

## The role of digital marketing in boosting and developing the startups –Case study of Yassir Company in Algeria-

Lemhal Houria <sup>1\*</sup>, Mehyaoui Laya <sup>2</sup>

<sup>1</sup> Research Laboratory In Economics Business And Management, Faculty of Economics, Commercial Sciences, and Management at the University of Oran 02, lemhal.houria@univ-oran2.dz

<sup>2</sup> Laboratory Of New Trends And Challenges For Development Policies In Algeria, Faculty of Economics, Commercial Sciences, and Management at the University of Oran 02, layamehyaoui@gmail.com

Date of receipt:01/10/2023      Date of acceptance:24/02/2024

### **Abstract:**

This study aims at providing a general background on the digital marketing and its main digital tools, and at defining the startups and their growth phases. Besides, it shows the role of the digital marketing in supporting and developing the startups through studying the case of Yassir Algeria Company. In this regard, we use the descriptive exploratory method. Findings show that Yassir Company is a startup that focused on the digital marketing and on its various digital tools and applications such as the social media (Facebook and YouTube), the websites, and smartphone applications such as Yassir go, Yassir Express, etc.

**Keywords:** Startups; digital marketing; digital tools; Yassir Company.

**Jel Classification Codes:** L26, M31, M13.

## 1. INTRODUCTION

The technological revolution the world is currently witnessing brought about various changes in the world of business. Thus, the business models shifted from the traditional models into the modern digital ones. In this line, the startups rely on technology to innovate and create new things that make profits. Despite that their business environment is characterized with encouragement, motivation, and positive energy, they face difficulties and obstacles related to the budget that does not allow making marketing campaigns. Therefore, the digital marketing services are among the best options for the startups, as they require small budgets and yield good outcomes in short time.

Based on what was said, we can raise the problematic of this study saying, “What is the importance of applying the digital marketing strategy in the survival and development of Yassir Algeria Company?” In this regard, sub-questions arise as follows:

- What is meant by startups? What are their development phases?
- What is meant by the digital marketing? What are the main elements of its marketing mix?
- To what extent is the digital marketing efficient in the success of the startups?

### **Hypothesis of the study:**

- The application of the digital marketing is necessary for the startups to market their products online
- The digital marketing is necessary for the startups to guarantee their survival and development.

### **Importance of the study:**

- Showing the role of startups in the economic growth.
- The startups play a role in reducing unemployment and crating an added value to the states' economies.
- The digital marketing reduces the costs compared to the traditional. This facilitates the mission of the startups that suffer funding issues in the start.
- The optimal use of the digital techniques, mainly the digital marketing, helps startups market their products.

	34
<b>Aims of the study:</b>	35
• Showing the main concepts related to the digital marketing and the startups.	36
• Showing the importance of the adoption of the digital marketing in adding value to the startups.	37
• Showing the effective role of the marketing in adopting technology that helps achieve creativity and innovation in the startups.	38
	39
	40
	41
<b>Methodology of the study:</b>	42
We relied on the exploration method to get enough information about the problematic. In addition, we used the descriptive method to describe the study theoretically through collecting data from primary and secondary sources.	43
	44
	45
	46
<b>Structure of the study:</b>	47
• The 1 <sup>st</sup> axis: the generalities about the startups.	48
• The 2 <sup>nd</sup> axis: the general concepts of the digital marketing.	49
• The 3 <sup>rd</sup> axis: the efficiency of the digital marketing in lifting up the startups.	50
	51
<b>2. Generalities about the startups:</b>	52
<b>2.1 The concept of the startups:</b>	53
The term “startup” is made up of “start” and “up” that implies making a strong departure. Its use dates back to the end of WWII and the emergence of the capitalist companies. They are modern companies established by business pioneers to develop a product or a service (Bougataya, Bessouih, & Mimouni, 2021, p. 405). In addition, it is a small project that has just started (Belaa, 2023, p. 302). Besides, Larousse Dictionary defines a startup as a young innovated company in the sector of modern technologies. On the other hand, Paul Graham sees that it is a company that has been designed to grow rapidly.	54
	55
	56
	57
	58
	59
	60
	61
	62

Besides, Patrick Fridenson believes that a startup does not require a specific age, size, or sector. Rather, it requires a potential strong rise, the use of modern technology, big funding and fund raising, and making sure that the market is new because it is difficult to identify its risks (Bouchour, 2018, p. 420). Based on these definitions, we can say that startups are newly established companies based on an innovative ideas by an entrepreneur who has the spirit of initiative and innovation. These companies aim at growing rapidly and are characterized with high incertitude and risks, in return for potential rapid and strong growth and benefits in case of success.

