

“Tijarat Al'Afkar” A mobile application for trading business ideas in Sultanate of Oman

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Abstract

A key problem that fresh SME investors might encounter, is a poor selection of a commercial business idea leading to wastage of the economic resources with failed trades. Several businessmen might move in into money-making ventures lacking assurance on whether the business venture has scope in the targeted domain or clients, and most of the times the reason behind this not developing an appropriate trade strategy or taking recommendations from stakeholders who have experience in the related field. New investors might review other businesses that are not applicable for them or take advices from not so trustworthy people. This application will help the budding investors from the Sultanate of Oman, take a quantum leap in realizing their dreams. This application will not only assist companies or individuals to get consultation on their ideas or get support in the field of entrepreneurship, but will also give a platform to those individuals who have business ideas but require financial support for their materialization, as well as financiers who require intellectual sustenance and counsel prior to start-up of their projects. Through this application, individuals will discover the businesses who want to buy innovative and money-spinning ideas appropriate for them from the proprietors. This application will facilitate the buying and selling of ideas in an economical and sociable manner. One of the stakeholders is the owner of the idea, this will help people in increasing their income. The application is being developed for Android. It will be freely downloadable from Google Play Store. A questionnaire was circulated to approximately 50 people to get their opinion on the design and expectations of the application. The skill used to implement this work is Java for developing the front-end and Firebase to store database as backend.

Keywords – Tijarat Al'Afkar, Mobile Application, Entrepreneurship, businessmen, idea, buy ideas, sell idea.

Introduction

For the prominent role that entrepreneurship offers in enriching the thought of businessmen and the remarkable contribution to raising the level of personal and national income, our effective contribution came in enriching this field and simplifying ways for people wishing to enter this field. As we worked on an application that works on Android systems, which means serving a large number of sections of community, particularly those people who have a clear interest in the arena of private enterprise. This application gives an opportunity to obtain guidance and advice and to take the necessary experiences in the field of entrepreneurship. On the other hand, it will also contribute to bringing together the owners of distinctive ideas with investors who want to invest their money in profitable ideas, and this is achieved by providing an opportunity to buy and sell ideas in the application.

Methodology:

The authors have utilized integrated examination methods for the work. The qualitative and quantitative methods both have been arrayed in the work to get statistics. The quantifiable technique was useful and implemented using online questionnaire. This technique is doomed to back the work objectives and analyse the problem. The qualitative technique was used to conduct document reviews to get surplus info on the technology in related domains and identification of the research gaps in the existing applications of similar domain.

Similar Work

Mostaq application : Mostaq application constitutes a wide platform in the Arab world so that it works on the service of self-employment, the main task of this application is to work on linking both companies and businessmen with people called independents whose job is to help implement the ideas or projects that they want to implement, so that the application contributes in some way to Increase the income of these so-called freelancers. This application gives you free sharing of all kinds of ideas that you want to share, so that you can then receive offers about the ideas that you have shared. However, one of the distinguishing features of this platform is its ability to guarantee the rights of the user, whether in his capacity as the possessor of the idea. Also, Mostaq application acts as an intermediary between the two parties until the work is completely delivered. Therefore, there are common features between this application and the one I need to generate, in the presence of people who need to vend their commercial ideas, in return, there are financiers who want to capitalise in these ideas.

Monshaat application

Monsha'at application is a platform through which the necessary advice is provided in a range of areas such as law, marketing and remote sales, carried out by people with expertise in these areas, as it targets the category of entrepreneurs as well as owners of small and medium enterprises, as this is done through two methods, either Visual, audio and written communication. This application achieves cognitive stability among the target group.

Mentorship application

The mentorship program is interested in facilitating the role of the mentor in delivering the necessary instructions with the expertise that it has to deliver to the recipient, who is the entrepreneur. As this application allows the sharing of experiences and ideas among the members participating in the platform. As what distinguishes this application is the imposition of a set of qualifications that qualify the person to become one of the guides approved in the application, the most important of these features are: The mentor has sufficient and comprehensive experience in the field of counselling, that he is a person ready to serve and help people, and he must be a person of integrity The complete relationship between him and the person who benefits, and he must be a cheerful and positive person at the same time. The application also has a feature that allows the exchange of important and necessary files between the person wanting to learn and the mentor, such as: CV or job description (Jacobs, L., 2020).

