

# BUISNESTORS

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***Abstract-** The digital world is advancing rapidly, the conventional paradigms are establishing its ground on the digital platforms. So in this modern world, we are trying to appeal to Local Businessmen to step-up and get on the digital grounds and exploit the network provided by the internet and get growing. The platform to get recognized on the digital by signing up on it, it will help them to find the subsequent businesses in the same field as theirs or their competitors in other regions, with a public forum provided on this platform, will aid them to advertise/market about their full fledged products or equipment. The people who are looking to invest into some business can also find these local businesses or the startup and can contact them if they find them promising. They can review the ideas proposed by the respective business and can contact them if they like the proposals. While the proposed work will provide normal users to sign up on the application, so they could be able to see the beneficiary offers nearby. This can also be used to gather ratings for certain shops/businesses.*

## I. INTRODUCTION

The existing system works like an old market, searching through it until we find the thing we search for. This may work for big conglomerates, but for the local businesses it is difficult. They don't find the requirement they need or they have to go through trouble to find the specific. As well, big tech giants like Amazon and Flipkart have cut down the net profit of local vendors [1]. Some of the users are getting false products or furnished goods at the price of original. Startup India is motivating many startup ventures to come forward and solve social issues. But some find it very crucial to have funds for their venture at the starting phase.

There is a general consensus that growth in business is a complex process which is neither linearly continuous nor dependent upon only a limited number of factors. The conventional process isn't beneficial to local businesses so to overcome this issue we plan to congregate all Businesses, Investors, Startups to help each other to grow by invigorating the process. With these roles general users are also allowed to sign up on the platform to get quality services from the providers(businesses) which in turn will help in rating them by the local people themselves.

The application aims to attain a common ground with businesses, investors, and startups, an integrated platform for **B2B as well as B2C** model. The digital platform where local businesses will be able to share their plans, advertisements and meet the other businesses/customers in the same field. The new businesses or startups can seek the attention of people who are willing to invest and collaborate. The goal is to connect and integrate the buyers, traders and investors as well as their intended customers on a single platform.

The manufacturers will be able to advertise or promote their product on the platform where other relevant industries/businesses/manufacturers will be able to see the memo posted by them. It will help them grow by

attracting their purchasers, or the sellers of their requisite items. The people who are interested in investing will be able on-board on the platform and they can search for the industries they are willing to invest or the businesses within the vicinity of their city or town. They will be able to view the memorandum or the post of the respective businesses. The startups will also find investors which they need while they are at their initial phase.

## II. LITERATURE SURVEY

Business-to-business (B2B) e-commerce market is gradually maturing across the world, whereas in India it is still at a nascent stage. Experts predicted that India's B2B industry will be worth Rs 45 lakh crore by 2020. According to SME finance companies, this online industry is six times larger than business-to-consumer (B2C) in India. India's yet-to-mature B2B e-commerce industry with the largely untapped potential of growth presents a great opportunity for companies who want to enter this market. From a handful of companies in the past (Alibaba, Tradeindia, Indiamart), now there are all the sizes of startups that cater to all sizes of buyers, be it a small online marketplace reseller to a big chain of hotels. This has made the job of procuring raw materials in bulk quantity and at bulk prices much easier for sellers and resellers[2].

India is the third-biggest start-up hub in the world, as indicated by industry bunch Nasscom.. It saw a peak in funding in 2015 when near \$6 billion was invested in new companies, in step with research organization Venture Intelligence. Start-ups were originally seen as job creators and innovators who were solving India's problems. But that popularity has taken a success and investor confidence within the zone is the lowest it has been in two years, industry insiders said. If there's an idea, there will be funding. That's been the reality for India's start-up network for years, however it might be ending. India's start-up people, in large part male, young engineering graduates or dropouts are being jolted out of their delusion globe as investors tighten their handbag strings and demand a more bang for every buck they spend.

Still, there are various assumptions among Indians before starting a business as a career, many times these assumptions are mostly tilted towards the negative part of it. Because in today's world, it is very difficult to start and withstand with other businesses. Also beside that many businessmen prefer the digital platform to set their businesses. Because daily the number of internet users is increasing in India. With the ease of internet access, the number of social media users in India stood at 351.4 million in 2019.

