

TURNING SMALL PROJECTS TO ELECTRONIC SERVICES - ONLINE



OBJECTIVES

- 1- Providing the trainees with a specialized and distinguished side of knowledge about online services.
- 2- Linking the theoretical side with the practical and showing the importance of electronic work - online -.
- 3- Providing the trainees with practical experience in converting their companies to online services.
- 4- Providing guidance and direction for trainees in adopting small projects that depend on online services.

TABLE OF CONTENTS

The first axis - concept and importance	3
Introduction	3
Small business concept:	3
Types of small projects	4
The second axis - electronic services	5
Online services and work online	5
Definitions of e-services and online work	5
The importance of electronic services and work online	7
Types of online services and work	8
Examples of e-services and online work	9
Website services	9
Software services	9
Reliance on electronic services and work online	10
Why should work rely on electronic services and work online?	10
The third axis - steps to create an online project from the final beginning	11
General and basic steps and implementation for your online project	12
A model for (Expand Cart) company	14
Small business development .. Effective methods that lead you to success	16
The most important ways to help you grow your small business	17
List of references	18

THE FIRST AXIS - CONCEPT AND IMPORTANCE

INTRODUCTION

Small enterprises of all kinds occupy a great importance in the economies of societies worldwide, as they constitute approximately 90% of the establishments in the world and employ 50% - 60% of the workforce in the world. Thus, it contributes to solving the unemployment problem, increasing job opportunities, increasing exports, and contributing to reducing the balance of payments deficit. Many statistics and studies also indicate that small enterprises contribute about 46% of the global GDP, and represent 65% of the gross national product in Europe compared to 45% in the United States of America, and in Japan 81% of the jobs are for small and medium enterprises. Therefore, small enterprises are the pillar and backbone of the economy, as small enterprises help to increase the national product and economic growth of developed countries. In developing countries, we see and notice that many countries and individuals rely heavily on government jobs or work in large projects as a source of income, and this matter makes small projects of great importance to economic decision-makers in developed and developing countries alike because of their pivotal role in economic development. And sustainable social.

SMALL BUSINESS CONCEPT:

Experts have varied opinions about defining an accurate and comprehensive concept for small projects. The term carries with it a group of projects that can be included under it and which may differ in their characteristics. What may be considered small in the United States of America may not be considered the same in a developing country such as Jordan, and also which is considered an industry. Small in the field of steel industry, for example, is not the same as in the manufacture of clothing and textiles, as the matter is governed to a large extent by a number of relative considerations, and also there is a difference and interference with the names of other projects (large, craft, handmade, ...). Several are the most important of which are the size of labor, capital, the quality of the technologies used in production, the number of businesses and many others.

Among the most important concepts and definitions of small projects that are attributed to various global destinations are the following:

- The International Labor Organization has defined small enterprises as small-sized units that produce and distribute goods and services and are composed of independent producers who work for their own account in urban areas of developing countries, and some of them depend on work from within the family and others may hire workers and craftsmen and most of them work with a small, fixed capital or Perhaps without fixed capital.
- The United Nations Industrial Development Organization (UNIDO) defines small enterprises as those projects run by a single owner who assumes full responsibility and the number of employees ranges between 10-50 workers.

- The Danish International Development Agency (DNIDA) defined small enterprises as those employing 6-15 workers.
- The State of Bahrain defines small enterprises as those establishments whose average invested capital is less than 800,000 Bahraini Dinars.
- The Industrial Development Bank in Egypt defines small enterprises as those projects for which the investment cost, after excluding the cost of land and buildings, does not exceed 1.1 million Egyptian pounds.
- The Economic Development Commission (CED) defines a small project as that project that is characterized by two of the following five characteristics:
 - 1- It is managed independently and mainly by its owners.
 - 2- Carries a personal nature to a large extent.
 - 3- To be local to a large extent in the region in which he works.
 - 4- It has a relatively small size in terms of business number and in the industry to which it belongs.
 - 5- It depends heavily on internal sources to finance the capital for its growth.
- Jordan defines the small enterprise as the one whose capital does not exceed (10) thousand Jordanian dinars, and the Ministry of Industry and Trade considered the projects in which (4) workers work and below small projects, and between (5-19) workers, small projects, and between (20-99)

TYPES OF SMALL PROJECTS

There are many pictures that appear in small projects, they can be grouped into three main types, which are:

First: Productive projects

In this type, the project depends on making use of the raw materials present in the local environment or external environments, and converting specific raw materials into new usable products, including food industry projects, agricultural projects and craft industries such as carpentry, blacksmithing and small electronic product factories.