### 2.2 The life cycle of the startups:

Like the other companies, the startups go through difficult stages and fluctuations before reaching the peak. The following curve shows these phases:

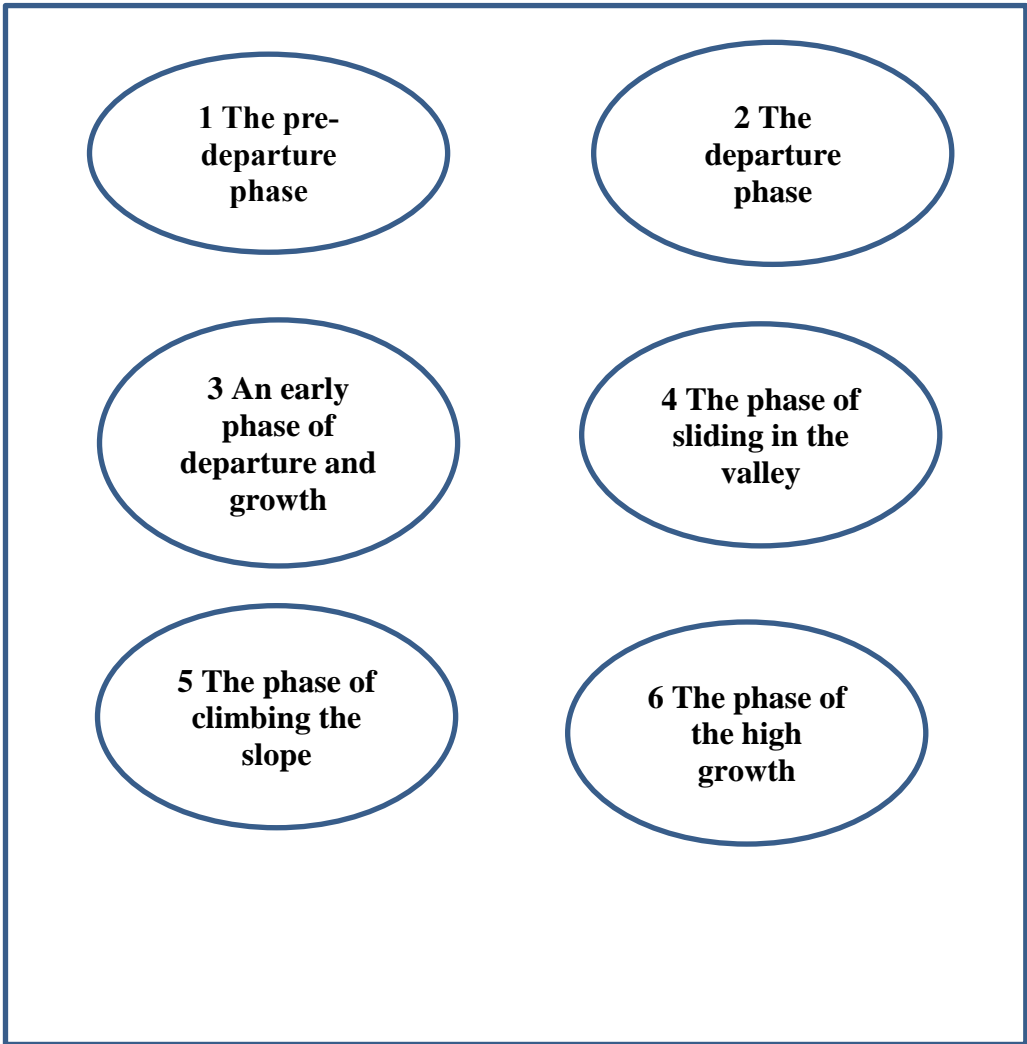
Figure 01: the growth phases of the startups



