# Products

## Products/Services Descriptions

OrderMe.com is an online platform that enables selling and buying of goods between customers and suppliers within different countries in Africa.

The platform contains key features that will enable to achieve its objectives and these features are:

1. Online Store Interactive management portal

The platform will enable businesses open accounts on it where they will be able to upload their goods that they can showcase and sell as well. The customer’s and most especially supplier’s management portal will be interactive with different analytics reports. For example, there will be monthly successful transaction reports, pending transaction reports, failed transactions, payment, business growth and customer usage.

The platform will be able to optimize the products it will be presenting to users so that they are well personalized. This will enrich the user experience.

The platform will be able to provide the buyers with useful supplier information like location, contact details and about information of the business.

1. 24/7 availability and Helpline

OrderMe will be offering a helpline to our customers and it will be 24/7 available. This will ensure reliable and efficiency business transactions.

1. A good search Engine

A search engine should be well optimized, in a way that is giving very accurate results and furthermore it should be able to do image searches where one can search for a product through uploading its image.

1. Unified payment system And Use of an Escrow Account

The unified payment system will incorporate all of the local trustable payment systems. In particular, Malawi and Sierra Leone have the following payment systems:

* Mobile money (Airtel, etc.)
* Bank credit cards (Ecco bank, etc.)

The payment system will include all these payment systems and the buyer will be able to pick the one of his/her choice.

OrderMe will have an escrow account that will ensure there is trust between the buyer and seller. This will be a trustable third party (go in between) to all transactions that will be happening on the platform. During a purchase when a buyer orders for a good and pays, the money will be held within orderMe’s payment account until the transaction is finished and the buyer has confirmed receipt of the goods.

After a buyer’s confirmation, the money will then be transferred to the sellers account. In so doing, OderMe will ensure secure and fraud free transactions.

## Competitive Comparison

There are a number of companies who are also doing ecommerce, for example Jumia (Nigeria), Superbalist.com (South Africa), TakeAlot.com (South Africa) and Konga.com (Kenya). However, all of these platforms target big companies of they own and control the whole process themselves. OrderMe has a different model whereby it targets SME’s of which make up the largest share of the business market in most countries African countries. Furthermore, orderMe aims to only provide a trustable marketplace instead of own the whole supply process.

## Product/Service Sourcing

There are a number of services that will need to be outsourced and put to work together in order to achieve this project. The following are the services that will have to be outsourced;

* As a startup OrderMe will depend much on cloud computing to host its servers. Examples of cloud server hosts that will be in consideration are AWS, Alibaba Cloud Service and Digital Ocean.
* Delivery of goods will be outsourced where orderMe is going to partner with currier companies based on specific terms and conditions.
* OrderMe is going to partner with local payment companies to setup an escrow account payment system. So payment system will be outsource and integrated into our system
* The website will also be designed by a third party upon agreement of the architectural design they have to follow. The platform will however be fully owned by OrderMe.
* Marketing of the site will also be handled by a third party however through the guidance of OrderMe to effectively reach our target audience.

Last but not least, legal advisors will also be outsource to offer help on all legal matters.

## Delivery/Fulfillment

OrderMe is going to be handling deliveries especially in Sierra Leone where the delivery market is not well developed and there is fraud surrounding it. Therefore, orderMe is going to purchase a van to help with delivery especially in Sierra Leone. For Malawi, the delivery system is much more trustable and well developed. For countries whose delivery system is at least well developed OrderMe is going to partner with the already established delivery companies and set terms and conditions of operation. These companies will be liable for all logistics anomalies if a transaction is unsuccessful.

All this will make sure OrderMe is trustable, the transactions are fraud free and the business is well scalable.

## Future Products/Services

OrderMe aim to develop its own payment service instead of relying on other payment companies which may pose inefficiencies when implementing new services or render orderMe inefficient due to inefficiencies within their systems.

We will also introduce other minor services for example users being able to share products within social media.

Virtual Reality shopping will also be provided to enrich user experience.