



Making Dreams Affordable

BuyBackMart.com

BUSINESS PLAN

July, 2015

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FOUNDER & CEO

BUYBACKMART.COM

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One Line Company Description

BuyBackMart.com is internet's first, re-commerce marketplace, connecting individuals and vendors, to sell/buy/exchange, their surplus, used products, conveniently, instantly and with reliability.

Table of Contents

1.0. Management Team:.....	2
2.0. Problem and Its Solution:.....	3
2.1. Vision and Mission:	3
2.2. Keys to Success:	4
3.0. Service Summary:	4
4.0. Financial Plan:	4
4.1. Revenue Model:.....	4
5.0. Market Analysis Summary:	4
5.1. Market Analysis Table:.....	5
5.2. Market Segmentation:	5
6.0. Current Traction:	6
7.0. Competitive Landscape:.....	7
7.1. Competition and Service Patterns:	7
8.0. Financials and Current Projections:	8
9.0. Funding Needs:	9
10.0. Current Equity Structure, Fundraising History and Investors:.....	10
10.1. Equity Structure:	10
10.2. Fundraising History:	10
11.0. Exit Options:.....	10

1.0. Management Team:

CEO: Miran Shaikh (Founder)

Educational Qualification:

Passed Out My 10th Std. from St. Vincent's High School Pune securing First Class with Distinction
Diploma from Wadia College, Pune with First Class
Degree from MITAOE, Pune

Programming Skills:

Single Handedly Coded BuyBackMart.com in About 2 Months
Through Knowledge in PHP, MySQL, JavaScript, CSS3
Experience 1.5 – 2 years

Technical Skills:

Core Knowledge of Computers, Laptops and Mobiles Hardware & Software

My Belief:

Do what you Love, you'll Love what you do.

My Vision:

Changing the World in a way that enlightens the lives of people, making it better, affordable and happier place to live.

Lead Software Developer: Madhavi Khatal (Employee)

Educational Qualification: M.C.S. from Fergusson College, Pune

Experience: Worked at REVENIR DEVELOPMENT SYSTEM Pvt. Ltd. Before joining BuyBackMart in June 2014

Responsibilities at BuyBackMart:

Maintaining the Website and Making Timely Improvements as and when required.

Working on New Ideas and implementing them.

Managing Fresher's and giving them necessary training and guidance.

Coordinating with all teams and making timely improvements as required by them.

Board of Advisors:

Sami Shaikh - Cloud Sales at SAP MENA.

Riyaz Nadaf –
Technical Solution Expert
Election Software/Hardware Solutions
Bulk SMS, Voice Calls.

Asif Sayyed – Proprietor Safcon Engineering Solutions Pvt. Ltd.

Outside Professionals:

Asim Shaikh – Proprietor Elegant Estate

Ayaz Shaikh – Proprietor Famous Sign

Ejaz Shaikh – Professional Chartered Accountant

Saeed Siklodi - Lawyer

Manish Kumar – Key Employee at Axis Bank

2.0. Problem and Its Solution:

Selling used products is a big problem in today's world, hence they often go wasted or are put off at a very low price. We at BuyBackMart provide a wonderful platform, where the customer, just by answering a few simple questions, on our hi-tech online calculator is instantly quoted a price from our guaranteed buyers. These prices are then, compared and the Best Selling Price(BSP) is offered to the customer, if the customer agrees to the quote and sells his product online, a pick-up is arranged within the next 36 working hours, providing him cash on pick-up, relieving the customer of his used product, without any hassles, saving both his time and money.

Finding refurbished, surplus products that are not only affordable, but that also gives us the reliability, guarantee and after sales service, is a thing that the World is yet to see. BuyBackMart through its network of certified sellers, aims to deliver high quality, yet affordable products to customers, giving them the reliability (genuine sellers), guarantee (5 days replacement policy), after sales service (3 months seller warranty), with numerous payment options (EMI Facility) never ever seen in this segment before.

2.1. Vision and Mission:

Working with a vision to change the world in a way that enlightens lives of people, making it a more better, affordable and happier place to live. Buybackmart's mission is to create, the best re-commerce marketplace, on the internet.

2.2. Keys to Success:

1. The Market: The re-commerce market is a very huge and unorganized marketplace, BuyBackMart bringing this concept for the first time into the market aims not only to capture but also organize this market in a huge way.
2. Our Team: Our energetic, innovative team, sharing the vision of the company, with the ability to implement whatever that comes into their path working together, is our main driving force.
3. Thirst for Win: Our thirst for growth, never to stop attitude and our ability to achieve what we say, has put us where we are today.
4. The re-commerce market is still a Blue Ocean, i.e. there is no Dominant Player yet.
5. Rather than building a brand, we work towards our vision, our customer satisfaction and to change the world, to make it a better, affordable and happier place to live.

