

CONSULTING PROJECT

BREADTRIP

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Agenda

- Breadtrip is a prominent Chinese company specializing in travel and lifestyle services.
- Offering a comprehensive platform, Breadtrip enables users to discover and plan personalized journeys, explore diverse destinations, and share their travel experiences.
- With innovative features and a user-friendly interface, Breadtrip has become a go-to platform for individuals seeking seamless travel solutions in China and beyond.

1

Research Purpose

2

Client Research Questions

3

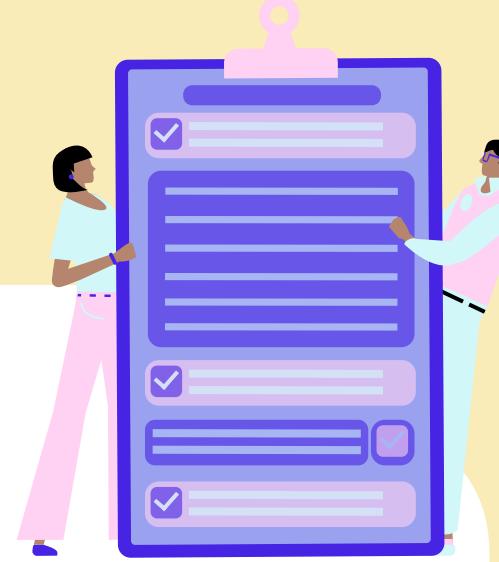
Methodology

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Findings And Recommendations

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Conclusion



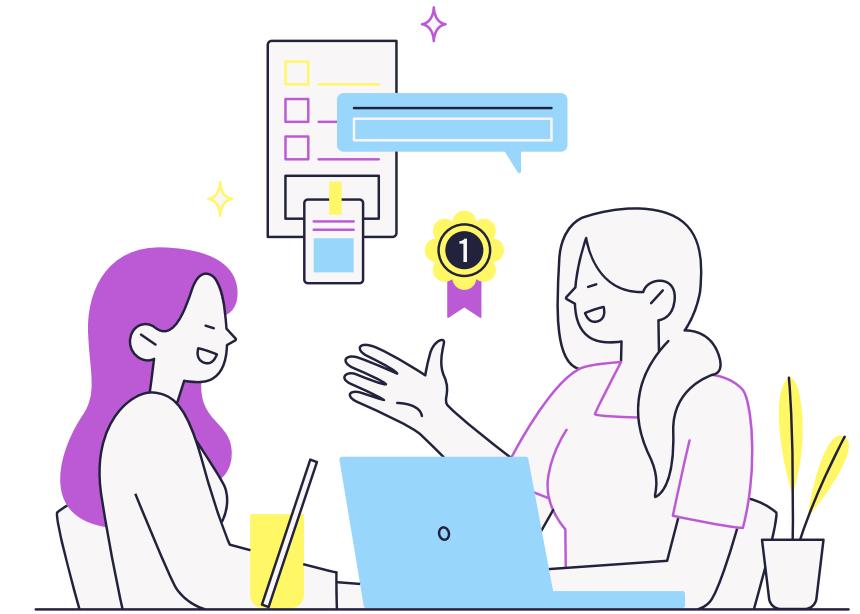
Research Purpose



- **Investigate the challenges, trends, and motivations of sellers on social commerce platforms specifically focus on CityHunter, a new social commerce app introduced by Breadtrip**
- **Provide insights to inform the development of a robust seller community**
- **Contribute to the creation of a comprehensive marketing plan for CityHunter**



