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**FACULTY OF ECONOMICS, MANAGEMENT AND COMMERCIAL
SCIENCES.**

BUSINESS INCUBATOUR SIKKDA UNIVERSITY.

**PROJECT FOR A MASTER'S DEGREE IN STARTUPS, WITHIN THE
FRAMEWORK OF MINISTRIAL DECREE 1275**

ENTITLED:

**A DIGITAL PLATFORM TO IMPROVE THE VISIBILITY
OF ALGERIAN SMEs IN SEARCH ENGINE
OPTIMIZATION**



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Information card:

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✓ Supervisory team:

Principal supervisor	Specialization
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✓ Working team:

Project team	Specialization	Faculty
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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Dedication

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ:

﴿وَأَنْ لَّيْسَ لِلْإِنْسَانِ إِلَّا مَا سَعَى * وَأَنَّ سَعْيَهُ سَوْفَ يُرَى﴾

[النجم: 39-40]

Alhamdulillah for His countless blessings and favors, and peace and blessings be upon His noblest prophets and messengers;

First and foremost, I want to thank me.

Eighteen years have passed between notebooks, dreams, and tests, and here i am today writing the last line in my academic journey with all pride and gratitude.

To myself, because no one truly saw how difficult this journey felt. Thank you for holding on. Thank you for surviving the pressure, the exhaustion, the fear and the loneliness.

To the man who never got to see me standing here today, my father. May Allah have mercy on him and grant him spacious gardens in Jannah. This is for you.

I am sure he is proud of me. He has always been.

To the woman who birthed me and gave everything for me, thank you for every sacrifice, every prayer, and every moment of patience.

Perhaps this journey changed me more than it educated me, perhaps I lost myself along the way and found stronger ones instead. But one thing I know for sure is that the girl who started this journey is not the same girl writing these words today.

And guess what? I made it.

Acknowledgment

I would like to sincerely thank my supervisor for believing in my potential and guiding me toward an achievement I never imagined I could reach, for her patience, and invaluable support throughout this work.

I would also like to extend my sincere gratitude to Ms. Imane Nouara, Lecturer A in Accounting at the University of Blida 2, for her valuable assistance and guidance in the preparation of the financial section of this project.

My deepest gratitude goes to my family for their constant support, understanding, and motivation during this journey. Alongside, my best friends, who stood beside me with constant encouragement. Their belief in me has been a source of strength and inspiration.

Beyond these words, I wish to dedicate this work to those who never had the privilege of such an opportunity.

To those whose dreams were silenced by war, displacement, or hardship.

To every person whose path to education was taken away too soon.

To those who longed to learn, grow, and to become more, yet were denied the opportunity.

To every woman out there, who was silenced and never given the chance to speak.

To every unheard voice, and to every story that was never out.

This work is, in a way, also yours.

No matter who you are, where you are from, your skin color, gender identity. I hope you never stop believing that your voice deserves to be heard.

Last but not least, a special thanks to “J” and “W” for being a quite source of comfort throughout this journey.

Some people become part of our lives in unexpected ways, and this work carries a small reminder of that.

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Introduction

Nowadays, having an online presence is not a choice anymore for businesses. In order to have customers, develop and market their services, many businesses depend on the Internet. In Algeria, a lot of small and medium-size businesses face difficulties when trying to create a strong presence in the digital environment. Most of them struggle with achieving good search engine visibility, particularly on Google.

By observing the situation and being interested in digital marketing, I realized that most of these businesses either lack knowledge or technical resources for improving their online presence. Unfortunately, most of the available tools and technologies are either complicated or too costly for SMEs. There appears to be a gap between the needs of these enterprises and the available technologies.

For that reason, the project came into existence. This project aims at creating a platform for improving search engine visibility for Algerian SMEs by means of SEO. The user would be able to assess his website's performance and obtain some recommendations on how to enhance its visibility.

The platform allows users to analyze their websites, understand their performance, and receive clear suggestions for improvement.

The project follows a freemium model, where basic services are available for free, while more advanced features are offered through a monthly subscription. This approach aims to make the platform accessible while ensuring its sustainability.

This work is organized into several main axes that cover the different aspects of the project, including its presentation, innovative aspects, market analysis, business model, and financial plan.

Project Presentation

Idea · Team · Objectives · Timeline



Project idea:

This project is a digital platform that focuses on search engine optimization (SEO) and it falls under the field of digital services and information technology for small and medium-sized Algerian enterprises (SMEs)

This project was inspired by my observation of the Algerian market, where many small and medium enterprises struggle to appear in search engine results. Although these businesses provide valuable products and services, their digital presence remains limited due to a lack of knowledge in SEO and digital tools.

To solve this problem, the project proposes the creation of a digital platform that simplifies SEO practices and makes them accessible to non-expert users. The platform will provide practical tools for keywords selection, content optimization, and local visibility improvement, while supporting multiple languages commonly used in Algeria.

The platform will be developed as a web-based application using modern technologies, with a user-friendly interface adapted to beginners. It will integrate multilingual support (Arabic, French, and Algerian dialect) to better match local search behavior.

The project will be carried out by a team with knowledge in digital marketing and web development, and it will be Implemented in Algeria, targeting the national market as a starting point.

1. proposed value:

The platform offers several key values to its customers

- ❖ Innovation: providing a localized SEO solution specifically designed for Algerian SMEs, including support for local languages and search habits.
- ❖ Performance: ensuring effective improvement in search engine rankings and online visibility.
- ❖ Adaptability: allowing businesses to customize their content and keywords based on their specific activities and target audience.

- ❖ Task completion: helping businesses achieve the essential task of being visible online and attracting customers through search engines.
- ❖ Design: offering simple, intuitive, and user-friendly interfaces suitable for non-technical users.
- ❖ Price: providing affordable services adapted to the financial capacities of small businesses.
- ❖ Cost Reduction: eliminating the need to hire expensive SEO experts or agencies.
- ❖ Risk Reduction: offering reliable and guided optimization strategies that reduce the risk of ineffective digital marketing efforts.
- ❖ Accessibility: enabling businesses with no prior digital presence to enter the online market easily.
- ❖ Convenience (ease to use): simplifying complex SEO processes into easy, step-by-step actions.

2. the team:

This project is developed as an individual initiative by student Fodil Abia, who assumes full responsibility for all stages of the project, from idea generation to planning, design, and implementation. The work is carried out under the academic supervision of Dr. Saadi Randa, who holds a PhD in Marketing Management. Her guidance contributes to ensuring the academic rigor and relevance of the project.

The student Fodil Abia is pursuing her master's degree in Marketing, which has provided her with a solid background in understanding market needs, consumer behavior, and the importance of digital strategies in today's digital environment. This academic foundation has shaped the project idea and ensured its alignment with the real challenges faced today by Algerian small and medium-sized enterprises (SMEs).

