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

The traditional, old E-commerce 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 -&gt; receive the

orders -&gt; get the payments with order checkout -&gt; 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:

i. Paying the merchants in advance, within 30 minutes to 24 hours of receiving

the payment during the order checkout.

ii. 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.