

# RELATÓRIO DE EXECUÇÃO

## Oportunidades de Negócio - Módulo

### Internacionalização Hotéis Rurais

## Oportunidades de Negócio - Módulo

A economia digital caracteriza-se pela existência de redes e infraestruturas de comunicação digital que fornecem uma plataforma global onde as pessoas e as organizações definem estratégias, interagem, comunicam, colaboram e procuram informações para atuações coletivas ou conjuntas.

Ao falarmos de economia digital, referimo-nos a uma economia do conhecimento baseada no digital. A forma como trabalhamos, comunicamos, fazemos negócios, convivemos, enfim, vivemos, está marcadamente influenciada pela era digital.

Também o ambiente empresarial e de negócios, e as próprias organizações em geral são influenciadas pelo digital, assumindo o comércio eletrónico uma importância premente nos nossos tempos e indiscutivelmente a base de todo o comércio num futuro não muito distante.

Importa, às organizações de empresas criarem redes de divulgação, disseminação e de networking, que divulguem oportunidades de negócio, de forma desmaterializada e acessíveis a todos os stakeholders, por forma a melhorarem a eficiência dos processos.

O módulo de Business Directory pretende dar resposta a estas premissas identificadas. Permite que de forma intuitiva e gratuita possam ser publicadas e consultadas oportunidade de negócio em 5 categorias importantes para a hotelaria: Alimentação e Bebidas, Equipamentos, Mobiliário, Serviços e Tecnologias.

Este módulo constitui uma ferramenta de grande utilidade para potenciar negócios no setor hoteleiro, ao mesmo tempo que permite a identificação de fornecedores para produtos ou serviços específicos do setor.

Cada oportunidade de negócio introduzida possui uma identificação completa dos serviços ou produtos, bem como uma identificação da empresa prestadora do serviço.

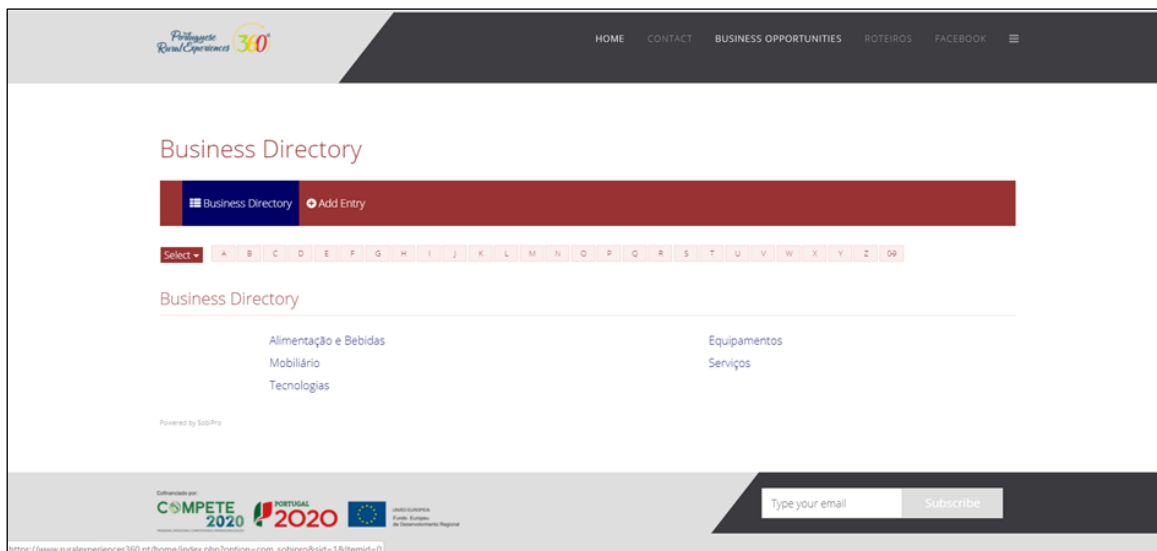
Depois de introduzidas, as oportunidades necessitam de uma validação da administração do website.

O número e o tipo de categorias podem ser ajustadas de acordo com as necessidades identificadas.

