"E-COMMERCE TRADING PLATFORM FOR MOBILES"

By:

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MBA

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FINAL PROJECT APPROVAL SHEET
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Topic of Project: E-COMMERCE TRADING PLATFORM FOR MOBILES

Names of Student(s):

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Developers Submission:

This project report is being submitted to the Department of Masters in Business Administration of the Bahria University Islamabad in partial fulfillment of the requirements for the degree of MBA specialization in Marketing.

Developer's Declaration

I take full responsibility of the project work conducted during the Final Year project titled "E-Commerce Trading Portal for Mobiles". I solemnly declare that the project work presented in the report is done solely by us with no significant help from any other person; however, small help wherever taken is duly acknowledged. Moreover, I have not presented this project (or substantially similar project work) or any part of the project previously to any other degree awarding institution within Pakistan or abroad.

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1. Abstract

The purpose of this project is to create a web portal where user can
1) Buy / Sell their used Mobile
2) Search for Mobile Specifications

Targeting this niche, we will be able to monetize the platform using sponsored marketing campaigns and third party advertisements.

Below are the objectives, which this website, ibazarr.com intends to achieve after its successful completion.

- Seamless user experience and reduces bounce rate.

- The conceptualization and GUI of the website to be attractive, simple and user friendly.

- User to be able to post classified mobile ad with least of the hindrance.

- User to be able to find desired used mobile phone depending on the search query.

- User to be able to find the best possible price available for a new mobile across all online platforms.

- User to be able to find all the relevant specifications of a new mobile.

- User to be able to buy/sell mobile accessory at the website.

- To increase user engagement, Forums and Mobile sections has also been included.

- To better rank on search engine, quality SEO to be implemented.

2. Problem Definition & Requirement

IBAZARR.COM is a portal for Pakistani Internet Users, where they can sell their used mobiles by posting classified Ads on the site. Though the Ads will be free but via minimal charges, user will be able to feature their Advertisement and increase the visibility.

Moreover, user willing to buy the mobiles can search for already posted classified advertisements and find the best suited mobile for them. There will be more than adequate filters available for them to refine their search and find the best suited mobile.

Another type of users, which we want, landed on IBAZARR.COMare the one's looking for detailed specifications or the best possible price being offered in the market. After user is able to search the mobile, he will be presented with the most popular mobile specifications & the price at the first glance. For further information and detailed specifications, user will be able to scroll down and find the relevant information. This part has been designed keeping in view the user experience.

Data for price will be gathered from different online portals and will be updated weekly or limited privileged controls will be provided to the website owners, so that they may update the prices automatically.

IBAZARR.COMKey Features:

1. It will act as a marketplace / moderator for people willing to buy/sell used mobiles

2. Repository for New Mobile Data, Specifications & Latest Prices.

3. Blogs& Forums for increasing brand awareness and user engagement.

3. Marketing Mix

3.1 Product

IBAZARR.COM consists of majorly below sixpages. All of these pages are minimalistic and user friendly. As mentioned earlier, navigation and complete user experience has been kept in mind.

1) Homepage
2) Search Landing Page for Used Mobiles
3) Classified Ad Creation Form
4) Classified Ad
5) New Mobile Specification Page
6) Forums & Blogs

3.1.1   Homepage

Homepage has been designed keeping in view the major segment in Pakistan. The purpose has been to create user-friendly, aesthetically pleasing, and simple, to the point, least complex and elaborative design. Apart from the navigation bar at the top, user will be welcomed with two large buttons. These large buttons will represent two major features of the websites i.e. either search for used mobile or search for a new mobile. Upon clicking either of the buttons, user will be scrolled down automatically to the relevant search bars. Search bars created are of minimalistic nature and require easiest of the inputs from the visitor.

3.1.2   Navigation Bar

Navigation bar to remain consistent in the complete website experience. Below are the components, which will be incorporated in the navigation bar.

- IBAZARR.COM Logo
- Used Mobiles (Drop Down Menu)
  - Search Used Mobiles
  - Featured Used Mobiles
  - Sell Your Mobile
  - Reputed Mobile Dealers
- New Mobiles (Drop Down Menu)
  - Search New Mobiles
  - Prices
  - Compare Mobiles
  - Mobile Reviews
  - New Mobile Dealers
- Mobile Accessories (Drop Down Menu)
  - Sell Accessories
  - Buy Accessories
- News & Blog
- Forums
- Submit Ad
  - Sell Mobile
  - Sell Accessory

3.1.3   Used & New Mobile Search Buttons

Just after the navigation bar, user will be able to see two side-by-side large buttons enclosing graphics that will self-explanatory for our visitor. Each button will redirect the user

to the search bars that will be used to get the relevant information from IBAZARR.COM portal.

a) Used Mobile Button

This button will show the text "Are you looking for a used Mobile, Click Here"

b) New Mobile Button

This button will show the text "Are you looking for a Mobile Price or Specs, Click Here"

Without scrolling down, at the very first glance, IBAZARR.COM intend to show the visitor, a navigation bar, above discussed two buttons, a banner that will depict the site offerings & a banner Ad (Used for monetization).

Upon clicking the desired button, the page will scroll down automatically and user will be able to interact with the two search bars.

3.1.4   Used Mobile Search Bar

This bar will contain four search fields and one Button i.e.

- Brand (Default set at null)
- Model (Default set at null)
- City (Default set at All Cities)
- Price (Default set at null)
  - o Min and Max options (Default at null)
- Search (Highlighted Button)

Search Characteristics are as follow

- By-default, clicking the search button will generate results depending on the recently posted Classified Ad.

- User will be able to search using any of the desired field.
- Visitor will also be able to leave the field empty.
- Search Bar must assist user with auto-fill as per the repository and database available at the website.
- **Brand** and **Model** database will be interlinked. For example, when Samsung selected, it will show the models falling under the tree of Samsung. It will not show models for other brands. This will create user friendliness for the user.
- This auto-fill feature will present the results on the basis of popularity and alphabetic too.

Just below the search bar, IBAZARR.COM will showcase two separate components i.e.

a) Featured Ads or User Mobiles Available as per Different Price ranges.
b) Used Mobiles Available per City will enclose list of cities on the basis of popularity i.e. number of mobiles available for trade.

3.1.5   New Mobile Search Bar

This bar will contain three search fields and one button.

- Brand (Default set as the most popular one - Admin option to change it)
- Model(Default set as the most popular one - Admin option to change it)
- or Search using Price (Default set at null)
    - Min and Max options (Default at null)

- **Search** (Highlighted Button)

Search characteristics are as follow

- User will be able to search the required mobile using either of the fields.
- Each search field will assist the user with auto fills.
- **Brand** and **Model** database will be interlinked. For example, when Samsung selected, it will show the models falling under the tree of Samsung. It must not show models for other brands.
- **Brand** and **Model** database will be interlinked. For example, when Samsung selected, it will show the models falling under the tree of Samsung. It will not show models for other brands. This will create user friendliness for the user.
- This auto-fill feature will present the results on the basis of popularity and alphabetic too

Below the new mobile search bar, IBAZARR.COM will showcase two more bars featuring below items.

a) New Mobiles being or about to be launched in the global market

b) New Mobiles being or about to be launched in the local market

3.1.6   *Search Landing Page*

User will be redirected to a search-landing page after he has made necessary entries at the homepage search bar. Search landing page will vary a bit for both the used and new mobiles.

