

Overall, the app has the potential to revolutionize dermatological healthcare delivery in Algeria, offering convenience, accessibility, and improved healthcare outcomes. With careful planning, effective execution, and continuous adaptation to meet user needs, the virtual dermatological consultation app can make a significant positive impact in the healthcare landscape of Algeria.

research results:

The presentation and study of the business plan for the electronic platform project contributed to the formation of a clear idea

About marketing opportunities and great economic attractiveness if, as the study of the expected returns and costs were very promising, suggesting

Good project independence and high success potential.

Among the most important results that we reached through this study, we can clarify the following points:

-The business plan is an important and basic tool that must be taken into consideration before embarking on any project.

-There is no unified business plan for all projects, but it differs according to the sector or the nature of the activity in which it operates.

The project and the characteristics of the project itself.

-The business plan is an important document, especially in the case of searching for financing to encourage the investor and convince him of its profitability

his investment.

- In the context of E-health in Algeria, there is a great opportunity to take advantage of platforms and websites to encourage and revitalize this type of solution.

- By looking at the business plan that we presented, it can be said that the project in Algeria is profitable and has a good return over the course of time.

- Establishing a new project is considered a contribution from the individual to development and the national economy, as new job positions emerge from it.

and financial resources.

Recommendations:

- Holding training forums and seminars to encourage young people to go towards establishing institutions and investing in them to search for

Contribute to achieving economic development and achieving profits.

- The need to encourage students at the university level to embody their ideas and search for their application on the ground

Based on economic studies.

- Providing support by government agencies and state institutions concerned with youth and the Entrepreneurship House to encourage young people

Presenting their ideas and facilitating procedures for their implementation.

- The importance of the intervention of capital owners and investors to adopt new projects and accompany them to achieve their objectives in a way that contributes to

The national economy and ensures the achievement of financial goals.

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