

What Inspired You to Build Tejarati?

While I was helping market my aunt's small business on Instagram, we received amazing feedback and engagement on the page. But as the business grew, we started facing real challenges.

One of the biggest issues was how long it took us to respond to all the customer messages. People asked a lot of questions—sometimes the same ones over and over—and we couldn't always reply on time. That made the process stressful and slow, both for us and for the customers.

Another major problem was **returns**. Many people didn't answer the delivery guy, forgot about their orders, or simply refused them. Each time this happened, we lost around **800 DZD**, which was a lot for a small business. We couldn't keep up with these losses or the manual work involved.

That's what inspired me to create **Tejarati**—a smart, AI-powered system that helps automate communication, speed up customer response time, and predict return risks in advance. I wanted to build something that makes e-commerce management **effortless, faster, and smarter**, especially for local Algerian sellers like my aunt.