

# [Warehouse application research plan]

## Study 1: Semi-Structured Interview

### Background

Egypt has over 1,9m underserved retailers. Our product is B2B app that provide warehouses in various locations that provide storage places for retailers, distributors and wholesalers and provide data to the application like product range, finance, Availability and fraud detection.

We can also make partnership with companies to provide their products under need for all wholesalers.

### Research Goal

Our team trying to understand what is the market dynamic? And how retailers, distributor and wholesalers get their product and save it and how to conduct high demands for a product and is not available?

### Research Questions

- [Needs] What is the first choice for retailers when the goods sold out?
  - How many days it took them to get the goods they need?
- [Behaviors] How they measure the product availability?
  - How they get the best price for their product?

### Method

- 30-minute in-person interview or video interviews with retailers to get qualitative data
- Survey to various retailers and wholesalers to gather quantitative data about their product and how they get them also how they follow steps for purchasing.

### Recruiting

- 4 participants.
- Retailers for more than 10 years of experience.
- Wholesalers who has more than 2 branches.

# Script

## Introduction

My name is Ahmed Abdelnasser. Thank you very much for participating in this study. I'm working in an application that could help retailers, distributor and wholesalers by providing various warehouses with storage places for your goods and also we have goods from our main partner available under need and we made it easy to order with digital app. Do you have any question before we start?

Do you mind if I record this session for note-taking purposes? The recording won't be shared with anyone outside of our team.

Warm-up Questions [*Build rapport. Start with easy questions to get to know the participant.*]

- Can you tell me more about your job and how many years did you work this job?
- Did you found any lag between ordering products and receiving it?
- What products you sell more and how to measure growth of products sell?
- How many warehouses you have? And what is the area for it?

## Questions

1. How do you select the vendor for your products? [This question is to know how advantage they like more]
2. If you have a high demand of a product and it sold out from you tell me, what would you do? [This question is to know the process more and compare it with our process]
3. How many days it took you to get goods? [this question to know the delay between ordering and receiving to compare it with our 24hr process]
4. How did you store the goods to save it in a good state? [this question is to know how they storage the goods to provide our services and explain how we save products]
5. How did you find the best price for you? [this question is to provide our service in fraud detection]
6. You said that you have your own warehouse, what is the cost for renting it and salaries you paid for workers? [this question is to know pricing and add us in compete level]

## Wrap-up

Thank you so much for sharing your experience and insights. Your answers will help our team build a better product. If you have any additional thoughts and comments, I would love to hear about them at any time. I can be reached at [[engahmedabdelnasser98@gmail.com](mailto:engahmedabdelnasser98@gmail.com)]. Hope you have a wonderful day.

## Study 2: Survey

### Background

In our previous study, we learned that warehouses cost retailers much than areas we provide with daily delivery service This is a promising opportunity we may be able to target with our product, but more data is needed to better understand the needs and whether they generalize to the larger population retailers.

### Research Goal

This study goal is to learn more about what retailers want, what data they need in one place and what is the main common products to partner with their company for business wise.

### Research Questions

- How can our application help retailers and save time and money?

### Method & Recruiting

- Use surveys to collect data from at least 15 merchants.
- Test survey questions with 3 volunteers who are working with you.
- Send surveys to retailers, distributor and wholesalers

### Survey Questions

#### Questions

1. What is your main job? [To know the main job of every one]
  - a) Retailer
  - b) Distributer
  - c) Wholesaler
2. How many years of experience you had? [To know his experience in market]
  - a) +3 years
  - b) +5 years
  - c) +10 years
3. What is the main product you work at? [To know more about the niche]
  - a) Grocery
  - b) Super market
  - c) Others
4. Suppose that you have a high demand of a product and you sold out all products, how many steps did you take to get goods?
  - a) 3 steps
  - b) 4 steps

- c) 5 or more steps
5. While selecting the vendor, what is the most important criteria do you keep in mind? [Do users prefer certain type of vendors only?]
- a) Variety of products
  - b) Low margins
  - c) Proximity of location
6. How much expenses did you pay for renting and workers?
- a) 3K \$
  - b) 5K \$
  - c) +10K \$