Beyond academic knowledge, the student has enhanced her practical and entrepreneurial competencies by active participation in training programs and workshops organized by the university incubator, in this sense, she participated in several sessions focused on

entrepreneurship, innovation, business modeling, particularly in the usage of the (BMC) Business Model canvas which helped the student to structure the project and create a clear value proposition.

In addition to her academic knowledge, the student has developed an inherent interest in digital tools and online business practices, particularly in the field of SEO and digital visibility. This personal motivation has pushed her to explore pragmatic solutions that can help SMEs improve their search engine presence.

3. Project objectives:

The project aims to achieve the following objectives

- ❖ Enhance the online visibility of Algerian SMEs by improving their presence in search engine results.
- ❖ Provide a simple and accessible SEO solution adapted to non-expert users who lack technical knowledge.
- ❖ Support digital transformation of small businesses by helping them shift from traditional or social-media-only presence to search engine visibility.
- ❖ Increase customer reach and business opportunities for SMEs by connecting them with potential clients through online search.
- ❖ Offer a localized platform adapted to the Algerian market, including support for Arabic, French, and Algerian dialect.
- ❖ Reduce marketing costs for SMEs by providing an affordable alternative to expensive SEO agencies tools.
- ❖ Establish the platform as a reliable digital solution for SMEs in Algeria in the long term, contributing to their competitiveness.
- ❖ To become the number one platform in the field of digital services related to improving the visibility of Algerian Small and Medium Sized Enterprises.

4. project timeline:

In order to organize the project's phases and ensure gradual progress in various technical, marketing, and financial aspects, a timeline was prepared outlining the most important activities and tasks undertaken during the project's duration from March to June.

Activity	March	April	may	June
Problem study and market analysis	x			
Platform design and BMC		x		
Prototype development initial			x	
Testing and preparation for discussion				x

Source : prepared by the Project Owner. .

After the project was accepted at the incubator level and localized, we conducted training sessions on how to prepare the project according to Resolution 1275.

Starting with market research and problem identification, identifying the target audience and gathering information related to search engine optimization in march to the platform design, Preparing the business model canvas and defining the services in April, then the prototype was developed and the platform interface was designed in May.

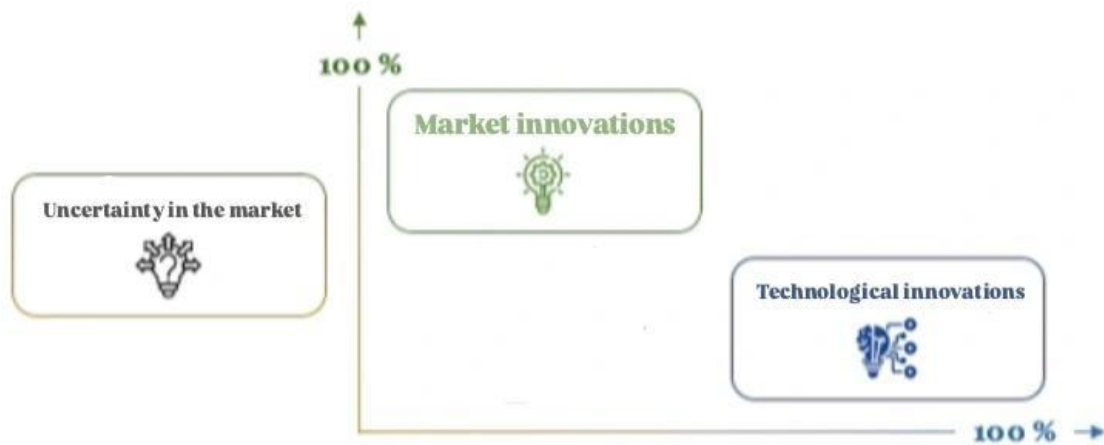
Finally, in June, the financial and marketing aspects were prepared, the platform's development was improved, and preparations were made for discussion.

Innovative Aspects

Nature of innovation · Areas of innovation



1. The nature of Innovation :



The platform will introduce new innovations to the market as it provides a novel solution for small and medium-sized enterprises (SMEs) in Algeria.

Currently, Algeria does not have a dedicated platform that specifically enhances the visibility of these businesses on search engines. It also presents technological innovation, as it uses advanced tools and techniques to improve the search experience and manage data in a more efficient and structured way that has not yet been fully implemented in the local market.

2. Areas of innovation :

The innovations of This Project are spread across several areas:

- It is considered the first project in Algeria dedicated to small and medium enterprises.
- Introducing a new feature for organizations that involves improving digital visibility on search engines and increased opportunities to reach potential customers.
- The ability to provide digital analytics and statistics to organizations to help them improve their digital services and strategies.

- The database is constantly updated to ensure that the information is accurate and up-to-date for all institutions.
- The platform design features an easy and smooth user interface, making the user experience more efficient and comfortable.

Marketing Strategies

SWOT · PESTEL · Porter's Five Forces



1- Market segment overview:

The market sector refers to the group of individuals that may require the services provided by the digital platform. The Algerian market has witnessed remarkable growth in internet and smartphone use in recent years.

This has resulted in an increase in the reliance of people on digital platforms for searching for information and services.

The potential market for this project consists of small and medium-sized businesses (SMEs) in Algeria, that require digital marketing solutions to increase their online visibility. This includes business in retail, restaurants, beauty and Wellness services and local service providers.

These businesses are motivated by the need for more customers, increase sales and compete effectively in their local and digital marketplaces. Geographically, they are spread across major urban centers like Algiers, Oran, Constantine and Setif, and smaller cities and towns.

The potential number of SMEs in Algeria is significant, with thousands of businesses currently in operation offline or with limited online presence, creating a strong demand for simple, localized SEO solutions.

Target Market: The target market is SMEs that actively seek to improve their digital presence but lacks technical knowledge or resources for global SEO tools.

Reasons why this target market was chosen:

This target market is chosen because it represents a clear gap in the Algerian digital ecosystem. Many SMEs have limited access to advanced SEO tools, and this platform directly addresses their needs.

In terms, of business approach, it is possible to conclude purchase contracts with clients like well-known local chains, regional retailers and mid size service providers.

Also the early adoption of the platform can be encouraged through focused communication and with freemium offerings to encourage further engagement.

This demonstrates trust and willingness to commit to the premium services and establishes a foundation for this business model.

2- Measuring competition intensity:

The field of digital platform and the search engines in general and particularly those for services is witnessing different intensities in competition where there are some platforms and applications that provide services partially similar.

a. Direct and Indirect competitors:

- Direct Competitors: The existing global SEO tools like SEMrush, Ahrefs, and Moz. These tools offered advanced SEO features but are complex, costly, and lack localization for Algerian SMEs.
- Indirect Competitors: Social media marketing platforms (Facebook, Instagram) and local Web development agencies that offer SEO as part of broader digital services.

b. Market shares and numbers:

Global SEO Tools dominate globally but are underutilized by Algerian SMEs due to cost and complexity. Local agencies serve a mere fraction of SME market, mostly in urban areas.