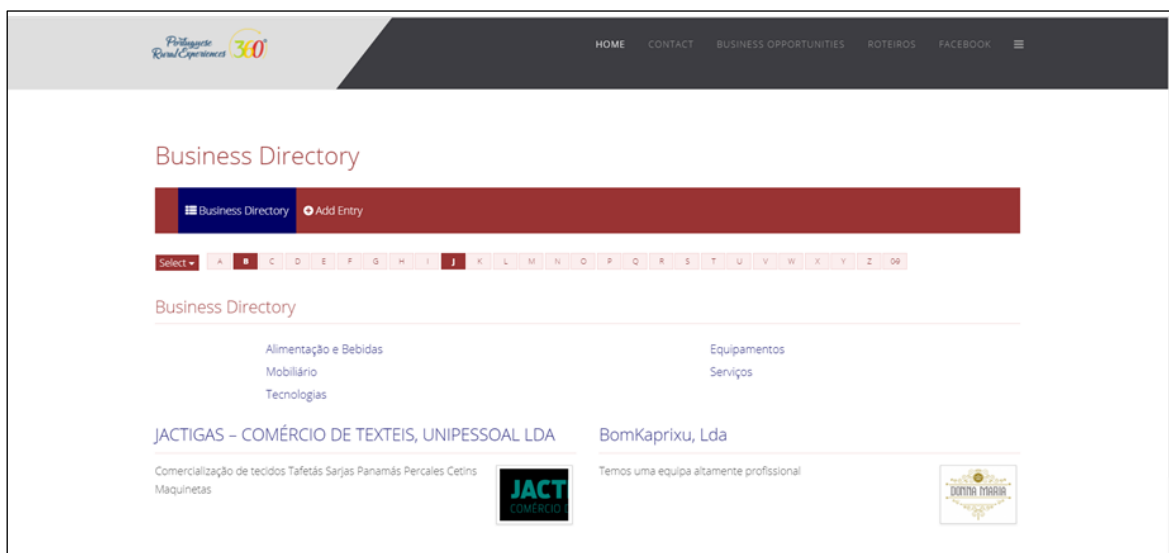


## FRONT OFFICE

**LINK:** [https://www.ruralexperiences360.pt/home/index.php?option=com\\_sobipro&task=entry.add&sid=1&Itemid=0](https://www.ruralexperiences360.pt/home/index.php?option=com_sobipro&task=entry.add&sid=1&Itemid=0)



### Lista de categorias



### Lista de oportunidades de negócio

## 1 – REGISTO DE OPORTUNIDADE

The screenshot shows the 'Business Directory' registration form. At the top, there is a navigation bar with links: HOME, CONTACT, BUSINESS OPPORTUNITIES, ROTEIROS, and FACEBOOK. Below the navigation bar, the page title 'Business Directory' is displayed. The form itself is a dark red bar with two tabs: 'Business Directory' and 'Add Entry'. The 'Business Directory' tab is active. The form contains the following fields:

- Company Name**: A text input field with a red asterisk indicating it is required.
- Category**: A dropdown menu with a red asterisk. The options are: Business Directory, Alimentação e Bebidas, Equipamentos, Mobiliário, Serviços, and Tecnologias.
- Company Logo**: A file upload button labeled 'Select File' with a red 'x' icon.
- Email**: A text input field with a red asterisk.

At the bottom of the form, there is a URL: [https://www.ruralexperiences360.pt/home/index.php?option=com\\_sobioprofssid=18&Itemid=0](https://www.ruralexperiences360.pt/home/index.php?option=com_sobioprofssid=18&Itemid=0).

### Identificação da empresa | Categoria

The screenshot shows the contact information form. At the top, there is a navigation bar with links: HOME, CONTACT, BUSINESS OPPORTUNITIES, ROTEIROS, and FACEBOOK. Below the navigation bar, the page title 'Contact Information' is displayed. The form contains the following fields:

- Street**: A text input field.
- City**: A text input field with a red asterisk.
- Postcode**: A text input field.
- Country**: A dropdown menu with a red asterisk. The options are: Select Country.
- Enter your contact information below to get contacted.**: A red text box.
- Contact Person**: A text input field.
- Phone**: A text input field.
- Fax**: A text input field.
- Website**: A text input field with a dropdown menu for the protocol (http://) and a text input field for the URL address.
- Business Days**: A text input field with a red asterisk. The options are: Monday, Tuesday, Wednesday, and Thursday.

At the bottom right of the form, there is a small icon of a person.

### Contactos

The screenshot shows a web form for describing a business opportunity. At the top, there is a header with the logo 'Portuguese Rural Experiences 360' and navigation links: HOME, CONTACT, BUSINESS OPPORTUNITIES, ROTEIROS, FACEBOOK, and a menu icon. Below the header, the form is divided into sections. The 'Business Days' section, marked with a red star, contains checkboxes for Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, and Sunday. The 'Short Description' section, also marked with a red star, features a text input field. Below this field, a note states: 'The short company description will be displayed at the category listing pages. Maximum length is 300 characters.' The 'Full Description' section includes a rich text editor with a toolbar containing options like Edit, Insert, View, Format, Table, and Tools. A 'Toggle Editor' button is located at the bottom right of the editor area. A small upward arrow button is positioned at the bottom right of the form.

