



**Product: SELL IT**

**FPDM 401 – Digital Product Management  
(Data driven products) Capstone Project**



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# C2C E- Commerce Market

1. "C2C E-Commerce Market" is expected to witness significant growth in the coming years, primarily driven by the growing demand for (Beauty and Personal Care, Food, Consumer Electronics, Clothing & Footwear, Home Decoration, Industrial & Science, Sports & Leisure, Travel & Tourism), Based on the type, the market can be segmented into (Classifieds, Auctions).
2. The consumer-to-consumer (C2C) e-commerce which is still at a very nascent stage in India is evolving and a growing number of C2C start-ups are trying to provide a technological platform to the resellers with an intention to organise the space.
3. The C2C e-commerce business in India is currently valued at roughly \$9 billion, according to the research and consulting firm Zinnov.
4. This industry is predicted to expand substantially in the next years, owing to factors such as rising internet penetration, increased smartphone usage, and rising disposable incomes. Furthermore, the Indian government is taking initiatives to promote and regulate the C2C e-commerce sector, which is expected to increase its growth.

# Problem statement : Buyer side challenges & validation

## Buyer Problems:

- A. Product quality and condition: Buyers may receive products that are defective, counterfeit, or not as advertised.
- B. Untrustworthy sellers: Some merchants on C2C platforms may be dishonest or untrustworthy.
- C. Shipping and returns: Shipping and returns might be complicated or time-consuming, especially
- D. Dispute resolution: Resolving disputes with vendors can be tough.

## Buyer Validation:

- A. Read seller reviews, carefully examine product photographs, and ask the seller questions.
- B. Avoid sellers who have negative reviews
- C. Using a trusted C2C platform.
- D. Inquire with the vendor about their return policy.
- E. Use a reputable shipping company.
- F. Try to settle the problem directly with the vendor. Make use of the platform's dispute resolution procedure.

# Problem statement: Seller side challenges & validation

## **Seller Problems:**

- A. There is no accurate way to analyse product pricing.
- B. Shipping and returns: Sellers are normally responsible for shipping and returns on C2C platform. This can be time-consuming and costly, particularly if the seller is selling large or delicate things.
- C. customer disputes: If a customer is unhappy with a purchase, they can file a complaint with the C2C platform. As a result, the seller may be charged a fee or have their account suspended.

## **Seller Validation:**

- A. Use a pricing tool: A variety of pricing tools are available to assist seller in analyzing product pricing and setting competitive rates.
- B. Provide a clear return policy: A clear return policy gives buyers confidence in purchasing from a seller.
- C. Utilise a C2C platform with an effective dispute resolution method.

# Problem solution - Vision

**The goal of “Sell It” is to establish a platform where buyers and sellers can safely and efficiently connect and conduct transactions.**

This vision is guided by the following principles:

1. Transparency: ensuring that both buyers and sellers have access to comprehensive information to make well-informed decisions.
2. Fairness: Striving for fairness and equity between buyers and sellers, ensuring that both parties enjoy equal rights and protections.
3. Security: Prioritizing the security and privacy of both buyers and sellers on the platform.

Furthermore, integrating cutting-edge technologies can enhance the overall experience for buyers and sellers. For instance, artificial intelligence can be employed to assist buyers in locating desired products, vehicles, flats etc and aid sellers in competitive pricing their offerings.

# Problem solution/Market fit

User registration and login: This allows users to create an account and log in to the platform. This is necessary for users to be able to create listings and communicate with other users.

Create listings: This allows users to list items, vehicles, flats, etc. for sale on the platform. This should be an easy and straightforward process. Users should be able to provide information such as name, description, condition, price, and photos.

Automatic pricing: This feature can help sellers price their products competitively.

Search functionality: This allows users to search on the platform. This should have powerful and user-friendly search functionality.

Communication and proposing offers: This allows users to communicate with each other and propose offers. This is important for buyers and sellers to be able to negotiate prices and make deals.

Checkout and payment: This allows buyers to purchase from sellers. The checkout and payment process should be secure and easy to use.

# Problem solution/Market fit

Buyer and seller management: This allows users to manage their accounts and transactions. This includes features such as viewing order history, tracking shipments, and leaving feedback.

Product recommendations: This can help buyers discover more that they may be interested in.








