



DEVELOPMENT OF AN INFORMATION SYSTEM FOR B2B SEGMENT

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In the modern world, trade relations play a large role in economic development. Growth of national economies, agreements and contracts between countries contribute to the development of international and domestic markets. Cultural, economic, technological and geographical aspects promotes diversification of individual regions as production and consumption zones of certain service and product types.

The development of transport, communications and information technologies contributes to domestic and foreign trade markets strengthening. As a result, these factors conduce to globalization. Consumers from one region can buy and use goods and services that produced in another significantly remote region. Presence of middlemen is a feature of trade in large distances. Middlemen perform useful functions, such as insurance, disinhibition and so on. However, all these services require payment, which affects the final cost of products and services. Their quantity increasing may disproportionately enlarge the initial product cost compared to the benefits, which can be provided by chain of intermediaries.

Large international companies use extensive international contacts and resources for this problem solving. These companies seek to reduce the number of resellers by international contracts making and opening branches in the regions of their interest. However, this method is not relevant for small and medium-sized businesses, since it requires the expenditure of large resources. Substantially, they are not available for enterprises in this segment. Therefore, the number of middlemen is increasing with a decrease in the scale of business.

Today, entrepreneurs widely use information technology, organize business trips to meet with suppliers directly. However, in this case, we are talking about small batches of products. Middlemen avoiding become more difficult in case of parties increasing. It is worth noting that modern internet platforms have a large number of intermediaries. The use of platforms such as Alibaba, EBay and others [1-3] inevitably increases intermediary costs, which is not beneficial for long-term trade relations with a particular supplier.

To solve these problems, it is necessary to create an internet platform for advertising manufacturers and communicating with suppliers. However, this platform shouldn't carry online store functions, thus excluding itself as an intermediary between the two companies. Using this platform, suppliers and local distributors will be able to find each other and communicate independently.

Standards and approaches described in [4–7] were taken into account during the planning of creating platform process. The development process is based on an iterative approach, in which product requirements will be gradually refined. Thus, at the end of each iteration, should be obtain a prototype of product that meets the requirements, which are presented at the iteration beginning. In case of successful



completion of the prototype at the iteration ending, it will be tested by potential users. Test results will form the basis of a requirements set for the next iterations. The following stages can be included in each iteration: business analysis, architecture and interface design, programming, testing, etc.

Gradual increase of the system functionality is assumed. When conditions which don't allow to cover all requirements in frame of one iteration are reached, then an incremental approach will be applied. According this approach, work will be carried out on the specific components of the system. Upon completion, the components will be integrated into the system, after that the whole system will be retested. It is necessary to provide possibility of dividing the whole system into components at the beginning of the development process, to be able to implement above described approach.

Currently there are few important questions should be solved in frame of business analysis. It is necessary to introduce a unified classification system of companies, for more convenient company search and their rating calculation. Since the platform will be international, there is the problem of choosing between classification standards that will satisfy the maximum number of potential platform users. It is also worth noting that the activities of not all companies can fit the definitions regulated by the standards. Moreover, forced fitting to the terms of standards may adversely affect search and ranking results.

A similar problem exists for the introduction of the goods and services classification. The situation is also aggravated by increasing of classes quantity and diversity of product parameters that caused by the high rates of technological development. This situation leads to the problem of need for ongoing support of classification system and search filters. The ability of self-edit the search filters and classify products can be provided to companies to solve this problem. However, this approach will lead to difficulties in the global search for goods and services, since there will not be a single coherent system for their classification and filtering.

Servers ordering and basic site supporting needs resources. Also, additional costs will be caused by constant support of classification and filters. If it isn't constantly updated, the platform will quickly become useless. Platform supporting costs will inevitably be charged to potential users (suppliers and distributors), which will necessarily affect the cost of goods and services. Thus, the developed platform saves companies from the middlemen cost, but adds the cost for maintaining. To answer the question about the advisability of using such platform, it is necessary to conduct an additional analysis of enterprise activities and compare expenses for middlemen with estimated costs for supporting the platform.

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