**About Us:**

A one-stop solution for the merchants across South Asia, and the right platform for associating the right wholesale buyers with the Indian suppliers and merchants. Ensuring originality, quality, and excellence with thousands of available products served by the top manufacturers.

Indian entrepreneurs came up with the idea of this incredible platform, IndoMarche MarketPlace, after thorough brainstorming and analyses. Indomarche caters to the merchants and buyers not only in India but everywhere across the globe. Keeping in mind the availability of talent, resources, technicians, and hustlers across India, there was a need for the right platform for exporting Indian manufactured products, and with this came IndoMarche: Creating Technicians to Businessmen.

IndoMarche ensures the growth and success of even the small manufacturers with its interactive and user-friendly selling services. It eliminates the middlemen and associates the merchants with international buyers and vendors too, and meanwhile ensures maximum profit for the merchants. IndoMarche MarketPlace aims at innovating, branding, and supporting small scale businesses with the right guidance ensuring their success.

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**A. Working of the traditional models:**

The traditional models still follow the chain systems. Between a manufacturer/merchant and a vendor/retailer, several middlemen are involved, and this hinders the direct relation development between them. Also, due to this chain system, most of the profit is divided, leaving the manufacturers with minimal profits and thus a slower success rate.

Additionally, the manufacturers still are receiving orders via their contacts and this comes in their way of exploring the market more and targeting the new clients.

**B. A glance over the existing platforms:**

After all the reviews and analysis, the traditional platforms seem to have the following

drawbacks:

1. Just to get the stores on board with the service platform, the existing ones charge a higher amount.

2. The customers do not have the provision to check the products’ details minutely through the platform, and they need to visit the manufacturers personally for assessing the products and their qualities. And this increases the cost, adding the travel expenses too.

3. These platforms have several trust issues due to which the customers cannot buy the products directly and the merchants cannot receive the payments directly.

4. Due to these methods, credited and late payments are received by the merchants, hindering their workflow because of the financial lags.

5. Due to the chain system and the involvement of the middlemen, the cost of the prices increases too along with the decrease in the profit for the manufacturers.

6. These platforms do not have enough assistance to help the manufacturers showcase all their products and their details online.

7. There is a lack of trust between the manufacturers and the customers as they are unknown to each other.

8. In the case of the discrepancies like the damage of the products during shipment and delivery, which previously was completely fine, both customers and manufacturers have to go through several problems. There is no assistance with these traditional platforms to solve any issue faced by the buyers or the merchants.

9. Traditional systems charge a huge amount i.e. Commission + Fixed Fee+ Collection Fee + GST on the charges, and all these are charged for all the orders. On the other hand, IndoMarche MarketPlace only charges Commissions + Transaction Fee.**(GRAPHICS)**

**C. IndoMarche: The right solution**

1. IndoMarche offers free business guidance to set up, start selling, and succeeding. We also offer a dedicated account manager for 3 days after registering.

2. We ensure direct exports and product selling services in and out of India, ensuring self-sufficiency of the merchants.

3. IndoMarche does not charge any fixed security deposits from the merchant partners.

4. Eradicating the chain system and the middlemen&#39;s involvement, we work towards helping the merchants get maximum profits and help the Indian economy thrive.

5. After building three months of a trustful relationship, we also offer a free domain website for the merchants’ stores.

6. We have dedicated merchant support available 24\*7.

7. IndoMarche is also offering a special website store and landing page for the merchants on the platform.

8. Merchants can also issue their gift cards and discount offers with us.

9. Listing the products and selling with us is too easy: List the product -> receive the orders -> get the payments with order checkout -> ship the promised order.

10. We also have an inbuilt messaging system to connect the buyers and the merchants seamlessly.

11. Amid the pandemic and global crisis, to help the merchants financially, we have two solutions:

1. Paying the merchants in advance, within 30 minutes to 24 hours of receiving the payment during the order checkout.
2. Providing support in getting loans and financial assistance from the top capitalists or other financial institutions.

