Enterprise Level E-commerce Software Solution for Your Business

GoodWorks MARKETPLACE

www.goodworklabs.com

ABOUT US

GoodWorkLabs is a new-age Outsourced Product Development firm and UX Design Studio focused on taking up the most challenging tasks and converting ideas into world changing products (be it software, mobile apps or games). The company was started in 2013 with the objective of becoming a powerhouse of innovation in design and technology for clients globally. By growing at a rate of 500% year-on-year, the firm has been awarded as one of the fastest growing companies in the industry, and has tons of high profile clients & partners from Fortune 500 companies to innovative startups that include Apple, Samsung, Unilever, Flipkart, Myntra, CommonFloor, ShoreTel, Sesame Street, ST Dupont and Avaya among others. We specialise in both B2B and B2C application and web products.

For details please visit our website. http://www.goodworklabs.com

Vishwas Mudagal | CEO, GoodWorkLabs

NOTE FROM THE CEO

At GoodWorkLabs, we understand the ever changing trends of the industry. Of late, we have realised that the future of retail lies in the online sector. The exponential boom in the online sector has led to various online marketplaces. But, what really sets a marketplace apart from the products and sellers is a sound technology and neat UX design that caters to constantly growing consumer needs.

Hence, we have built a marketplace which is ready to use and can be moulded according to your needs. There is no need to start from scratch. The basics have all been covered. Many unique features have been incorporated that are disruptive in nature and handle most of the previously unresolved issues of online marketplaces.

Our MarketPlace is your door to a larger market share!

CONTENTS

GOODWORKS MARKETPLACE ENTERPRISE SOFTWARE

The GoodWorks MarketPlace is a complete end-to-end E-commerce solution for companies who want to take their business online and mobile . The software suite is one of a kind entity which has a ready-to-use code base that can be customized to suit the requirement of any business. The main USP is the technology flexibility and UX design. With features such as Admin, Buyer dashboard, Seller dashboard, Inventory management, Bidding Process, Discount and Offers option, GoodWorks MarketPlace is the best and most cost-effective solution that any business can invest in.

FEATURES OF GOODWORKS MARKETPLACE

PRODUCT CATALOGUE
Create beautiful and detailed product descriptions

USER REVIEWS
Allow buyers to go through user reviews and compare with other products

INVENTORY MANAGEMENT
Easily manage your stock to satisfy growing user demands.

SEARCH FUNCTIONALITY
Easy search filters to allow users find their products quickly..

BIDDING
Allow users to bid for competitive prices under different sales offers..

RETURNS AND EXCHANGE
Allow buyers to easily return their goods and track the process.

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RECOMMENDED PRODUCTS
Track user activity and behaviour and recommend related products

DISCOUNTS AND OFFERS
Easily manage discount and promotional offers to increase sales.

INTEGRATION WITH YOUR COUNTRY'S PAYMENT OPTIONS
The platform integrates with your chosen or intended payment gateway, and can support any currency.

ONLINE SUPPORT AND DOCUMENTATION
A detailed documentation and support system that handles all registrations, queries and complaints.

EASILY CREATE PAGES, CONTENT, AND FORMS
Allows easily to create, edit, add pages and data on your platform.

GROW WEBSITES
Allows room to grow, bring in new features and update product inventory.

SITE SECURITY
Apart from standard security measures, many other perks have been included

CUSTOMISABLE DESIGN OPTIONS
Allow buyers to easily return their goods and track the process.

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SELL INNOVATIVELY ON GOODWORKS MARKETPLACE

GoodWorks MarketPlace is a ready-to-use software solution that is robustly built and tested for optimum e-commerce performance. It incorporates features that allow both the seller and the buyer to have a smooth trade-off.

Listed below are the features of the software and the thought process behind them.

Seller Platform Features

The seller platform on GoodWorks MarketPlace is designed in a very comprehensive manner to ensure all important features are available for smooth transaction of business.

In just a snapshot, the seller platform comes with the following features:

Product Catalogue Extensive product features and descriptions.	**Inventory Management** Keep the stock updated and never fall short or waste products.
Pricing algorithms Display the best available price for higher customer retention	**Bidding** Ensure the best product at the best available price is stocked up.
Shipping tools Real time tools that allow sellers to track products	**Returns & Warranty** Allows sellers to provide warranty and accept returns in case of damaged goods