A. Porter's Five Forces :

- 1- Threat of new Entrants: The possibility to enter this market (competition market) is considered relatively high especially with the rapid development of digital technology due to the reduction of technical barriers, The possibility of creating similar platforms at a short cost, however Building a large database of organizations is a challenge that may limit the easy entry of new competitors.
- 2- Bargaining power of suppliers: In this project, the suppliers are small and medium sized enterprises (SMEs) that requests the services from the platform and their negotiating power is considered moderate where the success of this project depends largely on the number of participating enterprises.
- 3- Bargaining Power of Customers: Customers have relatively high bargaining power because Algerian society is price-sensitive, and

they can easily move to other platforms if the platform does not provide effective services or a good user experience.

- 4- Threat of Substitutes: Alternatives could be other means such as paid advertising campaigns or social media, which could be seen as indirect competition for the platform.
- 5- Competitive Rivalry: While some platforms are offering a partially similar service, competition in the Algerians market is relatively limited since there are no local platforms yet which focus on improving the search engine rankings of Algerian businesses.

B. SWOT Analysis:

a) Strengths:

- ❖ The platform is specifically designed for Algerian SMEs, which creates strong market relevance.
- ❖ Localized content (Arabic, French, Algerian dialect) makes it more accessible than global tools.
- ❖ User-friendly interface adapted to non-technical users.
- ❖ Affordable solution compared to expensive international SEO tools and agencies.
- ❖ Freemium model encourages easy adoption and user acquisition.
- ❖ Helps SMEs improve online visibility, which directly impacts their sales and growth. - Automation of SEO tasks saves time and effort for business owners.
- ❖ Strong alignment with digital transformation trends in Algeria.
- ❖ Can be accessed anytime and anywhere (online platform).
- ❖ Offers practical value (real results: visibility, traffic, customers).
- ❖ Scalable project that can grow and add new features over time.
- ❖ First-mover advantage in offering a localized SEO platform in Algeria.

b) Weaknesses:

- ❖ The project is currently developed by one person, which may limit speed and technical development.
- ❖ Limited financial resources at the early stage.
- ❖ Lack of brand awareness and trust at the beginning.
- ❖ May require continuous updates to keep up with SEO changes.
- ❖ Limited technical capabilities compared to advanced global platforms.
- ❖ Dependence on user's digital literacy (some SMEs may struggle).

- ❖ Absence of a technical development team at the early stage.
- ❖ Initial version (MVP) may have limited features.
- ❖ Need for continuous customer support and guidance.
- ❖ Difficulty in convincing traditional businesses to adopt digital tools.

c) Opportunities:

- ❖ Growing digital transformation in Algeria.
- ❖ Increasing number of SMEs entering the online market.
- ❖ Rising internet usage and smartphone adoption.
- ❖ Lack of strong local competitors in SEO platforms.
- ❖ Possibility of partnerships with business incubators and organizations.
- ❖ Government initiatives supporting entrepreneurship and digitalization.
- ❖ Opportunity to expand to other North African markets in the future.
- ❖ Increasing awareness of the importance of online visibility and SEO.
- ❖ Potential to integrate with e-commerce platforms and digital tools.
- ❖ Demand for low-cost marketing solutions.

d) Threats:

- ❖ Strong competition from global SEO tools (even if not localized).
- ❖ Rapid changes in search engine algorithms (Google updates).
- ❖ SMEs may prefer social media over SEO.
- ❖ Limited trust in new digital platforms.
- ❖ Economic instability affecting SMEs' budget and spending.
- ❖ Resistance to change from traditional businesses.
- ❖ Risk of low user engagement if the platform is not well adopted.
- ❖ Technological challenges and maintenance costs.
- ❖ Dependence on external platforms like search engines (Google).

C. PESTEL Analysis :

- 1- **Political Factors:** Medium, because the Algerian government is supportive of digital transformation and entrepreneurship, and this is beneficial for the project, with incubators and startup initiatives. However, procedures and bureaucracy in Algeria may sometimes slow down the implementation of new technologies.

- 2- **Economic Factors**: High, because the financial resources of SME's are limited and the SMEs are very sensitive to pricing. SMEs ability or not to adopt this digital platform depended directly on the price affordability, and if due to some circumstances, economic conditions decline, this would result in a reduction in investment in digital services.
- 3- **Social Factors**: Medium to High, because there has been a growing awareness of the importance of digital, particularly in the field of digital marketing and online visibility in Algeria. Internet use is increasing among Algerian users, including SMEs. However if many SMEs owners still have limited knowledge on using internet and technology properly, this may impact adoption.
- 4- **Technological Factors**: High, because this project is completely based on digital technologies, relying on search engines and their SEO practices, but some algorithms are constantly being updated requiring ongoing adjustments, so overall, technology plays a key role in the project's success.
- 5- **Environmental factors**: Low, since the project is entirely based on digital and does not require the use of physical resources, and it has no major constraints or negative environmental impacts.
- 6- **Legal Factors**: Medium, as this platform must conform to data protection and digital regulations and the privacy requirements of users, as these requirements are essential but they don't represent a constraint.

2. Marketing Strategy:

The success of this project will depend upon the adoption of the right marketing strategies that fit the nature of this platform and the characteristics of the Algerian market, especially concerning small and medium-sized enterprises (SMEs).

First of all, this project makes use of a focus strategy. In particular, this project will target Algerian SMEs, unlike broad-based or international markets. It will allow understanding the needs of such businesses better and addressing possible restrictions that they can have, such as the lack of funds and limited digital experience.

Moreover, this project employs a differentiation strategy through the development of a localized SEO platform that will be easy to use. Unlike

traditional SEO solutions that may prove too complex to work with, our platform will be user-friendly and accessible.

Another important marketing strategy adopted by this project is cost leadership. Namely, our solution will provide an affordable way out for businesses, who may otherwise pay exorbitant prices for the service. It will help us succeed because SMEs often cannot afford other solutions due to lack of funds.

Furthermore, a freemium model is adopted, where basic functionalities will be provided freely, whereas more sophisticated ones will require payment. The objective of this will be to lower any entry barriers and give people a chance to use the platform before paying for it.

Lastly, the project follows a relationship marketing strategy, focusing on building long-term relationships with users through continuous support, guidance, and value creation. This helps increase customer satisfaction, trust, and loyalty over time.

❖ E-Marketing Mix:

The project adopts an extended e-marketing mix adapted to digital services, in order to effectively meet the needs of Algerian SMEs and ensure a successful market positioning.

- 1) Product (Service): The project offers a digital SEO platform designed to help Algerian SMEs improve their visibility in search engines. The service includes keyword suggestions, content optimization recommendations, and performance tracking through a simple and user-friendly interface adapted to non-expert users.
- 2) Price: The platform adopts a freemium pricing strategy, where basic features are offered for free, while advanced services are available through paid plans. This approach allows users to test the platform before making a financial commitment, while ensuring accessibility for SMEs with limited budgets.
- 3) Place (Distribution): The service is delivered entirely online through a web platform, making it accessible anytime and anywhere. Users can access the platform Via computer or phone, making it easier for various categories of organizations to use.
- 4) Promotion: The promotion strategy is based on digital channels, including social media (Facebook, Instagram), online advertising, and educational content such as tutorials and guides. The objective

is to raise awareness about the importance of SEO and attract potential users.