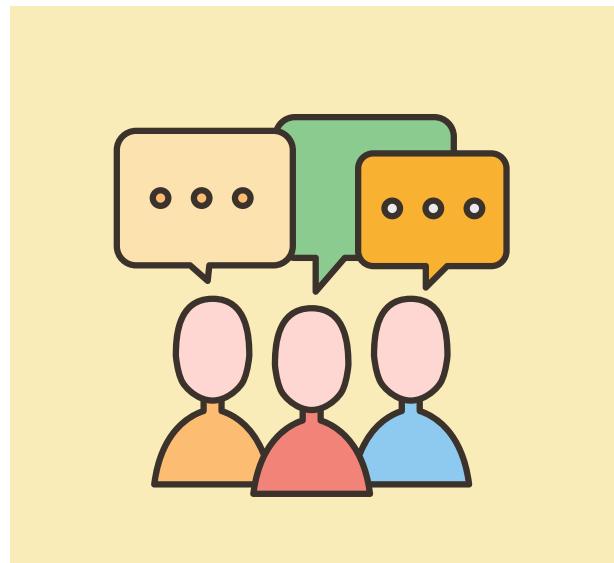
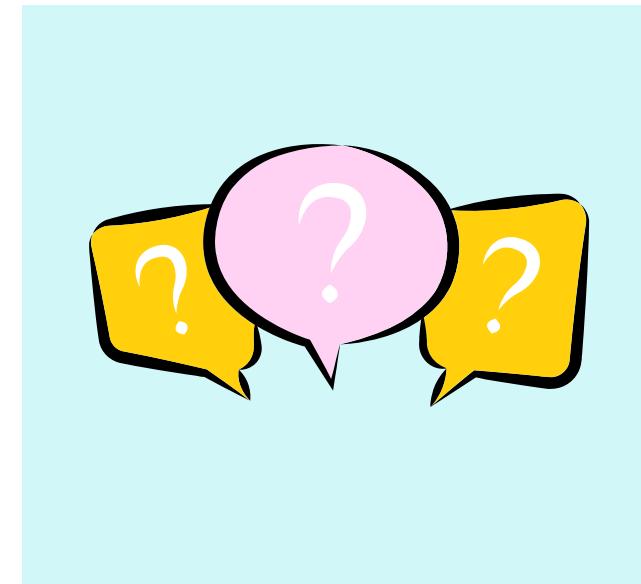
Client Research Questions



- 1. What are the recent trends that sellers can adapt?**
- 2. What challenges are faced by sellers?**
- 3. What motivates sellers to stay on these platforms?**



Methodology



Developed Research Questions

Developed research questions to understand issues faced by sellers

Literature Review & Situational Analysis

Analyzed 20 articles:
Scholarly journal, news article, website, google trend analysis

Qualitative Research

Analyzed 2 seller forums:
Amazon and EBay,
Conducted Coding and
Created Trends

Quantitative Research

Analyzed Breadtrip's survey for its sellers, used SPSS to understand statistics and make predictions

Client Research Question: 1

**What are the recent trends that
sellers can adapt?**

FINDING 1



Situational Analysis



News Article



Social Media &
Collaboration

Social commerce is a booming industry set to reach \$2.9 trillion by 2026, with 2023 marking a shift towards social media as a niche product search engine. Implementing SEO on social platforms becomes paramount for brands, democratizing competition. Quick purchases, easy sharing, and influencer collaborations drive conversions, particularly with nano and micro-influencers gaining prominence.”
(Wertz, 2023)