Source: (Narula,2017)

Based on this curve, we can design this figure to show 06 stages of the growth of the startup:

Figure 02. The six phases of the growth of the startup



Source: (Terghini, 2021, p. 21)

	113
<b>2.2.1 The pre-departure phase:</b>	114
Here, the individual (s) set a primary model for the innovative idea and make an in-depth study of the idea, the market, and the target customers to make sure of the applicability of the idea in reality and its survival, and look for sponsors. In this line, sponsoring is generally made by the company owners themselves, with the possibility of getting governmental supports.	115 116 117 118 119
<b>2.2.2 The departure phase:</b>	120
Here, the product or service is launched. Naturally, the product or service will be unknown. This makes the hardest stage because the developers need to find a sponsor who adopts and funds the idea. Therefore, business pioneers generally resort to the Friends, Family, and Fools FFF because the two first are generally the first source to get funding, and the fools are always ready to jeopardize their money. Thus, the product or service needs promotion and is at a high price due to the high costs.	121 122 123 124 125 126 127
<b>2.2.3 An early phase of departure and growth:</b>	128
Here, the product or services reaches its peak and creates a high excitement. Then, the activity may expand and competitors may adopt its notion. This creates pressure on its owners and may lead to failure and other obstacles that trigger the decrease in the curve (Bouchour, 2018, pp. 421-422).	129 130 131 132 133
<b>2.2.4 The phase of sliding in the valley:</b>	134
Despite that the adventuring sponsors keep funding the project, it keeps decreasing until reaching the phase of “the death valley”. Thus, the project gets out of the market in case its developers do not make up for the decrease, mainly that the growth rates in this phase are low.	135 136 137 138
<b>2.2.5 The phase of climbing the slope:</b>	139
The company keeps integrating modifications on the product and launching improvements. Therefore, the company improves thanks to the adopted strategies and the experience gained by the work team.	140 141 142
<b>2.2.6 The phase of the high growth:</b>	143
In this phase, the product is developed in its final shape and gets out of the experimental and examination phase as it gained its position in the	144 145

market. Thus, the company starts its continuous growth where it maximizes its profits (Ben Jima & Al Wali, 2021, p. 523).

**3. The basics of the digital marketing:**

**3.1 The concept of the digital marketing:**

Before giving a definition to the digital marketing, we shall list the main differences between the digital and traditional marketing in table 01:

**Table 01.** Differences between the digital and traditional marketing

Traditional marketing	Digital marketing
The consumers are the viewers	The consumers are the participants
Impressions/frequency	Commitment/attraction
Media outlets	Directed media outlets
Content based on the calendar	Content changes with time
The marketing is driven by the brand	The marketing starts from the consumer
The marketing is pushed towards the target class	The marketing is shared with the target class
The traditional informative planning	The digital informative planning
Directed public relations	Digital effect
Complementary marketing	Unified marketing
Dara are used sometimes	Data are used always
Post-company monitoring	Measurement and monitoring at the same time

The consumer is a partial property      The consumer is a full property

**Source:** (Kent & Ian, 2008, p. 51)

The digital marketing first appeared in the start of the 1990s. It was known for its very rapid growth that it gained the same position of the traditional one in 20 years. Thus, digital advertising started gaining solid ground thanks to the daily use of social media and the high efficiency of managing the resources (Gharib, 2022, p. 570). The digital marketing is defined as a set of technical tools and causes used in marketing the products to the customers through a digital network or media outlet. It has various characteristics that distinguish it from the classical marketing. Therefore, it allows taking advantage of the opportunities that arise thanks to the changes in the external and internal environment of the companies' economies and ICTs (Kadem & Tala, 2022, p. 35).