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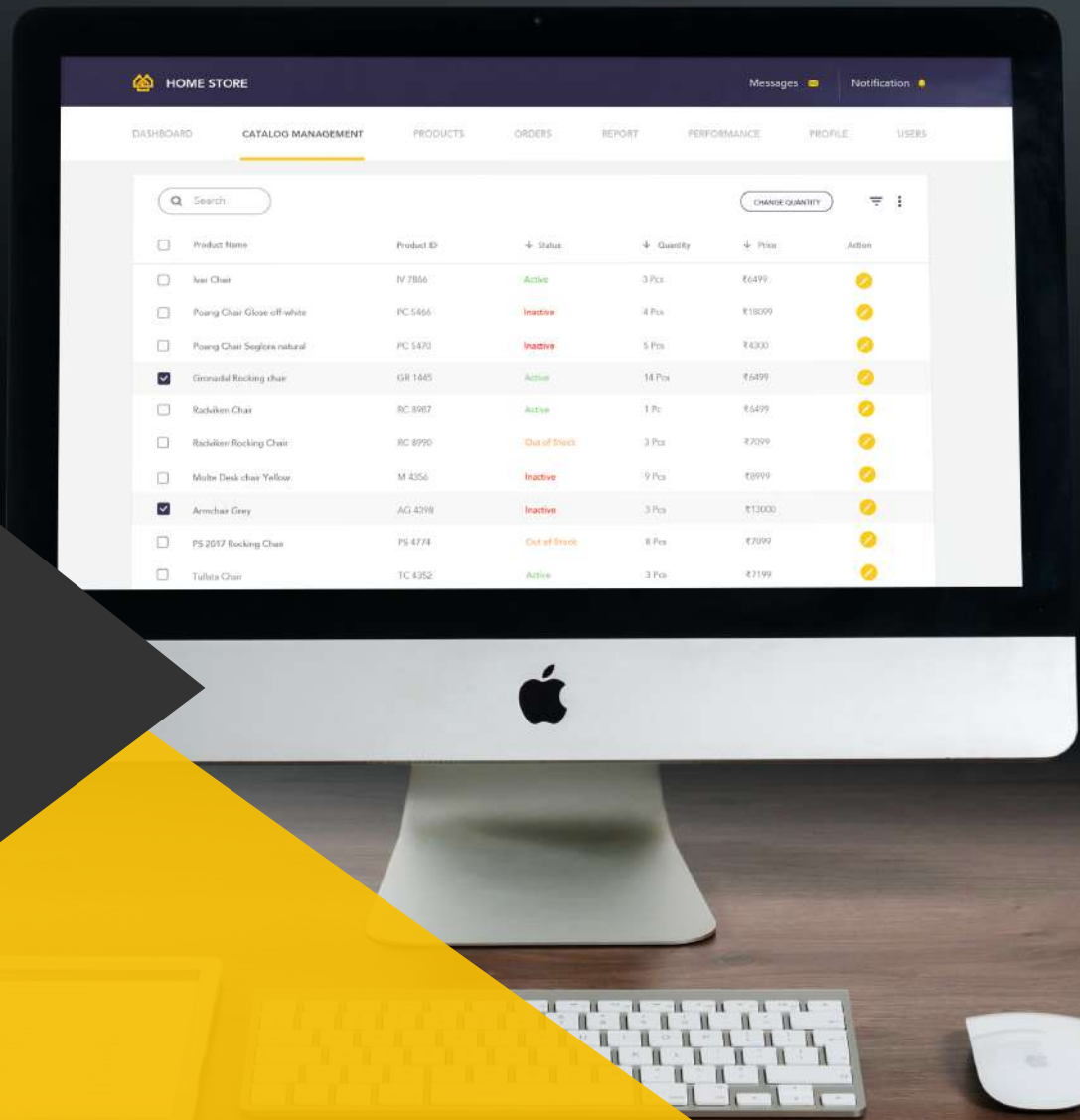
Product Catalogue

- A product catalogue is basically a document containing information about all the products that are put up for sale on the portal.

- A high quality product image is also critical in the catalogue. A unique photography style used consistently for all products is equally important.

- All products will require a clear title, product description along with size, shipping restrictions, supplier information and also reviews, ratings, and comments from customers. This makes it more authentic.

- The product catalogue may also include alternative products, keywords to use with the product, primary target market, related items/cross-selling opportunities, reviews/testimonials, and supplier details.