- 5) The platform: The platform represents the core of the service, and it is designed to be simple, fast, and easy to navigate. It provides clear information, smooth user experience, and direct access to all platform features.
- 6) Security: The platform ensures a high level of security by protecting user data and maintaining system reliability. This is essential to build trust, especially for businesses sharing sensitive information.
- 7) Personalization: The platform offers personalized recommendations based on the user's business activity, location, and needs.
This allows each SME to receive relevant and customized SEO suggestions.
- 8) Privacy: The project respects user privacy by implementing clear data protection policies and ensuring that users' information is handled securely and transparently.
- 9) Customer Service: The platform provides continuous customer support through assistance tools, FAQs, and guidance. This helps users understand the service and use it effectively, even without technical knowledge.
- 10) Community: The project aims to build a community of users, where SMEs can share experiences, learn from each other, and improve their digital practices. This strengthens engagement and long-term loyalty.

Production and Organization Plan

Process · Resources · Workforce · Partnerships



1. Production Process:

The service delivery of this project proposes a straightforward approach to help Algerian SMEs enhance their online presence on search engines.

Once the user accesses the platform, they are prompted to create an account by entering basic information about their business, such as its name and activity and location.

After registering, the user will then proceed to complete his business profile by providing further relevant details, including services offered, descriptions, and target audience.

Based on this data, the platform analyzes the business activity and generates a set of relevant keywords relevant to the local Algerian market, representing what potential customers will likely search for, enabling the business to adjust its content online accordingly to the existing behavior of the users. After that, the platform offers personalized recommendations for optimizing the content on relevant keywords to improve ranking in the search engine.

In addition, the platform includes a performance monitoring dashboard where users can track their visibility, ranking, and user engagement.

This helps their SMEs to clearly see the effect of their actions and identify areas for improvement.

The process doesn't stop here, but it continues through feedback and recommendations for optimizing over time to improve their digital presence.

The service delivery process is structured to be simple, automated, and accessible to the user and to allow even the non-technical users to benefit from the SEO field and to be more competitive in the digital market.

2. Supply (Resources and Procurement) :

Unlike production projects that are typically based on raw materials, this project is based primarily, on digital and technological resources, that

ensure the proper functioning of the platform and the correct provision of the services offered by the platform.

The “supply” refers to a series of tools, systems and knowledge required to build and operate the platform efficiently.

To understand the resources required, it is necessary, to start by describing the main technical resources, which mainly consists of web development technologies, hosting, and database systems, that allow the platform to store and process user data.

In addition, there are digital resources related to SEO, such as keyword analysis tools and performance tracking systems, which enable the platform to provide accurate recommendations and insights to users.

From a procurement perspective, the project also cooperates with external service providers, such as the hosting company and the software tool providers, to ensure the availability, reliability, and performance of the platform.

These partnerships are essential to ensure the quality of the service and the sustainability of the platform, thus preserving the platform’s long-term operation.

As we said at the beginning of this section, one of the primary advantages of this project is that it does not have a traditional production process based on goods, which involves less complexity in terms of physical supply chains, making this type of service more flexible, scalable, and cost efficient, which is one the biggest advantages of a startup project in the digital sector.

a. Main resources:

- ❖ Technical Resources: Web development tools, hosting services and database systems.
- ❖ Digital Resources: SEO tools for keyword analysis, tracking and optimization.
- ❖ Knowledge Resources: Marketing and SEO knowledge to provide appropriate solutions to users.
- ❖ Suppliers and Service Providers:
 - Hosting providers
 - Software and SEO tools providers

- Potential technical collaborators.

b. Human Resources:

Future Human Resources (Potential):

- Web Developer: To develop and maintain the platform technically.
- Digital Marketing Specialist: to improve the SEO strategy and the visibility of the platform.
- Customer support agent: to support users and ensure a better experience.

3. Workforce :

BrandDZ project helps in generating several job positions, both directly and indirectly, particularly in the area of digital services and e-marketing.

In the initial phase of the project, the project will help generate between 3 and 5 direct job positions, as follows:

- ❖ Web Developer
- ❖ Digital Marketing Assistant
- ❖ Customer Support

The project may also be able to generate indirect job positions in the long run by collaborating with:

- ❖ Freelance designers
- ❖ SEO Experts
- ❖ Content creators
- ❖ Local Digital Agencies

The project makes use of young talent, which has expertise in technology, digital marketing, and data analysis, with the potential to gradually expand the team in the coming years.

4. Key Partnerships :

The success of this project relies on establishing strategic partnerships that can support its development, improve the quality of its services, and facilitate access to the target market. These partnerships provide important resources, expertise and opportunities that help to strengthen the platform and guarantee its sustainability.

a. Main Partners:

- ❖ University Incubator: It provides guidance, training and support in the development of the project and improvement of its business model.
- ❖ Hosting and Technical Service Providers: These providers ensure the Availability, performance and data storage of the Platform.
- ❖ SEO and Digital Tools Providers: They provide the necessary tools for keyword analysis, performance tracking and optimization.

b. Potential Future Partners:

- ❖ Local Business Associations: These Associations help reach SME's and promote the Platform.
- ❖ Digital Marketing Agencies: These agencies support advanced marketing strategies and Service improvement.
- ❖ Technology Partners (Developers): Contribute to platform development and technical improvement.

Financial Plan

Startup Costs · Revenue Forecasts · Cash Flow



1. Initial Startup Costs and Expenditures :

The initial investment for the Minimum Viable Product (MVP) has been set at 50 million DZD to establish a balanced budget foundation. The total of equipment, tangible and intangible assets has been calculated as follows:

Désignation (Équipements & Investissements)	Qté	Prix unitaire (DZD)	Coût total (DZD)
Développement de l'application et plateforme initiale (MVP)	1	500 000	500 000
Ordinateur haute performance (développeur / plateforme)	1	150 000	150 000
PC portable administratif (équipe)	1	50 000	50 000
Bureau de travail administratif partagé	2	40 000	80 000
Chaises de bureau pivotantes	3	12 000	36 000
Armoire à documents et dossiers	1	18 000	18 000
Imprimante administrative multifonctions	1	40 000	40 000
Modem Internet	1	10 000	10 000
Téléphone dédié au service client et marketing	1	30 000	30 000
Aménagement des locaux (peinture et décoration simple)	1	40 000	40 000
Enregistrement légal et obtention de la marque	-	-	30 000
Frais de marketing de	-	-	100 000

Désignation (Équipements & Investissements)	Qté	Prix unitaire (DZD)	Coût total (DZD)
lancement			
Total de l'investissement initial requis			1 114 000

.Source : prepared by the Project Owner

The table above details all initial investment items required for the platform launch, classified under the Algerian Accounting System (SCF). The total initial investment amounts to 1,114,000 DZD, covering both tangible assets (hardware, furniture) and intangible assets (platform development).

