**The Pack Pal - Web Portal**

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Moiz

The Pack Pal

**Overview**

The Pack Pal is a web portal, conceived to act as a bridge between Pakistani packaging industry and local/international buyers. The need of this platform is derived by knowing how desperate brands/people are in knowing different packaging that exists in the market. Brands/people rushing here and there in order to attain the ideas that can best suits their packaging needs. Unfortunately, we don't have the platform nor suppliers have the financial balances to manage and market themselves individually and on high budget neither are the buyers. So, it's The Pack Pal who likes packaging companies especially in Pakistan to prosper and grow itself intensively and broader by giving them an economical platform to opt for. We work on a model same as of amazon.com

**Goals**

1. To provide a central platform for buyer and supplier.
   1. Where Suppliers will be given a kind of shop where they can portray all their products and market them as they like
   2. Buyers will be given free end to reach out to sellers at start. Though they will be registered for future plans. once THE PACK PAL starts sailing and data is collectible itself, charges will be imposed on the buyers.
2. To create earning stream through subscription programs and advertisements.
3. Put it in all the related domains of packaging that somehow relates to packaging.
4. Provide gateway for the international companies who are interested in accessing Pakistani market for business. A different amount structure be used for subscription.
5. Facilitates Companies/brands in knowing who is manufacturing what and where related to packaging. Marking them on Google Maps helps to approach them with ease.
6. Registering or validating transportation companies in order to promote inland business. In this feature a buyer will be able to know the rates of transportation if a packaging is material from different cities.

**Specifications**

This online portal will showcase all the Pakistani packaging industry business in all the categories there exist in the local market, including:

1. Carton Manufacturers
2. CANs/Container Manufacturers
   1. Paper CANs/Composite CANs
   2. Tin CANs
   3. Paper Cores
   4. Aluminium CANs
   5. Others: Please Specify
3. Plastic Packaging Manufacturers
   1. Blow bottles
   2. injection molding Jar
   3. Caps
   4. Tubs
   5. Preforms
   6. Plastic Components Manufacturer
   7. PVC/PET CANs Manufacturers
   8. Vacuum Formers
   9. Thermo Formers
   10. Standing Pouches
   11. Plastic Sheet Manufacturers
   12. Others: Please Specify
4. Printing
   1. Offset
   2. Gravure/Flexible Packaging
   3. Flexo Printing
   4. PVC Printing
   5. Screen Printing
   6. Metal Printing
   7. Others: Please Specify
5. Machineries
6. New Packaging Machines
7. Used Packaging Machines
8. Packaging Raw Materials
9. Plastic seeds
10. Tin Plate
11. Kraft Board
12. Paper Board
    * 1. Manufacturers
      2. Traders
13. Importers
14. Others: Please Specify
15. Aluminum Packaging
    1. Blister
    2. Others: Please Specify
16. Indenters
17. Stock Lots
18. Paper
19. Tin
20. Wrapper
21. Rejected Import Material
22. Others: Please Specify
23. Disposable Products
24. Paper Plates
25. Paper Cups
26. Spoons/Forks
27. Aluminium Containers
28. Thermopole:
    1. Cups
    2. Containers
29. Straws:
    1. Paper
    2. Plastic
30. Others: Please Specify
31. Packaging Developers
    1. Mould Makers
    2. CNC
    3. Others: Please Specify
32. Bags Manufacturers
33. Poly Bags
34. Jute Bags
35. Paper Bags
36. Non-Woven Bags
37. Plastic Bags
38. Others: Please Specify
39. Packaging Consultants
40. Packaging Designers/Specialists
41. Tapes Manufacturers
42. Wooden & Bamboo Packaging
43. Wooden & Bamboo Jars
44. Wooden & Bamboo Boxes
45. Wooden & Bamboo Casks
46. Wraps
47. Aluminium Foils
48. Cling Film
49. Paper Foil
50. Butter Paper
51. Wax Paper
52. Pallets Manufacturers
53. Wooden
54. Steel

Massive advertisement will be carried out using all the feasible online and offline available channels and mediums.

Membership Program

An attractive Paid Membership Program is the core idea of main income stream behind this portal. This membership will present the member’s business in an attractive manner including all the necessary features like Catalogue, product gallery, locations etc and will be charged beside the bidding system that will help additionally in the listing of the supplier.

1. Subscription System
   1. Trial Package
      1. This will include only a tag of verification of supplier and not the trust seal.
   2. Gold Package:

This will include different other features and a tag of verification and a trust seal. In addition, different other features will be given that is to be discussed.

* + 1. Monthly Package-Rs. 1500/-
    2. Yearly Package-16200/- With 10% Discount
    3. Unlimited listings of product and images
  1. Silver Package:

This will include a package that will be given limited features:

* + 1. Trust seal and verification tag
    2. Monthly package Rs. 1000/-
    3. Yearly Package Rs. 10800/-
    4. Listing of only 4 products with images. However, the listing of company will be in all the categories.