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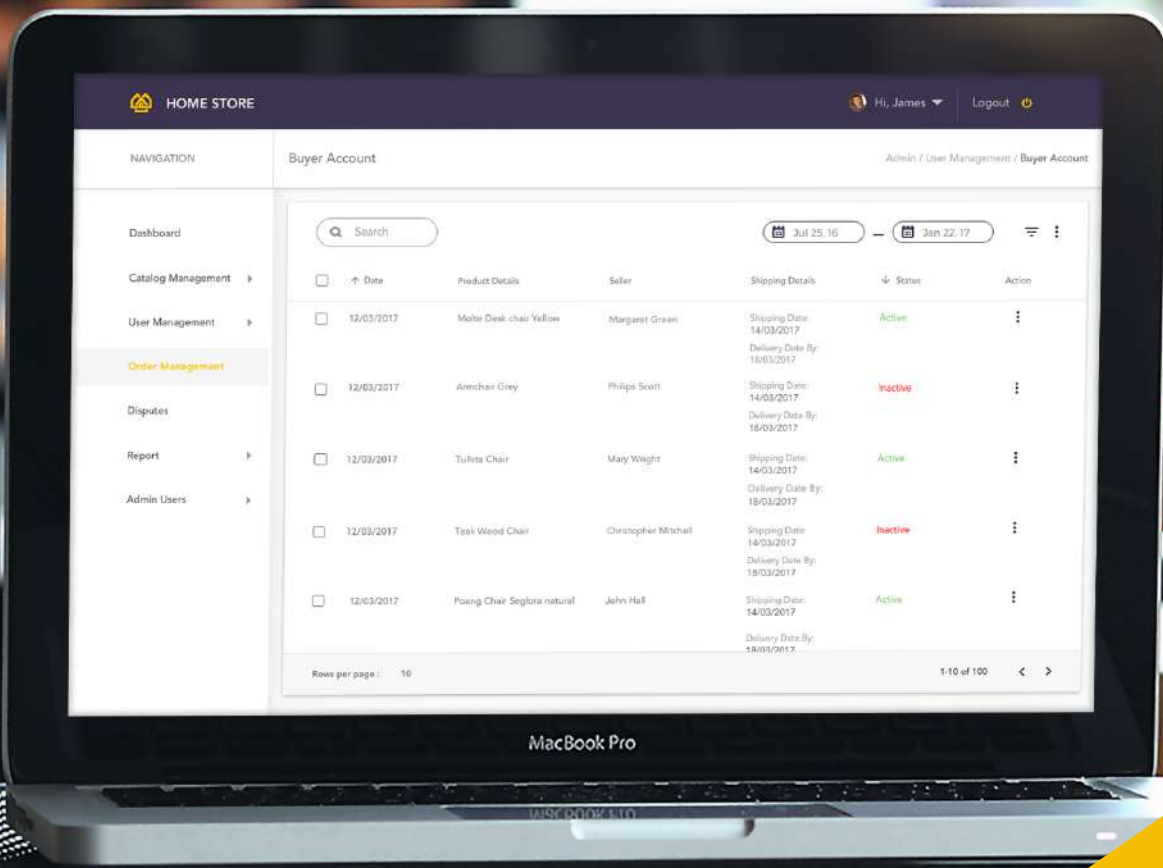
Inventory Management

- Inventory management ensures that businesses maintain the required quantity of stock to satisfy the demand. Poor inventory management will lead to lesser sales, tarnished customer experience and poor portrayal of brand.

- In order to avoid this, an application should be enriched with upload/download facility for inventory files along with online support and real-time tracking.

- Sellers can download the template and hence make necessary changes in price, quantity, products etc.

- Online Catalogue management is the application where the seller can manage their inventory, products, and prices in an online dashboard.

- This ensures that there is a constant supply of stock along with periodic reviews and plans.

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Pricing

- Pricing plays an important role in the online market place. The price can attract the customer towards your portal or turn them away to other portals.

- To retain a customer, we need to provide the best price for each of our products.

