1.1 Introduction

In South Africa the e-commerce market has been expanding exponentially for the last decade. (Goga, 2019) Yet in the current marketplace the largest online stores make it difficult for small-scale customer to customer sales, since most if not all sellers are established companies. An example of this is the currently dominant online store in South Africa, Takealot. (Dutta, 2025)

1.2 Needs/Problems

In the current e-commerce environment, it is a gap for customers who want a safe place to sell their good or services in small scale outside of unofficial business platforms such as social media, where the platform does not support transactions and forces arrangements and relies on mutual trust with unknown users. This current way of customer-to-customer transactions has risks of scams and lacks fail-safes for hiccups in the transaction.

This risk leads to hesitation from customers to engage in this kind of transaction, leaving a gap in the market for a customer-to-customer selling platform that counters the ambiguous nature of less official methods.

What is needed is a safe and reliable platform for customers to buy and sell to each other without leaving the platform. (Casual.PM, 2015)

The primary challenge to this project is the only major competitor in this area is BobShop, formally known as BidOrBuy. (Dutta, 2025) They provide a more efficient platform for small businesses to sell at low expense, ideal for businesses not expecting to sell online regularly. BobShop also has their own logistics business which makes shipping extremely affordable for them to handle.

However, BobShop only sells generic products and a small amount of second-hand items and still is not as viable or convenient for individual sellers.

- The platform needs to accommodate the entire transaction process, not requiring customers to use services from elsewhere.
- It needs to be easy for customers to also act as sellers at the same time.
- Accommodate sellers who want to sell small-quantity or special-order products by not making it economically unviable or too technically challenging for them.

1.3 Goals/Objectives

To ensure this new platform is able to meet the needs outlined and create a safe platform there are specific goals the system will need to meet to ensure the customers are accommodated in both the buying and selling processes.

The key concerns to focus on addressing is making the process feel safe and streamlined for the customer to address their concerns from buying through social-media or less official mediums.

To combat the competition, BobShop this platform will provide a viable platform for individuals to become sellers and allow items to be specialized by facilitating communication between the buyer and seller to arrange any special requests. This will allow hand-crafted and specialized craftsmen to use our platform as their primary e-commerce platform.

- The entire buying process must take place within the system, excluding necessities such as third-part payment gates which will be implemented within the system.
- Customers need to be able to create product entries with a level of customization to ensure flexibility for greater market coverage.
- Payment security needs to be in place, this would streamline the process and reduce the risk of mistakes for customers as the payment information will be done through the platform, using what the seller provides. Using a secure payment gate will also keep the payments secure.
- To maintain simplicity for the customer, user accounts can be made for only buying, which requires less information that is they wanted to sell.
- To build trust in the sellers for the customers, information such as address and contact numbers are required and publicly assessable to another user but not anyone who is not signed in. With this, customers will be more confident that they are dealing with a real seller as opposed to the ambiguous nature of social media transactions.

1.4 Procedures/Scope of Work

Provide detailed information about proposed procedures, if available, and the scope of work. Include information on activities such as training, testing, and actual work required.

1.5 Timetable

-This will be replaced with a times table. Ignore this section for now.-

1.6 Conclusion

This project will provide a platform to accommodate and entire portion of various niche markets and encourage small business to use the platform.

By meeting our goals, the platform will be a substantially better user experience than any transactions going though social media, leading that entire market to gravitate towards our platform.

Online sales are only predicted to exponentially increase in South Africa over the next five years. While the Business-to-Customer e-commerce market is saturated with well-established platforms such as Takealot, the Customer-to-Customer market remains undominated for now.

This project aims to be that new dominant platform for C-2-C.