At this page, user will be able to sort the results on the basis of "date modified" and "Price". Moreover, Grid and List view options will also be integrated.

3.1.7   *Classified Ad Creation Form*

For the ease of the user, this form will be divided in to five sections.

a) Mobile Mandatory Information
b) Upload Pictures
c) Optional Information
d) Contact Information
e) Submit &Continue Page

a)   Mobile Mandatory Information

This form will extract the best possible information from the user. This form is simple and assistance from auto fill will be provided.

- **Brand**

  This will be a text box with auto fill option. User will be asked to enter Mobile Brand such as Samsung, Apple, Huawei, e.t.c

- **Model**

  This field will also offer auto fill feature. User will be asked to enter mobile model here. This will be a Drop Down Menu (With top 5 being the most popular followed by others on alphabetic order).

- **City**

A text box with auto-filled integrated in it. User will be asked to enter the location of the mobile.

Drop Down Menu (With top 5 being the most popular followed by others on alphabetic order).

- **Imported / Local**

  This filed will have Imported / Local Selection Radio Button.

  If Imported, Then Under Warranty button is to be grayed out.

- **Repaired**

  Yes / No Button

  If Yes, then another button which suggests that whether it was agency repaired or local repaired.

  If User selects Local Repaired, The Under warranty section must automatically be selected as NO and grayed out.

- **Under Warranty**

  Yes / No Button

  If yes, then a GUI calendar will be pushed using which user can state the Warranty End Date.

  This will also calculate the remaining days and show it to the user

- **Color**

  Popular eight color boxes will be included as a radio button. User will be able to select the color using these boxes.

- **Price**

  A text box to enter the price will be available. At the right, any price written by the user will be translated into words.

- **Ad Description**

  With the title "Describe your Mobile here", user will be able to enter brief description of the mobile.

b)   Upload Pictures

An interactive GUI on IBAZARR.COM will be integrated using which user will be able to upload the pictures of mobile. These pictures will be watermarked using our tool and scaled down to better fit the site. Another purpose of this scaling is to keep the site loading speed on the lower side.

c)   Optional Information

Optional information section will enable the user to enter more about the mobile. This will help the user to sell their mobile quickly and the visibility of the classified Ad will increase. Keeping in view the use case in Pakistan, this will be a drop down section stating

"" It is recommended that you fill as many fields as you can so that the buyer may find you easily"

Though, until now these fields will be filled by the user though in the future, IBAZARR.COM plan to integrate auto fill option using the database we incorporate with time.

Below fields will be catered in this section for the time being.

- RAM

- Camera

- Sim Type (Nano / Micro e.t.c)

- Display Size

- CPU

- Internal Memory

- External Memory Slot (Yes/No)

- If Yes, then

- SIngle Sim / Dual Sim / Other

- OS Version

- Seller Type (Dealer / Individual)

- Battery (mah)

- WiFi (Yes/No)

- Bluetooth (Yes/No)

- 3G (Yes/No)

- 4G (Yes/N

- Water Resistant (Yes/No)

d) Contact Information

If user has signed in using the user profile created at the website, the Contact info fields will be automatically populated with an option to modify. If the user has not logged in, the user must be redirected to the login page, keeping all the information entered above intact.

1. Seller Name
2. Email Address
3. Mobile Number

e) Submit & Continue Page

Though all the classified Ads posted on IBAZARR.COM will be free, however we plan to integrate featured ad option open for public. For the start, we will be featuring ads manually on the basis of input by the user and selling price exceeding a threshold. However, if online credit systems (Such as Paypal, Skrill) are to be integrated in the near future we will charge a minimal fee for featuring the Ad and it will be available for all. But due to the complexity of transfer of payment for such a low amount, we plan not to integrate this feature for the time being.
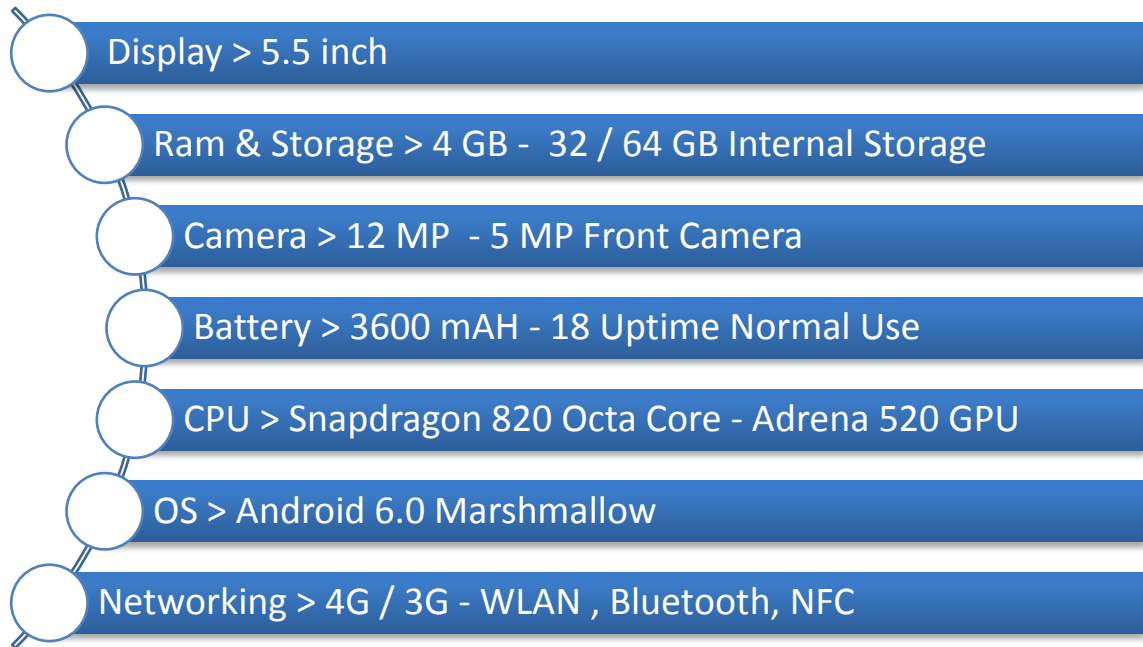
3.1.8   New Mobile Specification Page

This is also a very important page for IBAZARR.COM as it will showcase specifications and price for new mobiles being launched globally and on domestic level.

For the ease of our visitor, IBAZARR.COM team has highlighted key specifications of the mobile which must be available to the user on the very first go.

At the top of the page, along side the mobile picture, IBAZARR.COM will showcase the key specification in a very subtle and aesthetic way. Key specifications to be highlighted here are mentioned below.

- Display

- RAM

- Camera

- Battery

- CPU

- O.S

- Networking

For better understanding of this feature, below example has been showcased here as per the specifications offered by **Samsung Galaxy S7 Edge**.

Display > 5.5 inch

Ram & Storage > 4 GB - 32 / 64 GB Internal Storage

Camera > 12 MP - 5 MP Front Camera

Battery > 3600 mAH - 18 Uptime Normal Use

CPU > Snapdragon 820 Octa Core - Adrena 520 GPU

OS > Android 6.0 Marshmallow

Networking > 4G / 3G - WLAN , Bluetooth, NFC

Apart from this graphical representation of core mobile specifications, detailed specification will also be available just below it. Moreover, upon hovering & clicking the above mentioned core specifications, visitor will be scrolled down to the detailed specification part.

