

Global Cross-Border Marketplace Platform



Team Members:

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Project Guide:

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Project-Based Learning - 1

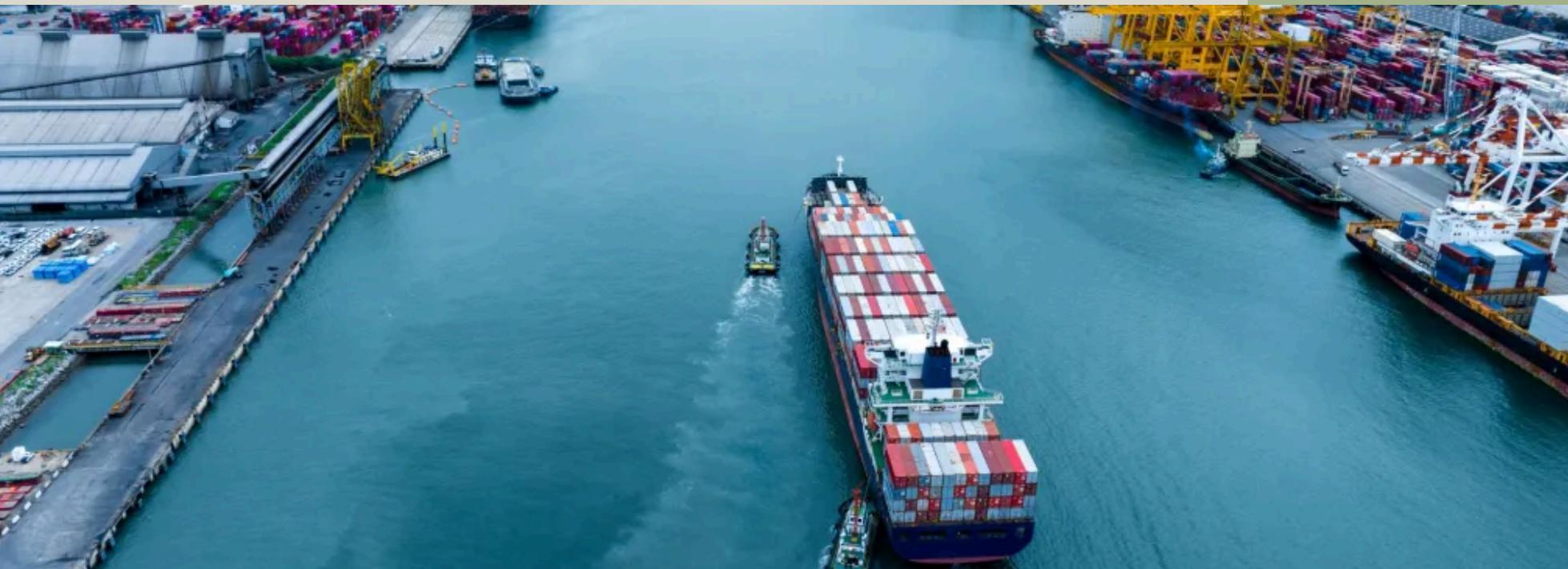


INTRODUCTION

- Globalization has made people more interested in products from other countries. Many international brands and items that are popular around the world are still hard to find in the Indian market.
- At the same time, Indian products like snacks, wellness items, and handicrafts are in high demand in other countries, but are not easily available there.
- Right now, buying products across borders is difficult. It often costs more, takes longer, and the process is confusing for customers. As a result, many people avoid cross-border shopping even when they want those products.



PROBLEM STATEMENT



Consumers in India face challenges when trying to buy international products. High shipping costs, unclear customs duties, and limited availability make global products expensive and hard to access.

At the same time, customers outside India find it difficult to purchase authentic Indian products. Pricing is often unclear, delivery can be unreliable, and trusted sellers are hard to identify.

Currently, there is no single, easy-to-use platform that supports multiple languages and simplifies cross-border shopping by offering clear pricing, product discovery, and affordable, reliable delivery for both Indian and international buyers.



