**LucLoi Business Model**

**Pink: unsure**

**Red: important**

**Model:**

Consumer to Consumer social media based marketplace for online and local stores.

There is not warehouse operation.

**Mission:**

Creating the trusted system for eCommerce in the close future.

Helping everyone doing eCommerce from anywhere, fast and simple.

Building a trusted store-maps directory for local store and providing business management tools.

**Customer Segments:**

Model: Online platform services

Target of Revenue (Customer):

Small & Medium Enterprises and individual sellers

User (People who use):

Everyone who has can access to the internet

**Revenue Stream:**

**Mainstream:**

Internal SEO Ads

4 Memberships

Seller Services (Outstanding Package)

Sale Events

**Substream:**

Threshold Transactional Fee/Commision

**Free:**

Regular Internal SEO Ads

Threshold Transactional Fee/Commision

**Channel of Revenue:**

Direct from consumers

**Cost of Structure:**

Deposit Cost:

Technical Building Expenses

Fixed Cost:

Technical Maintenance Expenses

Variable Cost:

Operational Expenses

**Market After Years of Launching:**

**Key:**

Understanding how Vietnamese users/shoppers want to transact:

Negotiation and bargain on prices

Escrow services (Partnership or Our own payment gateway)

Modern UI and technology

Social Media Based concept

Rent Offering

**Comparison:**

Alibaba Business Model Breakdown

Amazon, which buys goods from suppliers and sells them to customers, Alibaba has always acted as a middleman, connecting buyers and sellers and facilitating transactions between them. Merchants don't pay to sell products on Taobao--and that fee-free model is a big part of its appeal in China. Instead, they pay Alibaba for advertising and other services to allow them to stand out from the crowd. Much like on Google, the ads from merchants appear with Taobao's product-search results.