Names: Savana Hughes, David Abushlaih, Team #3

Goal: To build an ecommerce subscription model similar but better than Shopify. To use data from our customers and sales to increase customer experience, which in turn increases revenue as they enter higher monthly subscription tiers.

WHO: Who is the company or operation that you are trying to manage information for?

simplify.ecom.io

Who are the customers?

Small business owners and entrepreneurs alike / B2B

WHAT: What products/services do they offer?

An Ecommerce platform for creating a website with the functionality of selling products, managing orders, inventory, and data for customers. This would be a Shopify, a competitor.

WHY?
Why does the company think it is profitable to engage in this business?

There is a market of small businesses/entrepreneurs that need the ability to set up an ecommerce environment seamlessly, without the hassle, knowledge, and cost of implementing on their own. This solution is quick, plug and play, and locks the customer in on our platform as they scale their business.

Why does the customer come to this provider?
The customers enjoy the flexibility of the platform and the ability to integrate apps to further streamline and expedite the process of selling products online?

How?
How does the company generate revenue? What is the profit margin
The company generates revenue through monthly subscriptions.
According to our top competitor Shopify's march 2023 quarterly financial report their net profit margin is 4.1%. We plan to beat that at 50%.

In general:
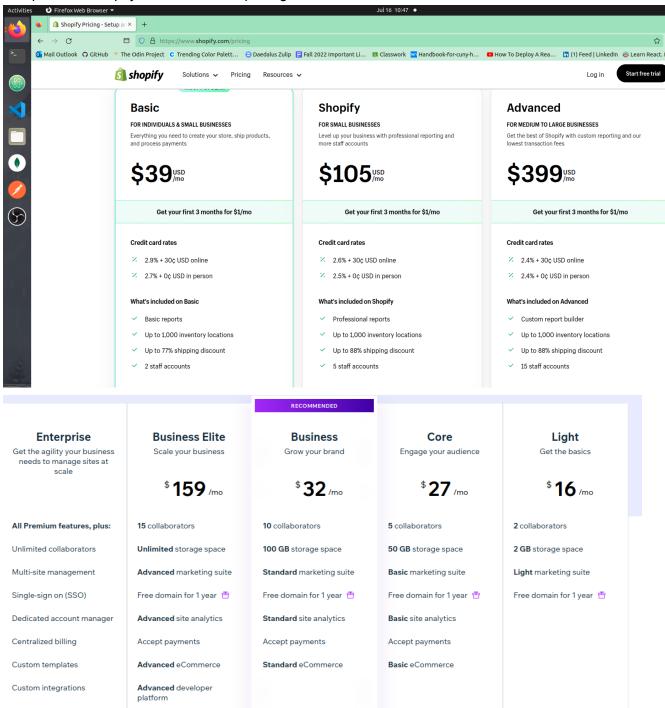**profit = revenue -- cost of goods**
how does the customer procure the product or service
Through a recurring payment to the platform every month with varying subscription models some of which are more expensive.

Cost = Staff Cost, Maintenance cost of servers, cloud computing, domain renewal/registrar costs

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Competitors: Shopify & Wix and their pricing models

shopify   Solutions ▾   Pricing   Resources ▾   Log in   Start free trial

Basic	Shopify	Advanced
FOR INDIVIDUALS & SMALL BUSINESSES	FOR SMALL BUSINESSES	FOR MEDIUM TO LARGE BUSINESSES
Everything you need to create your store, ship products, and process payments	Level up your business with professional reporting and more staff accounts	Get the best of Shopify with custom reporting and our lowest transaction fees
$39 USD /mo	**$105** USD /mo	**$399** USD /mo
Get your first 3 months for $1/mo	Get your first 3 months for $1/mo	Get your first 3 months for $1/mo
Credit card rates	**Credit card rates**	**Credit card rates**
2.9% + 30¢ USD online	2.6% + 30¢ USD online	2.4% + 30¢ USD online
2.7% + 0¢ USD in person	2.5% + 0¢ USD in person	2.4% + 0¢ USD in person
What's included on Basic	**What's included on Shopify**	**What's included on Advanced**
Basic reports	Professional reports	Custom report builder
Up to 1,000 inventory locations	Up to 1,000 inventory locations	Up to 1,000 inventory locations
Up to 77% shipping discount	Up to 88% shipping discount	Up to 88% shipping discount
2 staff accounts	5 staff accounts	15 staff accounts

Enterprise	Business Elite	Business RECOMMENDED	Core	Light
Get the agility your business needs to manage sites at scale	Scale your business	Grow your brand	Engage your audience	Get the basics
	$ 159 /mo	**$ 32** /mo	**$ 27** /mo	**$ 16** /mo
All Premium features, plus:	15 collaborators	10 collaborators	5 collaborators	2 collaborators
Unlimited collaborators	**Unlimited** storage space	**100 GB** storage space	**50 GB** storage space	**2 GB** storage space
Multi-site management	**Advanced** marketing suite	**Standard** marketing suite	**Basic** marketing suite	**Light** marketing suite
Single-sign on (SSO)	Free domain for 1 year	Free domain for 1 year	Free domain for 1 year	Free domain for 1 year
Dedicated account manager	**Advanced** site analytics	**Standard** site analytics	**Basic** site analytics	
Centralized billing	Accept payments	Accept payments	Accept payments	
Custom templates	**Advanced** eCommerce	**Standard** eCommerce	**Basic** eCommerce	
Custom integrations	**Advanced** developer platform			

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features	basic	deluxe	premium	Ultra
Transaction fee	2.5%	2%	1.5%	1.2%
Staff accounts	3 staff accounts	6 staff accounts	12 staff accounts	Contact sales (unlimited) staff accounts
pricing	$20	$40	$80	$160-$10,000

How do customers place the orders?
They sign up through our website, give us the size of their company, and the domain they wish to use. Sales team will then contact them and set up their store.

How do customers pay?
Directly to the shopify platform through credit card, co-branded debit card, Simplify Balance in some regions, and PayPal in some regions.

What information does the company need to increase their revenue?
Information on the sales and profits each customer makes through the platform and the key features which will be crucial for helping their customers increase their sales. With this information our company can choose to develop certain apps or functionalities to improve sales their customers receive and as a result will retain existing customers instead of losing them due to them exiting the market and shutting down. Also, by having their customers make more profit, their customers may opt to buy a more expensive version of the monthly subscription or pricier versions of their apps which directly increases revenue.

How are the products delivered to the customer?
The product is the service and functionality of the website. We stand up their website and CRM on the domain of their choosing. We also have affiliations with apps which can be downloaded and some of which contain monthly fees as well. The product is a service which is used by business owners to facilitate the process of selling their products on their own website.