3.0. Service Summary:

BuyBackMart provides an online platform, where customers can sell their used electronics instantly, to our guaranteed buyers, thorough our hi-tech online calculator, which quotes them the best price for his used good, we then arrange the pick-up within the next 24 working hours, check the product thoroughly at the time of pickup and then deliver these quality used products to our buyers.

We also provides a platform for its certified sellers to sell affordable and quality refurbished, surplus electronics online, so that customers can buy them online, at their convenience with guarantee and reliability, where we handle the logistics.

4.0. Financial Plan:

The following is the financial plan for BuyBackMart.com:

4.1. Revenue Model:

We generate revenue working on commission basis.

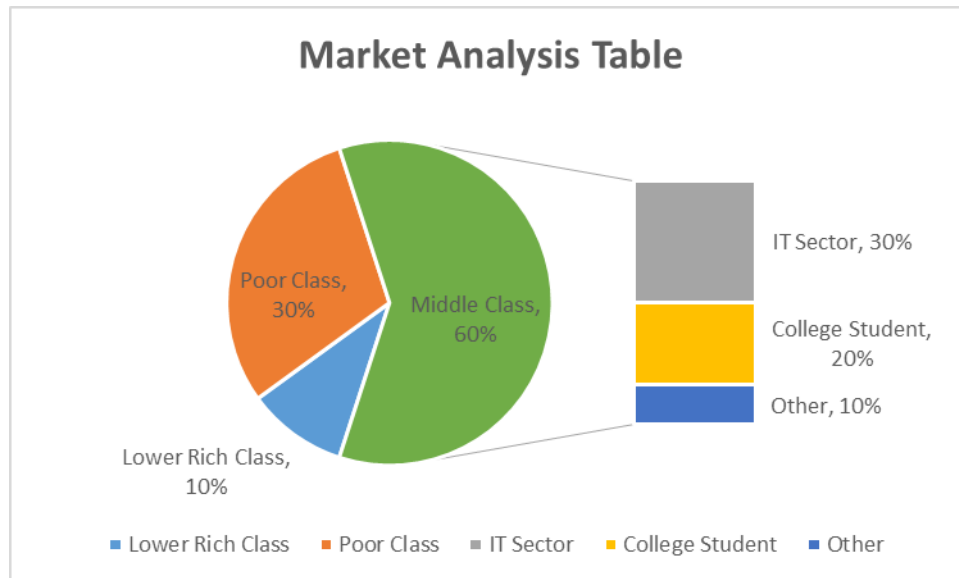
Charging about average 7.5% commission on the product value, from the customer, while buying the product through our website.

Charging about average 7.5% commission on the product value, from the seller, for selling the product through our website.

5.0. Market Analysis Summary:

1. The total value of used goods stocked in urban India is worth Rs. 56,200 crore.
2. In 2014, size of used goods market in urban India was Rs. 22,000 crore.
3. Online sales of used goods up 3-fold last year.
4. Online buying of used goods has doubled in last one year, stocking has also been a prominent trend this year with 87% households admitting to hoarding used goods in India.
5. Operating in a Market that is still called the Blue Ocean, i.e. There Is no Dominant Player yet.
6. Electronics is one of the biggest categories in terms of sales.

5.1. Market Analysis Table:



5.2. Market Segmentation:

Rich Class –

This segment of customers are the ones who try their hands on new phones as soon as it is in the market. So high end phones which are just launched into the market and are sold by some customers are bought by these people.

Middle Class –

This segment is the largest consumer and seller of used products, as mainly people working in the IT Sector, College Students and Businessmen taking away large chunk of this segment. There is a new trend with the IT Sector and the College going students of using their gadgets to just about 3 - 6 Months and then selling it away for some new phone in the market or then exchanging it for some other phone they want.