- This is achieved through automated pricing. It allows sellers to update large product groups and their prices at the same time. Automated pricing tools adjust prices for listings you select in a hassle-free manner. This tool from the online marketplace is meant to help online sellers maintain competitive prices.
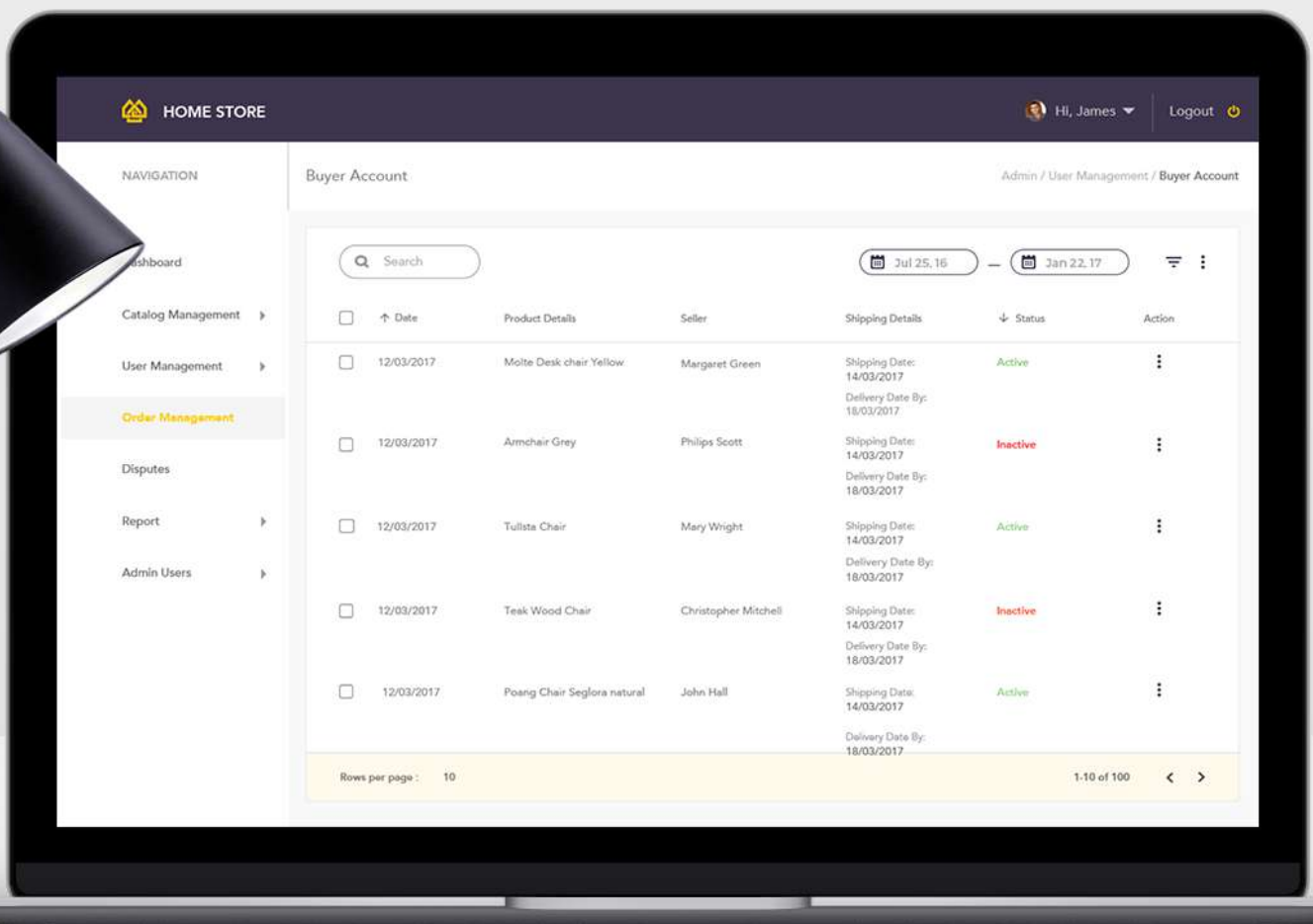
Order Detail View

- If user orders any product, there should be an option for the seller to view the details of products that the user had ordered.

- A successful online marketplace application at the seller's end will be enriched with the view of order detail which in turn usually consists of order number, summary, status etc..

- Using the above details the seller can view all the products ordered by clients and also can export information in a pdf/excel document to keep track of the orders.

- It would also be very nice to have filters such as date and status so that the seller can view the details of the sales for a particular date.

Bidding

- Bidding is the act of offering to pay a particular amount of money for a product by different people. There are different types of offers in the bids but the most commonly used in the online market place are range offer, open offer, and fixed offer.

- In range offer, the bidder is considered as a winner when the vendor wants to offer a particular quantity in a particular price range. Customer can bid for the whole quantity or parts of the quantity at any price which falls in that range. In range offer, multiple bidders will win. However, if the whole quantity is bought by one customer, then there is only a single winner. If the bid for the whole quantity has not commenced and the time has expired, then the offer will get closed with the quantity bid that has accumulated in that price range.

- In Open Offer, the bidder is considered as a winner when the Vendor offers the quantity with the minimum price and customers bid on it. Only the highest bid price along with its quantity is shown at the expiry of time. If multiple people end up with the highest bid value there are multiple winners depending on the quantity available. It is conducted on a first come first serve basis.

- In Fixed Offer, the bidder is considered as a winner when the vendor wants to offer a bid at a fixed price. A particular quantity is offered which may be variable. In this offer, the buyer buys the required quantity at an already fixed price on first come- first serve basis. Buyers can take the whole quantity or part of it. The offer expires either as soon as the whole quantity is sold or if the time of the offer expires.

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Shipping

- Shipping is often the "make or break" point of a consumer's online purchase.

- If the goods are not delivered on time and in good condition, customer retention may suffer.

- Ensuring that the portal has features like shipping label, serial number tracking, order acknowledgement, integration with third party logistics for live tracking of products is very critical.

- Shipping labels consists of the address, recipient name, ship-from-name, address and scanning codes. If these sections are incorporated, it becomes very clear that where the package is going to, who it is being shipped to and to who and where it ships from.

- Serial number allows us to track the product by ensuring the traceability from product inventory to the delivery and right to customers. It is mandatory to maintain the accurate record for each unique serial number assigned against each product.

- Order acknowledgement copy should be sent by the seller to the customer after a successful purchase. It act as an acknowledgement to the transaction assuring the customer that the sale was successful. It basically consists of business address, company number, VAT details, customer's name, delivery address, and payment type.

- Integration with third party logistic systems will assist in quick, reliable and timely delivery of product to customers. Live tracking of products help the customers to track the product from warehouse to the last mile of its delivery.

Returns and warranty

- Customers want warranty for their purchased items. It is basically a promise made by the seller such as to how long it will last or what condition/state it will be when it is received.

