

## A SURVEY ON USAGE OF MOBILE APPS FOR SMALL BUSINESSES

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### ABSTRACT

The fast increment in the advanced mobile phone innovation has presented new avenues for its utilization in different fields extending from correspondence to business improvement. The Smart phones have gained large market shares among various user sectors due to their usefulness, ease-of-use, and affordability. The clients are progressively utilizing cell phones for buying merchandise and launch new ventures. Already the customer are utilizing these gadgets to inquire about products and services, make buys (versatile trade/m-business) and check contenders' worth in the retail condition. But in this study the focus is on the usage of mobile applications to support the business technically like managing inventory, tracking supplies and sales and maintaining accounts. In this paper the survey is conducted on the usage of mobile applications which support business in various aspects like marketing, inventory, sales and management of data bases and financial accounts.

**Keywords** : mobile applications, small business, mobile technology, entrepreneurship.

### A. INTRODUCTION

Smart phones have experienced fast and noteworthy advancement of late. The most advantage of the telephones bolsters complex multi-touch inputs,

motion based collaboration, progressed delicate consoles, upgraded availability and an awesome number of devoted unique reason application. Uses of versatile application are building up another sort of IT foundation for organizations. Versatile applications are running on a little hand held cell phone, which is portable, simple to utilize and easily available. Nowadays many individuals are utilizing versatile application for business. They allow a wide assortment of online associations, including the use of faithfulness cards, push advancements, internet business associations and investments.

### Role of Smartphones in Business communication systems

Over the years, a few mechanical advancements have been in use in the market. As improvements continue to be brought in, cell phones turn out to be used more widely for complex operations. Today, these electronic gadgets continue to be developed not only globally but also indigenously. The most prominent brands are iPhone, Blackberry and Android.

Since more than 110 million individuals are, as of now, utilizing cell phones, business considers them to be fundamental to their particular business frameworks. The business arrangements and correspondences should be possible outside the workplace. With this, it is significant to have something that can keep up a smooth correspondence with members, business accomplices and clients. With business tuning up increasingly

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versatile, the cell phone has almost become part of business advancement.

With advanced cell phones, correspondence activities like sending and getting of Internet fax, making and accepting calls, checking and recording voice messages, and numerous activities which are related things to be performed effectively.

## **B. MOBILE PHONE APPLICATIONS IN BUSINESS DEVELOPMENT**

The quick development of new innovations all around has prompted studies and research to discover previously, an inconceivable approach in its applications. The smart phones are utilized as methods for notice, since the online networking assumes a major part in socialization, particularly through WhatsApp and Facebook; there is a need to broaden the social viewpoint into comprehensive circumstance of business opportunity. The liberal use of online business has been presented in different ways, which require the need of presenting strong answers for issues emerging in advanced cell application. The portable applications have a huge impact, not only in business but also on the whole society.

Some of the advantages of the usage of mobile phone applications in business are listed below.

### ***I. Quick communication:***

Some portable applications like Facebook, Twitter, Messenger, Skype, Google Talk help people for quick and easy correspondence. Individuals can keep in contact since they annihilate geographical distance and enable them to share pictures, and sound and video documents at the touch of a button.

### ***II. Save time and increase yield:***

Individuals can do their day to day work like checking messages, contacting business accomplices wherever they are without the necessity of being in an office or work place. So, a lot of time and energy are saved without too much cost.

### ***III. Enhance IT framework:***

As the Internet can be gotten to through the cell phones, the employments of portable applications enhance the consciousness of individuals and influence them to use the entire IT foundation.

### ***IV. Increment Job opportunities:***

The versatile application improvement and cell phone bolstered business raises more employment opportunities for individuals in various segments having distinctive aptitudes.

### ***V. Less PC utilize and less power utilization:***

When a large portion of the general population utilizes versatile applications on their cell phones for their basic every day work, less power is utilized unlike in a PC.

### ***VI. Significant Cost Saving:***

Portable VoIP machine can help individuals to make worldwide call from their cell phones, reducing the need for using other time-consuming correspondence.

