

SupplyHub - Business Strategy Document

1. Executive Summary

SupplyHub is a B2B marketplace that connects manufacturers and brands with retailers in emerging markets. Our platform digitizes the traditionally offline wholesale procurement process, streamlining order placement, payment, and logistics. We aim to become the default infrastructure layer for B2B trade in underserved regions, unlocking economic potential.

2. Vision & Mission

Vision: To power the future of trade across emerging markets.

Mission: To digitize B2B commerce by providing a trusted, data-driven platform that simplifies procurement, credit, and logistics.

3. Market Opportunity

TAM: \$500B+ annual wholesale trade across Southeast Asia, MENA, and Africa.

Retailers face limited product access, lack of credit, and fragmented logistics.

Manufacturers struggle with inefficient distribution and poor visibility.

Opportunity: Digitize offline B2B trade, embed financial services, and build procurement and fulfillment rails.

4. Strategic Objectives (12–24 Months)

- Expand into Nigeria, Kenya, Egypt
- Launch embedded credit product
- Reduce average delivery time to <48h
- Onboard 1,000+ manufacturers
- Reach \$100M GMV by Q4 2026

5. Product Strategy

- Supplier Self-Onboarding Portal (Q3 2025)
- AI-Powered Smart Reordering (Q3–Q4 2025)
- Credit Scoring Engine (Q4 2025)
- Fulfillment Dashboard (Q4 2025)
- Multi-language Retailer App (Q1 2026)

6. KPIs & Targets

- GMV: \$100M
- Active Retailers: 30K+
- Credit Penetration: 25% of GMV
- Avg Delivery Time: <48h
- Supplier NPS: >65

7. Business Model

Revenue Streams: GMV commissions, credit interest, logistics fees, analytics services

Customer Segments: Retailers, manufacturers, financial institutions

8. Operating Model

- Retailer App: Android, low-bandwidth
- Supplier Dashboard: Orders, inventory, analytics
- Logistics: Hub-and-spoke model
- Credit: Risk engine powered by alt-data

9. Competitive Advantages

- Vertical integration: Marketplace + Logistics + Credit
- High-retention user loop

- Local-first design for fragmented markets
- Proprietary behavioral and risk data

10. Risks & Mitigations

- Credit defaults → Conservative lending, repayment incentives
- Supplier churn → Better terms, dashboards
- Logistics delays → Redundant delivery partners
- Regulatory risks → Local legal counsel

11. Execution Roadmap

- Q3 2025: Supplier portal, Nigeria pilot
- Q4 2025: Credit beta, localization
- Q1 2026: Expansion to Egypt and Kenya
- Q2 2026: Brand dashboards, APIs
- Q3–Q4 2026: GMV scaling, credit depth