Second: commercial projects

Its role is limited to selling the products that are so manufactured.

The entrepreneur is just an intermediary between the producer and the consumer, including stores, grocery stores, vegetables and fruits. Medium projects, and above are large projects.

Third: service projects

This type of projects is not based on selling a product, but rather selling services that individuals need, such as internet service providers, telecom shops, private hospitals, clinics, law firms, and engineering.

THE SECOND AXIS - ELECTRONIC SERVICES

ONLINE SERVICES AND WORK ONLINE

The knowledge revolution, the rapid development of technology, the increase in population growth, and the consequent economic progress and an increase in the demand for raw materials, production, consumption and global openness, until technology in its various sectors, types and forms were at the top of the priorities of developed and developing countries, even the poor ones. And it has become part of the daily human behavior that cannot be dispensed with, which made it at the forefront of sectors supporting the economy and development and a measure of well-being and progress in countries at the global level.

The concept of electronic services in general consists in making use of information and communication technology in the provision and provision of services. Nevertheless, we find that it is difficult to find an accurate definition of electronic services, as there have been many different definitions by specialists and researchers of the concept of electronic services, despite these different definitions, We can say that they all agree on the role of technology in facilitating the provision of services that are described as traditional by making them electronic services.

DEFINITIONS OF E-SERVICES AND ONLINE WORK

As we indicated earlier that there is no consensus on the definition of electronic services, and there is more than one definition for them, because of their association in many areas and sectors and their continuous development as they are multi-meaning in every field they enter. Among the most important definitions are the following:

Electronic services: They are the actions, efforts and performance that are conveyed using information technology, and include sales, customer service and delivery services. This definition reflects three main elements:

- Provide the service.
- Receive the service.
- Delivery Service.

For example, government agencies that provide electronic services to citizens and companies are considered to provide the service, while citizens and companies are considered recipients of this service, and the method of delivering this service is the third component of electronic services. The Internet is currently the main and most important means of transmitting electronic services, while other means such as telephone, mobile, television, call centers and reception offices are still used.

- Electronic services are defined as the electronic provision of government services.
- A group of services produced, provided, or consumed through the use of information technology networks and communications such as Internet-based systems and mobile solutions.

- Electronic services are defined as online interaction or increased online communication between public and local government agencies, and direct participation in selecting local government managers in the future.
- Electronic services is a software model that enables peer-to-peer computation in distributed environments based on the concept of “service” as an independent part of the code published in the network.
- Electronic services are the electronic delivery of information, programs and government services, and this happens often, but not always, via the Internet.
- Electronic services refer to businesses, efforts, or offers that are made by means of information and communication technology.
- Electronic services are the provision of government services through information and communication technology, such as the Internet, call centers, and others.
- Electronic services are defined as Internet-based customer service and online account management services and alternately as a comprehensive service-focused concept.
- Electronic services describe the use of electronic delivery of information, programs, as well as government services. These services are available on the Internet 24 hours a day, seven days a week.
- It also refers to the provision of electronic services (ESD) and an expression such as “one-stop service center” in which the needs of citizens are met through one communication with the government, and the strategic challenge is to provide high-quality services to users and cost-effectiveness.
- Electronic services are the integration of information and communication technology in providing services electronically, where the factors that contribute to the contextual definitions of electronic services are the ability of different organizations to provide access to information and services to the public through information technology and communications, which promise to provide an improved service to the public.
- Electronic services are services provided to customers through digital.
- Electronic services is the provision of service via electronic networks, which includes the Internet, wireless networks and electronic environments, such as kiosks, based on an interactive information exchange with the satisfied customer.
- Electronic services are provided through online tools, whereby both service providers and customers benefit from the use of electronic services.
- is the provision of services using information and communication technology?
- Electronic services are defined as providing normal services to the public, such as paying taxes and calling through the Internet.
- Electronic services is a term for services on the Internet, where electronic services include e-commerce transaction services to deal with requests over the Internet, application hosting by application service providers (ASP) and any processing capacity that can be obtained on the web, and it is worth noting that there is a tendency to integrate commerce Electronic and e-business with electronic services.
- Electronic services refer to improving public service delivery.
- For citizens through multiple electronic platforms.