2. Annual Staff Expenses (Human Resources) :

The salary distribution for the three targeted employees (developer, marketer, support) has been structured prudently to protect treasury balance:

Poste (Ressources humaines cibles)	Nbre	Salaire mensuel (DZD)	Charges annuelles fixes (DZD)
Développeur Web (Web Developer)	1	25 000	300 000
Spécialiste en marketing digital et SEO	1	20 000	240 000
Agent support client (Customer Support)	1	15 000	180 000
Total général annuel des salaires	3	60 000	720 000

Source : prepared by the Project Owner.

The annual payroll cost totals 720,000 DZD, covering three key roles essential for platform operation and growth. All personnel charges

are booked under Account 63 (Charges de personnel) in accordance with SCF standards.

3. Consumables and Other Operating Expenses (Including Accounting Firm Fees – c/62)

This section includes all fixed periodic charges, including the full allocation for the certified accounting firm responsible for managing the platform's books:

Poste de charges générales et périodiques	Détail annuel	Charges annuelles fixes (DZD)
Loyer des locaux	Siège réduit ou partagé (15 000 DZD × 12)	180 000
Honoraires du cabinet comptable agréé	Tenue de la comptabilité (10 000 DZD × 12)	120 000
Abonnement Internet haut débit	Abonnement bureau (5 000 DZD × 12)	60 000
Maintenance et mise à jour de la plateforme	Périodique technique et de développement (5 000 DZD × 12)	60 000
Publicité et marketing digital continu	Campagnes ciblées (5 000 DZD × 12)	60 000
Fournitures de bureau et factures de services	Papeterie, énergie, eau, services généraux	104 000
Total des charges d'exploitation (autres)	Fixes pour toutes les années	584 000

Source : prepared by the Project Owner.

Total fixed annual operating expenses amount to 584,000 DZD.

These charges remain constant across all five projection years and include essential services such as rent, accounting fees, internet subscription, platform maintenance, digital marketing, and general office supplies.

4. Projected Revenue Forecasts (Chiffre d'Affaires) :

The monthly subscription price is fixed at 2,500 DZD per subscribing institution. Two revenue scenarios are presented:

Scenario A: Pessimistic Vision (Adopted financial baseline)

Year N+1: 20 institutions $\times$ 2,500 DZD $\times$ 12 months = 600,000 DZD

Year N+2: 28 institutions $\times$ 2,500 DZD $\times$ 12 months = 840,000 DZD

Year N+3: 36 institutions $\times$ 2,500 DZD $\times$ 12 months = 1,080,000 DZD

Year N+4: 44 institutions $\times$ 2,500 DZD $\times$ 12 months = 1,320,000 DZD

Year N+5: 52 institutions $\times$ 2,500 DZD $\times$ 12 months = 1,560,000 DZD

Scenario B: Optimistic Vision (National expansion target)

Year N+1: 50 institutions $\times$ 2,500 DZD $\times$ 12 months = 1,500,000 DZD

Year N+2: 120 institutions $\times$ 2,500 DZD $\times$ 12 months = 3,600,000 DZD

Year N+3: 240 institutions $\times$ 2,500 DZD $\times$ 12 months = 7,200,000 DZD

Year N+4: 400 institutions $\times$ 2,500 DZD $\times$ 12 months = 12,000,000 DZD

Year N+5: 600 institutions $\times$ 2,500 DZD $\times$ 12 months = 18,000,000 DZD

1) Annex 01: Opening Balance Sheet (Bilan Prévisionnel) – Full Figures

This balance sheet illustrates the full financing of assets through external debt, namely the bank loan of 3,000,000 DZD:

ACTIF	Valeur nette (DZD)	PASSIF	Valeur (DZD)
ACTIF NON COURANT		Capital social	3 000 000
Immobilisations incorporelles (c/204 – logiciel plateforme)	500 000	Fonds propres	0
Immobilisations corporelles (c/218 – matériel & mobilier)	484 000	PASSIFS NON COURANTS	
ACTIF COURANT		Dettes financières (c/16 – Prêt bancaire)	3 000 000
Banque	2 016 000	PASSIFS COURANTS	
Autres actifs courants (frais d'établissement & marketing de lancement)	130 000	Dettes fournisseurs à court terme	0
TOTAL ACTIF	3 000 000	TOTAL PASSIF	3 000 000

Source : prepared by the Project Owner.

The opening balance sheet is perfectly balanced at 3,000,000 DZD on both sides. Assets consist of the platform software (intangible), hardware and furniture (tangible), available cash at the bank, and preliminary establishment costs. The entire funding comes from the bank loan (Account 16), with no initial equity contribution.

2) Annex 02: Projected Income Statement (TCR) – Pessimistic Scenario

The following table presents the projected profit and loss statement based on the conservative (pessimistic) revenue scenario adopted as the official financial baseline:

Poste du TCR (Montants complets en DZD)	N+1	N+2	N+3	N+4	N+5
Production de l'exercice (CA – scénario pessimiste)	600 000	840 000	1 080 000	1 320 000	1 560 000
Moins : Achats consommés (c/60 – fournitures)	-104 000	-104 000	-104 000	-104 000	-104 000
Moins : Services ext. & autres consommations (c/61, 62)	-480 000	-480 000	-480 000	-480 000	-480 000
Valeur Ajoutée d'Exploitation (VA)	16 000	256 000	496 000	736 000	976 000
Moins : Charges de personnel (salaires c/63)	-720 000	-720 000	-720 000	-720 000	-720 000
Impôts et taxes (c/64 – exonération totale startups)	0	0	0	0	0
Excédent Brut d'Exploitation (EBE)	-704 000	-464 000	-224 000	16 000	256 000
Moins : Dotations aux amortissements (c/68)	-196 800	-196 800	-196 800	-196 800	-196 800
Résultat ordinaire avant impôt	-900 800	-660 800	-420 800	-180 800	59 200
Impôt sur les bénéfices (IBS – exonération totale startups)	0	0	0	0	0
RÉSULTAT NET DE L'EXERCICE	-900 800	-660 800	-420 800	-180 800	+59 200

Poste du TCR (Montants complets en DZD)	N+1	N+2	N+3	N+4	N+5
Cash-flow d'exploitation réel (avant amortissements)	-704 000	-464 000	+132 000	+508 000	+884 000

Source : prepared by the Project Owner.

Under the pessimistic scenario, the project achieves its first net profit in Year N+5 (+59,200 DZD). While accounting losses are recorded in earlier years due to depreciation charges, the actual cash operating flow turns positive from Year N+3 onwards (+132,000 DZD), demonstrating real operational viability. Startups benefit from full tax exemption (IBS = 0) throughout the projection period.