FINDING 2



Quantitative Research



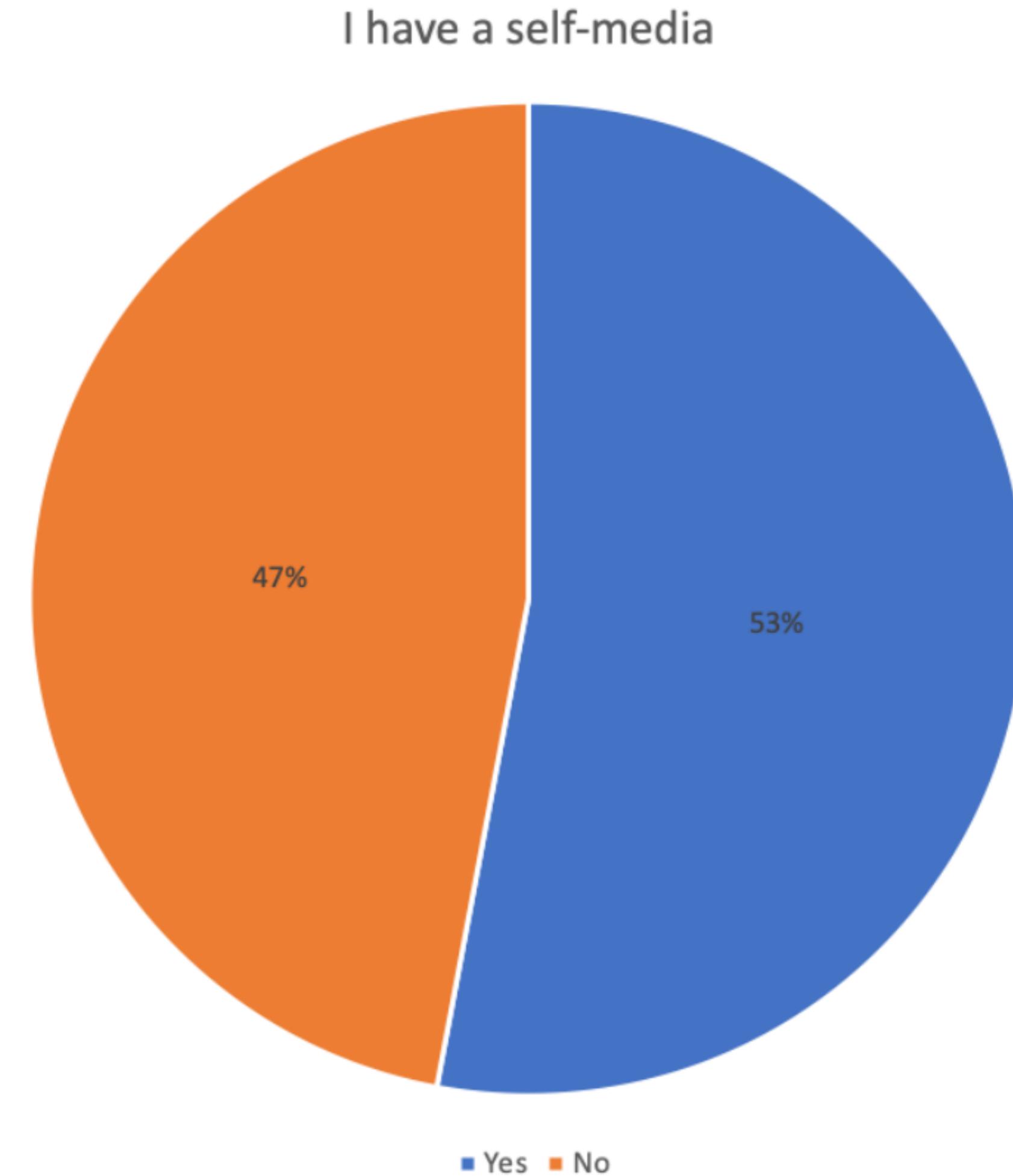
Sample Size: 187



53% have a self media



47% do not have a self media



FINDING 3



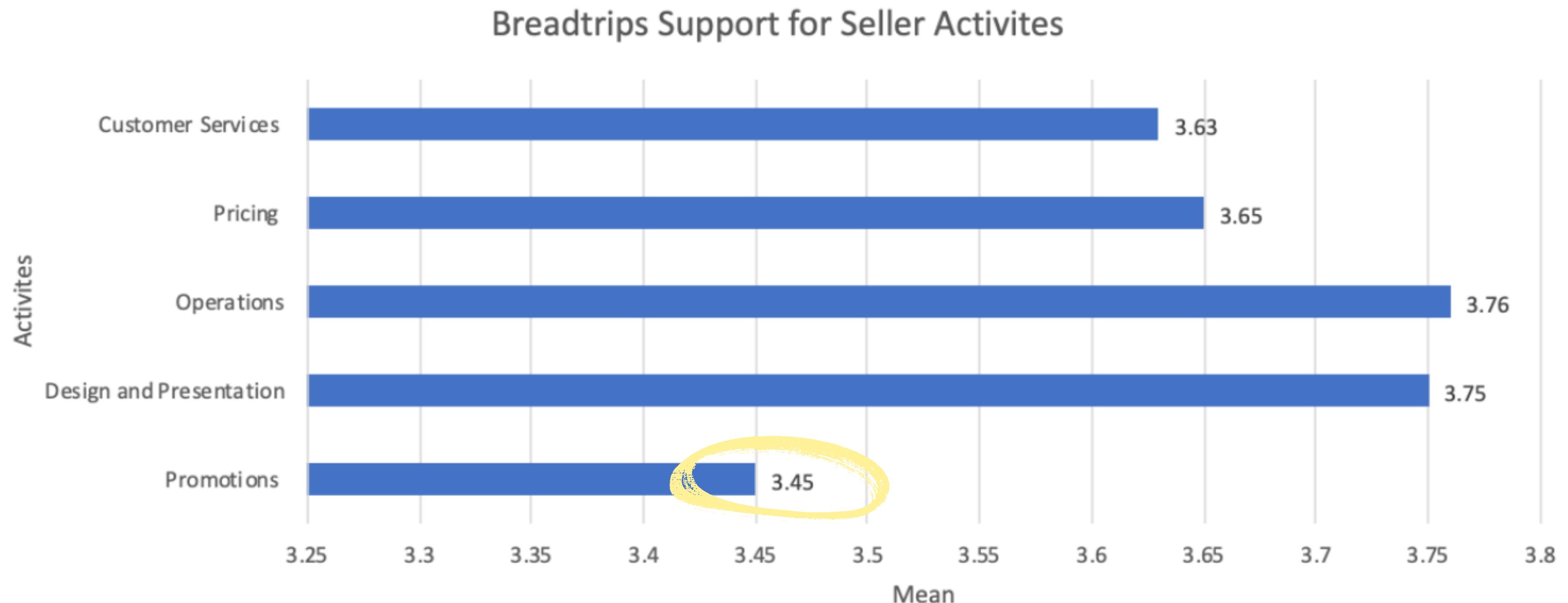
Quantitative Research



Sample Size: 187



Promotions has
the lowest mean of 3.45



RECOMMENDATIONS

Specifically for Breadtrip

**Empower Sellers with
Social Media Mastery
with workshops and
sessions**



**Bring Experts to
share Effective
Activity Promotion**

**Topics: Content,
Algorithms, Features,
Metrics, Audience
Engagement**

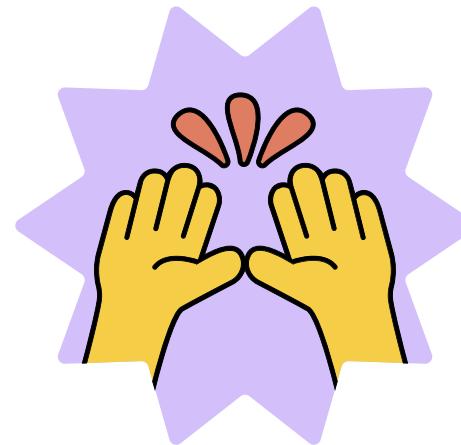
**Equip Sellers for
Effective Social
Media Marketing**

**EDUCATIONAL SESSIONS
FOR SOCIAL MEDIA**

RECOMMENDATIONS

Specifically for Breadtrip

Collaborative Posts with Sellers



- **Collaborative Seller Posts**
Boost Platform Awareness
- **Highlighting Seller Success,
Unique Offers & Joint Promotions**
- **Expand Reach, Foster Vendor
Community, Boost Engagement**

UGC: Trending Challenges

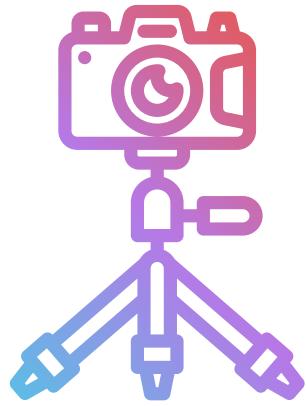


- **Launch Social Media Challenges
for Seller Engagement**
- **Travel experiences, behind-the-
scenes, travel-themed obstacles**
- **Engaging Competitions: Travel Tips
Tuesdays, Destination Discovery
Thursdays**

RECOMMENDATIONS

Specifically for Sellers

Collab Vlogs or Series



- Collaborative Content: vlogs, series, or IGTV episodes
- Collaborative experiences, travel excursions, destination explorations
- Cross-Promotion: Expand Audience via Partner Platforms

Joint Giveaways and Contests



- Contests that feature items, travel experiences, or special services
- Engage Audience: Follow, Like, Share to Enter Giveaway
- Encourages Interaction, Boosts Visibility and engage with influencer's audience

Client Research Question:2

**What challenges are faced by
sellers?**

FINDING 1

- **"With the right tools, you can automate your customer service and make sure that your customers are taken care of 24/7/365 (a.k.a. even when your team is not online)" - Stacey McLachlan and Alanna Gurr..**
- **The main challenge for sellers in social commerce is offering constant, effective customer service 24/7/365. This demands using automated tools like AI chatbots to efficiently handle high volumes of interactions while keeping a personalized touch.**



Situational Analysis



News Articles



What is Social Commerce and Why Should Your Brand Care?