THE IMPORTANCE OF ELECTRONIC SERVICES AND WORK ONLINE

There are many advantages for electronic services, as technology (the Internet - electronic and technological devices, etc.), with the distinctive electronic services it provides, has become an important economic sector, and it has also become a major part in many economic projects, whether small or large. And its various sectors for electronic services. Among the most important features and benefits of electronic services are the following:

- You can reach the largest number of customers at the same time, with the least amount of effort.
- It makes you find new ideas about small projects and how to implement them on the ground.
- You will be able to expand the scope of the labor market, that is, you have a lot of virtual markets in which you can create a niche for yourself.
- It answers all the information you want to know, such as how to choose the project and provide all its requirements in terms of choosing the site, place designs, choosing the necessary decorations that are commensurate with the type of project, the number of workers, providing the names of suppliers and merchants.
- There will be no costs to enter new markets, and you will not have to buy new customers.
- Providing information about the place in terms of population, how to deal with them, and other information.
- It is preferable to have alternative communication channels, and this is since the possibility of losing the main channel is possible even by 10%. Which ensures your survival.
- It can provide you with all the names of small projects with mentioning all that is needed to establish and implement the project in a correct manner and proper planning.
- You can enhance the company's appearance, also get more competitive advantages between you and the rest of the other markets.
- Enjoying transparency in work that helps you to have continuous success. Success needs to be made clear with customers.
- It helps you find all solutions if you get stuck in a problem to set up the project.
- It helps you in marketing on social media and all social media sites.
- Provides all necessary information about merchants and stores that can be dealt with in the marketing process.
- Providing a large number of databases that contain all clients in one place, and you can refer to them at any time.
- You can reach a lot of individuals in the least possible time without having to go and search for new customers, you can deliver the service to anywhere in the world from your personal place now.
- You will not have to do or go out or travel, but all you have to do is see all what you want through the small phone screen and enjoy the process of shopping through the Internet at the price you want as well.
- You can carry out the marketing and promotion of all your products on the largest possible scale, and you can also reduce the obstacles that you may encounter on your way. Online services allow you to get some offers and discounts, and this is by purchasing several products over the Internet.
- You can do your shopping 24 hours without seeing any obstacles, you can also accomplish many government services with just one click on your mobile phone.
- You will not have to go anywhere by yourself, all you have to do is search for the site from which you will get your services and then contact him.

- You can use electronic services to create your own project, as many of us try to have a project of our own that will win with more money. Electronic services are characterized by being the most accurate and reliable system. You can learn about the quality of products and get acquainted with reliable sources.
- You can reach the service you want, and you can inquire about anything in a purely electronic way without any prior effort from you, the procedures end in a good, appropriate and without fatigue.

TYPES OF ONLINE SERVICES AND WORK

Electronic services can be divided into several different areas, which are often determined by the types of individuals who deal with them, or the organizations and agencies that provide and use these services, as follows:

- Consumer Business (B2C).
- Consumer to Consumer Business (C2C).
- Business between companies (B2B).

There is also another division of electronic services that includes a government agency, which is referred to as:

- Government-to-government business (G2B).
- Government-to-Government (G2C) business.

Based on this division, which has created many broad categories for us, we find several different types of electronic services that can be provided, and among the most important five services provided within the framework of the electronic service are the following:

- Electronic servers.
- Customer support.
- Network providers.
- Information providers.
- Application Service Providers.

There are some companies that offer only one type of online services, while others may offer several of them; For example, an e-merchant often also provides customer support.

EXAMPLES OF E-SERVICES AND ONLINE WORK

The following is a list of examples and detailed instructions for the types of paid services that are considered electronic, and they are divided into five categories, namely:

Supply of video games and music

- 1- Download movies, or broadcast to personal computers, laptops, and phones.
- 2- Online or download games, including remote players.
- 3- Supplying music, movies, betting and broadcasting.
- 4- Hymns, ringtones and music.

WEBSITE SERVICES

- 1- Self-help website services.
- 2- Automated maintenance and site support.
- 3- Web hosting.
- 4- Internet service providers.
- 5- Data and memory storage services over the Internet.
- 6- Banner ads blocker.