3) *Annex 03: Projected Cash Flow Statement (Flux de Trésorerie) – Pessimistic Scenario*

Prepared using the indirect method, depreciation is added back as a non-cash item to reveal the actual liquidity movement available at the bank:

Rubriques et postes officiels prévisionnels (Montants complets en DZD)	N+1	N+2	N+3	N+4	N+5
Résultat net de l'exercice (Résultat net de l'exercice)	-900 800	-660 800	-420 800	-180 800	59 200
+ Dotations aux amortissements (Amortissements)	+196 800	+196 800	+196 800	+196 800	+196 800
Flux de trésorerie des activités opérationnelles (A)	-704 000	-464 000	-224 000	16 000	256 000
Flux de trésorerie des activités d'investissement (B)	0	0	0	0	0
Flux de trésorerie des activités de financement (C)	0	0	0	0	0
Variation totale de trésorerie sur la période (A+B+C)	-704 000	-464 000	-224 000	16 000	256 000

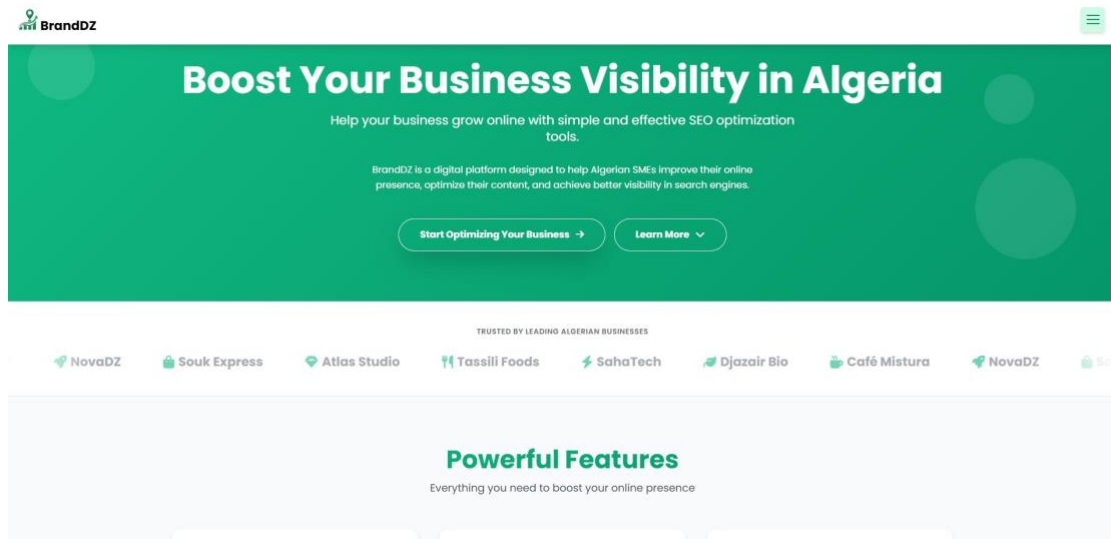
Rubriques et postes officiels prévisionnels (Montants complets en DZD)	N+1	N+2	N+3	N+4	N+5
Trésorerie d'ouverture (solde bancaire en début de période)	2 016 000	1 312 000	848 000	624 000	640 000
Trésorerie de clôture (solde bancaire en fin de période)	1 312 000	848 000	624 000	640 000	896 000

Source : prepared by the Project Owner.

Experimental Prototype

Dashboard · SEO Analysis · Keywords · Pricing



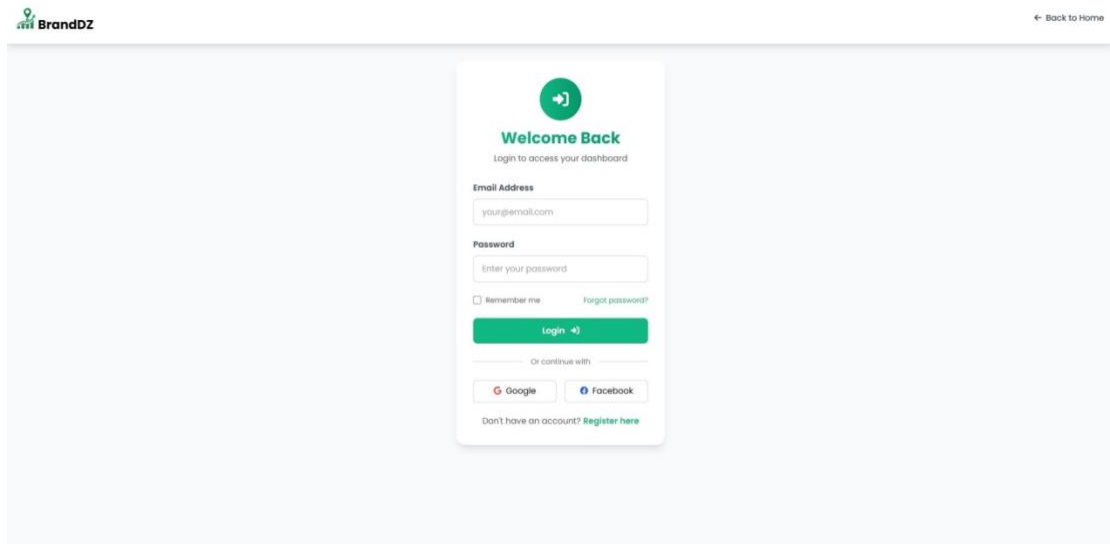
✓ *Home page interface*

The home page presents information about the platform and its primary aim, which is to increase the online presence of Algerian SMEs using SEO tools.

This home page features an easy-to-use and friendly interface for accessing the platform's functions and exploring its main capabilities.

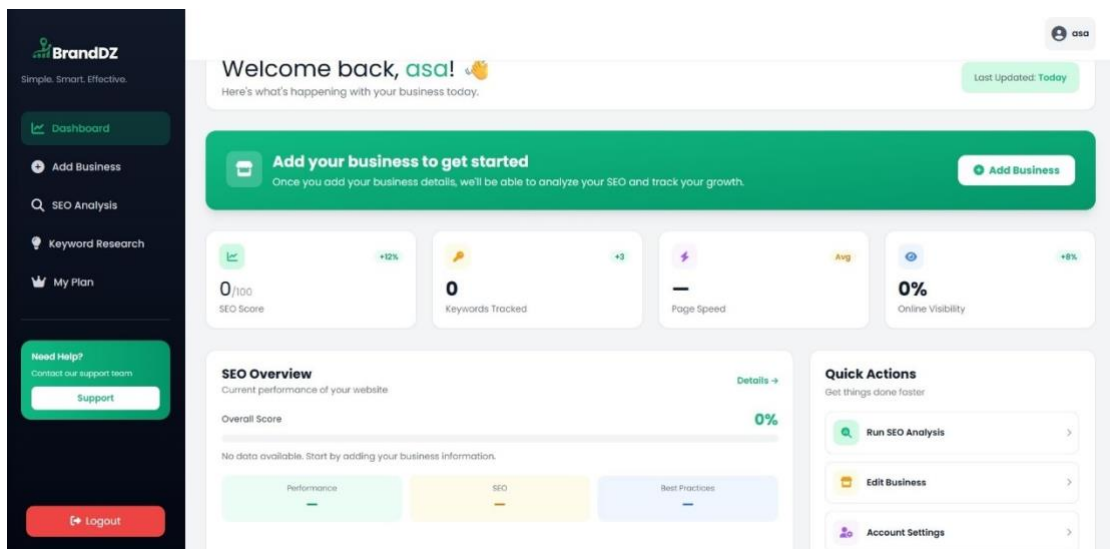
✓ *Sign up / login page*

This page allows SMEs to create an account by entering their business information to access the platform services.