Wish lists: This allows buyers to save the ones they are interested in buying for later.

Notifications: This allows users to receive notifications about new listings, messages, and other events on the platform.

Social media integration: This allows users to share products and listings on social media.

Buyer protection: This can protect buyers from fraud and other problems.

# The Business Model Canvas

|   |   |   |   |   |
|---|---|---|---|---|
| <div><div>Key Partners</div><div></div></div> <div><div>1. Investors</div><div>2. Ad agencies</div><div>3. Marketing partners</div></div>                | <div><div>Key Activities</div><div></div></div> <div><div>1. Mobile App Design</div><div>2. Web App Design</div><div>2. Development</div><div>4. Marketing</div><div>5. Launch</div></div> | <div><div>Value Proposition</div><div></div></div> <div><div>1. The fastest and easiest way to buy and sell used goods</div><div>2. The best place to find unique and hard-to-find items at affordable prices</div><div>3. The fastest and easiest way to buy and sell anything is at affordable prices.</div></div> | <div><div>Customer Relationships</div><div></div></div> <div><div>1. Service</div><div>2. Smart watch offers</div><div>3. Subscription model</div></div> | <div><div>Customer Segments</div><div></div></div> <div><div>Target customer segments are :</div><div>1. Parents who are looking to buy or sell used children's clothing and toys</div><div>2. People who are moving and need to sell their furniture and other belongings</div><div>3. People who are in need of money and want to sell their apartment</div><div>4. People who wanted to sell their used car.</div><div>5. Hobbyists who are looking to buy or sell specialized items</div><div>6. Small businesses that are looking to sell their products to consumers or to buy products.</div></div> |
| <div><div>Cost Structure</div><div></div></div> <div><div>1. Investment - Platform Maintenance, Office maintenance, Hiring teams, Marketing.</div></div> |   | <div><div>Revenue Streams</div><div></div></div> <div><div>1. Premium membership</div><div>2. Advertisements in the application</div><div>3. Subscription</div></div>  |   |   |



# Problem discovery validation metrics

Here are some specific validation metrics

- Track the number of visitors to its website and the number of leads generated.
- Pain: Collect feedback from buyers and sellers about their experiences with other C2C platforms.
- Track the number of customer support tickets generated.
- Survey buyers and sellers to understand how willing they are to pay for a solution to the problems they are facing.

# Problem market fit - Metrics (Buyers)

The following measures can be used to gauge the problem-market fit for consumers.

- Number of active buyers: This metric counts the number of distinct customers who have used the platform to make a purchase over a specific amount of time.
- Session duration: This number gauges how long, on average, users stay on the site in a single session.
- The average number of pages that customers view throughout a session is determined by the metric known as page views per session.
- Return rate: This statistic represents the proportion of customers who make a second purchase on the site.

# Problem market fit - Metrics (Sellers)

Here are some indicators that sellers might use to gauge their problem-market fit.

- Number of active sellers: The number of distinct sellers who have listed products on the platform in a specific time frame is indicated by this metric.
- Listings per seller: This statistic reveals the typical number of goods listed by each vendor on the marketplace.
- Sold items per seller: This metric calculates the typical volume of goods sold by each seller on the marketplace.
- The average selling price that vendors receive for their goods is measured by this statistic.

# Business model fit and scaling - Metrics

Here are some measures that can be used to gauge the scale and fit of a business plan.

- Total revenue: This statistic shows how much money the platform has made overall over a specific time frame.
- Gross merchandise volume (GMV) is a metric used to calculate how much money has been spent on all products and services sold on the platform in a specific time frame.
- The average amount of money that customers spend on each order is measured by the average order value (AOV) indicator.
- Customer lifetime value (CLTV) is a metric used to determine how much money, on average, a customer is predicted to spend over their lifetime using the platform.
- Cost of customer acquisition (CAC): This metric measures the average amount of money that it costs to acquire a new customer.
- Profit margin: This metric measures the percentage of revenue that the platform retains after all costs have been accounted for.

# Business model - Problem solution fit stage

**Business Model:** Initially, the focus in the Problem-Solution Fit stage will be on validating the platform's value proposition and solving the core problem, which is providing a user-friendly C2C marketplace for selling used items.