B2B marketplaces like Indiamart and TradeFord have been introducing buyers to sellers like a matchmaker. Companies like Indiamart have a big directory, but they're more involved in getting new business that they lose their grasp over loyal clients. While raising a request, expectations of users are not meeting their satisfaction. Also, product discovery and features contain incorrect information. They have too many products and services with cluttered offerings and limited control over the action of clients. The only thing they can offer you is a list of suppliers you are looking for and the list is still not authentic. Users might have to filter it down to get to the best supplier. This is basically because of less quality control. The focus of these companies is marketing, sales and traffic. Online shopping lets customers review lots of items in one place and pay for from the comfort in their homes. This has affected offline retail agencies to stay in the competition with other shops and online stores. Online shopping is adversely affecting offline retail stores because online reviews customers visit a store trying to find a selected brand of a pre-decided price supported by online reviews, Companies are turning to their websites to push individuals to come to their store and buy their products[5]. Online engagement goes beyond simply liking or following a company's Facebook Page or Instagram account. Once brands post avid posts that convey their mission and worth statements, it helps to form a deeper connection with their customers. Undoubtedly, online shopping has severely influenced retail stores. Apart from snatching away a giant portion of the market from the retailers because of the comfort they provide, they have highly influenced their buyer's persona as well. Consumers no longer hold the same mentality as before. With current e-commerce boom, more and more retail shops are moving in the direction of organising their area of interest and setting up their online stores. It has become very critical for a small business owner to take their business online.

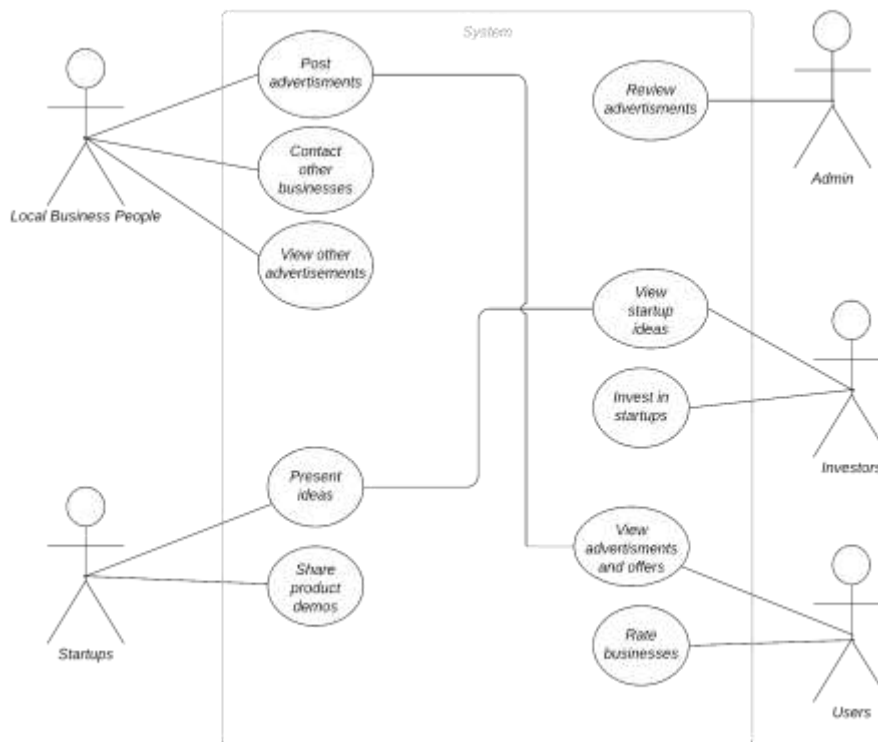
### III. METHODOLOGY

#### 3.1 Existing System:

The existing system works like an old market, searching through it until we find the thing we search, this may work for big conglomerates, but for the local businesses it is difficult. They don't find the requirement they need or they have to go through trouble to find the specific. As well big tech giants like Amazon and Flipkart has cut down the net profit of local vendors [1]. Some of the users are getting false products or furnished good in price of original. **Startup India** is motivating many startup ventures to come forward and solve social issues. But some find it very crucial to have funds for their venture at starting phase.

#### 3.2 Proposed system

The local businessman will have various options after registering into the system. He will be able to post his advertisements in public forums. According to which, other interested buyers can communicate for the intended trade. Every advertisement will be reviewed by the



**Fig 1.2: Use Case Diagram**

System for spam checks and other security purposes. On the other hand, start-ups will also have a good chance of putting their products/ideas into the market. They can share their product demos or project ideas to grab the attention of the investors. Investors will analyze all the ideas and will contact the interested ones for further investments. A normal user can also surf for such advertisements and offers of their surroundings to get a good deal on products. They can rate on quality of service and share their experiences.

The incipient stage will include the registration of the user according to their role (business, investor, startup, generic user). Based on the user's type the feed will be provided to the user. The Feed for Businesses will be to add Post or certain advertisements, then search for a particular organisation, as a private forum for the business people in that area. The feed will be posts and ads posted by businesses and startups, as they will also play a crucial role in the application because a significant amount of startups will be depending on them. They will also be added in the private forum with rest. Startups will be able to perform most likely similar to Businesses but they'll be given liberty to share their product ideas with the investors only and the product demos. The Generic

user will be able to sign up and view the advertises of nearby areas and will be able to request the services provided by them and accordingly they can rate them.

The system should be able to register every user according to their business needs and their Pincode to show the advertisement/marketing feeds in their respective region. When posting an advertisement, the user has to select a valid image or video. Also, the system will check for profanity in each of the advertisements before reaching its intended users. Startup users need to post their startup introduction videos explaining their startup ideas. Users are guaranteed the security of their ideas amongst investors only.