Detailed specification of any mobile will enclose below sections. These have been ordered on the basis of priority and most of the irrelevant information has been excluded.

- Launch
    - o Unveiled – Details
    - o Release Date – Details
- Color
    - o Details (plus Small Checkbox overview of color)
- Networking (Yes and No must be graphical Green Check & Red Check)
    - o 4G (Yes/No) – Description (HSPA, LTE, GMS)
    - o 3G (Yes/No) - Description
    - o 2G (Yes/No) - Description

- GSM (Yes/No) – Description
- WiFI (Yes/No) - Description
- Bluetooth (Yes/No) - Description
- NFC (Yes/No) - Description
- GPS (Yes/No) - Description
- Radio (Yes/No) - Description
- USB (Yes/No) – Description
- Body
  - Build - Details
  - Dimension - Details
  - Weight - Details
- Display
  - Size - Details
  - Resolution
  - Build (With Description)
  - Technology
  - MultiTouch (Yes / No)
- SIM
  - Single Sim – Type – Details
  - Dual Sim – (Yes/No) - Details
- Memory
  - RAM (Description)
  - Internal Memory
  - External Memory (Yes/No) – Description
- CPU
  - Core - (Description)
  - Processor – (Description)
  - GPU – (Description)
  - Chipset - (Details)
- Camera
  - Primary (Yes/No) – Description

- o Secondary (Yes/No) – Description
- o Video
- O.S
  - o Details
- Battery
  - o Capacity
  - o Build
  - o Uptime Duration (Details)
  - o Talktime
- Sensors
  - o Details
- Features
  - o Details
- Version
  - o Details

Another key function included in this part of the page is the price being offered by different vendors on different online portals available in Pakistan such as homeshopping, shophive, daraz e.t.c.

Lowest price will be highlighted at the top where key mobile specifications will be shown. Moreover, just below that, there will nine tabs, which will showcase the prices being offered by other vendors.

3.1.9   Blog & Forums

To increase user engagement and add value to our core product, IBAZARR.COM will also offer blog and forum section. IBAZARR.COM plans to provide users with atleast 3 blogs per week, which will

cover the local offerings by vendors such as Qmobile, Rivo & Infinix.

3.1.9   *Visitor Flow on IBAZARR.COM*

We have identified majorly three major users, which will land on IBAZARR.COM. Keeping in view the type, IBAZARR.COM has defined a user-friendly flow.

a) Visitor willing to sell Used Mobile

User landing on any of the pages of IBAZARR.COM will be able to post a classified advertisement on the website. As navigation bar discussed earlier will stay the same on all the website, Post an AD button at the right most top corner will help the user navigate to that page. To be able to post an Ad on IBAZARR.COM, it is mandatory that user is logged onto in the website. A check will insure whether the visitor will be redirected to the login page or the Ad Creation Page. User will have the option to login using the Facebook account, Gmail account or any other Email Account. However, these options are available for the ease of user, a local profile for every user will be created which will enclose the Person's name, Contact Number & Location. This information will be further used on the Classified Ad. After logging in IBAZARR.COM, user will be required to enter the required data after which the Ad will be published.

b) Visitor willing to search Used Mobile

A person willing to buy a used mobile will either use our search bar or Google search bar. IBAZARR.COM plans to implement outstanding SEO to outrank it's indirect competitors. However, if visitor lands on

IBAZARR.COMHomepage, he will be able to use IBAZARR.COM search bar. Moreover, Navigation bar will also offer a link where user will be redirected to the Used Mobile Search Bar. For using this feature of IBAZARR.COM, the user can search navigate as anonymous user and logging into IBAZARR.COM is not mandatory.

Upon searching for desired mobile, visitor will land on a page where outcomes matching the query of the visitor will be shown. User will be able to click the Classified Ads and search for the best suited mobile. Moreover, for further refinement of the results, user will be offered more options in the sidebar. At any desired classified ad, user contact will be hidden which will be shown on a click. Moreover, an API will be integrated using which visitor will be able to chat with the seller or leave a message on their profile.

c) **Visitor willing to Search for New Mobile Price or Specification**

IBAZARR.COM plans to outrank any other website providing specification and price in Pakistan. So, users using either the Google search engine or IBAZARR.COM search bar will be able to find both the price and specification of a desired mobile.

To use this feature on IBAZARR.COM, user be able to use the search bar on IBAZARR.COM and land on the a page where certain models relevant to the search query will be shown. Upon a single click, user will be redirected to the desired page, where key specifications and lowest price being offered on the Internet will be shown.

3.1.10   Future Product Integration Plan

In future, IBAZARR.COM intends to expand it's product/service being provided to visitor. The whole purpose of IBAZARR.COM is to provide best possible offering out there and to make this transaction easier for the user. Future integration in IBAZARR.COM will incorporate below supplementary products.

a) **Escrow Model for Mobile Exchange**

Gap analysis performed for any classified website in Pakistan resulted in one prominent issue. Users willing to buy the product from any anonymous person generates a concern. Thus, on the basis of trust issues, the whole transaction is compromised. To cash on this part, IBAZARR.COM intends to introduce escrow model for it. To clarify the Escrow Model, lets take an example of an asset, physical or virtual. Escrow being the moderator ensures that the transaction is taken place successfully. The trust level for both the buyer and seller is highly increased if a moderator is involved.

In our case, IBAZARR.COM being a moderator will ensure that the seller provides authentic information to the buyer & seller transfers the promised amount to the buyer. To provide this service, IBAZARR.COM will charge minimal amount to the buyer, if he wants to opt for it. Moreover, as IBAZARR.COM will be providing credibility of the mobile being sold, seller can also opt for this service.

IBAZARR.COM will be making set standards and criteria on which the used mobile will be judged and this offering will be uniform. Check for battery uptime, repaired, warranty checks e.t.c will be made public. Though this involves high level of compromise in the brand personality, we intend to introduce it as some other brand being partnered with IBAZARR.COM. Any recommendations provided by that escrow

brand will be independent from the services being offered by IBAZARR.COM.

Moreover, as this supplementary product is for mobiles only, this can be further grown into a full fledged core product. As gap is not mobile phone relevant rather every physical transaction taking place online has the potential of fraud and distrust, this model can be further turned into a core product.

b) **QR Code Integration**

Another major gap identified for our product was the process of uploading pictures of a mobile. As IBAZARR.COM intends to provide seamless and user-friendly experience to the customer, we identified a gap where user would be reluctant to upload the original picture for a certain mobile.

A common tool used for taking picture is mobile these days and if user intends to sell the same mobile he uses to take the pictures with, it becomes a potential service failure point. Though the user can use someone else's mobile to take the pictures with, it will be hassle pulling out the pictures from that mobile and uploading it on the relevant classified Ad.

To address this situation, IBAZARR.COM intends to introduce QR code integration for each classified Ad published. User using IBAZARR.COM application (Future Integration) on someone else's Mobile will be able to upload the pictures directly to the desired classified Ad. Upon scanning of QR code, a camera will pop-up on the user's mobile and any picture taken, upon approval of the user will be uploaded directly to the Ad, QR code was displayed on. Using this

feature, IBAZARR.COM intends to reduce the hassle required to upload the picture from another mobile.

c) **Featured Classified Advertisement**

To increase the visibility of a classified advertisement, IBAZARR.COM team will develop an algorithm using which any featured ad will become visible atleast twice on every page. This will not only generate maximum impression for a classified Ad rather help the seller, sell the mobile as quickly as possible.