**Monetization Strategy:** In this stage, the primary goal is user acquisition and engagement. The business model may rely on a combination of the following strategies:

- **Listing Fees:** Charge sellers a nominal fee for listing their items on the platform. The fees should be competitive to attract sellers.
- **Featured Listings:** Offer premium placement or promotion options for sellers' listings at an additional cost.
- **Transaction Fees:** Charge a small percentage-based transaction fee for successful sales on the platform.

**Revenue Generation:** The focus is on generating sufficient revenue to cover operational costs and validate the viability of the business model. The emphasis is not on maximizing profits but on achieving product-market fit and user satisfaction.

# Business model fit stage

**Business Model:** In this stage, the platform has demonstrated Problem-Solution Fit, and user growth is substantial. The emphasis now shifts to optimizing the business model for profitability and scalability.

**Monetization Strategy:** The business model evolves to include more sophisticated monetization strategies while balancing user satisfaction. This may involve:

- **Subscription Plans:** Introduce premium subscription plans for sellers, offering additional features and benefits.
- **Ad-Based Revenue:** Incorporate targeted advertising opportunities for businesses and promote premium listings.
- **Verified Seller Services:** Offer identity verification and trust-building services for sellers at a fee.

**Revenue Generation:** The goal is to increase revenue per user and diversify income streams. The platform aims to cover operational costs and invest in further growth and development.

# Scaling stage

**Business Model:** In the Scaling stage, the platform has achieved significant market penetration and is a recognized leader in the space. The focus now is on sustaining growth and exploring new opportunities.

**Monetization Strategy:** The business model continues to evolve with a focus on scalability and long-term sustainability. Strategies may include:

- **Data Monetization:** Leverage user data for insights and offer data analytics services to businesses.
- **Expanded Services:** Introduce premium services for both buyers and sellers, such as insurance for transactions or logistics solutions.
- **Marketplace Ecosystem:** Explore partnerships and affiliate programs to create a broader ecosystem around the platform.

**Revenue Generation:** The aim is to maximize revenue while ensuring a positive user experience. Profitability becomes a key focus, and revenue diversification is critical to withstand market competition.

# Summary of Stage Evolution

## 1. Problem-Solution Fit Stage

Focus on validating the platform's value proposition and solving the core problem, which is providing a user-friendly C2C marketplace for selling used items

Monetization Strategy: Listing Fees, Featured Listings, Transaction Fees

Revenue Generation: Focus is on generating sufficient revenue to cover operational costs and validate the viability of the business model.

## 2. Business Model Fit Stage

Focus to optimizing the business model for profitability and scalability

Monetization Strategy: Subscription Plans, Ad-Based Revenue, Verified Seller Services

Revenue Generation: The goal is to increase revenue per user and diversify income streams

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## 3. Scaling Stage

Focus is on sustaining growth and exploring new opportunities

Monetization Strategy: Data Monetization, Expanded Services, Marketplace Ecosystem

Revenue Generation: The aim is to maximize revenue while ensuring a positive user experience. Profitability becomes a key focus, and revenue diversification is critical to withstand market competition.

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# GTM Strategy for Problem-Solution Fit Stage

The primary goal in this stage is to validate the product-market fit and acquire the initial user base.

## GTM Strategy:

1. **Targeted Marketing:** Identify and target early adopters who are most likely to benefit from the platform. Focus on specific user segments where the problem-solution fit is strongest.
2. **User Education:** Create educational content and resources to guide users on how to use the platform effectively.
3. **Word-of-Mouth:** Encourage users to invite others by implementing referral programs or incentives.
4. **Limited/No Monetization:** Initially, prioritize user growth over revenue generation. Keep listing fees and other charges minimal to attract sellers.

# GTM for Business Model Fit Stage

In this stage, the emphasis shifts to optimizing the business model for profitability and scaling while retaining and engaging existing users.

## GTM Strategy:

1. **Market Expansion:** Expand marketing efforts to reach a broader audience while maintaining a focus on user segments with strong engagement.
2. **User Retention:** Implement strategies to keep users engaged and returning to the platform, such as loyalty programs or personalized recommendations.
3. **Monetization Rollout:** Gradually introduce additional monetization features and packages for sellers and advertisers.
4. **Partnerships:** Explore partnerships with businesses that can benefit from advertising or selling on the platform.