MOTIVATION

Motivation for the Project:

- Buying products across countries is still difficult for most people. Individual buyers often have to pay very high international shipping costs, which makes small purchases unaffordable.
- Customs duties and taxes are also confusing and unpredictable. Many buyers place an order without knowing the final price they will have to pay, which leads to frustration and mistrust.
- Indian products, despite their quality and demand, have limited visibility in global markets. At the same time, existing platforms do not prioritize affordability or price transparency for cross-border shopping.
- There is also no group-buying option for international purchases, which could help reduce shipping costs and make global products more accessible to everyone.



EXISTING SYSTEMS

- Amazon Global
- Import-forwarding services
- Local e-commerce platforms
- Independent seller websites



International Shipping Made Easy



“These platforms partially solve the problem but do not address cost and transparency.”



LIMITATIONS OF EXISTING SYSTEMS

- High shipping costs make individual international purchases expensive.
- There is no group-buying option to help users share shipping costs.
- Access to global products is limited and inconsistent.
- There is no dedicated marketplace for selling Indian products to the global market.
- Customs duties and taxes are unclear, making final prices unpredictable.
- Product discovery is not available in multiple languages, limiting accessibility.
- The overall user experience is complex, fragmented, and difficult to navigate.



PURPOSED SOLUTION

We propose a global cross-border marketplace platform that makes international buying and selling simple, affordable, and transparent.

The platform supports two-way product discovery:

-  World → India: Indian consumers can easily discover and buy international products.
-  India → World: Global buyers can find and purchase authentic Indian products.

Users will see a clear landing price upfront, including product cost, shipping, customs duty, and taxes, so there are no surprises after ordering.

A group-buying feature allows multiple buyers to place orders together, reducing international shipping costs and making cross-border purchases more affordable.

The platform offers multilingual access, enabling users from different countries to browse and shop comfortably in their preferred language.

Built with a scalable and user-friendly design, the system ensures smooth navigation, reliable delivery, and a consistent experience for users across regions.



Duty & Shipping Research

International shipping becomes very expensive when products are ordered individually. Small orders still carry high logistics and handling costs, which makes cross-border shopping unaffordable for many users.

Customs duties and taxes differ depending on the product category and the destination country. Because of this, buyers often do not know the final amount they need to pay until the product reaches them.

Group-buying helps solve this problem by allowing multiple orders to be shipped together. When shipments are consolidated, the overall shipping cost is shared, which significantly reduces the cost for each individual buyer and makes international purchases more affordable and predictable.