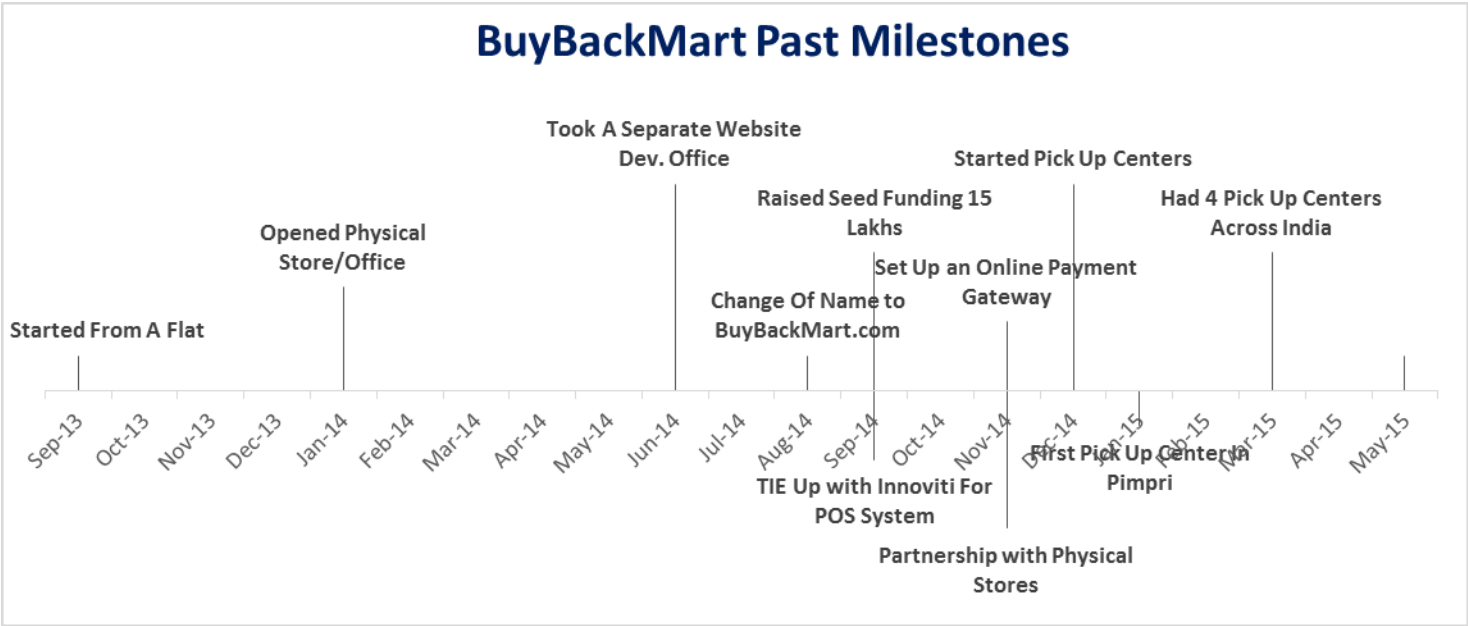
These are customers, those who would love to have high end phones, but they are usually out of their budget, phones sold by the rich class segment is usually bought by these customers.

Poor Class –

Phones which are in working condition but are no more used by the Middle Class customers, usually go for a very low price and are affordable by the poor class people













6.0. Current Traction:

Bought and sold over a thousand products online.
Currently Operating In 4 Cities throughout India and Growing Steadily.



7.0. Competitive Landscape:

BuyBackMart.com is in the re-commerce market which is still at large an evolving and disorganized market, usually called the Blue Ocean, i.e. There Is no Dominant Player yet. With a few no. of competitors, out of which most of them differ from our business model, the only one that is slightly similar to our model is reglobe.in, moreover, unlike us while buying the products they provide a quote to the customers depending on their pricing and does not let their buyers quote a direct price to the customers. Moreover they do not have a platform to sell used products, neither have they provided exchange nor any other payment related facilities like us.