# GTM Strategy for Scaling Stage

In the Scaling stage, the goal is to sustain growth, expand the user base, and maximize revenue while solidifying the platform's position in the market.

## GTM Strategy:

1. **Geographic Expansion:** Consider expanding to new geographic regions or cities to capture a larger market share.
2. **Mass Marketing:** Launch large-scale marketing campaigns to build brand recognition and attract a broader user base.
3. **User Ecosystem:** Build an ecosystem around the platform by partnering with related service providers (e.g., logistics, payment gateways) to offer a comprehensive solution to users.
4. **Data-Driven Marketing:** Utilize user data and analytics to drive targeted marketing campaigns and improve user engagement.
5. **Profitability Focus:** Shift the monetization strategy towards profitability without compromising user experience.

# Key Channels - Routes to Market

## Paid Media

- Social media platforms like LinkedIn, Facebook, Twitter
- YouTube promotions
- Pay-per click
- Display Ads like pop-ups, wallpaper ads, banners, video ads

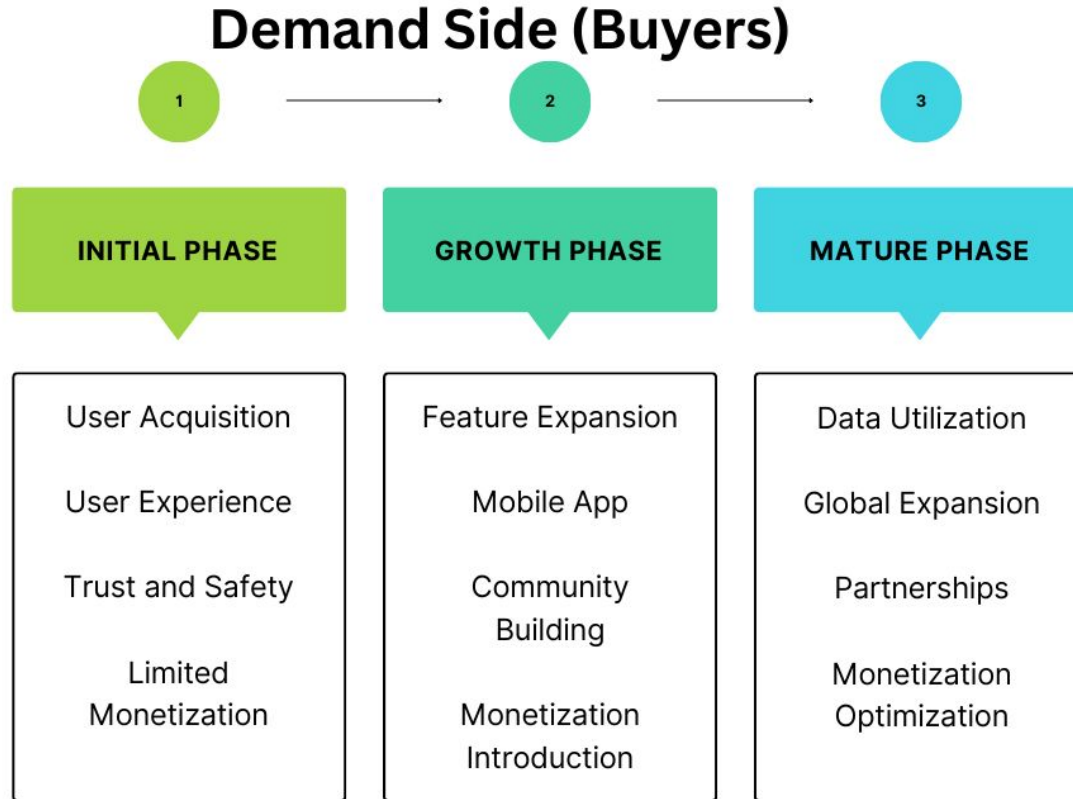
## Earned Media

- Media mentions like in newspapers or magazines or national TV channels
- Customer reviews
- Social media interaction with consumers
- SEO Shares (Blog/Article quality matters)
- Word of Mouth