This page helps SMEs login back to their account by entering only their email address and password.

✓ *Dashboard*



The dashboard gives businesses an overview of their SEO performance and platform activity.

✓ *Add business*

The image shows two screenshots of the BrandDZ web application. The top screenshot displays the 'My Businesses' dashboard, which includes a sidebar with navigation links (Dashboard, Add Business, SEO Analysis, Keyword Research, My Plan), a main content area with a 'No businesses yet' message, and a 'Logout' button. The bottom screenshot shows the 'Add Business' modal form, which is a form for adding a new business profile. The form includes fields for Business Name, Category, Short Description, Phone, Email, Website URL, City / Wilaya, Address, and Target Keywords. The form is titled 'Add Business' and has a 'Save Business' button.

BrandDZ
Simple. Smart. Effective.

Dashboard
Add Business
SEO Analysis
Keyword Research
My Plan

Need Help?
Contact our support team
Support

Logout

My Businesses
Add a business and run a full SEO scan in seconds.

Free plan: 0 of 1 business profile used.
Upgrade anytime for more profiles, unlimited keyword searches and advanced SEO scans.

Upgrade

No businesses yet
Click [Add Business](#) to register your first business.

Add Your First Business

Add Business
Fill in the details and save.

Business Name *
e.g. Café El Djazair

Category *
Select a category

Short Description
One or two sentences about your business...

Phone
+213 ...

Email
contact@business.dz

Website URL *
https://www.business.dz
Required to run an SEO scan on this business.

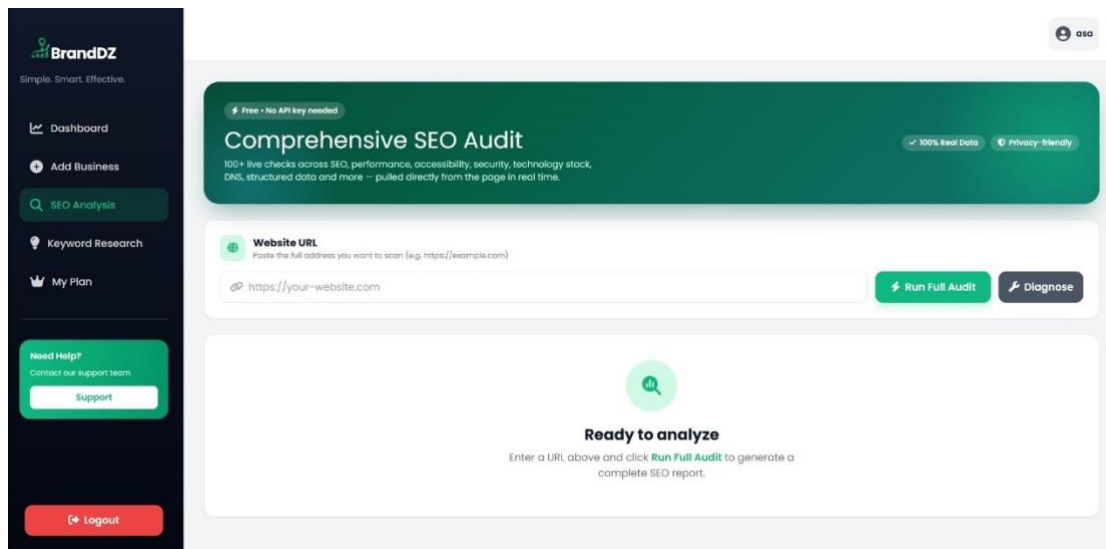
City / Wilaya
Alger, Oran, Constantine...

Address
Street, district...

Target Keywords
restaurant alger, livraison, couscous...
Comma separated. What people search to find you.

Cancel Save Business

This page allows SMEs to enter their business name, category, a short description, their phone number and email, together with their website URL and some target keywords that matches their business.

✓ *SEO Analysis page*

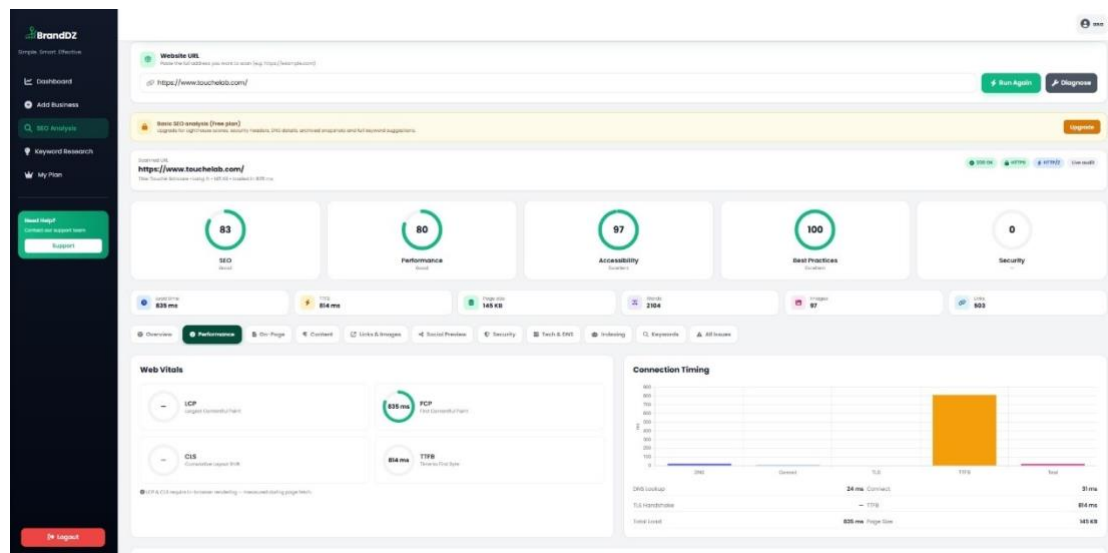
This section presents the SEO Analysis feature, which evaluates a website's optimization based on key SEO factors such as title, meta description, keywords, and content structure.

The system provides a score (0%-100%) and recommendations to help users improve their website ranking and visibility on search engine.

🚦 *SEO Analysis output for the “Touché” Website*

After submitting the website URL, the platform generates a detailed SEO analysis report containing multiple performance indicators and optimization metrics.