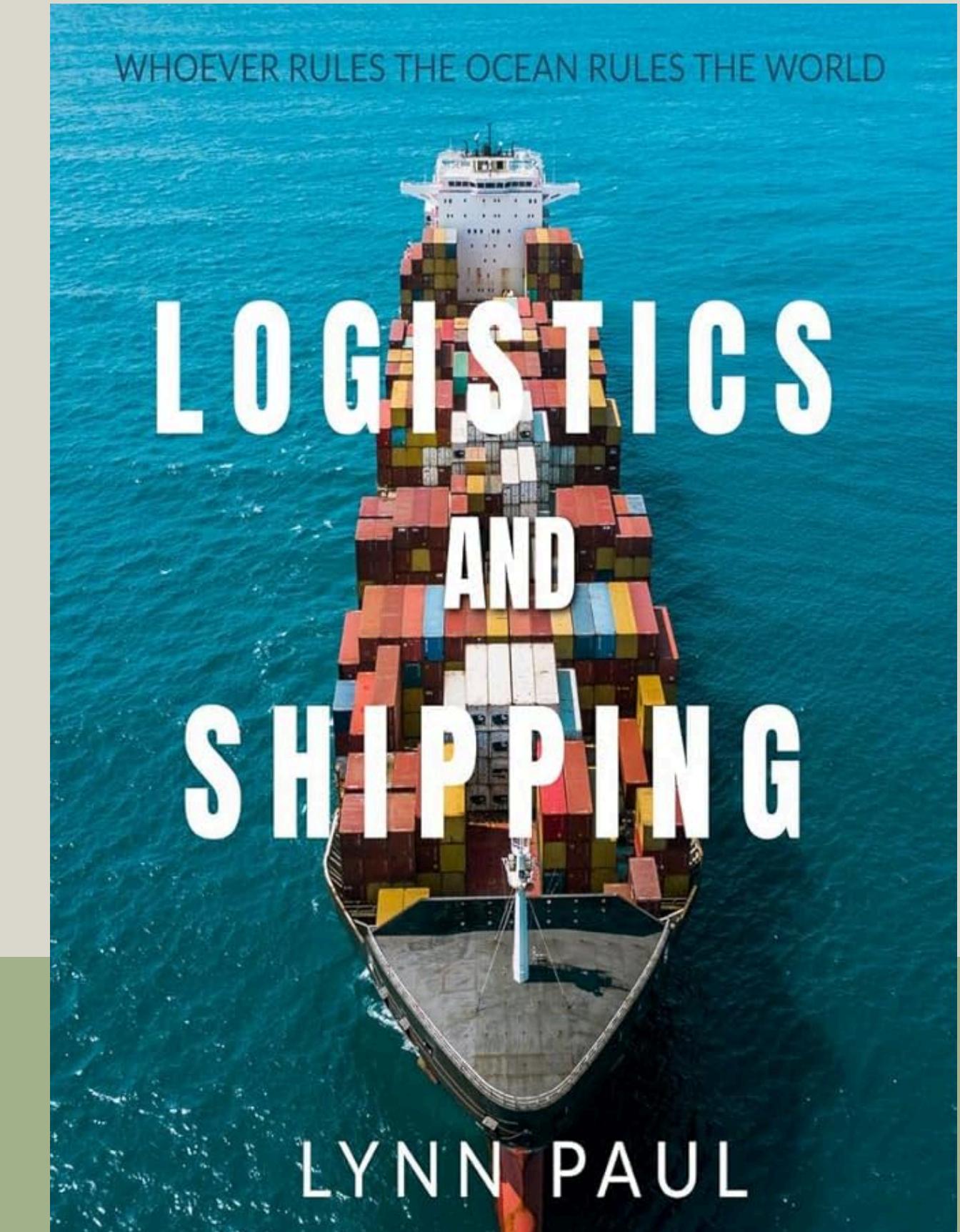


DUTY & SHIPPING INSIGHTS

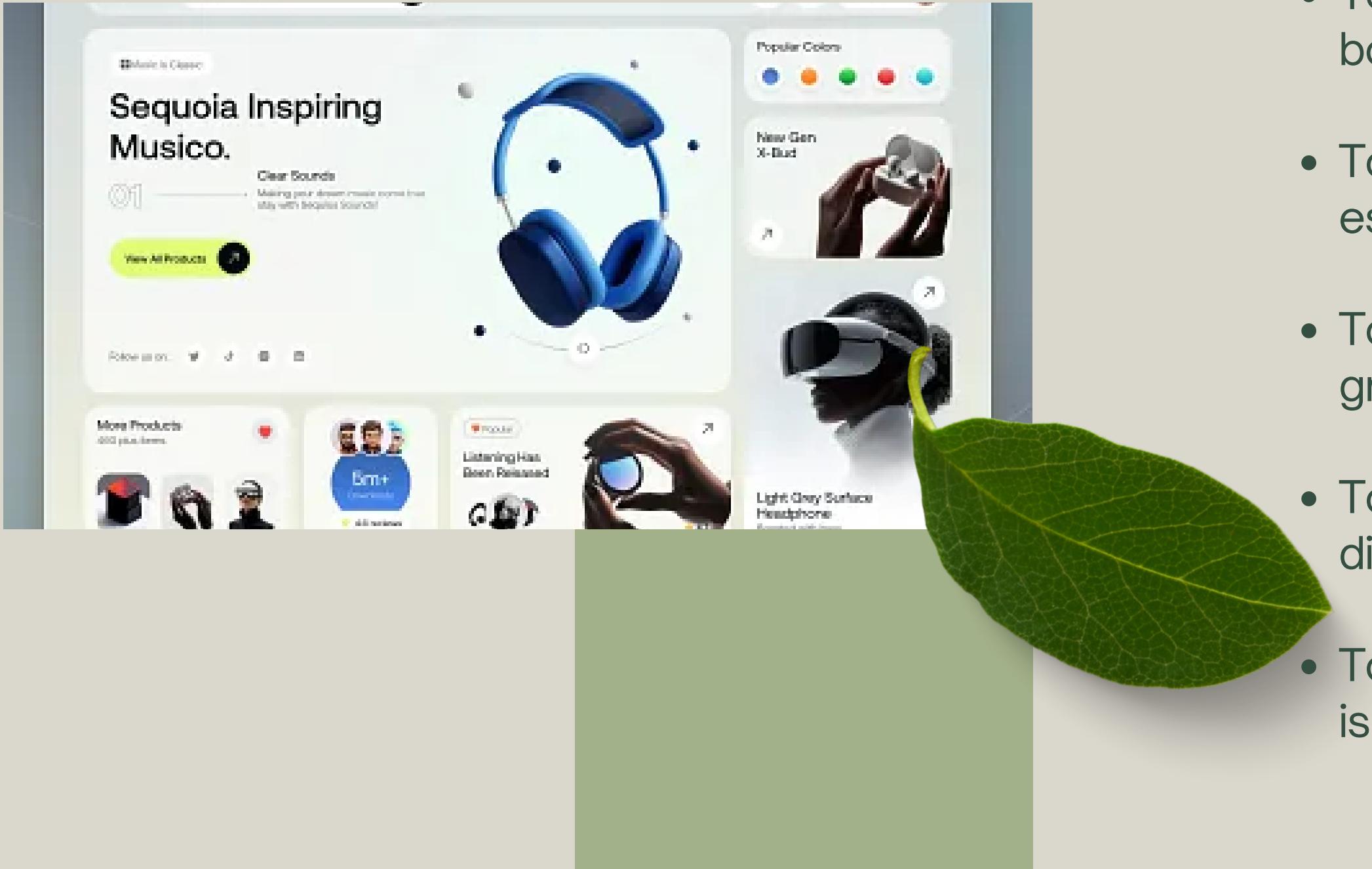
WHOEVER RULES THE OCEAN RULES THE WORLD

LOGISTICS
AND
SHIPPING

LYNN PAUL



OBJECTIVES OF THE PROJECT



- To design a global marketplace that connects India with international markets.
- To enable easy discovery of products across borders.
- To provide clear and transparent landing price estimates before purchase.
- To reduce international shipping costs using a group-buying model.
- To support multilingual access for users from different countries.
- To develop a scalable, full-stack web platform that is reliable and user-friendly.

TEAM ROLES & RESPONSIBILITIES



- Harman:

Frontend development, system flow

- Jalaj

Backend development, APIs, database design

- Gauri:

UI/UX, Multilingual support, translations, localization

EXPECTED OUTCOMES

- Better access to international products for consumers in India.
- Greater global visibility and reach for Indian products.
- Clear, transparent, and predictable pricing for all users.
- Lower international shipping costs through group-buying and consolidation
- A scalable and practical system architecture that supports future growth.
- Improved user trust and a smoother, more reliable shopping experience.



Conclusion



This project addresses real-world problems in cross-border commerce that affect both buyers and sellers. It focuses on making international shopping more affordable, transparent, and accessible for users on both sides.

The proposed system is designed to be practical and scalable, ensuring it can grow with increasing users and markets. Overall, the project lays a strong foundation for a future-ready global marketplace platform that simplifies international buying and selling.