

# Bideshi Bazar



The World's Marketplace, Now in Bangladesh.

# Global Shopping is Broken for 170M People



## Payment Barrier

Most Bangladeshis lack dual currency cards to pay in USD on Amazon or Alibaba.



## Logistics Nightmare

Direct shipping via DHL/FedEx often costs 3x the product price, making it unviable.



## Customs Fear

Complex clearance procedures at Dhaka Airport create fear of hidden costs.



## Trust Deficit

Reliance on "luggage parties" provides zero tracking, no insurance, and high risk.

# Bideshi Bazar: Amazon & Alibaba, Localized



## Localized Payment:

Users pay in BDT using familiar methods like bKash, Nagad, or Bank Transfer.



## Automated Logistics:

We handle the entire chain purchasing, warehousing, and customs clearance.



## All-in Pricing:

The price users see includes product, shipping, and taxes. No hidden fees.



## Doorstep Delivery:

Seamless integration with local couriers like RedX and Pathao.



# From Click to Doorstep



# Tapping a Billion Dollar Appetite



**\$3 Billion+**

Total Addressable Market (TAM) for  
E-commerce in Bangladesh

## Serviceable Market



Authentic  
Gadgets/Electronics



Cosmetics



Household  
Items



## The Trend

Rising middle class demands authentic global brands that local retailers simply don't stock. People will be more attracted to trending products which they see online and those will be available.

# Sustainable Unit Economics

## Revenue Streams



**Platform Commission:** 10-15% service fee on every item.



**Shipping Margin:** Volume arbitrage (bulk shipping rates vs individual charging).



**Currency Spread:** Small margin on USD to BDT conversion rates.

## Unit Economics Example



Amazon Price: **\$100**



User Pays (BDT eq): **\$125**



**Gross Profit: \$25**

# Acquiring Trust, Then Scale



## Phase 1: Trust

Influencer Marketing. Tech reviewers unpacking gadgets from Bideshi Bazar to prove authenticity and delivery speed.



## Phase 2: Growth

SEO Dominance. Ranking #1 for "Buy Pixel 7 in BD" or "Original CeraVe lotion" to capture high-intent traffic.



## Phase 3: Volume

B2B Sourcing. Becoming the supply chain backend for small local Facebook shops and physical retailers.



# Professionalizing an Informal Market

Feature	Bideshi Bazar	Luggage Parties	Direct DHL/FedEx
Tracking	Real-time App ✓	None	Yes
Cost	Low (Consolidated) ✓	Medium/High	Extremely High
Customs Handling	Included ✓	Risky / Illegal	Customer Pays Extra
Payment	bKash / Local Bank	Cash / Advance	Credit Card (USD)
Refund Policy	Yes ✓	No	Complex