The following picture illustrates the analytical output produced for the touché website:



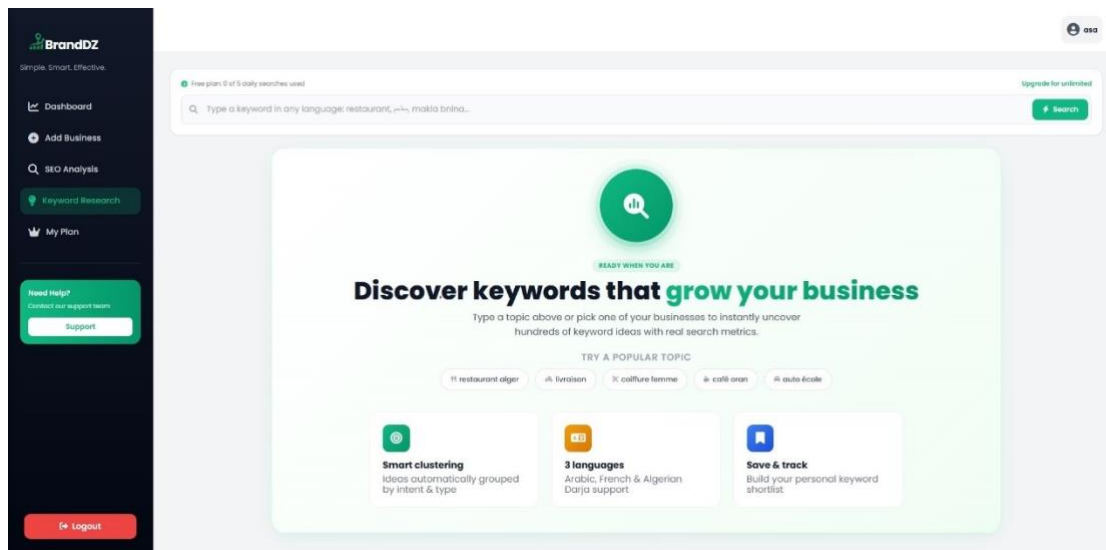
This figure shows the SEO analysis results generated by the platform for the “Touché” website.

The system provides several indicators related to website optimization, such as SEO performance, accessibility, page performance, and technical practices.

It also displays additional information including loading time, page structure, and other performance-related statistics.

These results help businesses identify areas that may require improvement in order to enhance their visibility and overall performance on search engine.

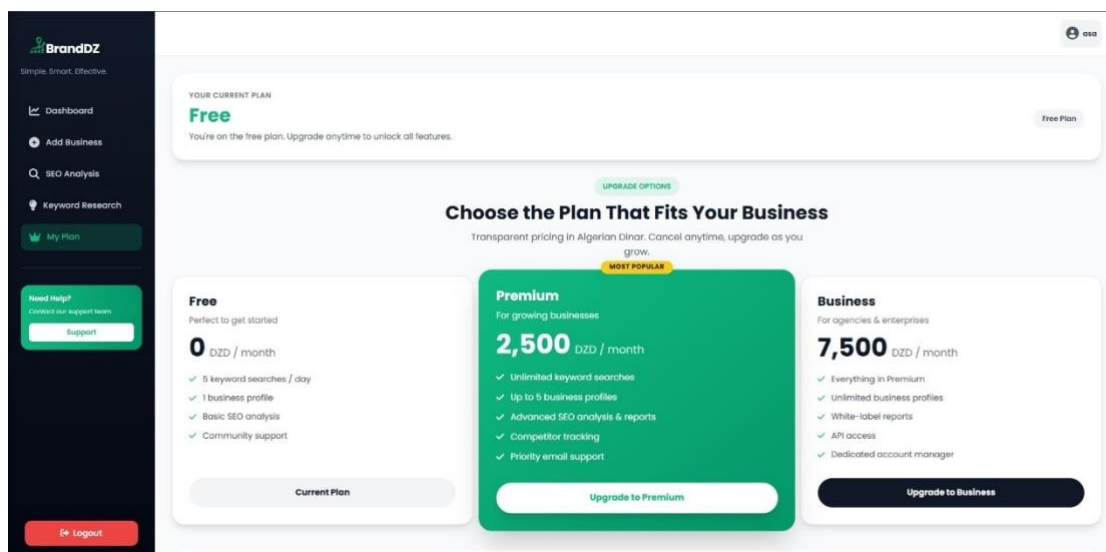
✓ *Keyword Research*



The page above shows the keyword Research screen, where the user can enter a topic to get optimized keyword suggestions for SEO purposes. The platform shows some metrics about the keyword, including search volume, competition level and related keyword suggestions.

This will help the user evaluate the best keywords to Improve their SEO performance.

✓ *Subscription and Pricing Plans Interface*



The screenshot displays the BrandDZ checkout interface. On the left, the 'ORDER SUMMARY' shows the 'Premium' plan with unlimited keyword searches, advanced SEO, and priority support. The monthly subscription is 2500 DZD, with tax included, resulting in a total of 2500 DZD. A security verification note is at the bottom. On the right, the 'Complete Your Payment' section offers four payment methods: CCP Transfer (Algeria Post), BaridiMob (mobile), Edahabia / CIB (card), and Bank Transfer (Algerian bank). Below these, a 'Confirm Your Payment' section includes a field for the payment reference/transaction number and a 'Submit Payment' button.

This figure presents the subscription and pricing model of the platform.

It offers different plans adapted to user needs, ensuring flexibility and scalable access to features.

The system is designed in line with the Algerian market by supporting local payment methods such as *CCP transfer*, *BaridiMob*, *Edahabia/CIB cards*, and *bank transfer*.

Business Model Canvas

Value Proposition · Channels · Revenue Streams



APPENDIX

Key partnerships: ✚ Hosting service providers ✚ SEO tools providers ✚ Developers Business Incubators and support Organizations	Key Activities: ✚ Platform development and maintenance ✚ Website analysis and SEO scoring ✚ Generating performance reports ✚ Improving user experience Digital marketing campaigns key Resources: ✚ Digital platform ✚ SEO tools and analytics systems ✚ Computer and internet access Marketing and technical skills	Value Propositions: ✚ Improving online visibility on search engine ✚ Simple and understandable SEO analysis ✚ Offering affordable digital marketing solutions ✚ Helping businesses reach more customers online Reduce dependency on traditional marketing	Customer Relationships: ✚ Personalized accounts for each business ✚ Online support and assistance ✚ Regular performance reports User-friendly interface and experience Channels: ✚ Official website ✚ Social media ✚ Digital advertising Content marketing	Customer Segments: ✚ Algerian SMEs ✚ Startups and entrepreneurs ✚ Local e-commerce businesses Small service providers and retailers
Cost structure: ✚ Platform development and maintenance ✚ SEO tools subscriptions ✚ Hosting services ✚ Marketing and advertising Internet and electricity		Revenue Streams: ✚ Monthly subscription 2500 DZD ✚ Freemium model		

Source : prepared by the Project Owner.