SOFTWARE SERVICES

- 1- Software services provided over the Internet, through downloads on cloud distribution.
- 2- Printer downloads and other peripheral drivers.
- 3- Firewalls and other filters for computers.
- 4- Antivirus downloads.
- 5- Accounting and anti-virus packages.

Supply of distance teaching services

- 1- Machine learning and distance education.
- 2- Online machine learning programs.
- 3- Books completed by students via the Internet.

Providing text, images and databases

- 1- Designs, Components & Knitting Patterns Downloads.
- 2- E-books, such as: Amazon Kindle
- 3- Internet banner advertising.
- 4- Subscriptions to blogs, magazines or newspapers on the Internet.
- 5- Membership fees in clubs, magazines, or online dating sites.
- 6- Market places online for goods and services, such as phone listings, or personal computer for downloading photos and screensavers, and photography.
- 7- Download financial reports and analyzes or market data and guides.
- 8- Manipulating data and its accounts via the Internet or other electronic networks.

RELIANCE ON ELECTRONIC SERVICES AND WORK ONLINE

WHY SHOULD WORK RELY ON ELECTRONIC SERVICES AND WORK ONLINE?

First: Not being affected by societal problems: The most important feature of owning an online project is that it is not affected by the circumstances surrounding societies, whether they are natural or abnormal conditions, and this is what we all noticed with the Corona virus pandemic crisis that affects all parts of the world now, and how it was not. It has no effect on online stores, but on the contrary, many stores have achieved higher sales rates than the normal periods, due to the reasons we mentioned above, such as the people being forced to stay at home and the closing of markets and shops, which led to the purchase of their needs via the Internet only.

Second: Selling at anytime and anywhere: through the online store, you can achieve a rate of sale at anytime and anywhere, because trade via the Internet allows you to be present and communicate with your audience at any time they choose, and this raises the rate of sale significantly, unlike the markets and shops. People often practice shopping behavior on holidays and public holidays more than on other days because of busy work and responsibilities, but with the availability of an online store throughout the day, or an application for the store via mobile phone, the customer has the freedom to choose and shop at any time he prefers.

Third: Reaching your target audience: By being on the search engines, you have a golden opportunity to reach your target audience easily, as it helps you achieve the success of your business goal of selling and profit by reaching the customer who is already looking for your products or services, which means that he will conduct a process. Buying and interacting with your store, and you can do this either by e-marketing your store through the Google search engine by targeting the keywords that the audience uses in searching.

THE THIRD AXIS - STEPS TO CREATE AN ONLINE PROJECT FROM THE FINAL BEGINNING

The e-commerce blog shows by dealing with it in some detail the outlines of creating an online project from beginning to end, and it is also possible to rely on these lines in converting existing projects to be part of them online. As the spread and success of the concept of electronic commerce around the world, as well as globalization programs, cross-border international agreements, and the amazing technological development have made it easy to enter the world of e-commerce (online) and work on creating an online project or be a major part of the project that depends on the electronic side. This frees us from being subjected to many restrictions, whether commercial or otherwise.

The Coronavirus COVID-19 crisis came to prove the importance of business and online commerce and how it had a positive and effective impact on many online projects, so we find that 52% is the percentage of profits made by many online stores during the first quarter of 2020, which is a greater percentage than The percentage of last year's profits in full.

Consequently, we find that the e-commerce sector is the least negatively affected by this crisis resulting from the Covid-19 pandemic, and this was a motivation for many business owners to start thinking about converting their business through the Internet, and also a golden opportunity for those who wish to experience working through e-commerce, by walking Towards creating an online project from the beginning and working through it.

In the following, we will explain and clarify a set of steps to create a business on the Internet by creating an online project, even if you do not have any background or experience in commercial or electronic work.

- The obvious questions in the world of traditional or online commerce:

When thinking about the step of owning a business, whether online or in the traditional way on the ground, there are some obvious questions in the world of commerce, but it is important to answer them and put clear and clear answers on which to base the steps for establishing your project and its success, and among these questions, for example:

What is the type of project and in which specific commercial activity?

During the project, will you sell goods and products to customers, or will you provide some services?

Do these products or services the market need?

Who is your target audience?

What motivates this audience to buy from you?

