

# Bacon Traveller

Shopping overseas has never been cheaper

## WHY USE BACON TRAVELLER

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Have you ever wanted to get a pair of exclusive shoes so badly but local retailers do not offer them? Or a box of candy from France that doesn't ship overseas? More importantly, have you ever wondered how you can evade shipping cost (~~and taxes~~) when you buy your favourite jacket online?

This is what our app, Bacon Traveller, is focusing on - Piggyback your item on any willing traveller's luggage! You can now shop for any product from all around the world, without setting your foot in any of those countries.

Don't shop but travel often? Fret not, you can also earn some extra cash by filling up your extra luggage space when you help buyers fulfill their orders.

According to a survey\* commissioned by performance marketing technology company Criteo on April 2017, Singaporeans took average of 5.2 trips in the last 12 months. Mobile travel sales have accelerated and are expected to see 19.6 percent from 2017 to 2020. With the compound factors such as tech-savviness and rising spending capacity, we can expect more Singaporeans to travel overseas and make online purchases in future.

\*<https://www.todayonline.com/singapore/sporeans-took-average-52-trips-last-12-months-criteo>

## DETAILS

As a buyer, he/she can expect any willing traveller to fulfill the request without worrying about shipping costs or other taxes. If the item is offered in multiple countries, he can choose where to purchase from in order to get the cheapest or fastest way possible. He can also make an offer higher than the market rate so the more travellers are willing to fulfill the request for him, for example for item that are limited in quantity or when the request is urgent.

Travellers can earn a small amount of money from the transaction. They have the choice whether or not to offer their help to the buyer. They are required to communicate with the buyer about the exact location of the item and when to deliver when they return, among other details. Travellers may get to explore different locations that were unknown to them previously. They may even buy the product for themselves, in addition to helping others buy!

The idea is not new to the economy. However, this concept used to run on typical forums and the traveller has to keep their own private record (i.e excel sheet) manually. Requests are put up as forum threads. This is particularly hard to advertise to others and is also difficult keep track of the fulfillment of orders. With Bacon Traveller, we will provide a centralized platform that allow travellers to conduct their business and buyers to request for items efficiently.