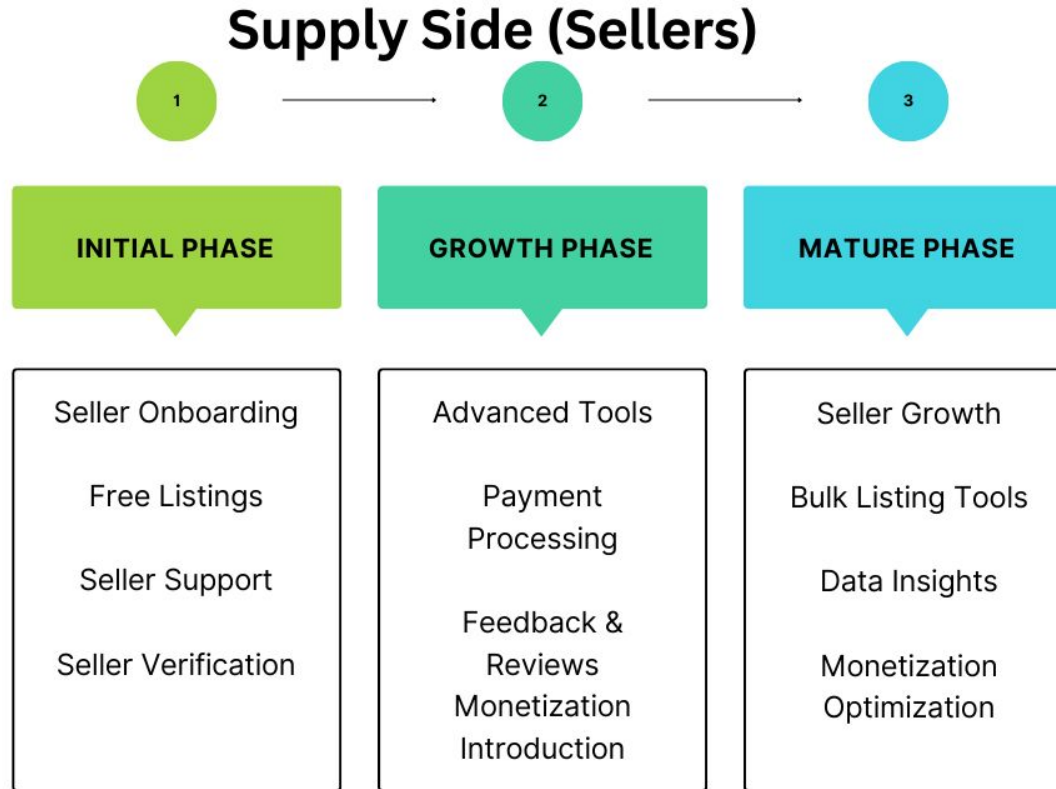
## Owned Media

- Website
- Partner websites - network service providers, distributors/retailers
- Owned Channels in social media platforms
- Owned Blog-posts
- Owned YouTube channel

# Demand side evolution with time



# Supply side evolution with time



# Onboarding third-party systems

Onboarding third-party systems can enhance the functionality and value

When evaluating third-party systems, it's essential to consider specific metrics and criteria to ensure they align with Sell.It's goals and objectives.

## On the Demand Side (Buyers):

1. **Search and Recommendation Engines:** When incorporating third-party search or recommendation engines, metrics may include:
  - **Relevance and Accuracy:** Measure the relevance of search results or product recommendations to user preferences
  - **Conversion Rate:** Assess how effective recommendations are in converting browsers to buyers.
2. **Payment Processors:** If integrating with external payment processors (e.g., UPI, Paytm, Payment Integrators), metrics for evaluation may include:
  - **Security and Fraud Prevention:** Assess the system's ability to prevent fraudulent transactions and protect user data.
  - **User Experience:** Evaluate the ease of use and reliability of the payment process from a buyer's perspective.

# Onboarding third-party systems

## On the Supply Side (Sellers):

1. **Listing Management Tools:** If providing third-party tools for sellers to manage listings, evaluate based on:
  - Ease of Use: Assess how intuitive and user-friendly the tools are for sellers.
  - Listing Efficiency: Measure the time it takes for sellers to create and manage listings using the third-party tools.
2. **Seller Analytics and Insights:** When providing third-party analytics tools to sellers, consider evaluating based on:
  - Data Accuracy: Ensure that the analytics provided by the third-party system accurately reflect seller performance.
  - Actionable Insights: Measure the system's ability to provide actionable recommendations for sellers to improve their business.

