**1. Mission & Vision**

Mission

Become a community where honesty, integrity, quality, profitability, and on time delivery happens for the benefit of all App users.

Vision

To be the leading on-demand services and E-commerce platform that exceeds all the needs of users.

**2. What do we do?**

We at PasaBuySell offer the best online platform that every seller, buyer, requester, and rider could wish for. A seamless transaction is what we promise for the convenience of all app users. This is a win-win app for all kinds of users.

**3. How do we do it?**

We screen all users through our proven process to avoid scammers, joy buyers and anyone that can hinder the success of this community. We use the latest IT strategies, innovations, and infrastructures to operate our systems and processes for a hassle free use of our platform.

**4. Who do we serve?**

Everyone can join this community as long as we benefit from each other whether you’re a seller, a buyer, a requester, or a rider.

**5. Define customer problem & Define solution provided**

|  |  |
| --- | --- |
| **Problem** | **Solution** |
| Scammers | Screening Process |
| Joy buyers | Review system |
| Cancelled orders | Review system |
| Quality | Review system |
| On time delivery | Review system |
| Response time | App system |
| Item availability | Review system |
| Item price not posted | App system |
| Incomplete details | App system |

**Review system**

Review from previous customers. Everyone is encouraged to build their user profile credibility. The more successful transaction you have, the more badges you can have.

**App system**

These are in-app processes that will promote smooth transactions.

**6. Monetization**

- Google ads

- In-App purchase ( Profile Skin & Premiums )

- Paid ads ( your post will be shown in first page of your target audience main feed )

- Featured post ( your post will be shown front page when people are searching on your category )

- Pay to post

Ian’s

Membership/Subscription

Data selling

- Income streams forecast

**7. Marketing**

**Customer reach Strategy:**

- FB & IG (Page & Group)

- FB & IG Sponsored Ads

- Influencer Streamer/YT

- Posting at Other group page

- Share and Invitation Scheme (Referral)

- Posters & Stickers

- Partnering to other vendor to give discount to our riders for them to earn more.

- First 2months will be free to post to all initials members.

- Hire someone to manage some pages/group.

**8. Competition**

Top competitors

Below are E-commerce platform competitors

Lazada

Shopee

Facebook Market

Carousell

Below are the on-demand ride or services competitors

Grab

Lalamove/food

Transportify

Food Panda

Move It

Angkas

Joyride

FB Groups

Mr Speedy

Our competitive advantage

· Lesser requirements for sellers

· 100% of the service fee will go to the riders. They deserve that.

· Unique screening process to avoid scammers

· Area monopoly

**9. Metrics**

Success Milestones:

- Reach 1,000 Post - 2months after launch

- Reach 10,000 Post - 5months after launch

- Reach 150 Vendor - 2m

- Reach 300 Vendor - 5m

- Reach 150 Riders - 2m

- Reach 300 Riders - 5m

- Expand to Metro Manila & Makati - 8m

**Plans to meet the milestones:**

- We start at the south

- Join Group Pages ( At-least 10 different niche with large number of members)

- Create our own group pages (3-5 different niche)

- Gather enough legitimate Vendor, Buyer & Riders at Other Group. ( We need 100 Vendor & Riders, Plus 1000 Buyers before we launch Alpha - Beta)

- Organize a seminar to both Vendor & Riders before the launch ( they will be the first batch to do the Referral scheme)

- Partnering to other vendor to give discount to our members for them to earn more and make them feel valued. It will also attract other riders & vendor to register.

**10. Internal Factors**

Strength:

- much more reliable

- much more secure

- Seller ( keeping records of your every transaction)

- Easy to use

- Riders ( Earn more )

- Reach more customers

- New system in the market

Weaknesses:

- Pay to post

- Registration requirements

**11. External factors**

Opportunities:

- New norm because of COVID

- Large market for this kind of services

- Ability to add ride hailing system or on-demand food services.

Threats

- Existing groups that are free to post

- Existing App like grab, foodpanda, etc.

- People may copy our system

**APP DEVELOPMENT**

**FEATURES**:

- **RELEVANT FEED** – User must receive feed based on FEED FACTORS to maximize user experience just by providing them with RELEVANT contents.

- **CHAT SYSTEM** – Users should have the capability to talk to one another through real-time messaging system using USocketNet.