Often all of these questions will help you in an important and initial step, which is developing and defining your project plan, especially in the event that you will start your business from the beginning and do not own any other business activity before this.

GENERAL AND BASIC STEPS AND IMPLEMENTATION FOR YOUR ONLINE PROJECT

We cover the most important general and basic steps and implementation of your online project and your business journey through e-commerce and online profit.

1) Finding the idea of the project and developing the plan - If the project is existing, this saves you a lot of effort and gives you motivation to succeed.

This step in implementing it depends on more than one other step and factor, the most important of which is the research and auditing factor.

mainly depends on this step, which saves you a lot of time, effort and obstacles that you may face after that.

Finding the idea and goal of the project and setting a clear vision and message to it, all of these tasks will need some time to properly prepare them more than the preparation and preparation time of the project itself, and you must take into account some factors when choosing the idea of the project that you will trade and sell through, such as:

- The project idea is new and distinctive, and even if it has many competitors, you can think of how to present it in a new and different way.
- Choose a distinctive and attractive name for the project and the idea and take into account that it is close to the Internet audience, the millennial generation, and the generation of social media platforms.
- Ensure that there is no similarity between the name of your project, or the shape and design of your brand, and any brand and other project of your competitors in the same business.
- Take into account the registration of the official papers for starting an online business and business, and every country has its own procedures and laws. Ask and do not neglect to do them.

2) Determine the type of product or service:

One of the most important and first of these steps and factors that must be followed is the step of determining the type of product, goods or services that you will decide to work and trade through and use it as a means of profit through internet selling, if you intend to start trade from the beginning and do not own any commercial activity before.

Determining the type of product or service that you will sell requires time and a great study of the market for this product and your competitors in selling this product or service. Among the factors that you have to consider at this step:

- Choosing distinctive products that truly meet a need of customers, to ensure that good sales are achieved.
- Focus on choosing good raw materials for the products to start documenting a good reputation for your products when selling them to the public, as the quality of the product is one of the most important criteria for the success of any business, and you know that it is easy for your customers to go to any competitor who outperforms you and provides them with even simple advantages.

- If you have competitors for the type of product or service that you will work with, you must work to present it to your customers in a distinctive and new way, so that you can attract their attention and create a new need for them for this product or service, so that they come to own it immediately.

For example, if you want to create an online project that offers hair and skin care products and cosmetics, you will have to search carefully for a point of differentiation for your brand in the market to be able to exist and compete with many of the competitors who preceded you from many years.

And in the event that you are already the owner of a commercial activity on the ground and have a commercial market and want to work online as a step to expand and develop your business, you will have to think and plan another aspect, which is how to present your product or service in a new and different way to the online shopping public, especially if it is You have competitors in this business and they offer the same type of service or product that you do.

3) Marketing and promotion of your products

Now you have your own project idea, and you have chosen the type of business and determined the product or service that you will profit from, it is time to think about how to market and promote your project and these products and services.

There are many different marketing and selling strategies, and you can choose the best among them according to what suits your type of business and the target audience category, and you can ask for help from a marketing expert to provide you with the necessary marketing support for your project and your products, and these are the most important factors that are taken into account when developing Marketing strategy for your project:

- Conducting analyzes and special studies to determine the target audience for your business, developing the appropriate language to speak to and building a close relationship between it and your brand.
- Set goals for the marketing strategy before implementing it so that you have the ability to evaluate its results and whether they were successful or not?
- Choosing the advertising medium that you will use to promote your project, and since we are talking during this article about online projects, of course the advertising medium for your project will be the Internet and social media, and this takes us to the next step, which is the step of establishing and activating your project online.

4) Broadcasting the project online

We also explained that the goal of this topic is a discussion about the creation of online projects, and during the previous points we explained the most important initial steps to start the project in terms of choosing the idea, name and distinctive brand, and then choosing the product or service and presenting it in a way that the audience really needs.

After this, let's start the task of achieving the goal of this article, which is to start creating the project online and start working on its implementation, and this is done through more than one method, such as:

- Create a website or online store to display products or services on it.
- Create a Facebook page or group to trade and sell through.
- Create an account on any of the social media platforms and start marketing and selling through it, such as Facebook, Instagram, Pinterest, Twitter.
- Designing a mobile app and displaying products or services on it.