In addition, the digital marketing institute defines it as the use of the digital techniques to establish a measurable complementary communication that helps gain the customers' loyalty and build deeper relations with them (Laabidi & Chaoui, 2022, p. 72). It includes all the digital tools in its channels and guarantees the information exchange in record times. Besides, it provides low cost services (Kichou, 2022, p. 91). Moreover, it is a strategic channel to manage the relation with the customer, develop his vision, and maintain the relation with him. Thus, digitalization represents a real opportunity to know the customer and develop his loyalty (Sliman Hadji, 2022, p. 445). Based on these definitions, we can say that the digital marketing is the use of the contemporary technological tools such as the internet and devices to develop the relation with the customer, gain his loyalty, and guarantee the survival of the company.

**3.2 The digital marketing mix:**

It includes the 04 elements of the traditional marketing mix, namely:

- **The digital product:** The digital products manifest in the internet games, programs, music, etc. Due to the intangible nature of these products, they do not require mobilization. Their information are posted on the website of the electronic shops.



	185
• <b>The digital price:</b> In the traditional marketing, pricing is based on the production costs. However, in the digital marketing era, pricing highly depends on the competition. Thus, setting the price takes into consideration the external environment and the production costs. In addition, internet achieved a big advantage for the consumers because it helps compare the prices and find the good ones (Grabsi & Yahyaoui, 2019, p. 141).	186 187 188 189 190 191 192
• <b>The digital distribution:</b> The digital environment shows a difference in the distribution process, which takes place through the electronic marketing channels that directly rely on the internet to get the products' prices and specifications. Thus, the digital marketing provides a new perspective to the electronic market in a way that the interaction between the customer and the business does not need mediators. In this line, the various digital media help the process of distribution through providing the necessary information that inform the customer about the places of the product availability and date of delivery. In addition, they allow tracking the various phases and ways the products go through before reaching the customer. In addition, we can download the products if they are digital (Hirech, 2022, p. 696).	193 194 195 196 197 198 199 200 201 202 203 204 205
• <b>Digital promotion:</b> It is the process of transferring the product information based on the direct interaction between the businesses and the customers through electronic media to achieve the business goals. It is based on the internet and other communication services to transfer the product information to the customer (Mahdi, 2021, p. 3), such as the digital advertising, the digital increase of sales, and the personal sale through the internet (Ibid, pp. 696-697).	206 207 208 209 210 211 212
<b>4. The efficiency of the digital marketing in lifting up the startups:</b>	213
<b>4.1 The benefits of the digital marketing for the startups:</b>	214
Each startup has its own marketing characteristics and factors that depend on its status-quo, position amid the competitors, goals, vision, and target audience. In this regard, the good digital marketing makes the main factor for the success of the startups. The following points explain the	215 216 217 218

benefits of the digital marketing and its requirements, and provide the main electronic marketing solutions for the startups: 219  
220

- It strengthens the presence of the brand amid the competitors. 221
- It requires less marketing costs than the traditional marketing. 222
- It helps gain the customers’ trust through the continuous communication with the target audience. 223  
224
- It builds a good reputation thanks to the presence on the platforms where the customers exist; either on social media or the website of the company (Ouaguenoumi, 2021, p. 10). 225  
226  
227

**4.2 Algeria’s rank regarding the startups:** 228

**4.2.1 At the African level:** 229

According to Startup Ranking, Algeria ranks 63 internationally and the 04<sup>th</sup> in Africa with 125 startups, after Egypt, South Africa, and Kenya. 230  
231  
Table 02 shows the top 05 African states: 232

**Table 02.** The top 05 African states regarding the number of startups 233

Rank	State	Number of startups
1	Egypt	617
2	South Africa	491
3	Kenya	329
4	Algeria	125
5	Morocco	93

**Source:** Mechaali, 2023, pp. 86-87 234

**4.2.2 Rank of the startups in Algeria:** 235

Yassir Company ranks 1<sup>st</sup> thanks to the increase of Scor SR index (t is a number from 0 to 100.000 that shows the importance of startups on the internet and their positive effect) (Startup Ranking, 2023). Table 03 shows the top 05 important startups in Algeria: 236  
237  
238  
239

**Table 03.** The top 05 important startups in Algeria

Rank	Startup	Scor SR
1	Yassir	66210
2	Siamois QCM	63579
3	Opportunités Mondiales	39461
4	Lafiriste	32819
5	Mdina Jdida	30188

Source: Startup Ranking, 2023.