- **SEO OPTIMIZED** – Google bot crawl should be free to explore site structure so that our site content will have the most capability to appear on search result.

- **SOCIAL MEDIA TAGS** – Every page of the site must have an easily manageable thumbnail, title, and description to reach out for new users.

**ALGORITHM:**

- FEED FACTORS

A. Get the latest and most reacted feed.

B. Based on recent searches or activity.

C. MORE HERE…

- CHAT BOTS

A. Seller can set a message for any inquiry even he or she is away.

**FRAGMENTS:**

- Front-End – Mobile Build like Android and IOS, Also Web.

- Back-End – WebAdmin.

**PLATFORMS:**

- Android – GooglePlay PlayStore

- IOS – Apple AppStore

- Web – Project Domain

**TECHNOLOGIES:**

- CLOUD SERVER – **Google Cloud**, Why? Servers are strategically position throughout the world.

- WEB SERVER – **Nginx** , Why? Can be easily Load Balanced with **PHP-FPM.**

- WEB FRAMEWORK – **WordPress**, Why? Modularized features approach.

- DISK DATABASE – MySQL

- MEM DATABASE - REDIS

**SOFTWARES:**

- Visual Studio 2019 w/ Xamarin for Android and IOS build.

- VS Code for our Web Platform release.

**PROGRAMMING LANGUAGE**

- PHP – Primary WebPlatform script compiler.

- C# - Mobile Platfrom using Xamarin.

- Javascript – WebPlatfrom for dynamic content.

**SUPPORTING SCRIPT LANGUAGE**

- HTML, CSS, MYSQL

**WEB ASSETS**

**Notes:** As much as possible I will try to use FREE assets from the developer’s community.

- FontAwesome - **FREE** – for web and application icons.

- Bootstrap - **FREE** – Layout and Components

- Datatables - **FREE** – Showing tabular dataview.

- Charts and Graphs – **FREE-** Dashboard and WebAdmin etc.

**BILLING OVERVIEW**

- **Cloud Server**

o WHY: Real-time feedback.

o PRICE: 28 USD average

o BILLING: Monthly

o URL:<https://cloud.google.com/>

- **Email Service**

o WHY: Required by Cloud Server.

o PRICE: 6 USD per email

o BILLING: Monthly

o URL:<https://gsuite.google/>

- **Domain Address**

o WHY: Required by Cloud Server.

o PRICE: 12 USD per domain.

o BILLING: Yearly

o URL:<https://domains.google/>

**TO BE EVALUATE**

- **BuddyPress , WOOCOMMERCE, WC VENDOR**

**COLLABORATION**

- **GITHUB – For the people involve to give feedback about the changes or add a to do list, etc.**

**MILESTONE**

All notable changes to this project will be documented in this file. The format is based on Keep a Changelog and this project adheres to Semantic Versioning.

- alpha - An alpha release usually means a website or application is working but some functionality is likely to be missing and a number of known and unknown bugs are likely to surface.

- beta - A pre-release of software that is given out to a large group of users to try under real conditions. Beta versions have gone through alpha testing inhouse and are generally fairly close in look, feel and function to the final product; however, design changes often occur as a result.

## SEMANTIC VERSION: Example: v1.2.3-alpha/beta

- 1 - Major version and may result to incompatibilities from previous major release.

- 2 - Minor version is when you add functionally on the project. When you increase this, reset patch version.

- 3 - Patch version, meaning this is used mainly on change and fixing.

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| **TIME** | **DESCRIPTION** | **NOTES** | **MILESTONE** |
| 1 WEEK | Database structure and Visual Demo Prototype | To have a flawless dev, I need an approved design for the current milestone. | PLAN |
| 5 DAYS | Setting up our cloud dev on Google cloud, NGINX, PHP, DATABASE, ETC. | I need to have a published version of the web ex: dev.example.com | SETUP |
| 1 WEEK | Based site theme for Marketplace including nav bar and footer. | This will be the based template for the site page. | DESIGN |
| 2 WEEKS | User Newsfeed, Profile, Settings. | OPTIONAL 20% BUFFER | **ALPHA** |
| 2 WEEKS | Marketplace Page | OPTIONAL 20% BUFFER | DESIGN |
| 2 WEEKS | Chat or Messaging System | OPTIONAL 20% BUFFER | INTEGRATION |
| 1 WEEK | Project Analytics | Using Google / Firebase | **BETA** |