Where there is a common characteristic between this application and the application (Tijarat Al Afkar) in terms of the presence of a mentorship service in both applications.

Literature review**Entrepreneurship: Starting a Business**

Entrepreneurship is an important aspect of the economy because it helps to raise per capita revenue and the nationwide budget in general. The author of the essay reflects on entrepreneurship's reliance on the entrepreneur himself, as well as his knowledge of the job he does. The author then defines an entrepreneur as an ambitious individual who starts a business in order to produce new or enhanced goods for the labor market, as well as to satisfy the demands of the workforce marketplace, with the purpose of expanding his plan into new, larger, and improved marketplaces. To contribute to a meaningful and successful concept, the entrepreneur must be visionary. The writer then stresses that the commercial activity's goods should be new or improved, and all kinds should be among the labour market's criteria to raise demand for them and hence the business's growth. Any newly established company, on the other hand, necessitates a variety of factors, the most critical of which are: creativity, persistence in getting things done, decent design, and hard work, as well as extensive research and preparation. The author has proposed a series of tests that must be completed before beginning any project, the most significant of which are: evaluating a person's shortcomings and abilities, as well as the need to review personal aspirations in order to ascertain if the work to be produced is appropriate for an entrepreneur. Of necessity, the commercial strategy is necessary before beginning any plan because of its successful role in planning the progression of work and its aspirations of progress, so the author presents to the entrepreneur a sequence of queries that are vital before beginning his project execution, which are divided into five questions: First and foremost, what is a business's concept? Is it really possible? As the content of the concept and the availability of facilities required for its execution are very relevant, it is vital to decide the idea that would be worked on and to do an adequate review of it in order to determine whether it is feasible or not. The second question is, what is the entrepreneur's intended industry? This question is crucial for a variety of reasons, including the fact that having a strategic edge allows an entrepreneur to stay on top of important and profitable entrepreneurs without struggling. The fourth question is whether the entrepreneur wants to launch a new company or purchase one that already exists. This topic is also critical for the entrepreneur to understand whether he wants to start the project from the beginning or whether he just needs to rearrange the goals in the current project while developing new ideas for him. Third but not least, what is the structure of the organisation that will be implemented? It must decide if the company is small, medium, or big, and whether the purchases will be local or multinational. The author discussed the reasons for the decline, dissolution, or failure of certain companies in the final part of the report, which he narrowed down to five key reasons. First, as I agree with him, if the business idea is faulty or uncompetitive, it could contribute to the project's failure, especially if the defect is in the principle of the idea or the steps for its execution. The second explanation is budgetary issues, which may be one of the reasons for impeding the project's creation or progress if the business firm did not do the proper and acceptable deal with funding firms. It is important for the entrepreneur to have a good understanding of how much funding the project would need during the development process. The third explanation is that you don't have any managerial background. Since most prospective business owners lack expertise in business management, it is important for the founder to work and read thoroughly on how to manage a business before moving forward with the implementation process. When an entrepreneur gains managerial expertise, negotiation skills, and client retention skills, he or she would be more able to gain experience while

preventing losses. The fourth factor is ignoring the customer's hand. Every business's reliance on the side of receiving customers is critical, and we have seen a vast amount of businesses fail when they neglect this. We see a lot of businesses struggle because they don't pay attention to this part. The final explanation is that some business owners are struggling to cope with the company's growth and income. We've discovered that some business owners are failing to improve work and adjust to increased business and income. As a result of inadequate preparation and inability to finish the work, the client will be dissatisfied with the services given to him, and the project will eventually fail (SJ Skripak . 2016).