**Integration Reliability:** Assess the system's uptime, reliability, and responsiveness. Downtime or technical issues can negatively impact user experience.

**Data Security and Privacy:** Ensure that third-party systems adhere to data security and privacy standards to protect user information.



# Two prime market leaders

1. **OLX:** OLX is a popular C2C classifieds platform where individuals can list and sell used items, such as electronics, furniture, vehicles, and more. It provides a marketplace for users to buy and sell second-hand goods.
2. **Quikr:** Quikr is another well-known C2C online classifieds and marketplace platform in India. It allows users to post free ads for a wide range of used items and services, facilitating transactions between individuals.

# Digital features that can enable you to become the market leader

## 1. Localized AI-Powered Recommendations:

Implement advanced artificial intelligence (AI) and machine learning algorithms to provide highly personalized and localized product recommendations to users. These recommendations should take into account users' preferences, browsing history, location, and cultural context.

India is a diverse and culturally rich country with varying consumer preferences and regional differences. Localized AI-powered recommendations can enhance the user experience by surfacing products that are relevant and appealing to individual users. It can help users discover items they may not have considered otherwise.

### Benefits:

- Increased user engagement and time spent on the platform.
- Higher conversion rates as users are more likely to find items of interest.
- Improved user satisfaction and retention, leading to a growing user base.

# Digital features that can enable you to become the market leader

## 2. Secure and Easy Payment Integration:

Develop a secure, user-friendly, and comprehensive payment integration system that supports a variety of payment methods commonly used in India. This includes digital wallets, UPI (Unified Payments Interface), credit/debit cards, and cash-on-delivery (COD).

In India, trust and convenience in online transactions are paramount. Many users prefer the flexibility of cash payments (COD), while others rely on digital payment methods. A seamless and secure payment experience is critical to attracting and retaining users.

### Benefits:

- Increased trust among users, especially those hesitant about online payments.
- Broadened user base by accommodating diverse payment preferences.
- Enhanced security measures to protect against fraud and ensure safe transactions.

# Chosen analytics platform

## 1. Custom Events and Goals Tracking:

Custom Events and Goals tracking allows for the measurement of specific user interactions and actions on the Sell.It platform. By setting up custom events and goals, you can track critical user behaviors such as:

- **Conversion Funnel:** Monitor the progression of users through key conversion steps, such as registration, listing creation, and successful sales.
- **Engagement:** Track user engagement with features like product searches, views, and messages sent.
- **User Onboarding:** Measure user onboarding success by tracking completion of profile setup, verification, and initial listings.
- **Revenue Generation:** Monitor transactions, revenue generated, and the effectiveness of monetization strategies.

Custom Events and Goals tracking provides deep insights into user behavior and platform performance. It helps identify bottlenecks in the user journey, areas for improvement, and opportunities to enhance user engagement and conversion rates. By regularly analyzing and optimizing these events and goals, we can make data-driven decisions to drive growth and user satisfaction.

# Chosen analytics platform

## 2. Audience Segmentation:

Audience segmentation in Google Analytics allows you to divide users into distinct groups based on various criteria such as demographics, behavior, and acquisition sources. This feature enables you to gain a deeper understanding of different user segments and tailor your strategies accordingly.

By regularly using audience segmentation, we can achieve the following:

- **Personalization:** Create personalized experiences and content for specific user segments, enhancing user engagement and satisfaction.
- **Targeted Marketing:** Develop targeted marketing campaigns for different user groups, increasing the effectiveness of your marketing efforts.
- **Retention Strategies:** Identify high-value user segments and implement retention strategies to keep them engaged and returning to the platform.
- **Behavior Analysis:** Analyze the behavior of different user segments to uncover trends and preferences, informing product development decisions.

The image features a central white rectangle with a thin orange border containing the text "Thanks !". The background is decorated with various hand-drawn style elements: a pink leafy branch in the top-left, an orange crescent in the top-left, a green circular pattern in the top-left, a blue crescent with a red center and yellow stars in the top-right, a green leafy branch in the bottom-right, a brown textured vase in the bottom-right, a green leaf in the bottom-right, a pink textured shape in the bottom-left, a brown star-like shape in the bottom-left, and several small yellow four-pointed stars scattered around.

Thanks !