The charges which have been devised are as below.

- Mobile being sold from Rs1 to Rs 10,000 to be charged Rs 60 if they want to feature their advertisement.
- Mobile being sold from Rs10K to Rs20K to be charged Rs 120 if they want to feature their advertisement.
- Mobile being sold from Rs20K to Rs 30K to be charged Rs 180 if they want to feature their advertisement.
- Mobile being sold from Rs40K to Rs 50K to be charged Rs 240 if they want to feature their advertisement.
- Mobile being sold from Rs50K and above to be charged Rs 300, if they want ad be featured.

To implement such an idea, dependence on an online payment system comfortable enough for users to transact such a small amount of money is required. Till now, apart from easypasia no such service is available in Pakistan. To moderate such financial transaction, a license from State Bank is required and it costs a lot too. As our primary concern and positioning of the product revolves around the ease of use, IBAZARR.COM teams this easypaisa not to be a suitable replacement for such an advertisement.

Till then, only the classified advertisements having proper information and pictures will be featured and it will be moderated manually. This will help us develop good word of mouth as the Ad will be featured for free.

d) Auto-pull of Mobile information

As the main purpose of IBAZARR.COM is to provide user friendly experience to a user, IBAZARR.COM's app also intends to integrate auto-pulling of the information. On the classified ad creation form, as of now, user has to enter the information manually and he might feel reluctant to enter the information relevant to the mobile. Moreover, there might exist some users who might not even know the Brand and Model of their mobile.

Liberty of extracting hardware information from the mobile enables IBAZARR.COM to extract the required information from any mobile having IBAZARR.COM app installed. Such hardware related information will be extracted automatically and the relevant fields will be auto-filled. This will not only facilitate the user rather add value to our core offerings.

This method will also help us develop analytics based on database IBAZARR.COM will extract. As the information extracted will have additional / optional information too, this will help the user to better rank their classified advertisement. If a buyer intends to apply additional filters available on the search landing page, classified advertisements having additional information will rank higher than those with less information. Moreover, as per this behavior, the mobile with the most information has a

higher chance of being sold than the one with lesser information.

Another use of this data will be to extract analytics based on demographics. This data can be provided to Mobile companies which will cost them. Using that data, mobile companies will be able to better design their marking campaigns and products for the future.

e) Android & iOS Applications

In this digital era, it has become a necessity to develop a mobile graphical interface for a product. As soon as IBAZARR.COM beta is launched, work on Android & iOS applications will start. This application intends to add value to current IBAZARR.COM's offerings. Moreover, integration of QR Code and Auto-Extraction of Mobile's information is not possible with a mobile application. IBAZARR.COM intends to build a user-friendly, light and Google compliant application to stand out in this competitive digital market.

f) Bidding of Ad Spaces

Although, in the start, we will be relying on manual placement of advertisement at our website and either charging companies on the number of impressions or clicks generated. Ad spaces ranging from our Homepage to the Classified Page will have significant amount of areas where companies will be able to market themselves or their products.

Moreover, IBAZARR.COM plans to integrate keyword based advertisement. Supposedly, companies willing to project advertisements based on word Samsung, i.e. (showing their advertisement on every page with the Samsung keyword in the

title or Search Title) will be able to do it using this feature.

A dashboard will be provided to the advertisers of different companies using which they will be able to evaluate the best possible bid for a keyword. Moreover, they will be able to place advertisement on each page basis.

Though this idea seems farfetched but deep analytics of our website will enable the companies to better design their advertising campaigns.

g) **Sponsored Blogs**

IBAZARR.COM plans to write sponsored blogs for the products i.e. pre-reviewing of the products. Although this is being practiced on the large scale globally, we find potential gap in Pakistan's market. IBAZARR.COM will never post biased blogs or blogs that project wrong information regarding the product but we will charge the brands for pre-reviewing their products at our website.

h) **Video Blogs**

To add value to our core offerings, IBAZARR.COM intends to introduce video blogging for different mobile products in the market. These products will range from mobiles and their accessories. We also intend to cover replica and clone devices and on the basis of that information, user will be able to decide better about a certain product.

IBAZARR.COM will also cover software related guides which will help visitors fix different bugs and issues in their mobile for free. For instance, if an Android user wishes to root a certain model of mobile, he will be able to find this information on our video blog / channel. Moreover, we

intend to cover this guide in both the Urdu and English language so to be able to better facilitate the masses in Pakistan.

These video blogs can also cover unveiling of different mobiles and provide users with key useful information regarding it. Such information will prove useful for both the visitors and brands. For brands, it will be an add on for their go to market strategy and will help create buzz marketing of their potential product. For users, they can access the product pre-hand and evaluate / provide verdict on it.

i) Mobile Accessory Portal

IBAZARR.COM plans to integrate option for visitors which will enable them to either buy or sell mobile accessories. Though this is a very simple requirement and product categorization to some extend is not required. However, IBAZARR.COM team does not plan to integrate this from the start. We have categorized this to be a feature fatigue for most of the visitors and will be integrated as soon as visitors get acquainted with the basic offerings of the website.

3.2 Price

Though this product will not charge any visitor unless any of them is willing to feature the advertisement. Though apparently this product intends to cover the need of common user showcasing itself as a B2C product, however this product will also serve businesses as they will be able to advertise their products &

offerings on our websites. We intend to charge them according to impressions & clicks generated on the advertisements.

One Banner Ad, two 300 x 150 Ads and 2 Side bars will be placed on the homepage itself. As we expect most of the user to land on the homepage, we will offer the business key advertisement placement on our homepage.

Moreover, IBAZARR.COM intends to sell the tabs available on the new mobile specification page. As user willing to search for the best price in Pakistan will be using our portal, it is highly likely that this page will be generating leads for vendors.

3.3 Promotion

Promotion strategies have been discussed in details in the promotional mix part.

3.4 Placement

IBAZARR.COMpositioning will be done on the basis of our core and supplementary offerings. We intend to be at the Top of Mind when user thinks of either buying, selling or searching a mobile relevant query in Pakistan. We intend to follow the best Search Engine Optimization practices available so to be able to rank better than our direct and indirect competitors. Plus, points of differences discussed later in this report will help us position as a market leader for providing such services.

3.5 Marketing Mix Three V's Approach

3.5.1   Value Segment

IBAZARR.COM value segment are mostly computer literate users who own a mobile phone. Even though there are portals out there, which, can help these users posts classified Ads, but they do not operate in this niche rather are generic.

Such users can either get easily confused or might not be able to find the required information for a successful transaction. Moreover, if they go on to sell their mobiles in the local market, they would be not be getting the best possible price for it. Though they will be able to sell the mobile quickly but the best price will be offered on IBAZARR.COM. As dealers and shopkeepers tend to buy the mobile at lower rates and then sell it on higher prices, IBAZARR.COM intends to provide that bridge free of cost to the visitor.

For the customers whom we found reluctant to use our portal will be brought on board by making IBAZARR.COM a TOP of MIND service, when they intend to sell or buy a mobile. This will be achieved by our Social Media Marketing Campaigns.