- There are many reasons for returns. Customer may not like the product or the actual product may differ from the way it was advertised and so on. The seller should clearly mention the policies against each item which includes return, refund, privacy and T&C.

- The application should be designed in such a way that it has a friendly interface to return the products along with features like exchange receipts, return reminders, replacements and warranty processing.

- Automated mails and notifications are to be send from the application to the users reminding them of the returns and in turn they receive a similar product or store credit.

- When the customer buys any product in the marketplace, he expects that there should be coordination between the authorized service centre of the manufacturer and the portal to avail the warranty. This feature is disruptive in nature.

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Buyer Platform features

The GoodWorks MarketPlace solution ensures that buyers have an easy and excellent shopping experience. Hence the software is designed keeping in mind the intuitive shopping behaviour of customers.

In a snapshot, below are the features of a Buyer platform on GoodWorks Market Place.

Search Functionality Allows buyer to find the desired product.	**Hot Sellers** Products with high sales rank and better reviews.
Easy Exchange Allows easy exchange options based on product category and pricing of the new product.	**Recommends Products** Based on previous search history and purchases
Easy Payment Integrated within the commerce suite.	**Reviews and Compare** Allows buyer to go through user reviews and compare with other products.

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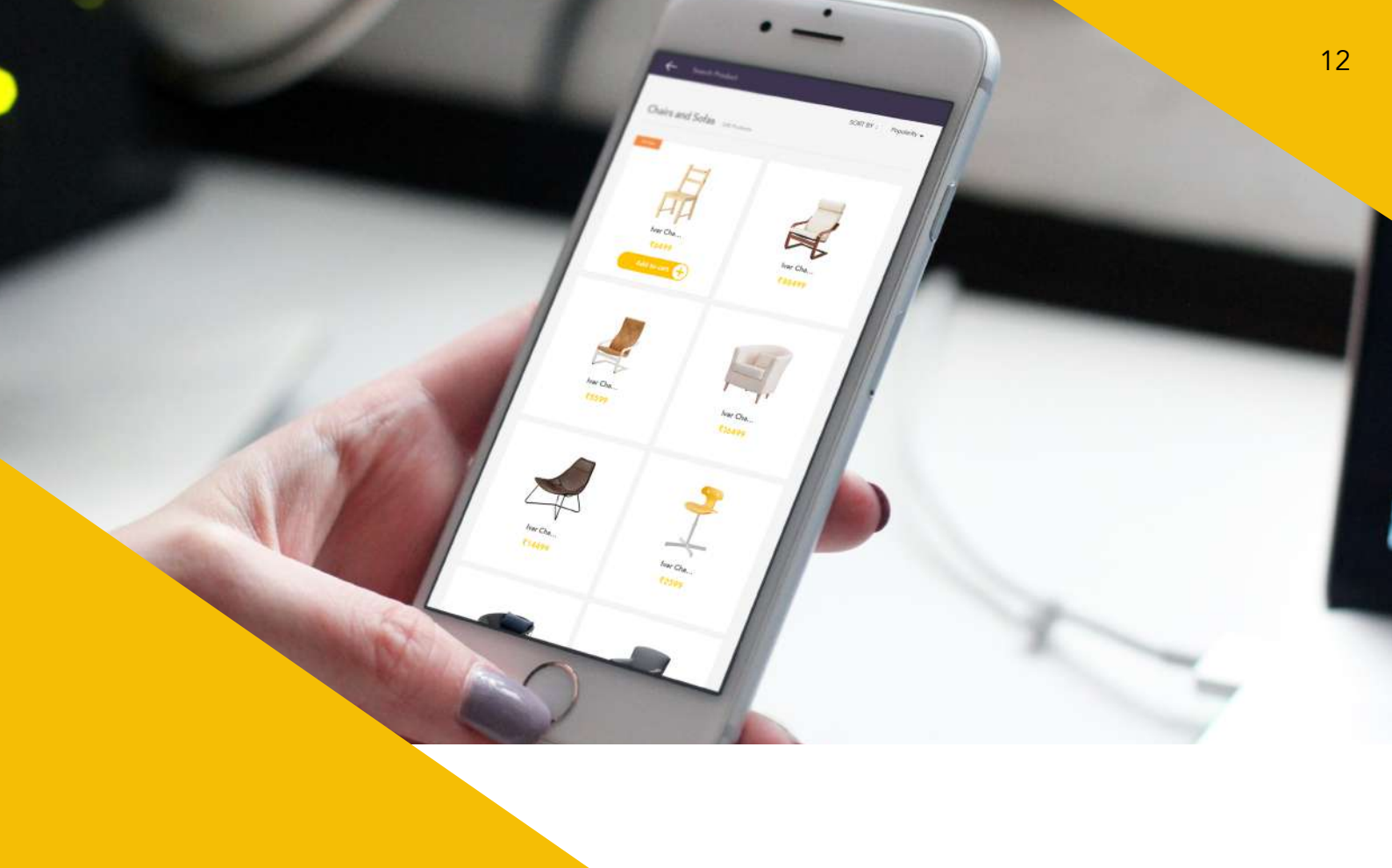
Search Functionality

- The customer should be able to search the product based on the availability, handling times, intelligent match, shipping methods and costs.