## Descrição da oportunidade

The screenshot shows the submission part of the form. It features a large text area for the full description, with a 'Toggle Editor' button at the bottom right. Below the text area, a note states: 'The full company description will be displayed at your details page.' A red star icon is followed by the text: 'Fields marked with a star have to be filled in!'. At the bottom right, there are 'Cancel' and 'Save Entry' buttons, along with a small upward arrow button. The footer of the page includes the text 'Powered by 360lites'.

## Submissão

## BACK OFFICE

LINK: [https://www.ruralexperiences360.pt/home/administrator/index.php?option=com\\_sobipro](https://www.ruralexperiences360.pt/home/administrator/index.php?option=com_sobipro)

The screenshot shows the Joomla! administrator interface with the SobiPro Control Panel. The top navigation bar includes System, Users, Menus, Content, Components, Extensions, Help, and SP Page Builder. The SobiPro Control Panel header shows 'SobiPro - Control Panel' and 'Joomla!'. Below the header, there's a 'SobiPro System Status' section with a list of enabled/disabled features: SobiPro Data Accelerator, XML Cache, JavaScript Cache, CSS Cache, Displaying errors, Debug level, and XML output. To the right, there's an 'About SobiPro' section with a description, a logo, and a link to the SobiPro Club. Below this, there's a 'Version and Updates' section and a 'License Conditions' section. At the bottom, there's a 'Popular Entries' table with columns for Name, Counter, and Section.

Name	Counter	Section
BomKapixu, Lda	0	Business Directory
JACTIGAS – COMÉRCIO DE TEXTEIS, UNIPessoal LDA	1	Business Directory

## Painel principal

The screenshot shows the Joomla! administrator interface with the SobiPro Business Directory panel. The top navigation bar is the same as the previous screenshot. The SobiPro Business Directory header shows 'SobiPro - Business Directory' and 'Joomla!'. Below the header, there's a 'Categories in: Business Directory' section with a table of categories. The table has columns for Id, Category Name, State, Approval, and Created by. The categories listed are Alimentação e Bebidas, Equipamentos, Mobiliário, Tecnologias, and Serviços. To the left, there's a sidebar with a 'SobiPro' logo and a list of categories. Below the sidebar, there's a 'Section Configuration' section and a 'Section Applications' section. At the bottom, there's a 'Section Template' section.

Id	Category Name	State	Approval	Created by
54	Alimentação e Bebidas			Administrator
55	Equipamentos			Administrator
56	Mobiliário			Administrator
57	Tecnologias			Administrator
58	Serviços			Administrator

## Lista de categorias

System Users Menus Content Components Extensions Help SP Page Builder Rural

SobiPro [Business Directory] - Edit Category 'Alimentação e Bebidas'

Save Exit Help

General Data Entry Fields Meta Data Publishing

Id: 54

Name: Alimentação e Bebidas

Alias: alimentacao-e-bebidas

Category Location

Path: Business Directory >> Alimentação e Bebidas

Parent Category: Business Directory

Category Data

Show Icon: global

Use Icons Font: No

Icon:

View Site Visitors Administrator Messages Log out BoU Active Joomla! 3.6.5 © 2019 Rural

## Definições de categoria

SobiPro - Business Directory Joomla!

Entry Sections Menu

Entries in: Business Directory

Filter... Id ascending 25

Id	Entry Name	State	Approval	Owner	Reject
59	BomKapixu, Lda	<input type="checkbox"/>	<input type="checkbox"/>	guest	<input type="checkbox"/>
61	JACTIGAS – COMÉRCIO DE TEXTEIS, UNIPessoal LDA	<input type="checkbox"/>	<input type="checkbox"/>	guest	<input type="checkbox"/>

Entries & Categories

All Entries

Business Directory

- Alimentação e Bebidas
- Equipamentos
- Mobiliário
- Tecnologias
- Serviços

Section Configuration

Section Applications

View Site Visitors Administrator Messages Log out BoU Active Joomla! 3.6.5 © 2019 Rural

## Lista de oportunidades de negócio

System Users Menus Content Components Extensions Help SP Page Builder Rural


SobiPro [Business Directory] - Edit Entry 'JACTIGAS – COMÉRCIO DE TEXTEIS, UNIPessoal LDA'

Language Save Exit Help

Entry Data General Data Meta Data Publishing History

Company Name JACTIGAS – COMÉRCIO DE TEXTEIS, UNIPessoal LDA

Category - Business Directory  
-- Alimentação e Bebidas  
-- Equipamentos  
-- Mobiliário  
-- Serviços  
-- Tecnologias

Company Logo  Delete current image Select File

View Site 0 Visitors 1 Administrator 1 Messages Log out BoU Active Joomla! 3.6.5 © 2019 Rural

Street Rua do Toco

City Santo Tirso

Postcode 4795838

Country Portugal

Contact Information Enter your contact information below to get contacted.