Moreover, people willing to get the best possible information regarding the mobile specification and price being offered in domestic online market will land on our portal.

The major question as to whether the value segment being large enough to extract profit form the website. According to an online tool, whatmobile is able to land more than one million visitors per month and them being our direct competitor, validates the target segment.

3.5.2   Value Proposition

As discussed earlier as well, if we categorize our product for two major markets i.e. B2C and B2B, our offerings would be as below

For B2C

a)   Visitor can use IBAZARR.COM portal to sell their used mobile

b)   Visitor willing to buy a used mobile can use IBAZARR.COM portal

c)   Visitor willing to check major specifications of a mobile (global & local), can use IBAZARR.COM portal

d)   Visitor willing to check the least price being offered online can utilize this portal

For B2B

a)   Businesses willing to advertise on a portal where the target market overlaps will be able to use this portal

b)   Online Stores willing to showcase the best possible price offer will be able to utilize IBAZARR.COM portal

If we are to compare this product with the direct and indirect competitors out there, this product is comprehensive, to the point, user friendly and provides information on the go. In this digital era, every person wants the information to be provided to him quickly and with the least of hassle. IBAZARR.COM intends to build the best possible platform and repository of data/information that will be required by any visitor.

To discuss value proposition of IBAZARR.COM, discussing Point of Parity and Point of Difference is highly important. Focus group IBAZARR.COM had in the past revolved the discussion mostly as to what different we will be offering. They tried comparing this product to OLX and thought that IBAZARR.COM will not be bring anything new to our digital world. So, to answer this ambiguity, let's move forward and discuss the possible point of parity and difference for IBAZARR.COM.

3.5.2.1 Point of Parity

Keeping in mind the main offerings discussed earlier, OLX is offering the same classified advertisement posting facility to all the users in Pakistan. More or less, same service is being provided by the local mobile dealers present in major markets in all the cities in Pakistan. Mobile specifications which we want users to be able to get are available on many reputed websites such as whatmobile.com.pk and countless other global websites. Blogs, reviews and video blogging is being done by brands such as CNET, techradar & hardwarereviews.

3.5.2.2 Point of Difference

Our focus group was quite adamant of the fact that how this product was going to differ from classified website such as OLX. IBAZARR.COM team presented them with a simple question which in returned cleared most of the queries in their minds. IBAZARR.COM team asked them that If they were to sell or buy a vehicle in Pakistan, would they be visiting OLX or Pakwheels. A unanimous answer resulting in favor Pakwheels was the output and a satisfying grin on their faces acknowledged IBAZARR.COM's claim to be a different product.

IBAZARR.COM, though will be competing against products such as OLX and whatmobile but the difference in most of the features offered on this portal will make it standout in the market. First and foremost, this portal will deal with niche in the classified category. Though users will be able to sell or buy mobiles on OLX but it has not been fine

tuned to cater gaps of most of the visitors. Users using OLX understand that OLX is a generic classified ad posting web portal and that it is not tailored to specific niche's. A buyer willing to buy a mobile will never be able to filter out the results on the basis of specifications. Even, most of the users have encountered OLX to be producing entirely irrelevant results. Here, IBAZARR.COM will capitalize and fulfill this gap with the offerings mentioned. This model can be seen in the form of Pakwheels as most of the visitors in Pakistan, willing to sell their cars do not opt for OLX as their first option. With the introduction of carmudi, OLX is not even the second choice of most of the users. Moreover, Zameen has been able to capitalize by targeting specific niche, Real Estate.

People who have interacted in the local market with the intentions to sell or buy their mobile have found to be price being either on the higher or lower side respectively. As IBAZARR.COM will be free for all the users, willing to buy or sell their mobile, the cost cushion which mobile dealers used to introduce will be nullified. People will be able to get the best quality product in the best possible price. The market equilibrium will shift and the power will reside with the buyer and seller. Apart from the prices being offered in the local market, IBAZARR.COM will be able to give tough completion. Most common motivation of a buyer to purchase a mobile from a local market is trust. As already discussed in the future integration part, we will be introducing escrow model to counter that threat as well. Charging a minimal fee to the seller or a buyer, that too on their discretion, we will be able to develop trust in the whole service encounter.

Visitor will feel confident selling as he/she wont be robbed at the point of transaction, we being the moderator of payment. Moreover, buyer will feel confident that the mobile he/she is buying checks some pre-defined parameters and standards. If not, buyer might be able to either re-negotiate the price or drop the deal.

We also intend to help people find core and key specifications of the mobiles. Though there are portals that are already providing such services such as whatmobile and mobilespecification, to be able to standout, we will be integrating two specifics in our idea. At first, on the basis of observation and research, we have deduced the motivation points of the visitors willing to check the specifications in Pakistan. We will not only be placing the specifications in some haphazard way rather the placement would be simple and to the point. User will be able to get the required information on the first go. Moreover, integration of price with lowest being shown at the top will motivate users to use our site more. We will be getting price data from all the major online ecommerce stores in Pakistan offering Mobiles. Integrating those into our portal will help elevate the offerings. On the plus, as our brand grows, we might charge these online stores for the lead IBAZARR.COM is able to generate.

3.5.3   Value Network

The idea of offering this product to both the B2B and B2C customers has already been discussed in details. The software and code will be developed keeping in view the minimalistic and to the point nature of the design. Moreover, IBAZARR.COM intends to opt for the best performing servers to provide seamless experience to the customer. For that purpose, Amazon Server's & cloud capabilities will be utilized. CDN will also be integrated in the near future, which will determine high availability of the our offerings. Penetration testing to be done on regular basis so that source code is not compromised. Gradual optimization of code will also lead to the seamless experience we intend to achieve. Moreover, IBAZARR.COM intends to have both the .com and .pk domains which will be redirected to the same server. This will project brand to be a global product. Keeping in view the data rate being offered to most of the internet subscribers in Pakistan, there is a high focus on the simplicity of the code. The more the code is optimized, the more user will encounter a seamless experience and there will be less chance of a service failure.

All the visitors in Pakistan will be able to post a classified Ad on IBAZARR.COM for free. Main idea behind offering this freemium service to all the individuals out there is to cash it in with advertisement. Though this freemium service doesn't intend to take the money out of the visitor's pocket, however, as mentioned earlier we will be charging different potential companies for the Ads posted on our website. For instance, an advertiser can never predict the type of user watching conventional advertisements such as Billboards and TV commercials. Using IBAZARR.COM as a platform to project about their product and brand, they will be sure of the lifestyle a person possesses as he/she searches or a relevant keyword. The number of impressions generated for each advertisement will give

the advertiser confidence that these impressions are relevant to their offerings and that they are not wasting money on any of the impression generated.

4. External & Internal Analysis

4.1 Customer Analysis

4.1.1 Target Market

We have divided our target into both the B2B and B2C categories. Each category serves different purpose and must be catered accordingly. As this product monetization method majorly relies on B2B, it does not mean that our primary focus will be on B2B only. IBAZARR.COM wishes to position itself as the market leader for provided mobile related information in Pakistan. Using such a user base, businesses can be brought on board and Ad Spaces provided to them can be utilized to monetize.

a) **Business to Consumer**

As per the stats available until now, there are 34 million people using the internet services. These services include all the wired and wireless medium available to them i.e. 3G, 4G and broadband. As per the stats shown in the figure below, one can see that the average rise in the internet user is around 10% per year indicating that our product is entering a huge market.