Through any of these methods or platforms, your project can now be present and appear online to the public and online shoppers and they can easily access it, but with you following various electronic marketing strategies for the success of the goals of this project and its continued presence among many online projects.

A MODEL FOR (EXPAND CART) COMPANY

A model for the company (Expand Cart) specialized at the Arab level in the implementation and creation of online projects.

Now is the best time to start working online and earn money from e-commerce in various fields and commercial activities, and we all note what the whole world is suffering today due to the impact of the outbreak of the new Corona virus, COVID-2019, which affected the economy and trade, a terrible impact that led to the bankruptcy of many projects and companies.

Although the owners of electronic stores were affected by these buzzing

However, it is not comparable to the shortcomings and losses suffered by the traditional companies and commercial markets. With Expand Cart, you can start creating your own online project, regardless of the business you choose to work with or if you already have a business and want to develop it and work with it online. Where the most important step of creating an online project of your own comes, is choosing a success partner who will provide you with support and the initial steps towards working on the Internet, and this is through owning your own online store. This is the role of "Expand Cart", the best platform in the Arab world. It provides you with a lot of advantages and facilities to start your business online from the beginning, and join more than 10 thousand store partners with us.

And the "Expand Cart" is distinguished by providing many other steps that you will have to follow in the journey of creating and establishing your business on the Internet, in addition to creating and designing your own online store from the beginning. For example, you find that the platform provides you when creating an online store, a lot of unique, attractive and flexible templates and designs to suit different commercial activities, in addition to many other features that we will learn about in detail below. Even after that, when you want to develop and improve your business, you find us by your side to provide you with the knowledge, business and technical support necessary to achieve the desired success of your business.

Below we will show you the most important steps you need to start creating an online business and start the business journey and profit in e-commerce and what are the advantages that we provide to you through the Expand Cart platform, one of the largest e-commerce platforms in the Arab world.

1. Flexible control panel: Once you create the store, you can enter and use the flexible control panel that the platform provides for you. It is easy and flexible and does not need any technical experience from you to deal with it. Now you start uploading the products, goods or services that you will display through the store, with uploading pictures, short descriptions and videos for them, and then using and applying the rest of the settings on the board.
2. Professional template designs: Get unique and distinctive designs for your online store, whatever its type of business, you will get a decent and distinctive design that helps you attract the audience's attention and achieve the highest selling rates. We have designs and templates suitable for (fashion, furniture, sports, electronics, business) You can modify and improve your online store over time, and it is not necessary to commit to a specific design forever. The control panel provided by the Expand Cart platform is characterized by flexibility and ease to help you experiment and choose the right design and template for you at any time without the need for any technical expertise from you.
3. Store management applications and services: More than 150 applications and services make it easier for you to manage your own store, and you can get them as soon as you launch your online store with us, then you will have your own control panel and have the ability to manage your store however you want, in terms of choosing the applications and services that you want. Help you manage the store, such as: chatting applications that help you to communicate and respond to your customers. As we mentioned above that there are some factors and constituents on which e-commerce depends in its work and to achieve the desired success, and to follow these factors requires time and great effort. For example, one of the most important factors of these factors is the response service and communication with customers, and this needs a large and professional team of customer service to do it, but with the applications provided by the Expand Cart platform such as the Zendesk chatting app, it can do this task as best it can and save time, effort and money for you. Among the applications and other services that you can get through the control panel of your store, the shipment tracking service, and the linking service between your store and social media accounts and e-mail, which facilitates many steps for you when applying the e-marketing strategies of the store.
4. Design a mobile app for your store: More than 82% of internet shoppers shop on their mobile phones, according to the famous stats site Statista, and this is a large percentage that you cannot afford to lose. And because we realize the importance of mobile shopping today for the public, we provide you, by subscribing to our platform, the ability to create and design an application for your mobile store so that you can reach a larger segment of your target audience, so that your current customers can reach you at anytime and anywhere, which increases sales and increases Sales rate, hence increasing profits.
5. E-marketing through social media platforms: Social media platforms are of great importance for the success of online business projects. Through these means, you can reach a large audience base that may reach billions per day, so developing a marketing strategy through any of the different social media platforms is necessary and you must do With it to achieve higher sales rates and more profits, and through our marketers team at Expand Cart, we can create accounts for your brand through social media and link them with your store and use them to promote the products or services that you work with.