### 4.3 Case study of Yassir Algeria as a model of applying the digital marketing by the Algerian startups:

#### 4.3.1 Brief overview:

The establishment of Yassir Company was by Mahdi Yattou and Nouredine Taybi. The company started its real activity in January 2017 and submitted its experimental version in July 2017. As for the commercial version, it started in September 2017. It was named “Yassir” as a reference to facilitating the transportation. Its activity was limited in the beginning to providing an innovated transportation service through the smartphone anywhere at any time. In addition, it allows anyone to book a driver and move securely under the slogan “happy driver, happy passenger”. The Company is based on these principles:

- The customer and the driver just need to download Yassir application on their phones. 255  
256
- The service is available anytime and anywhere covered by the company. 257  
258
- It provides the best process as it takes into consideration the traffic, the type of the service, the distance, and the timing. 259  
260
- It provides a quality service (Amarouche & Meziane, 2022, p. 10). 261

#### 4.3.2 The platforms (applications) Yassir Company operates on: 262

Yassir Company has many applications on Google Play and Google App, mainly: 263  
264

- **Yassir Go:** It is the basic service for the individual's transportation with the freedom of choosing the driver and pre-determining the price. Thus, the Company is a mediator between the customer and the driver. 265  
266  
267  
268
- **Yassir Business:** It is meant for the professionals as it allows organizing and supervising the movements in the light of job in a professional manner. 269  
270  
271
- **Yassir Express:** It provides products distribution and delivery services. The company is a mediator between the customer and the various commercial shops. 272  
273  
274
- **Yassir Driver:** It involves the customers with the drivers. They just need to download the application and fill in their personal information. Then, the Company contacts them to ask for the necessary files (Yassir Company, 2023). 275  
276  
277  
278

#### 4.3.3 The status-quo of marketing in Yassir Company: 279

The Company works hard to provide the best services and experience of digital marketing in Algeria compared to the other electronic or physical shops. In this line, it sets the best prices for its products and provides the best offers to serve the customers and avoid them waiting for a Taxi. In addition, it works to build strong ties between the driver and the customer and provides all the information and discounts on its website to 280  
281  
282  
283  
284  
285

push the customer to reuse the application. All the applications are available 286  
online and just need to be downloaded and filled up with the personal 287  
information. Then, the driver confirms the order and goes to the customer. 288  
Thus, Yassir Company is a good model for the startups in Algeria, mainly in 289  
the technological field thanks to the development of the digital marketing 290  
and its position among the organizations, as it helps reach the target 291  
objectives. 292

#### **4.3.4 The factors of success of Yassir Company:** 293

- The Company founders excel in the technological field. 294
- The Company expanded in various Wilayas of Algeria (Algiers, 295  
Oran, Blida, Boumerdes, Tizi Ouzou, Tipaza, Telemcen, Bejaia, 296  
Setif, Mostaganem, etc) and even in some other states. 297
- According to Nouredine Taybi (2022), Yassir application witnessed 298  
a high increase from 20% to 40% in its monthly sales. 299
- Yassir Company has a certified page on Facebook that has 621 300  
followers, a channel on YouTube, and a website that shows all the 301  
services and privileges (Alouache, 2022). 302
- Yassir works to satisfy the needs of the customer, such as launching 303  
Yassir Femme that allows choosing a female driver, and Yassir 304  
Summer Road Trip that allows visiting the various Wilayas in an 305  
atmosphere of joy and adventures. 306
- According to the US Embassy (2022), Yassir represented Algeria in 307  
the biggest international stock market because it has a series of 308  
sponsors (Press, 2022). 309

#### **4.3.5 The difficulties that face Yassir Company:** 310

- Bureaucracy is an obstacle for the investments with the other states. 311
- Some laws do not suit the startups compared to the other states. 312
- The absence of the information technology in Algeria hinders the 313  
practice of the digital marketing by the businesses and the 314  
consumers. 315
- The non-confirmation of the order by the customer makes him block 316  
the application of his phone (Nouredine, 2022). 317
- 318