FINDING 2



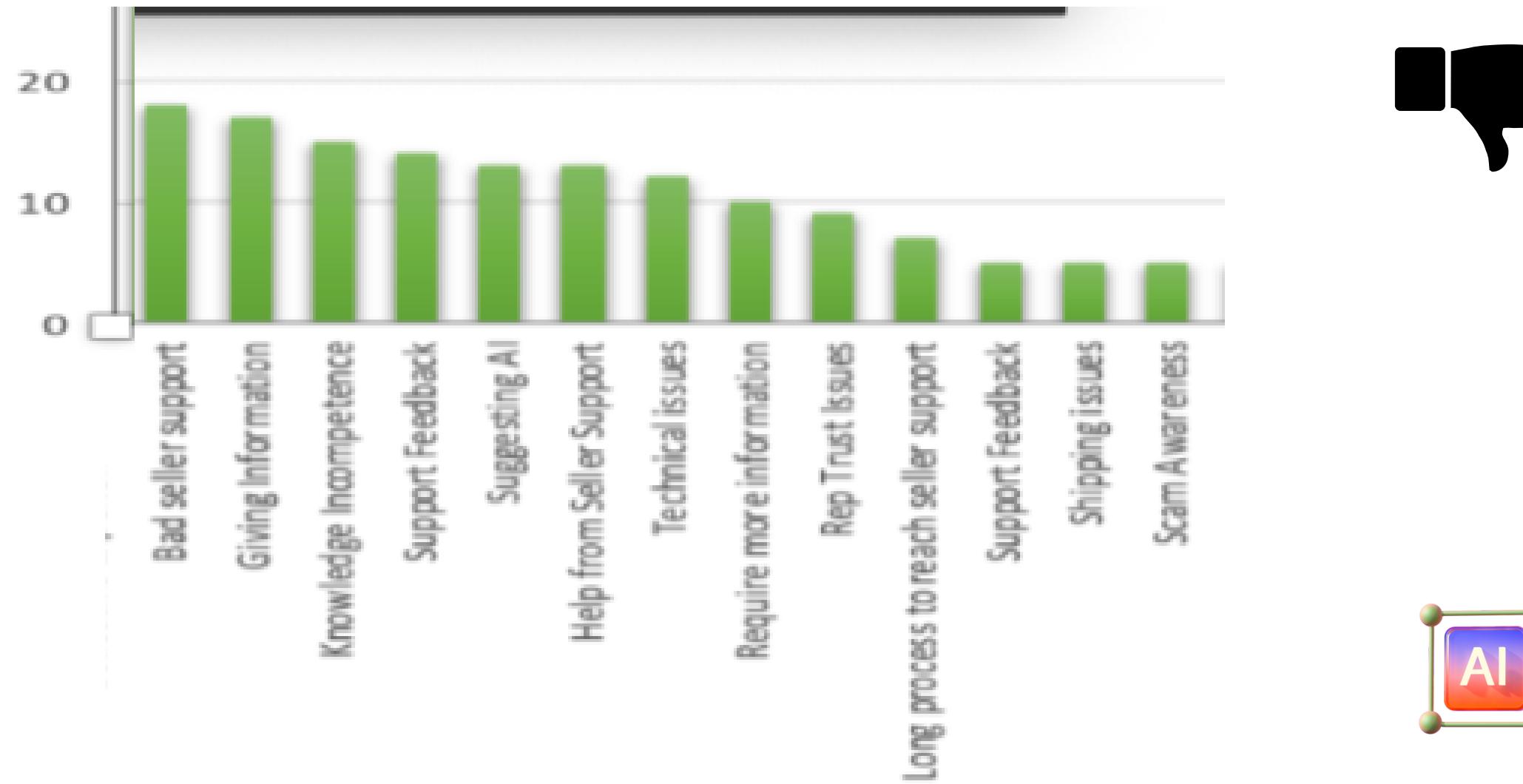
Qualitative Research



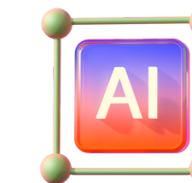
Seller forum threads
were analyzed



coding scheme
categorization



Thematic analysis of seller forums highlights 'Bad Seller Support' as a prevalent issue, necessitating the adoption of more robust support mechanisms for online sellers.