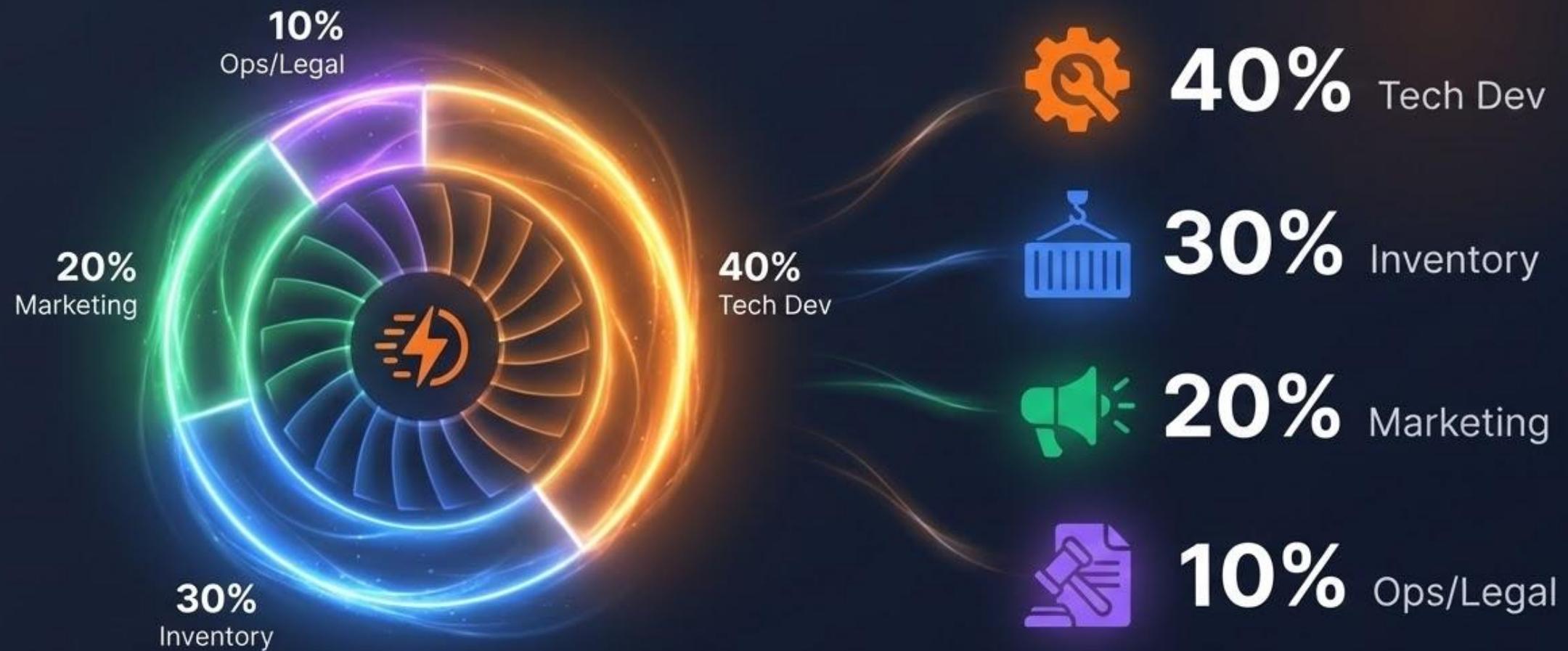
# Path to Profitability



*We project breaking even at month 14, with aggressive reinvestment into logistics infrastructure.*

# Fueling the Engine

To accelerate automation and secure inventory liquidity.



# Dropshipping Marketplace Platform: System Architecture & MVP Roadmap

## Technical Architecture (Layered Diagram)

### Frontend Layer

- Web App (React / Next.js Customer Portal, Seller Dashboard, Admin Panel)
- Mobile App: Flutter (Customer & Seller App)

### Integration Layer

- WhatsApp Business API, Facebook Messenger API, Email & SMS Notifications

### Backend & API Layer

- Node.js / Laravel
- REST / GraphQL APIs
- Authentication & Role Management (Customer / Seller / Admin)

### Core Marketplace Services (Microservices)



### AI & Automation Layer

- AI Product Recommendations
- Auto Order Routing
- Fraud Detection
- Demand & Price Optimization

### Database Layer (PostgreSQL)

- Users, Customers, Sellers, Admins
- Products
- Orders
- Payments & Escrow Records
- Vendor Profiles
- Logistics Status
- Chat & Message Logs

## Marketplace Flow (Middleman Model)

### Customer places order

Platform receives payment

### Payment held in Escrow

Trusted Middleman / Escrow Controller

Order routed to Vendor

### Vendor ships product

Delivery confirmed

### Platform releases payment to Vendor (after commission)

## MVP Scope & Roadmap (Timeline Cards)

### Phase 1 – MVP (Current)

- Product Browsing
- Multi-Vendor Listings
- BDT Currency Conversion
- Order Placement
- Manual Logistics Handling
- Escrow Payments
- Basic Admin Dashboard
- 98.9% Uptime Target

### Phase 2 – Growth & Automation

- AI Recommendations
- Seller Verification
- Auto Customs & Shipping Estimation
- WhatsApp Order Updates
- Automated Vendor Payouts

### Phase 3 – Scale & Enterprise

- Bulk Product Importer
- Vendor Self-Onboarding
- Return & Refund Automation
- Advanced Analytics Dashboard
- Regional Expansion Support

## Non-Functional Requirements



Fast Load Time  
( $< 3s$ )



High Scalability



Secure Payments & Data Encryption



Fault-Tolerant Architecture



High Availability

# Questions?

Let's build the future of cross-border commerce.

✉️ [wahid@bideshibazar.com](mailto:wahid@bideshibazar.com)

🌐 [www.bideshibazar.com](http://www.bideshibazar.com)

