

2024

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Go  
Local

BY Nighbourhoods

# Problems

Egypt's e-commerce market faces several challenges:

Limited Variety: Shoppers struggle to find a wide selection of local brands in one place.

High Shipping Costs: Paying multiple shipping fees when purchasing from different local vendors.

Logistical Inefficiency: Vendors lack an integrated system to reach a wider audience without facing complex delivery systems.



# Solution



## One-Stop Shop for Local Brands:

Our platform provides a diverse range of local fashion brands in one marketplace.

## Unified Shipping:

We solve the multiple-shipping fee issue by partnering with a shipping agency to consolidate deliveries, allowing customers to pay only once for shipping.

## Vendor Growth:

Local brands get access to a larger customer base and simplified logistics, making it easier to scale.

# Financial Plan

# **Revenue Streams:**

**Commissions on Sales: 30%**

**Ad Revenue from Vendors: 20%**

**Shipping Fees: 25%**

**Subscription Fees (Users): 15%**

**Subscription Fees (Vendors): 10%**

# Cost Structure:

**Platform Development: 15%**

**Marketing: 30%**

**Logistics Costs: 20%**

**Customer Support: 10%**

**Brand Onboarding: 10%**

**Other Operational Costs : 15%**

# Marketing Strategy

# Target Audience

## **Shoppers:**

Fashion-conscious individuals (mainly aged 18-45) in Egypt looking for trendy, local fashion pieces.

Customers who prefer a diverse shopping experience with ease of payment and shipping.

## **Vendors:**

Local fashion brands and small boutique owners who want to scale their business online without worrying about logistics and operational complexities.

# Marketing Channels

- Social Media
- Paid Ads
- Influencer Marketing
- Search Engine Optimization

# Business Model Canvas



# Business Model Canvas

<p><b>Problem</b></p> <ul style="list-style-type: none"><li><b>Limited Variety:</b> Egyptian consumers struggle to find a diverse range of local fashion brands in one place, limiting their choices and shopping convenience.</li><li><b>High Shipping Costs:</b> Shoppers are burdened with paying multiple shipping fees when purchasing from different vendors, resulting in a less affordable online shopping experience.</li><li><b>Logistical Inefficiency:</b> Local vendors face challenges in reaching a broader customer base due to complicated and costly shipping and delivery processes, leading to inefficiencies and limited growth opportunities.</li></ul>	<p><b>Solution</b></p> <ul style="list-style-type: none"><li><b>Multi-Vendor E-Commerce Platform:</b> Our platform aggregates local fashion brands, offering a variety of options for shoppers to mix and match their desired pieces from different vendors in one place.</li><li><b>Unified Shipping:</b> We partner with a shipping agency to consolidate shipments from multiple vendors into a single delivery, removing the need for multiple shipping fees for customers.</li><li><b>Vendor Onboarding &amp; Support:</b> Local brands can easily onboard onto the platform, gain exposure to a broader audience, and benefit from simplified logistics.</li></ul>
<p><b>Added Value</b></p> <p><b>AI-Based Recommendation System:</b> Our platform uses AI to suggest matching pieces for customers, improving their shopping experience by offering curated outfits and personalized recommendations based on their preferences and shopping history.</p> <p><b>Efficient Vendor Growth:</b> By simplifying the logistics and shipping processes, vendors can focus on product creation and marketing without worrying about complex operational challenges.</p>	<p><b>Target Audience</b></p> <p><b>Shoppers:</b></p> <ul style="list-style-type: none"><li>Fashion-conscious individuals (mainly aged 18-45) in Egypt looking for trendy, local fashion pieces.</li><li>Customers who prefer a diverse shopping experience with ease of payment and shipping.</li></ul> <p><b>Vendors:</b></p> <ul style="list-style-type: none"><li>Local fashion brands and small boutique owners who want to scale their business online without worrying about logistics and operational complexities.</li></ul>

# UI Screens



# Home / Brand

WELCOME, AHMED ELSAIDI My Account Your Pins Sign Out Find Brands English

WELCOME, AHMED ELSAIDI My Account Your Pins Sign Out Find Brands English

G Go Local

What are you looking for

MEN WOMEN KIDS&BABIES ACCESSORIES

Free delivery on all orders above EGP 1999 Free returns available online Shop online 24/7

HEDAYA New arrivals  
The White mini dress edit.

Shop now Go to Hedaya

Trending Now

MEN WOMEN KIDS&BABIES ACCESSORIES

BLITE STORE Regular Fit Sequined bomer jacket EGP 499.00

ODD STORE Regular Fit Tweed Shirt EGP 399.00

MENS CLUP STORE Regular Fit Tweed Jacket EGP 999.00

ACC STORE Frameless Sun Glass EGP 499.00 EGP 249.00 Save 50%

ChatBot

Our Brands

MAMZI BE INDIE Marks Clementine LOAFERS UPFUSE View all

Categories

Recommended for you

BLITE STORE Regular Fit Sequined bomer jacket EGP 499.00

ACC STORE Frameless Sun Glass EGP 499.00 EGP 249.00 Save 50%

ODD STORE Regular Fit Tweed Shirt EGP 399.00

MENS CLUP STORE Regular Fit Tweed jacket EGP 999.00

SHOP BY Men Women KIDS&BOYS ACCESSORIES

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MEN WOMEN KIDS&BABIES ACCESSORIES

Home \ BLITE Store

BLITE

BLITE STORE

Trending Now New Collections Sale

Regular Fit Sequined bomer jacket EGP 499.00

Regular Fit Tweed Shirt EGP 399.00

Regular Fit Tweed jacket EGP 999.00

Frameless Sun Glass EGP 499.00 EGP 249.00 Save 50%

Regular Fit Sequined bomer jacket EGP 499.00

Regular Fit Tweed Shirt EGP 399.00

Regular Fit Tweed jacket EGP 999.00

Frameless Sun Glass EGP 499.00 EGP 249.00 Save 50%

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Thank  
You!