AI emerges as a solution, promising to enhance seller support through real-time assistance and data-driven insights to optimize product and pricing strategies.

Figure 1.2 Frequency of Challenges faced by Sellers

FINDING 3



Qualitative Research



Seller forum threads
were analyzed

Sellers struggle with inefficient support and inconsistent service, highlighting a critical need for enhanced customer service solutions on the platform.

Bad Seller Support

"I called into Seller Support this morning, and they said it was a UPS issue and that they would try to have it fixed within 24 hours.... It seems unlikely it is a UPS issue, since it is specific to FBM. Hopefully they will have it fixed sooner than that."

Bad Seller Support

"They never know anything, they cant answer simple questions and cant get to the right answers, i asked Why didnt Amazon Mexico deduct \$70 from my account, they responded I dont know we need a screenshot, lol. Worthless"

Suggesting AI

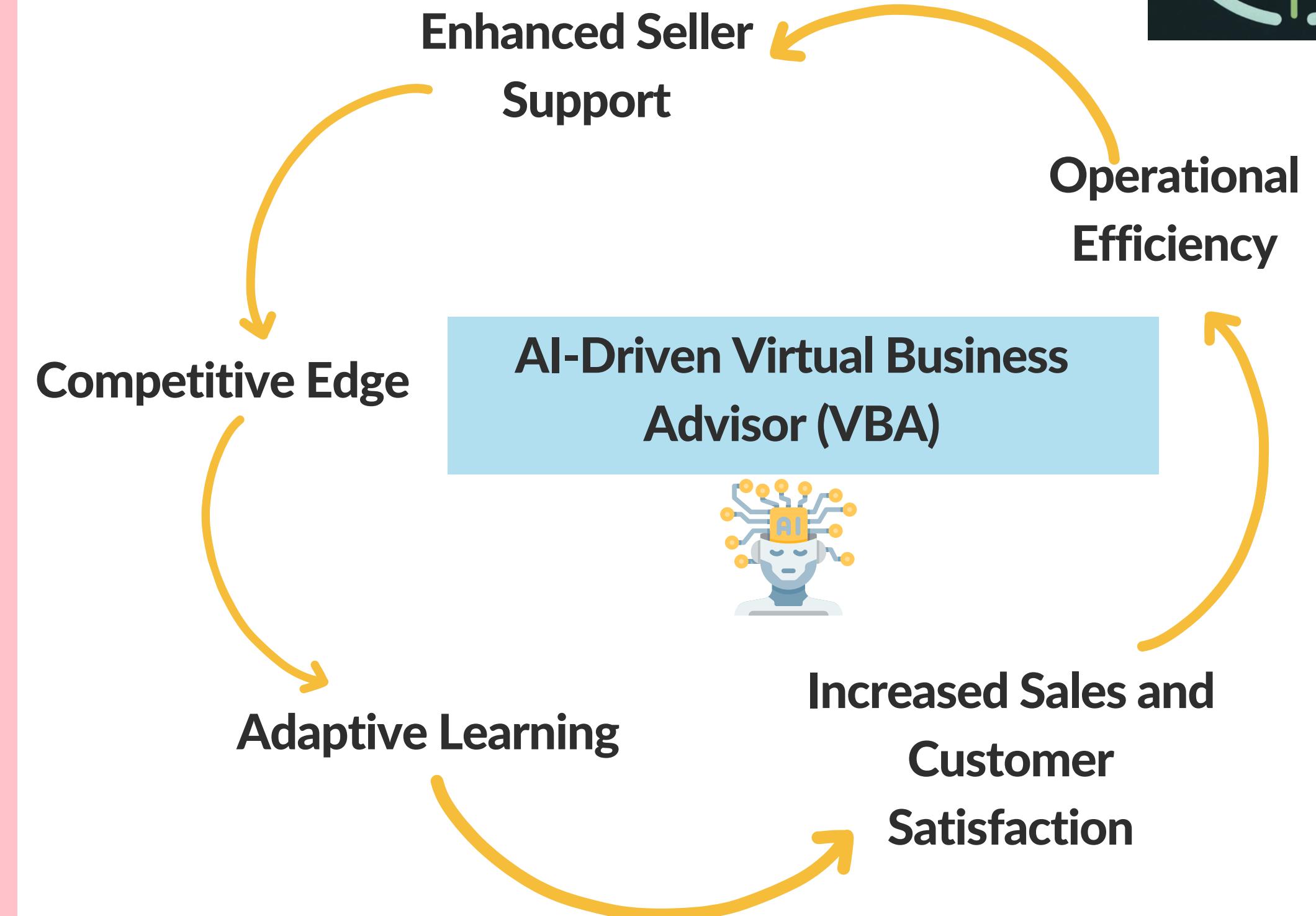
"Artificial intelligence should be effective in correcting such problems."

