

Batna2 University

2nd year C.C Computer Sciences

# **ENTREPRENEURSHIP**

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# **CHAPTER III**

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## Thème : Etude de cas sur l'entrepreneuriat : Start-up YASSIR

### 1. Introduction :

The beginnings of the Yassir company can be traced back to a complete Algerian experience, thanks to its founders and the development of its programmes. The credit for its creation goes to two friends, Mehdi Yatou and Nour Eddine Taibi. The company began operations in January 2017 and presented its beta version of the Yassir app for transport in July 2017. As for the commercial version, it was launched in September 2017 and named 'Yassir', in reference to transport facilitation on the one hand, and the notion of travel on the other. Initially, its business was focused on providing an innovative transport service that could be used via a smartphone, anywhere and at any time, enabling anyone to book a driver and travel in complete safety. Its motto is 'Happy driver, happy passenger' and it focuses on the following principles:

- Yassir stands out for its simplicity of use, where all the customer has to do is download the application onto their phone, while the drivers have their own version of the application.
- The service is available around the clock, whenever and wherever the customer needs it.
- Offer the best fare, taking into account traffic density, quality of service, distance and time of journey.
- Provide a quality service by reducing waiting time for the customer and the driver, offering a safe service and improving communication between the driver and the customer.

The Yassir application acts as an intermediary between the customer wishing to travel in a given city and the driver wishing to provide this service. Yassir concludes agreements with the drivers and provides them with training, then takes a 26% commission on each service provided. It should be noted that these drivers are free to choose their working hours. This commission includes duties, fees and taxes paid by Yassir on the basis of agreements with the local authorities and the Ministry of Labour.

### 2. Company growth and development:

Today, Yassir is regarded as an example to follow in the field of start-ups in Algeria, particularly in the field of technology, due to its continuous growth since its creation, as shown by the data in the following table:

YEAR	2017	2018	2019	2020	2023
<b>NOMBRE D'EMPLOYES</b>	6	80	200	350	+500
<b>NUMBER OF REGISTERED DRIVERS</b>	300	5000	12.000	40.000	+130.000
<b>NUMBER OF APPLICATION DOWNLOADS</b>	1000	500.000	1.8 million	2.1 million	+8.0 million
<b>TURNOVER</b>	3 million dinars	12 million dinars	-	-	Towards 146 million \$ In 2029
<b>PRESENCE</b>	1	12 Algerian wilayas	17 Algerian wilayas	25 towns in 7 countries	+50 towns in 9 countries

The data in this table clearly shows Yassir's rapid growth, both in terms of the number of customers, which has risen from around one thousand to over two million in less than four years, with a growth rate of over 20% per week, and in terms of market expansion. After starting out in a single city, the Algerian capital, it has expanded to become a global company, confirming its presence in eight other countries, such as: Canada, France, South Africa and Tunisia ..., and continues to expand with its activities and the creation of subsidiaries related to e-commerce, product delivery and fast food, as well as the creation of an Internet platform for film production..

### **3. Offered services:**

According to Yassir's official website, the company has grown to offer a variety of services targeting different customers via dedicated apps, including the following:

- **'Yassir Go'** represents the basic passenger transport service with the freedom to choose the driver and set the price in advance, where the company acts as an intermediary between the customer and the driver.
- **Yassir Express'** offers distribution and delivery services for various products, with the company acting as an intermediary between the customer and the various shops.
- **Yassir Market'** is another application for direct purchases, where the company guarantees product quality, a nationwide delivery service and offers several payment options.
- **Yassir Business'** is designed for professionals, enabling them to organise and manage their work-related travel in a professional manner.
- **Yassir Telemedicine'** is an application developed as part of the fight against the COVID-19 crisis, in collaboration with general practitioners and specialists who answer customers' questions via this application on a voluntary basis. This reduces the need to travel to clinics, except when necessary, by identifying the specialist doctor required thanks to the professional information provided by these doctors.

### **4. Yassir's success factors :**

Yassir's key success factors could include:

- I. The scientific and personal characteristics of Yassir's founders:** Mehdi Yatou and Nour Eddine Tayebi founded Yassir in 2017. Both were outstanding students, ranked among the top of their class, in the field of technology. They graduated from the École Nationale Polytechnique d'Alger in 1998, while Mehdi Yatou obtained a doctorate in mechanical engineering in Canada and Nour Eddine Taibi completed his higher education in the United States and obtained his doctorate from Stanford University (in the Silicon Valley region). The two friends share the same passion and strategic vision for using technology to serve society. They are also characterised by their perseverance, determination, patience, initiative and optimism.
- II. The relationship between the Yassir founders and entrepreneurship:** The migration of the two friends and their work in Anglo-Saxon countries steeped in entrepreneurial culture had a positive impact on their way of thinking and their vision of entrepreneurship, particularly for Nour Eddine Taibi, who gained

pioneering business experience in the Silicon Valley region, considered to be the world's leading technology hub. The two friends' scientific skills and knowledge, as well as their personality traits, have enabled them to withstand and succeed in a difficult entrepreneurial environment, without having to seek partners or external funding. Nour Eddine says: 'The biggest problem with entrepreneurship in Algeria is the entrepreneur himself, not just the obstacles associated with funding and bureaucracy. The most important aspect is the mentality, culture and behaviour of the entrepreneur in Algeria.

- III. **A fertile business market:** The market for digital products in Algeria is still young, promising and dynamic, and this is due to Algeria's recent efforts to move from a physical to a digital economy. This situation offers profitable business opportunities for those who can exploit them, which Yassir has managed to do, and which has been one of the factors in its success.
- IV. **Rapid response to society's needs:** This is reflected in Yassir's innovative expansion into the provision of medical consultancy services in response to the COVID-19 crisis and lifestyle changes that have increased reliance on online communications and interactions. Yassir was quick to exploit this opportunity, taking advantage of the growing demand for the use of technology and the acceleration of digital transformation. This has demonstrated Yassir's flexibility and ability to continuously detect and respond quickly to market and consumer needs. This is one of the characteristics of start-ups and one of the factors in their success.
- V. **A clear vision and well-defined objectives:** to focus efforts and mobilise the company's resources.
- VI. **A competent and motivated management team:** capable of taking strategic decisions and guiding the company towards success.
- VII. **A thorough understanding of customers' needs and expectations:** and the ability to provide high-quality products or services that meet these requirements.
- VIII. **The adoption of innovative technologies:** to improve operational efficiency and offer innovative solutions to its customers.
- IX. **Prudent and effective financial management:** to ensure the profitability and continued growth of the company.
- X. **Corporate culture:** a culture of excellence, innovation and continuous improvement.
- XI. **Commitment to social and environmental responsibility:** demonstrating an awareness of societal issues and a willingness to make a positive contribution to the community.

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