Contact Person Luis Freitas

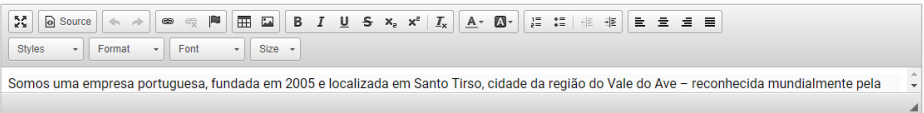
Phone +351 253 566 481

Fax +351 253 566 488

Website Jactigas  
http:// Jactigas.com

Business Days ☒ Monday ☒ Tuesday  
☒ Wednesday ☒ Thursday  
☒ Friday ☐ Saturday  
☐ Sunday

Short Description Comercialização de tecidos Tafetás Sarjas Panamás Percales Cetins Maquinetas

Full Description   
Somos uma empresa portuguesa, fundada em 2005 e localizada em Santo Tirso, cidade da região do Vale do Ave – reconhecida mundialmente pela

## Definições de oportunidade de negócio



The screenshot shows the Joomla! SobiPro - Business Directory interface. The top navigation bar includes System, Users, Menus, Content, Components, Extensions, Help, and SP Page Builder. The main header displays the Joomla! logo and the site name 'SobiPro - Business Directory'. The left sidebar contains a menu with 'All Entries' selected, and a list of categories: Business Directory, Alimentação e Bebidas, Equipamentos, Mobiliário, Tecnologias, and Serviços. The main content area shows a list of entries in the Business Directory. The table has columns for Id, Entry Name, State, Approval, Owner, and Reject. Two entries are visible: 'BomKaprixiu, Lda' and 'JACTIGAS - COMÉRCIO DE TEXTEIS, UNIPessoal LDA'.

Id	Entry Name	State	Approval	Owner	Reject
59	BomKaprixiu, Lda	<input type="checkbox"/>	<input type="checkbox"/>	guest	<input type="checkbox"/>
61	JACTIGAS - COMÉRCIO DE TEXTEIS, UNIPessoal LDA	<input type="checkbox"/>	<input type="checkbox"/>	guest	<input type="checkbox"/>

## Validação de oportunidades de negócio

The screenshot shows the Joomla! SobiPro [Business Directory] - Fields Manager interface. The top navigation bar is the same as the previous screenshot. The main header displays the Joomla! logo and the site name 'SobiPro [Business Directory] - Fields Manager'. The left sidebar contains a menu with 'Fields Manager' selected, and a list of categories: Entries & Categories, Section Configuration, Fields Manager, General Configuration, and Section Crawler. The main content area shows a list of fields for the Business Directory. The table has columns for Id, Field Name, State, Type, Availability, Required, Editable, and For Free. The fields are categorized into Entry Fields and Category Fields. The table lists various fields such as Company Name, Category, Company Logo, Email, Street, City, Postcode, Country, Contact Information, Contact Person, Phone, Fax, Website, Business Days, Short Description, and Full Description.

Id	Field Name	State	Type	Availability	Required	Editable	For Free
1	Company Name field_name	<input type="checkbox"/>	inbox	both	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15	Category field_category	<input type="checkbox"/>	category	hidden	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	Company Logo field_company_logo	<input type="checkbox"/>	image	both	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	Email field_email	<input type="checkbox"/>	inbox	hidden	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14	Street field_street	<input type="checkbox"/>	inbox	details	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	City field_city	<input type="checkbox"/>	inbox	details	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Postcode field_postcode	<input type="checkbox"/>	textarea	details	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	Country field_country	<input type="checkbox"/>	select	details	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16	Contact Information field_contact_information	<input type="checkbox"/>	info	details	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Contact Person field_contact	<input type="checkbox"/>	inbox	details	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Phone field_phone	<input type="checkbox"/>	inbox	details	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	Fax field_fax	<input type="checkbox"/>	inbox	details	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	Website field_website	<input type="checkbox"/>	url	details	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	Business Days field_business_days	<input type="checkbox"/>	checkboxgroup	details	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	Short Description field_short_description	<input type="checkbox"/>	textarea	vcard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	Full Description field_full_description	<input type="checkbox"/>	textarea	details	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Parametrização de formulário

## INDICADORES DE RESULTADOS

**OBJECTIVO:** 01 Oportunidades de Negócio – Módulo online

**EXECUÇÃO:**

Oportunidades de Negócio – Módulo online: 01

**TAXA DE CUMPRIMENTO DE OBJECTIVO:** 100,00%