### 3.3 Design and Working of System

For the development of the front end of this application, flutter and Adobe XD are used while for developing backend, Firebase and flutter are used along with the Android app development kit and iOS app development kit. Firebase and flutter can work for Android as well as for iOS, So the system is developed in such a manner that it runs on both the platforms[6]. On opening the app, this splash screen will appear on the screen.



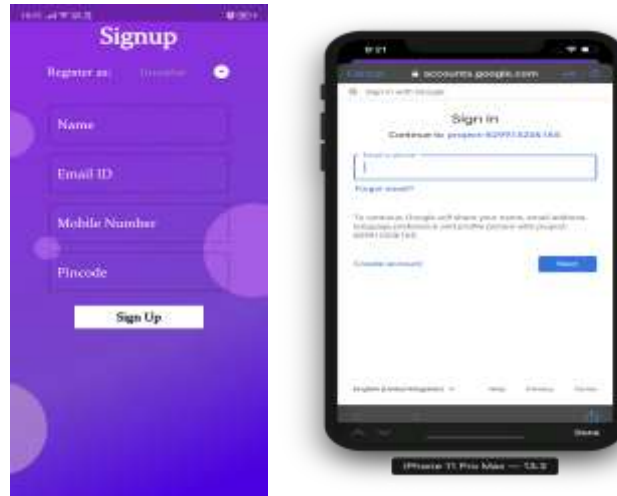
Fig 1.3.1: Splash screen

After that system shows these onboarding screens where each screen depicts the function provided by the system to the businessmen, investors, and startups in short.



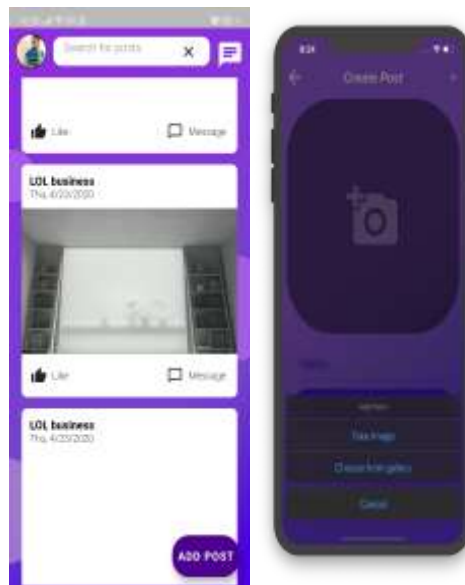
Fig 1.3.2: Onboarding Screens

Authentication of users can be done by using the sign-up and sign-in method. The system provides the option of google sign-in method.



**Fig 1.3.3: Sign-up/Sign-in Screen**

Once the user is done with the login process, he is able to see all contents posted by other businessmen or startups on the public forum. Users can search the required content by using the search option provided on screen. Users can add their post, press like button on a post posted by others, he is also able to establish communication with the required person on this system through chats. This system gives a platform for all users to communicate which is helpful for further deals or else which required for their businesses.



**Fig 1.3.4: Public Forum/Add post screen**



Fig 1.3.5: Chat Screen

This system shows the profile of each user where all the details entered by that user are seen on that screen and also all the content posted by that user also appears on that screen. Each user has a chance to create their profile better so that other users will automatically be attracted to his page which ultimately benefits the business of that user.



Fig 1.3.6: Profile page

So basically, this application aims to attain a common ground with businesses, investors, and startups, an integrated platform for **B2B as well as B2C** model. The digital platform where local businesses will be able to share their plans, advertisements, and meet the other businesses/customers in the same field. The new businesses or startups can seek the attention of people who are willing to invest and collaborate. The goal is to connect and integrate the buyers, traders and investors as well as their intended customers on a single platform.

#### IV. CONCLUSIONS

The local businesses need trade with other partner businesses for raw materials or other supplies. Also, in today's era of Amazon and Flipkart, local businesses/vendors are falling short on net profit or their sales are not meeting the monthly target. The system proposes to expand their **B2B** process by marketing the products and offers and



also reach the local users in their area. As **Startup India** is boosting entrepreneurship in our country, startups need funds to raise their product value and market share. For that purpose, our system aims to bring attention of such investors/entrepreneurs willing to support others' ideas and motivate them. Investors will review the ideas or product demos of such startup ventures and be able to invest in their best interest. Our system will also be useful for normal users. Some of the users get bad shopping experiences on E-Commerce sites or they can't find their trusted local shops in online market. The system will help users to find and shop from their trusted local vendors without any hustle thereby increasing the sales of local vendors.

Because of the complexity of the system and inclusion of enormous entities, the system will be restricted for comparatively smaller area and dummy data. After the system is being tested in these conditions, it will be implemented in a scaled environment with actual real time input. If the system gets adopted by the aforementioned entities, then the business world will be a much better place for local vendors and startup ventures.

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