6. Global shipping companies: more than 20 global and local shipping companies that you can sign an agreement with to deliver shipments and requests for your store, and we excel through the Expand Card stores control panel with the ability to link them with all these companies and send and receive data and requests via the control panel to save time and effort for you and your team. These shipping companies allow you to ship your store orders to your customers in any geographical area that will determine the work and delivery to them, you will find delivery through us and from the most famous shipping companies that you can contract with (Armada, Salasa, FedEx, Aramex).

7. Safe payment gateways: ExpandCart helped you implement the largest, most powerful and secure electronic payment gateways such as PayPal, MasterCard, Moyaser, PayTaps and all of these payment gateways and more will provide you with the ease of implementing the electronic payment system through your store, allowing your customers the freedom to choose between many payment systems, whether in cash or electronic, to satisfy your customers of various categories and segments, as well as own applications and special services Manage and monitor these payments while providing you with comprehensive and periodic reports.

8. Technical support service: The Expandcart platform provides you with the necessary technical support service for you and your online store throughout the day for a period of 24 hours. You can communicate with us and leave your inquiries in the best way for you, whether through chatting, emails, or by phone. We are also keen, through our help center, to provide all the necessary knowledge support you need to manage your store and products, manage shipments and payment methods, do not worry, as every step of the store management is designed in a simple way so that you do not need technical expertise from the person who is managing it.

SMALL BUSINESS DEVELOPMENT .. EFFECTIVE METHODS THAT LEAD YOU TO SUCCESS

In an article published by the researcher (Islam Al-Najjar, in Entrepreneur Magazine, 2020), it was found that a study conducted by the "Small Biz" organization during 2018 proved that 90% of small enterprises fail once they are launched, regardless of the causes that lead to their failure. What do other companies within the 10% rate do in order to grow? In reality, there is no substitute for developing small projects. There is no doubt that the development of small and medium enterprises to be able to compete with the fierce market currently witnessing, and of course, any project that is launched needs development ideas to enhance its competitiveness and increase its sales volume and then achieve profit, it is necessary for those who create a small project to work on its development and development. By following modern methods and improving the level of production at work, especially keeping pace with all changes and rapid development in all fields; Until it arrives at a satisfactory profit strategy.

THE MOST IMPORTANT WAYS TO HELP YOU GROW YOUR SMALL BUSINESS

The following are the most important ways to help you grow your small business:

- **Product improvement and development:** If you own a small business that provides a product or service, you should follow a development strategy in order to ensure the survival of your audience. There is a major rule in the competitive market that says: "Any new product introduced to the market in order to be accepted should be one of the best commodities. Or its competing products », and the development process can be done by improving the specifications of the product that it provides to the customer, and from this point of view finding a way to improve the production, sale and service process is of great importance.
- **Search for a partner:** After the completion of the launch of your small business, you may not have all the necessary capabilities and resources that your project needs; Therefore, in this case, you should search for the right partner that suits the nature and quality of your project, and if you can find it, it will definitely add a lot to your project, and here you must have full awareness of the advantages and disadvantages of having this business partner.
- **Expand via the Internet:** In light of the great and accelerating development of technology, relying on the Internet and social networking sites to reach the largest possible number of audiences and customers at minimal costs has become a reality and reality, so this step is definitely a suitable option to expand your small project and take it out of the limited scope to Broad prospects without limits; Therefore, you should study this option well and prepare for it as required, there is no doubt that expanding on the Internet is a good opportunity for the growth and development of your small project.
- **Diversity in products and services:** Of course, the diversity in services or products provided by companies helps to meet the needs and requirements of all groups, as it is really one of the types of excitement and excitement that attracts you many customers Therefore, the entrepreneur must be keen to diversify his services or products that he provides through his small project, and not rely on providing a single product or service, which leads to increased sales and thus more profits.
- **Granting the franchise right:** Specialized studies have shown that the introduction of the franchising system raises the success rates of more than 85% of the small enterprises that have actually started applying this method at work, as a result of the transfer of expertise, training, knowledge and continuous support from the franchisor. ; Therefore, do not ever hesitate to offer your small project as a "franchise" or franchise opportunity, and be according to your instructions and under your supervision, in return for material or other benefits that benefit your small project.

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