### ***VII. Amusement:***

Utilizing the portable apparatus, individuals can engage themselves seeking entertainment like listening to music and watching motion pictures.

## **C. SURVEY OF MOBILE TECHNOLOGY APPS**

- a) **GUSTO** This application, once in the past known as ZenPayroll, streamlines the user's, enterpriser's entire payroll, tax and payback process. Other than online subsidiary onboarding, Gusto routinely reports new contracts to the administration; handles all neighborhood, state and federal tax filings; computerizes reasoning for paybacks and laborers' installments; and messages advanced pay stubs to individuals. It charges a base worth of \$39 every month and \$6 every month, per part, so a business with 10 individuals would pay \$99 every month. It serves more than 25,000 customers at present.
- b) *Quick Books*. QuickBooks' secretarial programming helps people maintain their business and gives a full feeling of their ventures' monetary wellbeing. They can utilize it to trial their business deals and costs; see money related articulations, for example, benefit and-misfortune reports; pay individuals and merchants; trial unpaid solicitations; and significantly many more. It associates with a large number of records — including their business ledger, Visas, PayPal and Square — and transfers information from these sources flawlessly. It additionally makes doing their business access significantly less demanding, as it trials their costs and gives them a chance to transfer photographs of receipts with their telephone.
- c) **FreshBooks**. This application gives entrepreneurs and independent laborers a straightforward approach to oversee and trial solicitations. It enables them to make a customized, proficient looking receipt; routinely charge their customers for repeating invoices; and acknowledge Credit cards on their cell phones. Other helpful highlights include the ability to trial and compose expenses from anywhere and make adaptable business reports like benefit and Profit and loss statements.
- d) **Wave**. Wave is a free, simple to-utilize secretarial programming stage made particularly for little dealings, self employed entities and sole proprietors comprising nine or less individuals. It handles trial deals and working expense, oversees solicitations and client installments, pays individuals, examines receipts and produces secretarial reports. What's more, the endeavors, as of late, added free individual economy programming to enable entrepreneurs to deal with their economies in one place.
- e) **Addappt**. People can likewise arrange contacts into gatherings and send messages by means of the application, which is free for iOS and Android clients.
- f) **Fuze**. Fuze is a videoconferencing application that hosts online gatherings for all gadgets and working frameworks, including new forms for iPads and tablets like the Samsung Galaxy. It offers high definition video and crisp sound and it is pretty easy to set up and download. Entrepreneurs can contact the endeavors for custom rating.
- g) **Pushover**. This application is a distinct advantage for all entrepreneurs with more than one telephone or gadget. It sends push messages to any cell phone and sorts out messages and notices from their gadgets in a single normal

space. They can send 7,500 messages every month and get a boundless measure of notices on Androids, iPhones, iPads, Apple Watches and all desktops. It accompanies a free seven-day trial, requiring a one-time \$4.99 buy.

- h) Slack. With Slack's texting stage, customers can sort out their group discussions into partitioned private or open channels or send an immediate message. The application additionally makes it simple to drag, drop and offer pictures, PDFs and different other documents. It additionally routinely files and documents any message, notice or record. There's no restriction about the number of clients one's business can include.
- i) Skype. Individuals can utilize it to transmit photographs and records of any size, share their PC screen, ring a gathering of up to 25 individuals and send content messages. Competitors have attempted to thump Skype off its honored position in videoconferencing. However, the application stays successful and well known, with more than 8 million surveys on Google Play
- j) Rescue Time. This application routinely trails the time people have spent on applications and sites and sends them point by point reports summing up their action, giving them an exact picture of how they spent their day. It works for Mac, PC, Android and Linux. Rescue Time Lite is free; the top notch rendition includes highlights — including cautions, the capacity to piece diverting sites
- k) MyMinutes. On the off chance that customers discover they can't remain concentrated on their most important tasks — or they are wasting time

on Facebook — My Minutes can enable them to stay grounded by defining objectives, like "Spend just a single hour checking email" or "Work out for 30 minutes.