Problem Statement

Many investors and entrepreneurs may face problems or obstacles before they start any project, the most prominent of these problems is choosing the appropriate idea for the project, which may have several reasons for facing such a problem, as some may find that the ideas presented are consumed and not subject to development, so they search for other ideas that will ensure the validity. Work without stopping. Therefore, many businesses leaders' resort to using the ideas of ideas that were not previously presented to them by purchasing them from the owners of profitable ideas. Also, some new entrepreneurs may face the problem of staying on the competition ground due to their lack of experience in this field, so some of them may lose and fail in the projects that they put on the market. There is also another problem that people who have the ability to produce distinctive and new ideas may face, but who are not exploiting their abilities and potentials. The application (Tijarat Al afkar) will be the perfect solution for each of the problems that I raised earlier. Where he will enjoy a set of services that can bridge the failure or hinder the entrepreneurs. The problem of lack of suitable ideas can be addressed by offering a service in the application that offers a set of new and good ideas for purchase. The problem of lack of experience among entrepreneurs can be solved through the availability of mentoring service, which is represented in the presence of homeless people who guide new entrepreneurs and share their experiences in this field. As for the problem of unemployment among those who have ideas, the application will provide an opportunity to spread the ideas of these people and sell them, thus opening a door for their own income.

Data analysis

Data collection

An appropriate definition of the concept of data analysis can be formulated. We were implementing a number of techniques that could be statistical or logical techniques, with the aim of providing a suitable description of the project scope with the data structure. Which can be expressed by doing graphs or explanatory tables and others to reach a better result (Hackr.io. 2020).

Therefore, the best way that I will work to implement in order to analyse the data I need is the questionnaire technique, which is formed in a number of questions related to the field of entrepreneurship, where the form of this analysis will be in the form of a graph, in order to explain the result or do a suitable analysis for it.

Questionnaire

The questionnaire can be defined as a group of questions on a specific topic that are presented to a group of individuals with the purpose of diversifying and diversifying the ideas presented. The questionnaire questions constitute two types, the closed and open. This type of analysis has several advantages, the most important of which are: The ability to send it to multiple groups in any place. Questionnaire questions can be filled out in their spare time.

✓ **The Question is:**

- 1) Business success depends only on the quality of excellent ideas.

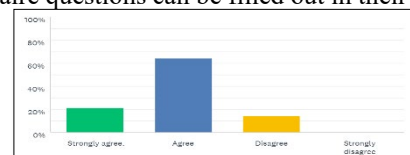


Figure 1 Q1 Results

From the result obtained from the questionnaire paper that was published to a group of people interested in the field of idea generation and in particular, their opinion about whether they agree that a good idea has a clear dependence on the success of the work or not. We find that the majority support this opinion, while a few are against. While some opposed this idea, because they believed that there are other things more important. From the quality of the idea, such as if the entrepreneur gained the required experience, and so on.

- 2) Do you support the idea of buying and selling business ideas from applications?

From the results, it becomes clear that the majority of votes support the idea of buying business ideas, of course the presence of a distinct and different idea, whether it was bought or thought out by the entrepreneur, will contribute significantly to entering the competition in the labor market, and the idea of using other individuals in order to produce an idea.

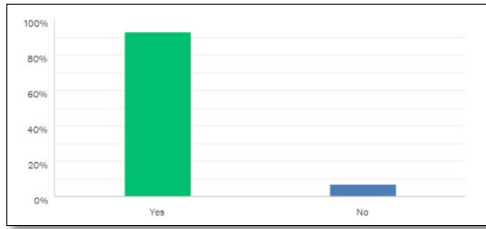


Figure 3 Q2 Results

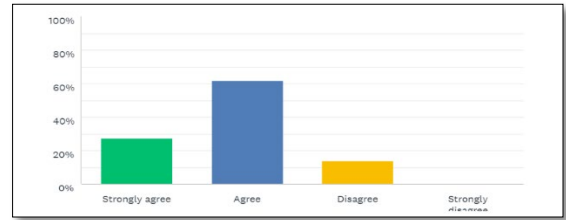


Figure 2 Q3 Results

- 3) An entrepreneurial mentor influences an entrepreneur's success in his business. The question was about the extent of the influence that the mentor provides on the entrepreneur and his successes, and according to the votes, everyone praises the great influence that the mentor provides. As we know, every entrepreneur is in dire need of someone who helps him to understand the requirements of the work and go with him to support him in the event face impediment in one Work march stations. Therefore, the majority of them, his answer was between strongly agree and agree.
- 4) What are the most important things that contribute to entrepreneurship success?

