

BUSINESS PROJECT "DORMAPP"

Бизнес проект «ДОРМЭПП»

«ДОРМЭПП» бизнес проекти

This article is devoted to solving problems of the "Dordoi" market, through the business project "Dormapp". The basis of the business project is the creation of an application that can be used on any device. The purpose of creating this application is to increase sales in the market "Dordoi" by attracting and retaining the target audience. A special direction of this business project will be the training and employment of young people from socially vulnerable segments of the population.

Keywords: application; market; sustainability; problem; technology.

Статья посвящена решению проблем рынка «Дордой», посредством бизнес - проекта «Dormapp». Основой бизнес - проекта является создание приложения, который может функционировать на любом устройстве. Целью создания данного приложения является повышение продаж на рынке «Дордой» за счет привлечения и сохранения целевой аудитории. Особым направлением данного бизнес - проекта станет обучение и трудоустройство молодежи из социально уязвимых слоев населения.

Ключевые слова: приложение; рынок; устойчивое развитие; проблема; технология.

Бул макалада, "Дордой" базарынын квийгвлрун чечуугв арналган, "Dormapp" бизнес -долбоорунун жаратуусу. Бизнес-долбоордун негизинде каалаган тузмвктв иштей турган колдонмолорду тузуу болуп саналат. Бул колдонмонун максаты эсебинен максаттуу аудиторияны тартуу жана сактап калуу учун "Дордой" базары менен сатууну квбвйтуу болуп саналат. Бул бизнес-долбоордун взгвчв басымы калктын аярлуу топторуна, жаштарга билим беруу жана жумуш менен камсыздоо болот.

Урунттуу свздр: колдонмо; базар; туруктуу внуюу; технология маселеси.

A few years ago, no one even heard the word "smartphone". Today, on the contrary, the huge variety of smartphones. Almost all major brands of mobile phones, such as Apple, RIM, Sony, Nokia, HTC, LG and Samsung, have launched production of their smartphone models, and consumers are spoiled for choice. Smartphones have so penetrated our lives that we often rely on them in our daily activities. Of course, we quickly get used to good things, especially when everything that we need for active life is always at hand. Actively "communicating" with our devices, we do not think about whether it is harmful or not, we just live and enjoy. If a problem occurs in our iPhone or iPad, we immediately start searching where we can quickly repair our smartphone and find a service with low prices, buy a huge number of different accessories, etc. [6]. The market of mobile devices every year is saturated with a large number of smartphones of various classes and brands. "Svetofor" published sales statistics for "smartphones" for the first quarter of 2017. For the three-month period at the beginning of this year, Kyrgyzstan sold about 3 million gadgets for the amount of 44 million soms [5].

Thus, the smartphone market grew by 54% compared to the same period in 2016. Looking at these indicators, we can safely say that the era of smartphones has come. A modern person simply does not imagine his life without a mobile phone. According to the results of many opinion polls, people who forget the phone at home for one day will feel uncomfortable. Moreover, it is not even necessary to make and receive important calls. It is important for a person to feel that his gadget is next to him. Often, if we have a free minute, our hands automatically reach for the phone. In addition, this is already like dependence. However, it is

not necessary to see in the modern devices only the disadvantages and do not forget that in such devices there are many useful functions. Modern world moves faster and faster, and technologies now have become a part of our life. Nevertheless, people cannot just change their mentality and be more interested and developed just because they want to. Someone or something should push them up to it.

If you ask anyone about the market “Dordoi”, every single person in our country will say that they’re buying clothes in there. There are so many people who are working in here and so many people, who are buying goods in here [1].

Originated in 1991, it was supposed to be the main transshipment base of goods from China to the countries of Central Asia (mainly Kazakhstan, Kyrgyzstan, Uzbekistan) and the Asian part of Russia (Siberia and the Far East). Dordoi is the largest clothing market in Central Asia, allocated in the suburbs of Bishkek, which has existed since the early 1990s up to the present [8]. The total area is about 100 hectares, and about 40,000 outlets. About 55,000 people work here, plus indirect employment (auxiliary services and foreign trade) of about 100,000 - 150,000 people [7]. The founder and the main owner is the Kyrgyz billionaire Askar Salymbekov now the president of the association "Dordoi". Works 364 days a year, the only day off on January 1. Impressive, isn't it?

Together with the similar market "Turatali" in the suburbs of Osh city, the "Dordoi" market is of significant importance for the economy of Kyrgyzstan. The main traders are Kyrgyz, Chinese, and Russian. According to the World Bank study "Silk Cluster: Borderless Bazaars and Cross-border Trade in Central Asia", in 2009, Dordoi's trade turnover was \$ 4 billion (there is no data for 2010). Before the crisis of 2008, according to experts, this amount was approaching \$ 7 billion. Now we have the question “What can we do to make it better?” Such a big mechanism as a market, can't be in order, so all what we can do is follow the chaos that is unbelievably shocking. Going to the market, searching for something, but not finding it, isn't that familiar for many customers of that market [3].

Creating an app is one of the main things that can solve this problem. Nevertheless, the advantages exceeding the disadvantages. The main idea of the project is creating an app that will have a map of the biggest market of central Asia - Dordoi. It is called «Dormapp».

The app will have an accurate and very detailed map of Dordoi market. It will include information about every container and what have been sold there. It will not be just a usual map that works on GPS and sometimes shows wrong information. The aim is to ease shopping process for customers as well as the sellers. The app will be free to download in Apple Store and Google Play. The sellers will also be able to promote their products by adding some paid commercials or small advertisements in the app. The app will have an ability of rating too, so that consumers can rate the best service or the best product places. It will motivate sellers to improve their service.

Problems that must be solved by this app is the main reason of creating “Dormapp”:

- most of the times consumers get lost inside the market and it takes them more time to find the needed product than it would if they knew the area better;
- despite the popularity and permeability of the market there are no accurate maps or helpful apps;
- there are a lot of resources in the market, it has a great potential but it was never used;
- because of Dordoi market being one of the biggest in central Asia it is difficult for people (mostly consumers) to find some locations inside the market;
- approximately 14% of people choose to shop in different places just because they do not want to spend too much time searching for the goods;
- there is no area for the suppliers (sellers) to introduce their products to users [2].

On the basis of modern smartphones, a huge number of additional opportunities are realized. Built-in GPS-navigator allows you to navigate in any unfamiliar terrain. Different cards on smartphones are enjoyed both by drivers and pedestrians, so as not to get lost in a metropolis and do not waste time in search of necessary streets, houses, etc. Also, many smartphones, thanks to the built-in functions, can provide you with webcam, radio, TV remote control, barcode scanner, electronic wallet, alarm clock and much more. Of course, a gadget user can never use the proposed features, but will be proud of what they are.

It's been

a long time since most of us carried a stand-alone GPS device around with us. The smartphone gets us where we need to go, thanks to built-in mapping and navigation. Not everyone has an idea what it is, because some people aren't that interested in it or just not

informed about something like this.

«Dormapp» has the potential to become a highly regarded resource in local, regional,

national, and international markets. Due to the company's aggressive marketing strategy, establishment of the company as a "unique" entity in its industry, careful development of its products coupled with its sustainability we will be able to achieve our goals within the first year.

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