Suggesting AI/ Bad seller Support

"It's extremely frustrating dealing with Amazon Seller Central. Often feels like I'm stuck with bots or repetitive staff responses. Repeating my case multiple times and navigating automated replies just to get a human response is a real challenge. Amazon needs to seriously improve their support system."



Recommendations



Client Research Question: 3

**What motivates sellers to stay
on these platforms?**

FINDING 1

- Users on Breadtrip rate the platform highest in terms of support for experience sharing among hunters, with a mean score of 3.74.
- This suggests that the platform is particularly effective in facilitating the exchange of hunting experiences among its users.
- The higher mean indicates a more positive perception of the platform's performance in this specific aspect compared to learning and networking.
- As such, enhancing features related to experience sharing could be a key area of focus to further meet user expectations and satisfaction on the Breadtrip platform.

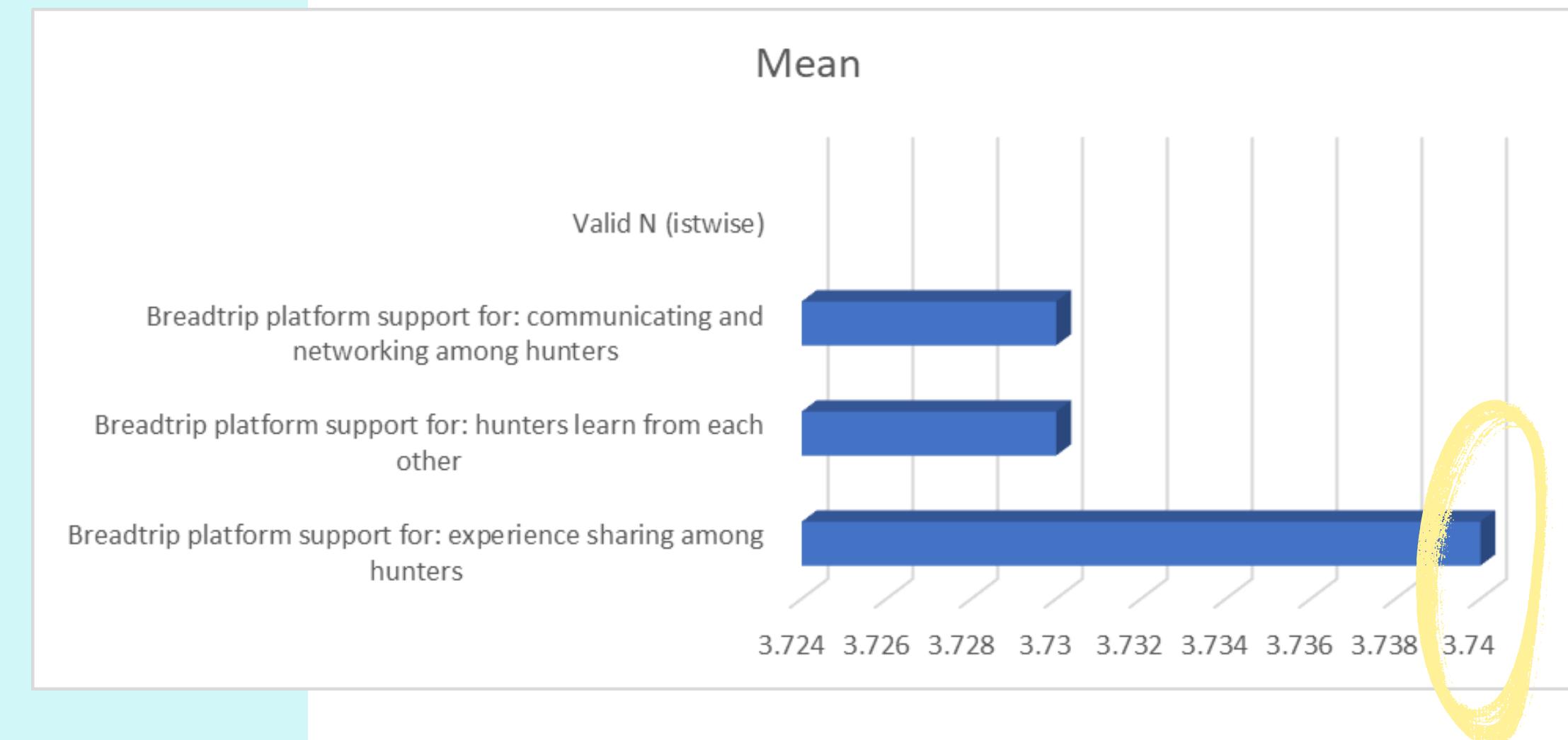


Sample Size: 187



Quantitative Research

Question from Survey- Breadtrip platform has facilitated and helped hunters to.... (1 disagree--> 5 agree)



FINDING 2

Qualitative Findings



Quotes That Support Findings

“Feel your pain here, as it hits us sometime. Hopefully the suggestions for changing your shipping work. Often times for us, it is A/FPO. You can turn those off, but I like to be able to supply them, as so often it is military abroad, and the least I can do is my due diligence to try and make it work. About half the time, we can ship through Stamps.com or our FedEx account and hit the target date and price we need.”