1. Bidding System

Introducing Bid System where seller will enter a bidding system after paying an amount of Rs.4000/ per month, Rs. 23000/ for 6 months and 47000/ for 12 months. The Buyers will also be charged Rs. 4000/- per month, Rs. 23000/ for 6 months and 47000/ for 12 months only to enter into the bid and post their requirements and on which the sellers will post on their quotations and finalization will be done. No company name will be shared rather a name of the contact person will be shared. A buyer or seller can contact through messenger for any query and submit a quotation.

1. Ads

Space for ads will be given to earn an additional amount. Different sizes and different spots will be given at different rates on a monthly basis.

1. Product Listing for Sellers

This segment is to be dealt after a period of one year on which listing of products shall be charged additionally. Limiting product listings for sellers. Allowing 5 product listings on monthly and yearly listings. To increase listings a seller, have to pay an additional amount of Rs.1500/- for an additional 7 listings and so on and so forth.

**Milestones**

1. Development of Portal

Design and Development of the portal will be the first phase of the project. In order to achieve this milestone, we need to research the competition and similar business models.

1. Collection of Data

In order to establish a successful platform, we need substantial members’ data in all the categories. To achieve this milestone, we need to adopt various approaches like:

1. having a sales team which can gather this data.
2. creating online forms where the interested business can submit their information.
3. Telemarketing
4. Gaining attention of Supplier to register through social media campaigns and other tools where they can get the opportunity to access Local as well as international markets. Companies/brands willing to enter the Pakistan’s can easily access the data related to packaging.
5. Sending flyers or brochures to the respected companies as an introduction to use or portal to gain packaging results.
6. Add-ons

In order to gain audience following features are to be incorporated to make it attractable.

1. Newsletter feeds globally and locally
2. Packaging Experts Podcasts/Interviews. An interview from the packaging experts and valuing the opinion of the experts will lead to better exposure of the members.
3. Daily Packaging News
4. **Experts Columns:** provide the specialists to put in their articles related to innovations, developments and other different topics related to packaging. They will either be paid or motivated for volunteer work.
5. **Packaging Consultation:** Consultants are to be put on board and be workable on the following 2 options:
   1. If any brand requests project consultation, a team under the umbrella of The Pack Pal be formed and licensed consultant will be hired on sharing basis.
   2. We can also work as a consultant as well.
6. **Stock Lot Bids:**  We have a huge market that works on stock lots and the way we can earn that market is to showcase the products online and contact the buyer registered with us and sell them on a percentage of 4% on sale price.
7. **Comment Section:** A Comment section under every Supplier will help buyers assess a supplier in overall standing position.

**Website Basics**

Once a supplier or buyer enters onto our website:

1. He must register first in both cases of buyer and seller
   1. In case of seller there must be an available option of:
      1. Manufacturer
      2. Importer
      3. Trader
   2. In case of Buyer he must specify the following option:
      1. Direct Customer
      2. Re-Seller
2. A dashboard will be available for both cases:
   1. Where he can review his history of bids
   2. Deals finalize
   3. Billing history to Pack Pal and so forth
3. Messenger option to contact buyer or seller after a bid fee has been paid.
4. A bidding system that should be accessible categorical wise after a fee is paid for entering the bidding system.
5. In order to submit a requirement, the buyer will be asked to write:
   1. The contact person name
   2. The company name (which will be Hidden)
   3. The contact details (Which will be Hidden)
   4. You are a:
      1. Direct Customer
      2. Re-Seller
   5. The Country and city approaching from
   6. The Description of the requirement
   7. An attachment to upload a single image
6. The Supplier will be asked to submit a quotation and will be asked:
   1. The Contact person name
   2. The company name
   3. The contact details
   4. You are a:
      1. Manufacturer
      2. Trader
      3. Importer
   5. The country and city approaching from
   6. A quotation attached option either in .jpeg, .jpg or pdf format
   7. The quotation will only be available at the buyer’s dashboard and with all the credentials.
   8. A pop up will be raised before accepting the final quotation which shows message of no liability on dealing with the manufacturer and that we are just a platform connecting the buyers and sellers.
7. The website option will include additional three membership programs that includes
   1. Free Package:
      1. This package will be free and a supplier will be allowed to enlist only 4 products with images registering with us on all the categories.
   2. Gold Package:
      1. This package will be charged an amount as shown above different facilities will be given.
   3. Silver Package
      1. Same as described above
8. An option to be inducted while registering in a category that a supplier can register in a category but if a category is not available he can send an email in a type of form with details in adding a category that doesn’t lay in the prevailing category list. A form will include following details:
   1. Contact Person
   2. Company Name
   3. Product Name
   4. Suggested Category
   5. Explanation for an additional Category
9. An option is also to be provided where a supplier and buyer can make a video contact to discuss or show his premises for a buyer’s satisfaction.