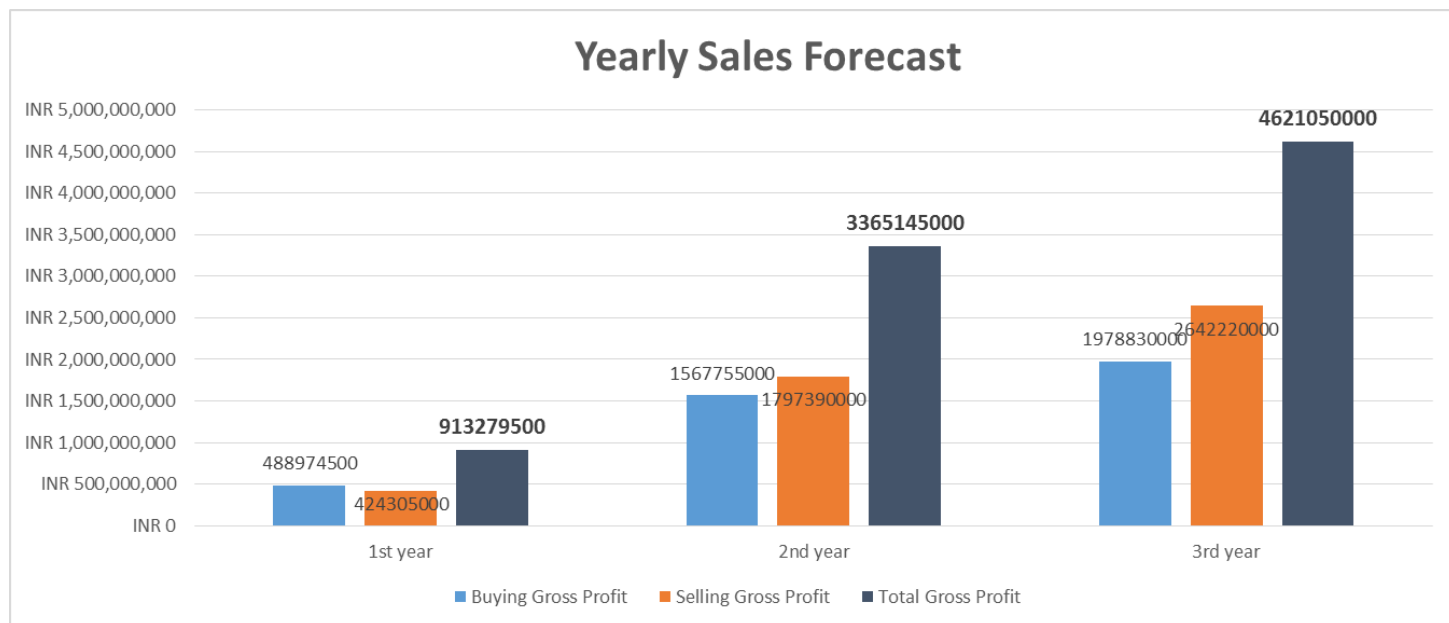
	Online Calculator	Instant Hard Cash	Certified Buyers	Certified Sellers	Warranty / Guarantee	Flexible Payments
BuyBackMart.com						
Reglobe.in						
Atterobay.com						
Greendust.com						
Olx.in						
Quikr.com						

7.1. Competition and Service Patterns:

Customers want the best price for their used products, and BuyBackMart does its best to do so, by indulging our guaranteed buyers in a healthy competition, where the one who quotes the best price gets the product, benefiting the customer at large. Moreover our pick-up engineers ensure that the product which is sold online is picked up within 36 hours for cash, at the time when he needs it the most. Lastly wiping off all data on his gadget, to ensure the customer that his data is not misused by anyone in anyway, we release him from all after sales issues.

Customers when buying refurbished, surplus products expect it be at a very cheap rate as compared to the new products, here too we indulge our certified sellers in a healthy competition where the best quality and the lowest price product will be shown first among the list of similar products. Not only had this, we train our sellers to supply quality used products which go through a 32 point quality check list, with 5 days replacement policy, 3 months seller warranty giving the customer the reliability and guarantee they get while purchasing new products. Providing customers with varied payment options like Check (Cash) on Delivery, Online Payments and EMI Facility is the first time such thing is introduced in this segment.

8.0. Financials and Current Projections:



Growth rate for purchase is projected for the following reasons:

Setups are going to start as soon as we get funding.

Full flow marketing will start only after the setups are ready and we have enough buyers and seller on our platform in about 3 month's time.

Charging units should be ready in 3 month's time, at the same time we will look out for strategic partnerships with online and offline stores.

BuyBack ATMs should be ready in 6 month's time, we not only plan to expand horizontally but also vertically among varied segments.

Growth rate for sales is projected for the following reasons:

Setups are going to start as soon as we get funding.