Year	Internet Users**	Penetration (% of Pop)	Total Population	Non-Users (Internetless)	1Y User Change	1Y User Change	Population Change
2016*	34,342,400	17.8 %	192,826,502	158,484,102	9.7 %	3,024,054	2.07 %
2015*	31,318,346	16.6 %	188,924,874	157,606,528	22.6 %	5,782,235	2.1 %
2014	25,536,111	13.8 %	185,044,286	159,508,175	29.3 %	5,786,113	2.13 %

Moreover, if we are to categorize the mobile phone users in Pakistan, the figures are staggering. As of now, the user base is expected to cross 140 million by the end of 2016. With such figures and no platform for them to trade these mobiles online, IBAZARR.COM team is confident of skimming the market. As per the estimations, IBAZARR.COM should able to generate 3 Million impression per month by the end of year 2018.

b) **Business to Business**

As mentioned in the last topic, we intend to bring mobile phone users to our platform. Many businesses relevant to mobile and telecom industry are IBAZARR.COM's B2B target market. It is almost an ideal condition that the 90% impressions generated on IBAZARR.COM will be mobile phone relevant. To capitalize on that, below companies can use our ad space for their and brand and product marketing campaign. Below listed companies are the potential B2B clients.

   a) Mobilink
   b) Zong
   c) Telenor
   d) Ufone
   e) PTCL
   f) QMobile
   g) Samsung
   h) RIVO

i) OPPO

j) Danny

k) Advance Telecom

4.1.2   *Market Segmentation*

The main purpose of identifying segments in our target market is to be able to better design our marketing campaigns.

Based on geography, all the users in Pakistan are part of our target market segment. Though, on the business use case, this product has the potential to work in India as well. Moreover, IBAZARR.COM cannot segment it's target market on the basis of Age, Gender, Ethnicity e.t.c. Mobile phone is not a luxury product anymore and it's more of a commodity product. So, any individual who is an internet user and owns a mobile phone falls under our target market.

Though, most of the mobile users above the age of 40-45, even though computer literate avoid trading on the internet. They will prefer trading their mobile in the local market where they can see the transaction taking place physically. To tackle such a segment for our product, we will introduce auto-fetching of mobile data using our applications. Escrow model discussed earlier will also help gain trust of such customers.

Apart from the generic Demographic, Psychographic and Geographic nature of our target market segment, behavioral variables will play an important role in identifying the marketing strategy for IBAZARR.COM.

a) **Occasions**

   With the boom of e-commerce industry in Pakistan, the concept of Black Friday has taken this industry by storm. Some online stores do claim to have earned abnormal

affiliate profits during this period. IBAZARR.COM tends to capitalize on such occasions as such event would not only help us generate more traffic resulting in more impressions rather different affiliate programs can be introduced which will benefit both the businesses.

b) **Benefit Sought**

Most of the users having inclination towards our product can associate multiple benefits with it. Visitors willing to get the information fastest way possible can opt for our portal on the go. That will provide them greater insight towards the ongoing market trends. It has also been witnessed that even the people who visit local market frequently tend to visit such sites first. This gives them information prior to the visit and they can develop a price point in their mind. This leads to better negotiation and best possible product acquisition.

Another use case for our portal was also developed whereas users willing to buy a mobile from any online stores have to go manually to each site and compare the data themselves. At our new mobile specification page, we tend to provide them this information on one single page, which will motivate the customer to land at our page rather than different online store pages. This page will act as a scraper, moderator and aggregator of prices. This page will link itself to the source where the mobile is being sold.

Moreover, people willing to use classified websites such as OLX are aware of the fact that OLX does not provide them with the details they require to sell a mobile or even buy it. The only criteria of searching a used mobile on OLX is on the basis of keyword. Keyword though are able to somehow pull out the information but are not that much of a great

tool when it comes to the exact depiction of a search query. Filters on the basis of specifications are required for the seamless result output and meeting the customer's requirement as fast as possible. This also helps a portal such as IBAZARR.COM decrease the bounce rate helping it rank higher on Google.

As per our future integration plan, we intend to integrate a portal where users will be able to buy/sell mobile accessories. This will also be the key benefit for the users willing to trade such mobile components.

Video / Text Blogs will also provide information to the users which will not be available on most of the websites. IBAZARR.COM intends to cover local products at maximum leading to capitalize on the market gap which exists.

As of now, only B2C visitor has been discussed. To evaluate B2B in terms of potential impression IBAZARR.COM can generate, the benefit associated with businesses is the filtered segment landing on our page. As mentioned in the target market section, most of the companies related to mobile and telecom would love to see such a user base on one single page. To give a better idea, a billboard at a prime location costs more than 50,000 Rs per day. This billboard has many weaknesses as the number of impressions cannot be calculated. Moreover, the impression would not also translate into a lead as there might be people for which that billboard might be irrelevant. Advertisers like to convert their marketing campaigns in numbers which is not possible in conventional marketing and advertising techniques. Using our portal, they will be able to calculate total number of leads or clicks generated. Impressions count will also be provided to such advertisers

hence resulting in better analysis of the provided Ad space.

c) **Buyer Readiness Stages**

- Awareness to Purchase / Use
  IBAZARR.COM being a new product in the market will have no presence or positioning in the mind of the user. Even brands which seek to enter a new market segments have to create market awareness before they can launch the product.

  As our product is being offered to the visitors at no cost at and the major barrier from going from the awareness stage to the purchase/use phase will be the time and complexity involved in the use of our product. Keeping in view the nature of this product, strict emphasis has been put into developing a product which is to the point, precise, crisp, simple and response time to be a lot faster than the conventional web portals available.

4.2 Competitor Analysis

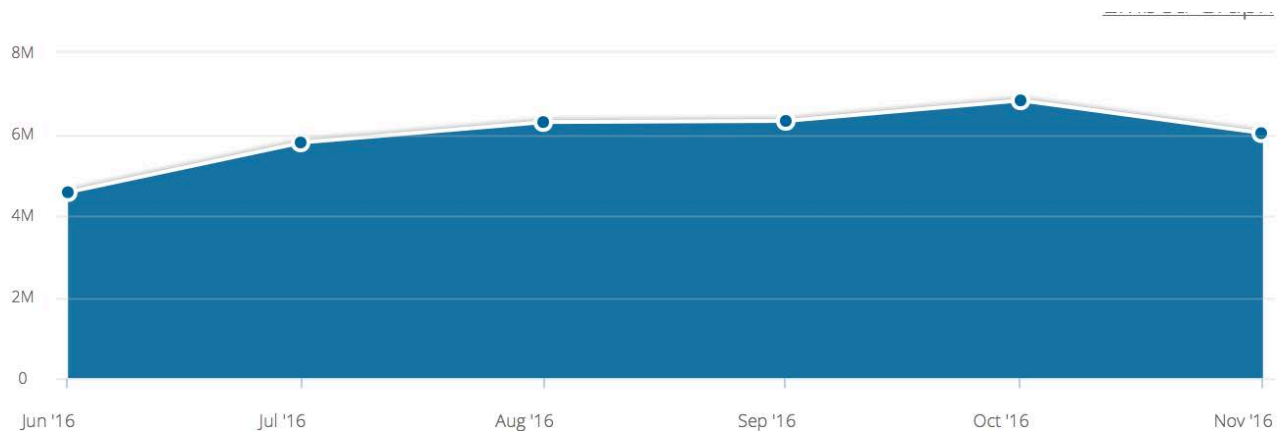IBAZARR.COM has performed customer analysis based on below three questions?

