Bever

Bever is a digital platform designed to connect global buyers with African suppliers. Sellers can create profiles showcasing their products, engage with buyers, and build a community through content creation.

Buyers can discover new brands and authentic products made in Africa, make purchases, and interact with their favourite businesses.

The platform addresses challenges global buyers face, especially immigrants who miss home comforts and other buyers who simply want to explore and enjoy the richness of African culture.

It is also ideal for sellers in the African market who cannot reach a wider audience due to fragmented supply chains, inefficient processes, and lack of visibility.

Problem

1. **Logistical Barriers and Lack of Visibility**: African suppliers struggle to reach international buyers due to logistical barriers and limited access to digital platforms.

2. **Fragmented Supply Chain**: Existing supply chain methods are time-consuming, expensive, and prone to delays.

3. **Authenticity**: Buyers find it difficult to identify reliable suppliers and verify product quality and authenticity.

Solution

1. **Curated Supplier Network**: Bever provides a curated network of vetted African suppliers, ensuring quality, reliability, and transparency.

2. **Seamless Connectivity**: The platform facilitates secure communication, negotiation, and transaction processing between buyers and suppliers.

3. **Analytics**: Powerful analytics and real-time data enable informed business decisions.

Who Can Use Bever?

- The suppliers (all sizes, especially MSMEs); and

- African manufacturers

- Local wholesale and retail buyers

- International wholesale and retail buyers

- E-commerce Businesses and Marketplaces

African suppliers/manufacturers and buyers who need products in the following industries:

1. **Agricultural Products:** Coffee, cocoa, cashews, peanuts, shea butter, etc.

2. **Fashion, Textiles, and Apparel**: African fabrics, handmade clothing, and accessories.

3. **Leather Goods**: Footwear, bags, belts, and more.

4. **Handcraft and Artwork**: Paintings, wood carvings, sculptures, and home decor items.

5. **Processed Foods**: Spices, sauces, dried fruits, and nuts.

6. **Beauty and Personal Care Products**: Natural organic skincare ingredients (moringa, Aloe vera, baobab oil, etc).

Intended Use

The platform is intended for various uses:

- **Business Promotion and Marketing**: Suppliers can promote their products and services through scalable advertising options, reaching local and international markets. Content creation tools help businesses prioritize their presence and connect with targeted audiences.

- **Community Engagement**: Bever fosters customer relationships and community building. Businesses can share stories, create groups, host live sessions, and engage with customers to build loyalty and foster a sense of belonging.

- **Secure Transactions**: The platform integrates an escrow service to ensure safe and secure transactions. Payments are released only upon satisfactory delivery of goods or services.

- **Onboarding and Management**: Easy onboarding and user management make Bever accessible to businesses of all sizes and technical expertise. Companies can set up profiles, manage product listings, and manage offerings.

- **Localized Payment Solutions**: Bever offers localized payment methods such as mobile money and local banks, facilitating local and cross-border transactions.

Product Scope & Value

Bever's primary goal is empowering African MSMEs by providing them with a platform to reach a more extensive and diverse customer base. The platform is designed to be simple and accessible, fostering a user-friendly experience while maintaining robust security and trust.

Bever offers a range of benefits to both suppliers and buyers, including:

- **For Businesses**: Improved customer relationships, reduced marketing costs, enhanced customer loyalty, expanded market access, increased brand visibility, and reduced payment barriers.

- **For Customers**: Convenient online shopping experience, secure transactions, access to localized payment solutions, a global community, and opportunities for collaboration.

General Description & Features

Bever will feature a user-friendly interface that seamlessly guides users through the platform. Here's a detailed breakdown of key features:

- **User Registration and Authentication**: The platform will provide user registration and login functionality with secure authentication options, including two-factor authentication (2FA), email or phone number verification, and password recovery options. The registration process will be customized to cater to both sellers and buyers.

- **Sharing Content**: Businesses can showcase their products or services on dedicated pages, allowing them to customize the look and feel to align with their brand identity. Additionally, the platform will provide an interface for content sharing (like IG stories or Whatsapp status), allowing businesses and buyers to entertain their audiences and promote products or services.

- **Community Building**: The platform enables users to follow their favorite brands and stay up-to-date on their activities. Buyers can build communities around their interests and become product reviewers.

- **Order Placement**: Buyers can browse and select products, add them to their shopping carts, specify quantities, and review their orders before purchasing. The system will validate and process orders securely.

- **Order Sent & Reception:** Bever will indicate when orders are sent, and buyers can confirm receipt, ensuring secure and timely payment releases from escrow.

- **Bever Account**: Businesses will receive payment that will be reflected in their Bever account. They can then apply for withdrawal at any time. On the other hand, buyers can deposit funds into their Bever account and use them to make payment at any time, they can also withdraw their balance to their local banks anytime.

Functional Requirements

Bever's functional requirements are detailed in the following sections:

Deliverables

Software development

- iOS app, android app, and web app.

Other Relevant Documents

Users' Flow Map

Proposed Business Model

Content Marketing Plan

Content Guidelines

Some Platforms to Look at for Context

Upwork
Shop by Shopify

Some Comments Given to the Previous Developer

1. Currency should automatically adjust depending on the Buyer's location. Also, on the merchants' page, the currency is showing $ instead of Naira. That's why some merchants added their product pricing in $; please update.

2. We need a pop-up that tells buyers not to pay directly to merchant accounts, if they do, and if any issue arises, Bever won't be able to help.

3. We need a Chat feature that allows buyers to communicate with merchants. So, the pop-up in number 2 will appear when buyers want to start a chat with merchants.