- Availability include the customer search for the available product from Database and verify its availability for dispatch. The handling time is the number of business days the seller will take to ship the item after receiving the payment. A payment is considered cleared after the money from the buyer has been deposited into the seller's account. If the product is readily available and the handling time is good then the application is considered moderate.

- Intelligent Matching refers to the exact matching of the searched product. Intelligent matching is primarily used in maintaining and extracting specific product in databases, specifically those that are very large and complex in nature. If the user finds the product very easily that he is searching for then there are more chances of him being a dedicated customer.

- Shipping methods and costs plays a major role in the profit. The products which weigh higher should be uniformly distributed among the various warehouses across different geographical locations so that the costs remain lower. If the user finds the product that he is looking for will be delivered to his postal code at lower costs, there are more chances of a successful order.

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Hot Sellers

- Popular products consistently selling significantly over a period of time will be called as hot sellers.

- The application should have a hot seller option under various products which should be updated regularly. This option encourages the user to go ahead and buy/compare the other products along with the hot seller.

Recommended Buys

- Certain user activities on the application like rating the product generates interest in the product. Based on these ratings, product recommendations can be made.

- The recommendation is not static, it keeps on changing when the customer purchases, rates or reviews a new item.

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Exchange

- If the customer wants to exchange their old items with new items, then an exchange order is raised.

- Based on the industry types, there will be different types of exchanges. Most common are product exchange and flat rate exchange.

- Product exchange is defined as the exchange where a customer buys the product and exchanges the product because of various reasons. Here, the user sometimes needs to pay the difference amount based on the item.

- In flat rate exchange, the customers can sell their old products at predetermined rates regardless of the condition of product. They only have to pay the difference amount.

HOME STORE

Home   About   Products   Contacts   (Sell with us)   Hi, James ▼

My Orders

All Filters: All (18)   Opens (2)   Completed (12)   Cancelled (4)

SHIPPED
Order Number : 78996344
Order Placed on: 24/05/2017 | Order Placed on: 24/05/2017

Gronadal Rocking chair   ₹ 1199
Brown
Quantity: 1

Expected Delivery By: **Thursday 05/06/2017**   (View Details)

DISPATCHED
Order Number: 78996344
Order Placed on: 24/05/2017 | Order Placed on: 24/05/2017

Poang Chair - Glose off-white   ₹ 18099
Reverse Rexin + Brown Teak Wood
Quantity: 1

Expected Delivery By: **Thursday 05/06/2017**   (View Details)

NO MORE OPEN ORDERS

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SuperAdmin

This tool manages the E marketplace at a higher level. It can change the status of the product, manage the workflow from purchase till shipping, settle buyer / seller disputes and order governance.

The buyers or sellers will engage platform admins to arbitrate disputes. Such claims could be in reference to non-delivery of items, item not as described, refusal of returns, refusal to refund the buyer and late shipments, etc.

Admin should be able to **modify** the **product status**. If admin doesn't want some product to be listed on the platform he can just mark the product inactive. If admin wants to change the status from inactive to active then he needs to send the notification to sellers who have the product in their catalog.

Admin should be able to **baseload products** into the master catalog. Just like sellers, admin should have a template through which they can upload products. The template should have all available fields. There should be validation for the upload file to ensure that there are no duplicate products.

Admin should have the ability to **approve/reject** affiliate accounts. Admin should be able to edit the status of a previously rejected affiliate account. If an affiliate tries to register the affiliate account again, they should be prompted to contact the Admin.