<b>4.3.6 Horizons of Yassir Company:</b>	319
• Launching new authentic applications.	320
• Establishing the biggest technology company through the existence on the regional, continental, and international markets.	321 322
• Developing the digital products market through innovation and creativity.	323 324
• Recruiting competent employees to achieve its expansionist projects.	325
• Increasing the development of the after sale services online to meet the customer’s will to pay online (Ibid).	326 327
<b>5. CONCLUSION:</b>	328
This study focused on the role of the digital marketing in lifting up the startups such as Yassir Company. Despite the problems and obstacles Algeria suffers in the ICTs field that represents the pivotal axis for the startups, marketing enlarges the internet services and aims at the development to set a value for the customer. Thus, the Company can satisfy their needs. In this line, the digital marketing aims at establishing long term relations with the customers through the various technological and digital media. Hence, Yassir can achieve its main goal, which is invading the world with its various applications.	329 330 331 332 333 334 335 336 337
Based on what has been said, we found out that:	338
• The startups are newly established and rely on technology, innovation, and creativity.	339 340
• The delay of startups in Algeria is due to various reasons, including bureaucracy.	341 342
• Yassir Company is a developed startup in the field of technology thanks to its effective innovation and creativity that paved the way for the optimal use of the digital media in providing services as the delivery, catering, etc.	343 344 345 346
• The Company aims at fast growth and creating growth opportunities through the adoption of the modern technology.	347 348
• The success and growth of the Company is thanks to its owners who have the leadership spirit and a good mastery of technology, as they are graduates of the National Polytechnic School. Besides.	349 350 351

- The Company relies on the various digital marketing tools such as smartphones, social media, and emails in promoting its digital products. 352-355
- The effective strategies and innovative spirit of Yassir Company owners are causes of success and development. 356-357
- Yassir Company works on developing the e-payment tools to facilitate its transactions with its customers. 358-359

## 6. Recommendations of the study: 361

- Encouraging the owners of innovative projects to improve their ideas and projects on the ground by providing them with material and moral support. 362-364
- The necessity of diversifying funding sources and not being limited to one fund. 365-366
- It is necessary to develop all the legislations, structures, and services of information technology. 367-368
- The state must enact legislations that protect the customer's privacy and interest when making online payments. 369-370
- Working to develop education and training in the field of entrepreneurship in all educational specializations. 371-372
- It is necessary to face the cultural differences of the customers. 373
- It is necessary to have experience and skills in using the internet because it allows making marketing. 374-375
- The material and financial ability of the customers deprives them from partaking in the electronic markets. 376-377
- The application must cover all the Wilayas of Algeria and the states of its activity. 378-379

## 6. Bibliography List: 381

- Alouache, M, the investor, URL: [www.Almostathmir.dz](http://www.Almostathmir.dz): 382
- <https://almostathmir.dz/%D9%8A%D8%B3%D9%8A%D8%B1-%D9%85%D8%A4%D8%B3%D8%B3%D8%A9-> 383-384

<a href="#">%D9%86%D8%A7%D8%B4%D8%A6%D8%A9-%D8%AA%D8%B5%D9%84-%D8%A5%D9%84%D9%89-%D8%A7%D9%84%D8%B9%D8%A7%D9%84%D9%85%D9%8A%D8%A9/</a> , accessed on 17/11/2022.	385
	386
	387
	388
Amarouche, Lina & Ameziane, Imane Khadija (2022), the effect of the digital marketing on the customer’s satisfaction: case study of Mobilis Company, MECAS copybooks.	389
	390
	391
Belaa, D. (2023), Social responsibility of startups. Finance and Business Economics Review. <a href="https://yassir.com/">https://yassir.com/</a> . (2023, 09 10).	392
	393
Benjima, Fatma; Benjima, Meryem & Al Wali, Nassira (2021), mechanisms of supporting and funding the startups in Algeria, annuals of the University of Bechar in economics, p. 523	394
	395
	396
Bouguetaya, Mona; Bessouih, Yacine & Mimouni, Soufiane (2021), the status-quo and horizons of the startups in Algeria, annuals of the Univesrity of bechar in economics, p. 405.	397
	398
	399
Bouchour, Cherifa (2018), the role of the incubators in boosting and developing the startups: case study of Algeria, Journal of economics tidings, p. 420.	400
	401
	402
Hirech, Salim (2022), the effect of the digital marketing mix on the image of the Algerian company: case study of MAMA Company for Pasta in Blida, Journal of contemporary economic and commercial studies.	403
	404
	405
	406
Gharib, Taous (2022), the commitment to the digital marketing ethics and its role in protecting the consumer: case study of a sample of consumers, Journal of finance and markets.	407
	408
	409
Grabsi, Sara & Yahyaoui, Ilhem (2019), the digital marketing: the methods of applying the digital transformation in the marketing, Journal of economic development	410
	411
	412
Kadem, Jamila & Tala, Lamia (2022), the digital marketing in the companies and the methods of its promotion in the light of the technological developments: reading in the bases, concepts, and	413
	414
	415