“Thank you. I was at one time a Top-Rated Seller, but I took a break from Selling and now starting over to get that back. Your advice is very helpful and appreciated.”



Recommendation

Launch the "Seller's Center Stage" to feature individual sellers regularly.

Interactive Webinar Opportunity



Dynamic Showcase



Personalized Storytelling



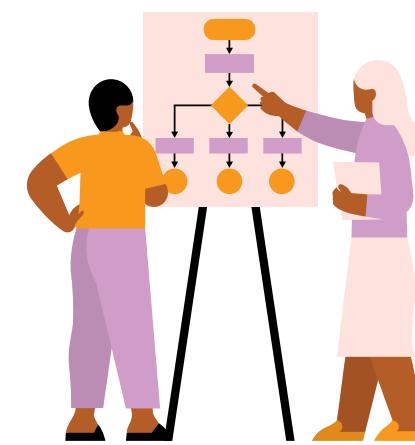
Community Building



Webinar Structure

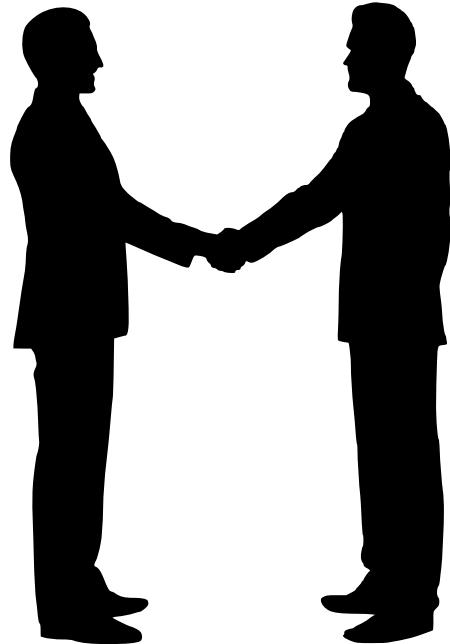


Benefits
Provide a platform for sellers to shine and showcase expertise.
Strengthen the overall sense of community and fellowship on Breadtrip.



Conclusion

- Breadtrip's consulting initiative extensively explored social commerce, focusing on the imminent CityHunter launch.
- Our mixed-methods approach unveiled nuanced insights into potential seller needs and challenges.
- Identifying issues like adapting to customer expectations and providing emotional support presents strategic opportunities.
- Recommendations, including the "Seller's Center Stage", Social Media and AI, position CityHunter as a supportive and celebrated platform.
- Our goal is to contribute to CityHunter's success by fostering a vibrant seller community through comprehensive understanding and adaptive strategies, solidifying its position in the dynamic realm of social commerce.



Any Questions?



Thank you