Admin should have an option to **communicate** with sellers as well as buyers through different modes like mail, instant messaging, notifications etc.
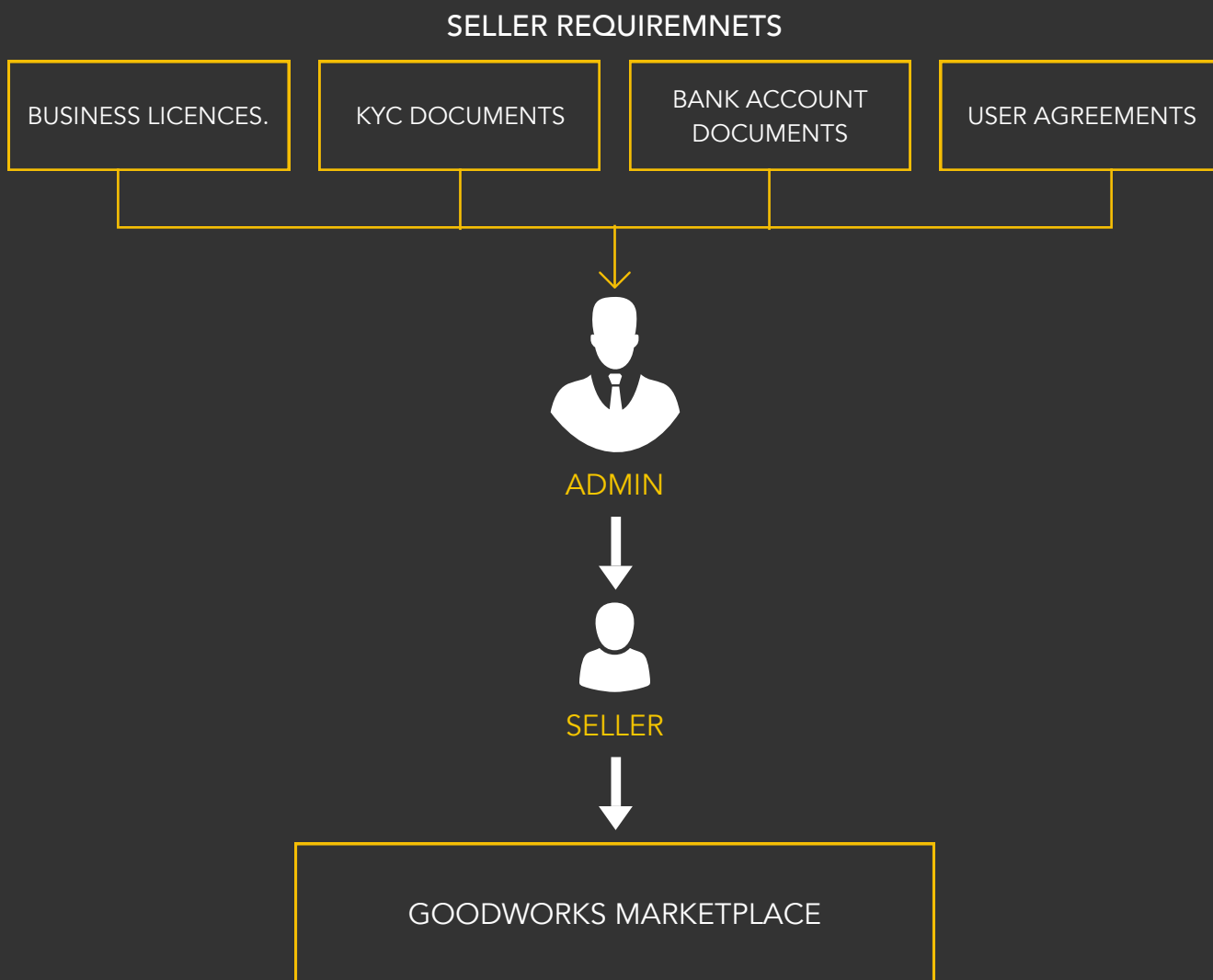
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Seller Onboarding

A seller will require approval from the admin before being allowed to sell product on the platform. A valid business is required in order to sell within the platform and the potential seller needs to be able to provide business licences.

Applications should collect the seller information and all the KYC documents. Once the documents are verified then the seller should be onboarded.

Additionally, before any funds can be dispersed to the seller, they will need to provide a bank account and supporting KYC documents from which funds can be deposited and drafted if necessary.

All appropriate user agreements in regards to dispersing and collecting funds will need to be agreed upon and the bank account should be properly confirmed before the release of any funds.

SELLER REQUIREMNETS

| BUSINESS LICENCES. | KYC DOCUMENTS | BANK ACCOUNT DOCUMENTS | USER AGREEMENTS |

ADMIN

SELLER

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Offers and discounts in E marketplace

Offers and discounts are the deductions in price given by the seller within the specified time line. These offers and discounts are sometimes used as a promotional device.

The ideal e market application should be designed in such a way that prices for products on the e marketplace are determined by the sellers.

The e market application should be well equipped with a feature that calculates the commission for each of the product the seller has sold on the platform.