- l) Omni Focus. Omni Focus tells clients what's expected of them and when, audits finished undertakings and synchronizes between their telephone and desktop. Its use is commendable. However, clients must test its utility for their personal use before acquiring it. It works with iPhones, iPads, Macs and Apple Watch.
- m) TripIt. TripIt merges customers' travel designs into a solitary, ace schedule that they can access any time and on any gadget, paying little heed to the site they used to buy their ticket. They simply need to forward all their travel messages to TripIt, and it does the rest. They can likewise check flight times and deferrals, discover headings to the air terminal and even view climate reports.
- n) Expensify. Expensify makes keeping a trail of clients' costs while on a business trip significantly less agonizing. They can connect their credit or check card to their Expensify account so that the application will put charges specifically on a cost report. On the off chance that they'd rather not do this, they can take photos of their receipts with their telephone, and Expensify will routinely extricate the significant data. The clients will then be able to extract a cost report themselves which only takes couple of minutes.
- o) PayPal. This helpful stage gives clients a chance to connect their credit, charge and other financial balances to their PayPal account, making paying

individuals and getting paid fast and easy. The ventures responded to the appearance of Square - more on that application underneath - by making an application that gives dealings a chance to join PayPal's card per user to a tablet or other gadget and utilize it as a convenient enroll.

- p) Square. This installment application is awesome for dealings, for example, sustenance trucks, magnificence salons and retail shops. Its clients get a little, versatile card per user that they can connect to a telephone or another cell phone to take quick, helpful installments.
- q) DropBox Boasting 500 million clients, Dropbox is the most well known stage on which to store and offer records on the cloud. It is particularly valuable for organizations that need a solid approach to impart data to remote workers.
- r) Mail Chimp. This email advertising instrument encourages business people to assemble and deal with their mailing records, and effectively make and send bulletins. They can likewise manufacture and tweak email layouts and view execution reports about their messages. This data can enable them to send their clients more pertinent messages.
- s) PolarisOffice. Polaris Office is another dependable option to Apple's process that gives users a chance to alter, make and match up Microsoft Office records from anyplace on their telephone or gadget. The most recent variant of the application got a rating of four out of five stars on Google Play and was named 2015's best application by the site.
- t) Proven. It helps the customers to compose their contracting, enabling them to post all their activity postings to various employment sheets with a single tick on their cell phone. They can likewise deal with many application reactions within minutes, classify candidates into yes, no and perhaps containers and note when they catch up with a competitor.
- u) Boxmeup. A free Android application, Boxmeup manages and examines the packages and containers. It enables users to print the correct QR labels, which they can scan with their telephone to get to a rundown of things in every compartment at any time. There is no iPhone application, however users can get to Boxmeup's versatile site utilizing an iPhone.
- v) Evernote. This is the application for matching up notes crosswise over portable and desktop gadgets. Evernote's free form gives clients a chance to transfer up to 60 megabytes of information every month.
- w) Trello. Trello is a simple to utilize venture administration application that trials your group's work process. Each card users make on a Trello board speaks to a task or errand. User can include individuals, remarks, connections - from Google Drive, Dropbox or their PC - agendas, due dates and marks and stickers to make the cards as illustrative as could reasonably be expected. What is more, at whatever point users change a card, Trello informs every party through email and on cell phones.
- x) KanbanFlow. Directors can utilize Kanban Flow, an online application, to dole out undertakings, transfer records, plan due dates and picture their

whole work process. More, KanbanFlow's fundamental variant is free and chips away at most cell phones and PCs and Macs.

#### D. CONCLUSION

The above study underlines the use of Mobile applications which play an important role in independent companies.

As of late, part of Mobile Applications are worked for online cash exchange like Paytm and each bank gives its own particular cash exchange application like Buddy by SBI. Along these lines new roads and opportunities are expanding for the use of Mobile Apps and in future it might turn into a vital segment in Mobile Phone Technology.

By monitoring applications continuously for usage analytics, real-time performance, and crash analytics, enterprises can address consumer complaints proactively, plan subsequent feature updates and/or defect fixes, and create the optimal experience based on usage pattern analysis.

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