**D. IndoMarche: A responsible MarketPlace:**

**i**. We contribute to the social causes by donating 1% of the profit over the sales to the PM CARES Fund.

ii. IndoMarche also assists in the education of the children of labor involved in manufacturing.

iii. IndoMarche has tie-ups with several other charity foundations.

iv. We get the handmade gifts prepared by the societies of disabled people, and later donate that to the orphanages. This ensures financial support for disabled people and joy for the children of orphanages.

**CONTACT US:**

We hear and we are here! Contact us for more assistance.

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**Steps to get on-board and start succeeding:**

**(This would be 90% graphic, 10% Content). [This is the Timeline]**

1. Get registered.
2. Submit details and documents.
3. Upload the products.
4. Directly get orders from the buyers.
5. Get paid instantly as the order confirms.
6. Fulfill the order, maintaining the quality.

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Name of the package: **Start-up**

1. Start-up Guidance at Zero Cost.
2. A special Account manager dedicated only to your business for 3 days.
3. Indian business Fostering ‘Made in India’ movement and Swadeshi products.
4. Ensuring the self-sufficiency of merchants via direct exports and eradicating the merchants.
5. Supporting small Indian suppliers that no other platform offers.
6. A fully-fledged wholesale marketplace for Indian merchants.
7. Zero Fixed Deposits charged, unlike others who charge around 2,500USD.
8. A step to help the Indian Economy flourish with the removal of the chain system.
9. Free domain website offered to the merchants on completing 3 months.
10. Helping in social causes by contributing to PM CARE Fund.
11. 24\*7 Dedicated Merchant support.
12. Immediate Payment release as soon as the order is confirmed and payment is done.
13. Free beta Testing for 12 months.
14. Special Website Store and a dedicated landing page for it.
15. Easy steps from listing the products to delivering them- Upload the product on the listing -> Get the orders by the customers -> Get paid as soon as the order is confirmed and payment is done -> Ship the order and maintain the promised quality.
16. Issuing personal gift cards and discounts enabled.

Name of the package: **Business Premium**

“Technician to a Businessman”

Taking the Business Premium package under the spotlight: It includes everything from the free one and there are some added services as mentioned –

* + - 1. Exclusive Brand training.
      2. Visual Brand Identities offered.
      3. Ideal Business Avatar and Core Values.
      4. Verified account tag offered.
      5. A Dedicated lifetime account manager.
      6. Setups for social media handle and account handling services.
      7. Featured and dedicated business promotion for 3 days.
      8. Account Setup, integration, and Search Engine Optimization
      9. Optimized Content creations for each store and creative blogs on the vendor’s story.
      10. World-class communication training.
      11. Free 1 packaging material roll and best courier tie-ups.
      12. Available 2 staff accounts for better support.
      13. Lowest charge with minimal commissions.
      14. Search engine Optimized website landing page and description contents.
      15. Supreme kit for enhanced business growth.
      16. Entire hassle-free business and account handling with IndoMarche along with an extended help for merchants.
      17. Financial supports with esteemed institutions.
      18. Upcoming Webinar with tips on business growth.
      19. The stock limit extended to 1,000 products.
      20. Attractive business Card generations and their delivery.
      21. Accurate Msme Registrations

Name of the Package: Professional

“For Those who Pitch high”

A glance over the additional features of the Professional package (It includes all the features of free and Business Premium package too):

Staff Account limit extended to 10.

Extended inventory limit to 10,000.

Lowest rate with least commissions.

Lifetime dedicated account manager.

An extended limit for free packaging material.

Tie-ups with best Courier services.

Special expert to handle business growth strategy management.

Social Media handling assistance per month.

Premier Visual Media promotions.

A quality product badge for better buyer acquisition.

Business’s banner Ads at FrontPage.

Lifetime availability of account managing team.

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**Working of IndoMarche: Mission and Vision!**

IndoMarche MarketPlace aims at working towards the branding and success of the Indian merchants and businesses along with the small scale start-ups too. We ensure free services and help with the journey of transformation from a Technician to a Businessman. We eradicate the chain system and the middlemen, ensuring immense exposure and profits for the manufacturers. IndoMarche also helps with assistance for branding and getting financial supports.