The marketplace application should be enriched with funding feature, i.e. at the end of a certain discount period, sellers send a debit note to the admin. This note contains the amount of discount that the seller gave on apparel, electronics, toys and other products sold on the market place. The third party who initiated the discount or sale should pay the additional money to the seller as their margin. The advantage to the organiser is a substantial raise in customer base.
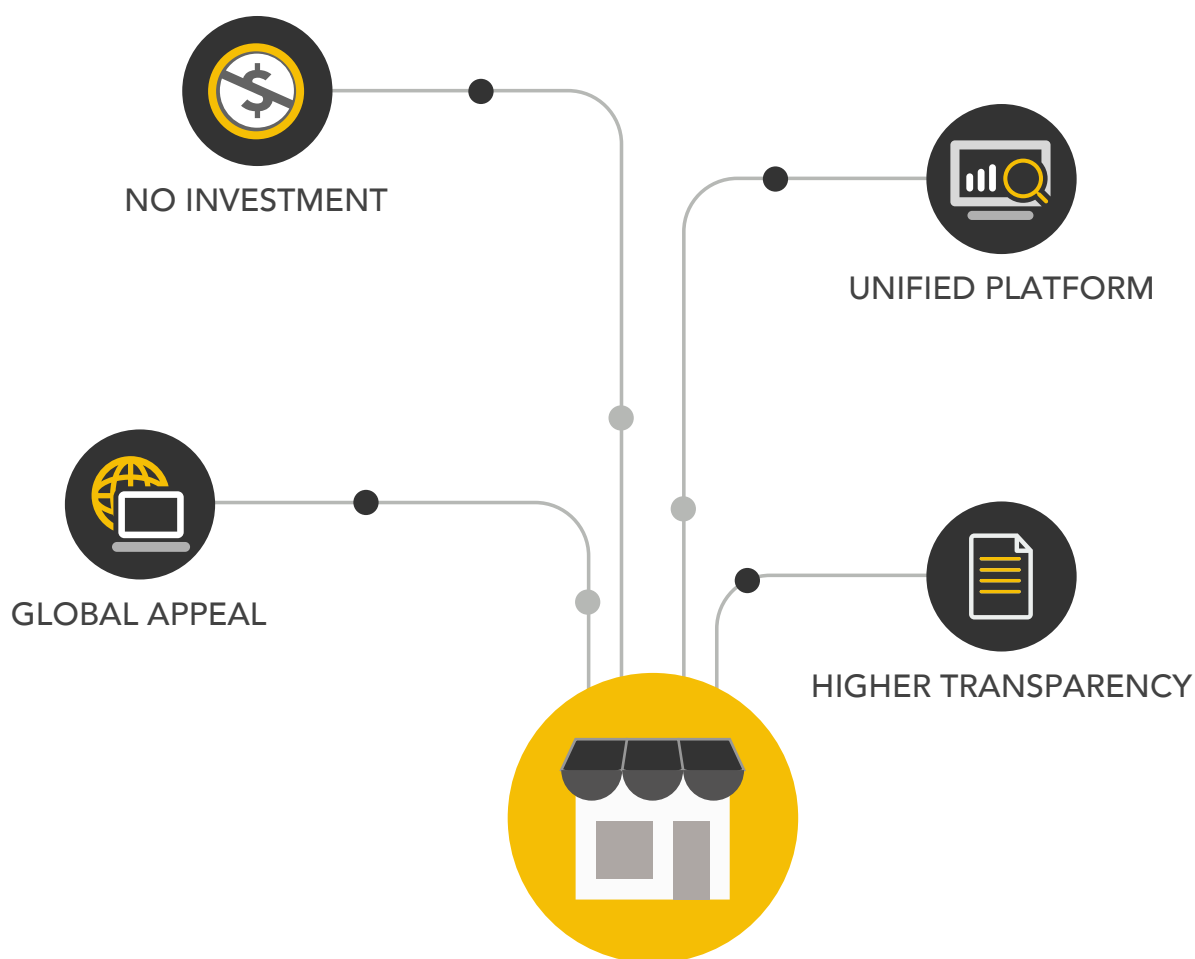
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Communication

- There should be a proper communication channel between the buyers, sellers and administrators of the portal for a smooth transaction in trade. A platform needs to be created where buyers, suppliers and admins can collaborate, communicate and comment on the product.

- There are different types of communication channels involved but the most commonly used are Emailers, Chat and Push Notification.

- Emailers: The admin can send out emails to sellers and buyers on various topics such as offers or discounts.

- Chat: A live chat option between buyers and sellers is incorporated regarding any product sell/purchase. This facilitates both the buyer and seller to negotiate the deal before going ahead with the trade.

- Push Notifications: The admin (the site owner) can send push notifications to buyer apps or seller apps targeting his audience on a specific objective such as deals, offers, updates etc.

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BENEFITS OF GOODWORKS MARKETPLACE APPLICATION

- The major benefit of using an online marketplace against other models is that there is no need to invest in the inventory. Since we are not selling any actual goods, the inventory costs are reduced.

- E-marketplaces offer a convenient way to compare prices and products from a single source rather than spending time contacting each individual supplier.

- There is more opportunity for global sales. There are many categories in the products which helps the traders to explore the market in overseas sales.

- Marketplaces provide greater transparency as product availability, prices, stock levels are accessible in an open environment. Buyers can bid or buy the products with trust. communication channels are more efficient.

NO INVESTMENT

UNIFIED PLATFORM

GLOBAL APPEAL

HIGHER TRANSPARENCY

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CONTACT US

Are you an individual or a company who wants to build a complete B2B or B2C selling platform online, then GoodWorks Market Place is the perfect solution for you.

Right from UX designs to customized technology specifications, our market place solution is the most cost effective investment for your business.

Through GoodWorks MarketPlace, we ensure to simplify the trading process and provide the best exposure to your business online.

For more information on our innovative marketplace software, reach out to us!

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