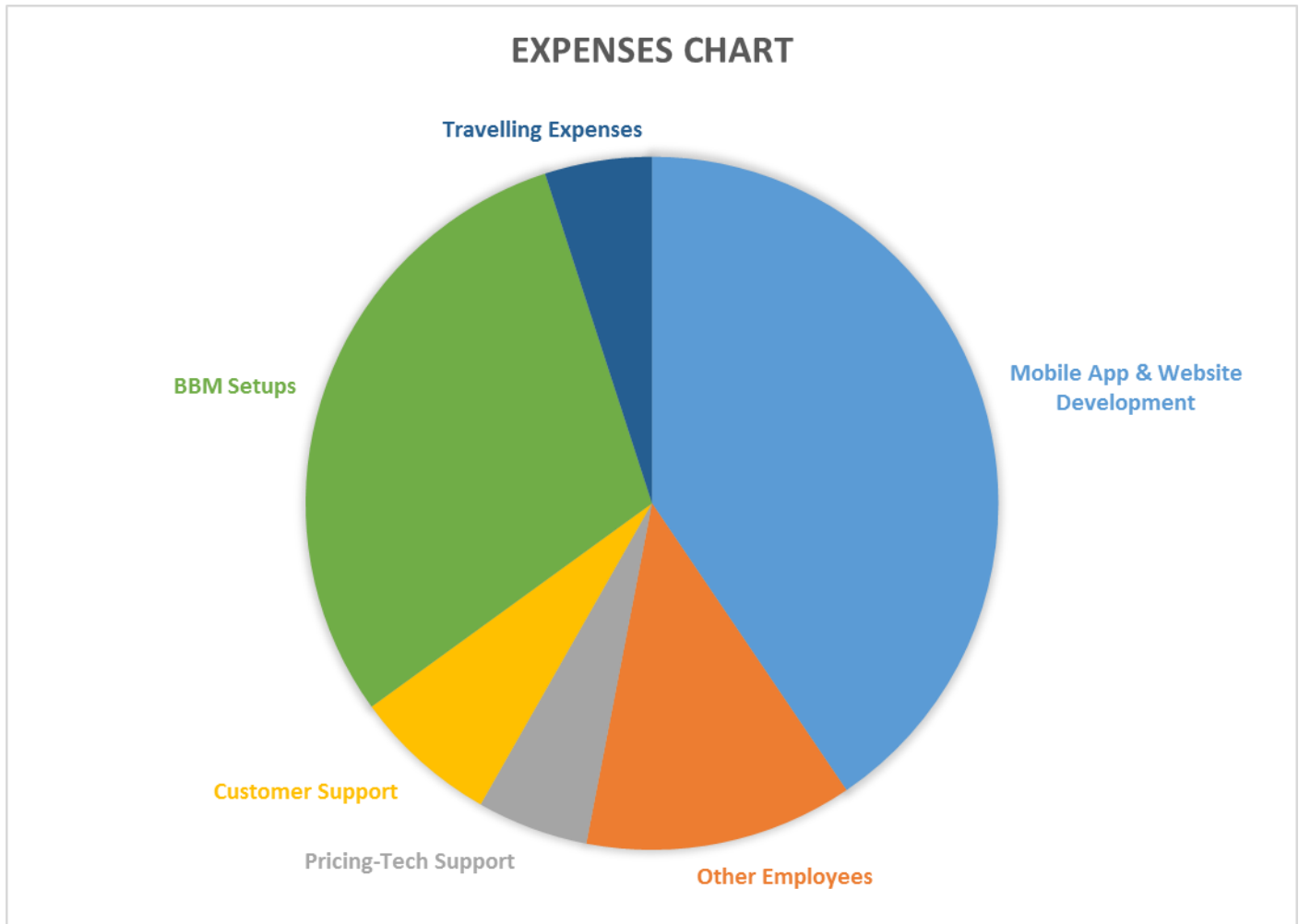
Marketing will start once we are done with our setups in 10 main cities.

The above market forecast is believable because that is the least that we expect from the market.

Purchase and Sales will happen because the uniqueness and convenience that we are bringing about in the market, will not only bring a change in the currently unstable re-commerce market place but, will also help the customers satisfy their needs in the way they want to.

9.0. Funding Needs:

We currently need 300 Lakhs Funding, currently do not have any co-investors, these funds are to be required over a period of 8 months, will be used towards setups, employee salaries, rentals, marketing, to initiate state of the art Charging Kiosk's and BuyBackMart ATM's concept.



From these funds we aim to build a great product which increases our customer conversion rate to 200 times more than what it is today, and then help us expand into multiple cities and across different verticals.

Post 8 months we will require about \$8 million Series A funding.

10.0. Current Equity Structure, Fundraising History and Investors:

10.1. Equity Structure:

About 95% current equity is held by the Founder Miran Shaikh.

5% of the equity given to initial family investors

10.2. Fundraising History:

Invested self-money about Rs.4 Lakhs till date

Took Rs.5 lakhs from family Nov. 2013

Got Angel Investment of Rs.15 Lakhs from Sami Shaikh – Head Cloud Sales SAP MENA

11.0. Exit Options:

I personally believe that the re-commerce market is a huge market in itself and the opportunity is great, so I believe that investors could exit through the IPO path.