	416
Kichou, D., & Kichou, R. (2022). du marketing traditionnel au marketing digital: substituabilite ou complementarite. Marketing and Business Research Review.	417 418 419
Laabidi, Chafia & Chaoui, Selma (2022), the role of the digital marketing tools in improving the banking marketing performance: field study on the Algerian National Bank of Annaba, Journal of money and business economics.	420 421 422 423
Mahdi, R. B., (2021), the digital marketing and the competitiveness of a sample of touristic agencies in Eastern Algeria, Journal of economic copybooks, p. 3.	424 425 426
Mechaali, B (2023), towrads a competent environmental system for businesses to develop the startups in Algeria, Journal of studies in the economy and business management, pp. 86-87.	427 428 429
Mustaqil Platform, URL,	430
<a href="https://blog.mostaql.com/the-five-stages-of-startups-growth/#:~:text=%D9%88%D9%82%D8%AF%20%D8%A3%D9%88%D8%B1%D8%AF%20%D8%A7%D9%84%D8%A8%D8%A7%D8%AD%D8%AB%D9%88%D9%86%20%D9%81%D9%8A%20%D8%AF%D8%B1%D8%A7%D8%B3%D8%AA%D9%87%D9%85,%2D%20%D8%A7%D9%84%D9%86%D8%A">https://blog.mostaql.com/the five stages of startups growth/#:~:te</a>	431
<a href="https://blog.mostaql.com/the-five-stages-of-startups-growth/#:~:text=%D9%88%D9%82%D8%AF%20%D8%A3%D9%88%D8%B1%D8%AF%20%D8%A7%D9%84%D8%A8%D8%A7%D8%AD%D8%AB%D9%88%D9%86%20%D9%81%D9%8A%20%D8%AF%D8%B1%D8%A7%D8%B3%D8%AA%D9%87%D9%85,%2D%20%D8%A7%D9%84%D9%86%D8%A">xt=%D9%88%D9%82%D8%AF%20%D8%A3%D9%88%D8%B1</a>	432
<a href="https://blog.mostaql.com/the-five-stages-of-startups-growth/#:~:text=%D9%88%D9%82%D8%AF%20%D8%A3%D9%88%D8%B1%D8%AF%20%D8%A7%D9%84%D8%A8%D8%A7%D8%AD%D8%AB%D9%88%D9%86%20%D9%81%D9%8A%20%D8%AF%D8%B1%D8%A7%D8%B3%D8%AA%D9%87%D9%85,%2D%20%D8%A7%D9%84%D9%86%D8%A">%D8%AF%20%D8%A7%D9%84%D8%A8%D8%A7%D8%AD%</a>	433
<a href="https://blog.mostaql.com/the-five-stages-of-startups-growth/#:~:text=%D9%88%D9%82%D8%AF%20%D8%A3%D9%88%D8%B1%D8%AF%20%D8%A7%D9%84%D8%A8%D8%A7%D8%AD%D8%AB%D9%88%D9%86%20%D9%81%D9%8A%20%D8%AF%D8%B1%D8%A7%D8%B3%D8%AA%D9%87%D9%85,%2D%20%D8%A7%D9%84%D9%86%D8%A">D8%AB%D9%88%D9%86%20%D9%81%D9%8A%20%D8%AF</a>	434
<a href="https://blog.mostaql.com/the-five-stages-of-startups-growth/#:~:text=%D9%88%D9%82%D8%AF%20%D8%A3%D9%88%D8%B1%D8%AF%20%D8%A7%D9%84%D8%A8%D8%A7%D8%AD%D8%AB%D9%88%D9%86%20%D9%81%D9%8A%20%D8%AF%D8%B1%D8%A7%D8%B3%D8%AA%D9%87%D9%85,%2D%20%D8%A7%D9%84%D9%86%D8%A">%D8%B1%D8%A7%D8%B3%D8%AA%D9%87%D9%85,%2D%</a>	435