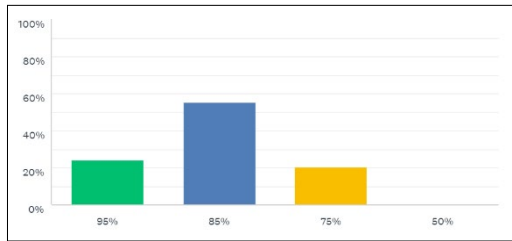


Figure 5 Q4 Results

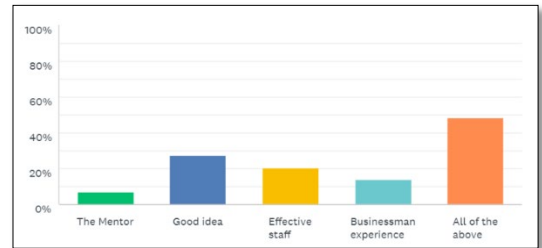


Figure 4 Q5 Results

It is evident through the results obtained on the importance of all the aforementioned options in the success of a business. Each of this options has a special and complementary role to the other, so we find that one of the reasons that greatly contribute to the openness of the entrepreneur's mind for successful investment in the labor market is the presence of a wave And Rashid brings him the experiences and the requirements needed to acquire them. The idea also has a special effect on the success of the work, as the new and distinctive idea has a role in the continuity of the work, as well as we do not forget the effectiveness of the employees, of course the work will not have any noticeable effect in the market if the staff is not effective and prominent in his work, as for the experience of the entrepreneur, it is a required and important feature It can be gained through taking appropriate courses and consulting experts in this field.

- 5) What are the motives that oblige an entrepreneur to purchase commercial ideas? This question was open ended, intended to gain various ideas from the multiple minds that the question was asked to them, so the answers were convincing and at the same time multiple. Some believe that the reason behind buying business ideas is a material reason and should the ideas put forward in the labor market are distinctive and new. Of course, I agree with them one hundred percent, because one of the reasons for the success of ideas is the scarcity, quality, and distinction from other ideas, and thus they will become a source of money. As some others justified buying ideas to gain more time in the process of unthinking about a new idea or the lack of experience of the person invested in thinking a good idea, and I also agree with them on this point, some people are recent in this field, therefore they does not have the slightest experience or knowledge about Ideas that can compete with other ideas.

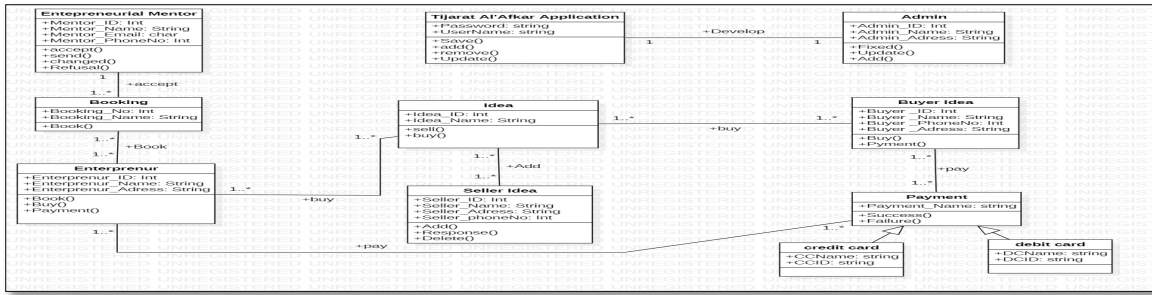


Figure 7 Class Diagram

Use Case Diagram

The UML use case diagram is a collection of actors interacting with the system. In the following drawing, we notice that there are five representatives, each interacting with the system to serve its needs. We find the actor (the entrepreneur) interacting with the system in order to access a set of services represented in searching for a mentor and buying an idea. The representative (seller) also interacts with the system in order to access the services related to it, which is adding or deleting an idea or communicating with the buyer of the ideas. And so with the rest of the