- What portal would a user use if IBAZARR.COM was not available?
- Application Association
- Substitutes

As of now there are not many portals available that would help users sell their product and cater this niche. However, classified websites such as OLX is our tough competitor. Not on the basis of functionality rather the market presence and it being the TOM of most of the users in Pakistan, it will be difficult to target their pie. As the strategy, here is not to increase the size of PIE rather to share it (for used Mobiles), OLX will be the toughest competitor of all.

Moreover, if users want to check specification and price of the new mobiles, sites like whatmobile.com.pk will give IBAZARR.COM a hard competition.

On the basis of application, which IBAZARR.COM has categorized into three major flows, i.e. searching specifications for a new mobile, selling a used mobile & buying a used mobile, OLX & whatmobile are our direct competitors. As a substitute, users can look for local dealers to sell their mobile.

As per the analytics available online whatmobile is entertaining around six million users per month.

As per the analytics avalable online, OLX entertained four million users in one month.
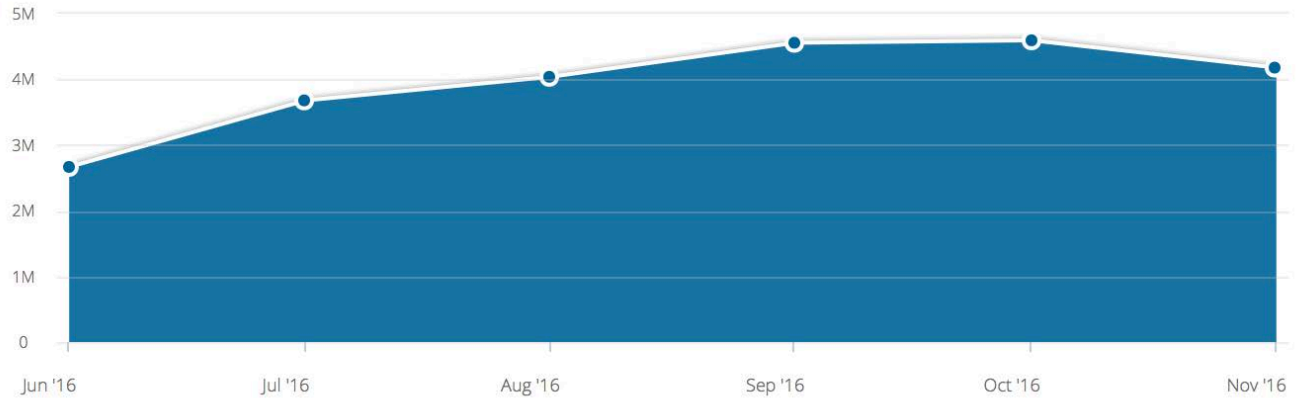
Keeping in view the offerings we have on our web, we on aggregate will be reach our target of 3 million users per month easily.

4.3 Business Strategy

As per the analysis done, we will be entering Existing market with a new product. IBAZARR.COM emphasis is going to be on the Product development.**Product development** is a growth strategy that offers new or modified products to existing market segments.

4.4 Environmental Analysis

IBAZARR.COM team performed environmental analysis for it's product and came to the conclusion that physical Pakistani's environment might not affect the product that much. Though the idea seem farfetched, inclusion of Virtual Reality Concept in this digital world has created completely new dimension to the marketing.

Firms nowadays are focusing on creating virtual reality based marketing campaigns which have the highest impression and least bounce rate. It being interactive and leaving a lasting impression on the viewer has enabled this method to penetrate in the masses. Pakistan has the least of the probability of introducing Virtual Reality base advertisement, though it still poses a threat as well as an opportunity of IBAZARR.COM marketing tactics. This technique add a lot to the cost but whoever entering this domain first will be able to capitalize on the market.

Moreover, the Green buzz word nowadays is ringing everywhere. Go Green campaign has led Google to get all their energy needs from non-conventional green resources. Though this might not directly effect IBAZARR.COM as a product but Data Centers where such servers are hosted are impacted. Conversion on green energy has a cost attached to it and data center being the product extracting maximum available electricity in a certain region can be of issue. This might increase website hosting costs and could have direct impact on our revenue.

4.5 PESTEL

Keeping in view Pakistan's political scenario which mostly effects physical nature of business a lot, the impact of it is on the lower sides. As online industry is not being regulated as of now and incompetent / illiterate policy makers in Pakistan may lead to the increased costs. For instance, Pakistan's Government is planning to tax Facebook & Google. This will have very bad consequences on the whole market. Moreover, as per their plans, they want to introduce licensing without which no online portal will be able to operate in Pakistan. Such incompetency and lack of knowledge might lead to the demise of online industry such as it has been done to the textile and agriculture.

As IBAZARR.COM major source of revenue is in Pakistani Rupees though 90% of the spending's are in foreign currency, this might have a considerable amount of impact on our operations. Inflation rate averaging around 8-10 percent and devaluation of Pakistani rupee will lead to higher operating costs.

Social factors seem to be in the favor of IBAZARR.COM. Though most of the mobile users see this as a commodity product, whereas there exist some users who think mobile to be as a luxury product. High End Mobiles have greater potential of being sold or transacted at IBAZARR.COM rather than in the local market. Reason being the best possible price being offered online and mitigation of the mobile dealer margin.

Discussed earlier as well, technology can have severe impact on IBAZARR.COM operations. Though the world is moving towards cloud and we are developing our platform keeping in view the cloud's constraint, though this industry has been subject to a rapid change. Change in any machine language can lead to added cost and keeping up with the industry is complicated.

As of now, apart from registering IBAZARR.COM as a PVT Ltd company we are not seeing any major complications as a legal

point of view. But as per the legislations being introduced every day which makes no sense what so ever and will be the cause of demise of startup culture here, might lead to have great impact on IBAZARR.COM.

4.6 SWOT

a) Strengths

Highlighted on various occasions the strengths of our product involves below features

- Simple Design
  IBAZARR.COM portal has the simplest of the design possible and any user landing on our homepage will know right away what our product is all about.
- Seamless Experience
  Integration on the cloud and optimized code will lead to a seamless experience and bounce rate will be on the lowest side.
- Relatively Different Offerings
  IBAZARR.COM catering a niche in classified ad posting market is offering the best possible product to its users.
- Multiple Offering in one Window
  As we are offering multiple though simple offerings in one window, we expect user to captialise on the fact that their time will not be wasted
- Filtered Market Segment
  For all the mobile related businesses, out there, IBAZARR.COM will be the first product to bring this segment under one window.

b) Weakness

Major weakness of our product is the already existent competition and it will be hard for us to penetrate in their share of market.