<a href="https://blog.mostaql.com/the-five-stages-of-startups-growth/#:~:text=%D9%88%D9%82%D8%AF%20%D8%A3%D9%88%D8%B1%D8%AF%20%D8%A7%D9%84%D8%A8%D8%A7%D8%AD%D8%AB%D9%88%D9%86%20%D9%81%D9%8A%20%D8%AF%D8%B1%D8%A7%D8%B3%D8%AA%D9%87%D9%85,%2D%20%D8%A7%D9%84%D9%86%D8%A">20%D8%A7%D9%84%D9%86%D8%A</a> , accessed on 09/09/2023.	436 437
Narula, Karan (2017), the startup curve: journey of an entrepreneur, URL:	438
<a href="https://www.linkedin.com/pulse/startup-curve-journey-entrepreneur-karan-narula?fbclid=IwAR3WvKYATW5V28aoptTIHpongEyl4rt6MstMoUWY2kPXstDYXpI3rRfEJU4">https://www.linkedin.com/pulse/startup-curve-journey-</a>	439
<a href="https://www.linkedin.com/pulse/startup-curve-journey-entrepreneur-karan-narula?fbclid=IwAR3WvKYATW5V28aoptTIHpongEyl4rt6MstMoUWY2kPXstDYXpI3rRfEJU4">entrepreneur-karan-</a>	440
<a href="https://www.linkedin.com/pulse/startup-curve-journey-entrepreneur-karan-narula?fbclid=IwAR3WvKYATW5V28aoptTIHpongEyl4rt6MstMoUWY2kPXstDYXpI3rRfEJU4">narula?fbclid=IwAR3WvKYATW5V28aoptTIHpongEyl4rt6MstMoU</a>	441
<a href="https://www.linkedin.com/pulse/startup-curve-journey-entrepreneur-karan-narula?fbclid=IwAR3WvKYATW5V28aoptTIHpongEyl4rt6MstMoUWY2kPXstDYXpI3rRfEJU4">WY2kPXstDYXpI3rRfEJU4</a> , accessed on 24/09/2023.	442
Ouaguenoumi, B. (2021). E-marketing and its role in developing emerging entreprises . Journal of Economic Growth and Entrepreneurship JEGE, p. 10.	443 444 445

Press, Chiheb (2022), Yassir Company Algeria makes an international success, Chiheb Press	446 447
Starup RANKING. (2023), startup RANKING: <a href="https://www.startupranking.com/top/algeria">https://www.startupranking.com/top/algeria</a>	448 449
Terghini, Sabah (2021), the startups, Biskra, University of Mohamed Khider of Biskra, p. 21.	450 451
Taybi, Noureddine (2022), Yassir Company Algeria is a startup that dreams about invading the world, (interviewed by Kramedi).	452 453
Wertime KENT& Fenwick IAN .(2008) . DigiMarketing: The Essential Guide to New Media and Digital. Singapore: John Wiley et Sons, Clementi Loop	454 455 456
Yassir Company, URL: <a href="https://yassir.com/">https://yassir.com/</a> . Yassir chauffeur: <a href="https://yassir.com/ar/%d8%b3%d8%a7%d8%a6%d9%82-%d9%8a%d8%b3%d9%8a%d8%b1/">https://yassir.com/ar/%d8%b3%d8%a7%d8%a6%d9%82-%d9%8a%d8%b3%d9%8a%d8%b1/</a> , accesed on 11/09/2023.	457 458 459
	460