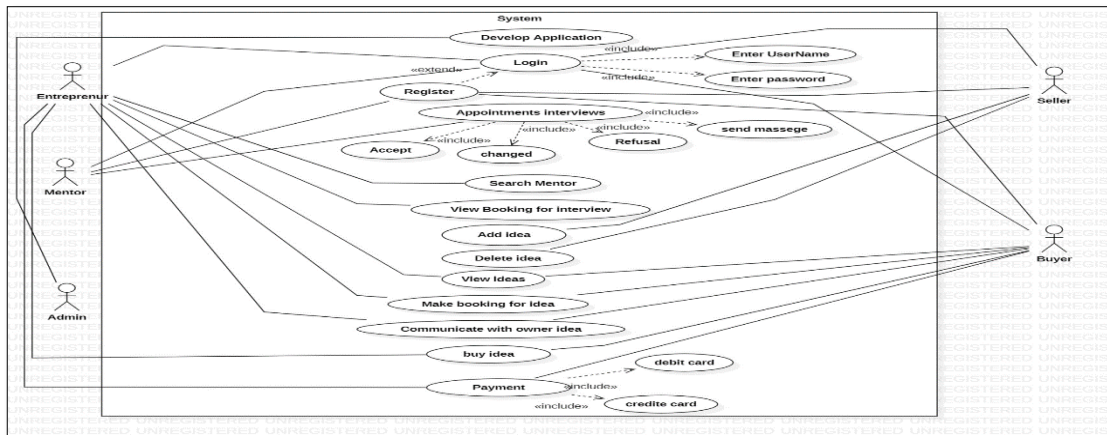


Figure 8 Use Case Diagram

cast.

Sequence Diagram

This diagram is called a sequence diagram, and its function is to depict the interaction that occurs between objects with the system, but in a sequential manner, as we find in the corresponding diagram the arrangement of events and their sequence if the user wants to sign up to an application system (Tjirat Al afkar).

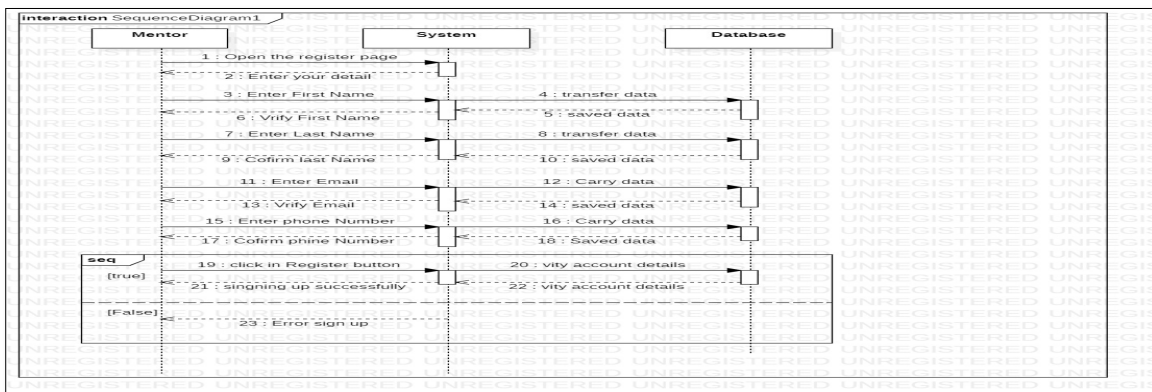


Figure 9 Sequence Diagram

Observations

Finally, entrepreneurship is a broad aspect of the Omani economy, so it is very important to work on enriching its reach and at the same time its success. Therefore, I hope that this application will be a point through which it contributes to completing the enrichment and increasing the components of entrepreneurship. With the analysis of the survey, it has been concluded that an application of this kind can be really helpful for the newcomers and will solve the problems on guidance that is needed at the time of initiating a new venture. This is really helpful and inline with the Sultanate of Oman's initiative on the empowerment of the youth. The work is in its final stages of implementation and will be deployed as soon as the testing is over.

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