Moreover, operating costs and complexities involved in such a project leads to a greater risk.
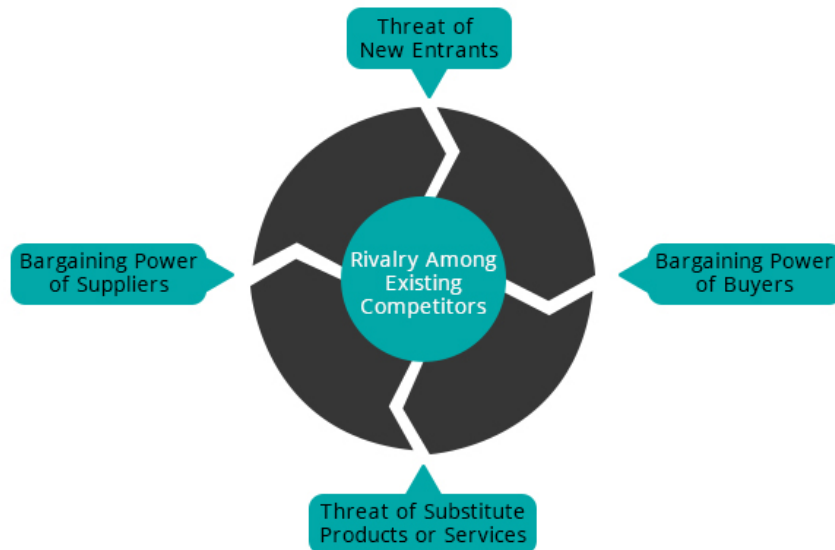
c) Opportunities

All the major opportunities have been discussed earlier in the future integration part and all of them caters most of the product / brand expansions plans.

d) Threats

Apart from the bizarre legislation being brought forward for online industry in Pakistan, there seems to be not that much of a threat.

4.7 Porter's Five Forces

a) Rivalry Among Existing Competitors

IBAZARR.COM regards the Rivalry amongst the existing competitors to be on the higher side. Competitors such as Rocket Internet, OLX & Whatmobile have a great potential to be major threat. Moreover, local mobile markets are also our indirect competitors.

b) Bargaining Power of Buyers

Bargaining Power of the buyers is on the lower side as we plan to integrate bidding system for the Ad space. Though they will have to potential to get the best bargain on the ad spaces available, however, fierce competition amongst all the online advertisers will lead to less bargaining power.

c) Bargaining Power of Suppliers

Bargaining Power of supplier is also on the lower side as most of the resources required for IBAZARR.COM's operations are readily available. Muliple options to host the portal and abundance of developers lead to the bargaining power of suppliers on the lower side.

d) Threat of New Entrants

IBAZARR.COM keep the threat of new entrants at medium level. Though making such a complex product is time and cost intensive but with the startup investment influx in this market, we expect to have a new entrant real soon.

e) Threat of Substitute

Substitute of IBAZARR.COM already exist in terms of local mobile markets and local vendors who are doing this business very successfully. Threat of substitute for

IBAZARR.COM is very high and we tend to cater this with positioning IBAZARR.COM as a cost effective, least time intensive and simple way to complete the whole transaction. Moreover, with the introduction of escrow model at our portal, the threat of substitute will be decreased to medium or low.

4.8 Porter's Positioning strategy

Overall cost leadership	Differentiation
Focus	Middle of the road
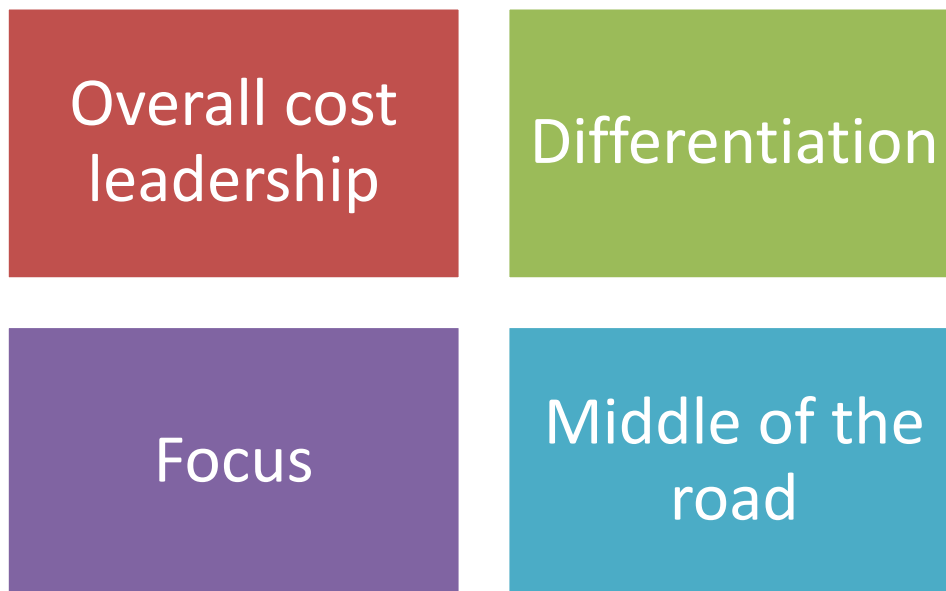
Overall cost leadership strategy is when a company achieves the lowest production and distribution costs and allows it to lower its prices and gain market share

Differentiation strategy is when a company concentrates on creating a highly differentiated product line and marketing program so it comes across as an industry class leader

Focus strategy is when a company focuses its effort on serving few market segments well rather than going after the whole market

Middle of the Road is when company opts for focus strategy.

Keeping in view of all the analytics we have available as of now, IBAZARR.COM is going with a differentiation strategy. IBAZARR.COM is offering a very distinct product with very distinct objects. Though our product is being offered for free to most of the users out there, apart from the business users, still we will not categorize IBAZARR.COM strategy to as a cost leadership.

4. Advertising & Promotion

Being a startup, IBAZARR.COM has opted to go for Online marketing. As of now, this marketing technique is the cheapest and has the highest conversion rate in Pakistan. Though conventional marketing techniques are also required to create awareness of such a product, However, budget constraints may lead to let go off this marketing technique.

Majorly, IBAZARR.COM will be relying on Facebook marketing and a budget of 0.1 million /per month has been allocated for it. Adwords will also be utilized for landing the customers on our page on the basis of keywords.

Though, it is to be noted that there isn't much of a competition available (keyword basis) so it is highly likely that good search engine optimization will help us rank higher in the search engines. If we are able to land the visitors on the basis of keywords keeping the marketing cost t the lower end, it will help us create more awareness about the product.

Moreover, we plan to invest on the popular blogs in Pakistan. Blogs such as propakistani can cover the main features of IBAZARR.COM and give verdict on it. Though, it is to be notes that these blogs are not regulated and any bad publicity might

hurt IBAZARR.COM. So, selective blogs will be used for our product marketing.

IBAZARR.COM team plans to write blogs on their own website too. Those blogs will cover the features and offerings of IBAZARR.COM in very descriptive form. Such blogs lead to creation of awareness and positon ourselves as a gap fulfilling product in the market.

Moreover, video relating to the functionality of IBAZARR.COM will also be created. These will be published on Facebook and sponsored. IBAZARR.COM team also plans to create dynamic images commonly known as GIF's which will help in the awareness and promotion. As per the statistics, videos and GIF's have the highest share rate on Facebook and to increase organic reach, such content is required. IBAZARR.COM team plans to launch this product in universities to create awareness amongst the youth users.

Last but not the least, word to mouth and buzz marketing will play an important role in the whole marketing campaign of IBAZARR.COM. This marketing technique is known to have the best conversion rate of all the available tools. People prefer to rely on the information provided by their peers and family, so with the added and simple functionality of IBAZARR.COM, we will position this product in a way that any person willing to trade or search a mobile will land on our page.

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