

Feinraum Digital Marketplace Development

Building a web-based multi-vendor platform connecting regional producers with customers seeking local products.

Scope of work

- Create separate logins with dashboards for sellers and buyers.
- Develop product management capabilities for sellers to add/edit product listings.
- Organize products in clear categories for easy browsing.
- Implement a checkout system with multiple payment methods and 20% commission.
- Enable dropshipping model where sellers ship directly to customers.
- Design a responsive platform optimized for mobile and desktop use.
- Provide an admin panel for platform management and payouts.
- Plan and outline community features like stories, recipes, and events post-launch.

Additional information

- Shipping rates and options set by each seller.
- Pilot group ready to beta test the platform.

Requirements profile for the "Feinraum" project

Feinraum is a web-based multi-vendor platform where small regional suppliers – manufacturers, farm shops, start-ups – sell delicatessen and handmade products directly to end customers. The platform retains a 20% commission on each sale. The goal is a clear, inspiring marketplace with a focus on authenticity, quality, and storytelling.

Features (MVP):

Two user roles: merchant and buyer, each with a separate login.

Merchant dashboard for creating/editing products, orders, shipping options, statistics, and communication.

Buyers can order with an account or as a guest, shopping cart, checkout, order overview, and product reviews.

Product catalog: filter/search, categories, story, images, detailed description, and origin.

Order processing with multiple payment methods (credit card, PayPal, etc.), automatic 20% commission per sale.

Multi-vendor logic: Buyers can order from different retailers together, and shops determine their own shipping options and prices.

Admin area: User and product management, retailer activation, sales overview, support, reporting.

Responsive, attractive web design, possibly as a basis for a future app.

Multilingualism/internationalization prepared (German at launch, English as an option).

Data protection (GDPR), secure data storage, technical scalability.

Shipping & Logistics:

Initial shipping by retailers, individual shipping prices/options.

Extensions (later):

Recipes, events, community area.

A pilot group of retailers and beta testers is available.

Guest Checkout:

The guest checkout is not intended to be completely anonymous. Minimum information such as name, delivery address, and a valid email address are required for the order to be processed and shipped correctly. Ideally, creating an account isn't necessary to keep the process straightforward, but the minimum data is required for shipping and communication. It's also important that the names of the respective farm shops (retailers) are visible in the shopping cart and checkout to create transparency and trust. This allows customers to see which suppliers the products come from, which is central to our concept.

Product Reviews:

Product reviews should only be submitted by verified buyers, i.e., only by users who have actually purchased a product. Moderation is handled via an admin or moderator interface to review and, if necessary, remove inappropriate or irrelevant posts. This ensures that the feedback remains authentic and high-quality.

How the 20% commission be calculated and displayed

1. Prioritized payment gateways:

Stripe and PayPal are integrated as preferred payment gateways for the MVP. Both offer high security, simple processing, are common in Switzerland, and are technically easy to integrate. If you have any recommendations or alternatives that make sense, I'm open to suggestions.

2. Calculation and display of the 20% commission:

The 20% commission is automatically calculated for each product sold.

Billing is done individually for each merchant: For each order/invoice from a merchant, the gross price per product is taken, 20% is deducted as commission, and the remaining amount is displayed as the payout amount.

The commission is clearly displayed in the merchant dashboard, on invoices/billing documents, and in the admin panel (e.g., "Product price: CHF 20.00 – Commission (20%): CHF 4.00 = Payout: CHF 16.00").

The deductions can also be aggregated on monthly/billing reports.

3. Rules for splitting multi-supplier orders & shipping costs:

For orders with products from multiple suppliers, the following procedure applies:

The order is technically split into individual cases per supplier/farm shop. Each retailer only sees their own order item in the dashboard.

Shipping costs are calculated individually for each retailer (depending on location, shipping method, and product). The shipping costs per retailer are transparently displayed in the shopping cart and at checkout and added to the total amount.

The customer clearly sees the breakdown at checkout and in the order confirmation (e.g., "Shipping to Farm Shop A: CHF 6.00 / Shipping to Farm Shop B: CHF 8.00").