

# **Campus Mart App Business Plan**

## **Overview of Campus Mart App**

"Campus Mart" is an efficient, reliable and environmentally friendly platform for the circulation of idle items on campus, helping students deal with their idle items while spreading the concept of green environmental protection.

Functionally, users can choose to "sell" or "give away" their idle items. You can view product details and the nickname of the publisher, and send a private message to the seller for offline transactions.

Its unique selling point lies in: close-range transactions within the campus, the platform only charges a 1% commission (minimum 1 yuan) and has no shipping fees, leaving buyers with no additional costs. The dual model of "sale + gift" meets different needs. The attribute of the same campus reduces trust costs and lowers after-sales and transaction risks.

The target users include junior and senior students who need to efficiently handle idle items and recover funds during the graduation season, freshmen and sophomores who need to purchase items at low cost during enrollment or seasonal periods, students who pay attention to environmental protection and prefer second-hand recycling, as well as students of all grades who need to quickly deal with wrongly purchased or over-purchased idle items.

In terms of promotion, posters are posted offline in high-frequency scenarios such as canteens and teaching buildings. It is spread online through student groups such as classes and clubs.

The verification channels include conducting comprehensive and high-concurrency tests and compatibility tests using security and automated testing tools, setting up feedback channels such as email and phone to collect user issues, and inviting students to test functions, performance, and interface friendliness.

## App overview

### 1. Application Introduction

"Campus Mart" is a Idle item exchange platform that focuses on campus scenarios. It aims to facilitate the trading or gifting of idle items through convenient functional design, while also conveying the concept of green environmental protection. Whether it's for students on campus to deal with idle items during the graduation season or at the end of the semester, or to sell off items that they have bought too much, bought wrongly or no longer need. The "Campus Mart" can all provide efficient, reliable and environmentally friendly solutions for the transfer of idle items, offering a convenient, safe and reassuring platform for the transfer of idle items among students.

### 2. Application function

**User basic functions:** Supports "account + password" login/registration methods. Users can set their nicknames and avatars. And they can view their nickname, avatar, "My Posts" and "My Orders" in their personal center.

**Item Posting and browsing:** Users can upload 1-3 item pictures, fill in information such as name, description, and price, and select the "Sell" or "Give away" mode to post items. The home page displays items in a list format, sorted by their release time. Clicking on it will lead you to the detail page to view detailed information and the nickname of the publisher.

**Interaction and order Management:** Buyers can send private messages to sellers through the "Contact Publisher" button on the detail page. After the buyer places an order, the seller can check the shipping order in "My Orders". The platform will send a text message to remind the seller. After the seller and the buyer conduct a transaction offline, the buyer clicks "Confirm Receipt" upon receiving the goods, and the order status changes to "Completed".

## Identify a Unique Selling Proposition

### 1. Simple and affordable trading methods

**Gather campus scenes to achieve simple and payable idle transactions within a 1-kilometer radius.** When sellers list their products, the platform will charge a 1% commission (at least 1 yuan). Additionally, sellers will not have to bear any extra costs such as shipping fees. For buyers, they do not bear the additional costs, which provides students with an affordable and convenient transaction model.

### 2. The dual modes of "selling + giving away" can be freely switched

**Break through the limitations of the "single transaction model" and meet users' demands from "monetization" to "sharing".** Most idle platforms only focus on the "selling" scenario, while the "Campus Mart" takes into account both "practical monetization" and "public welfare sharing". During the graduation season, students can "sell" high-value electronic devices and professional books to quickly recover their funds. They can also "give away" clothes and daily necessities that they no longer need to help their younger schoolmates in need

### 3. A close-range and high-trust trading model

**Create an exclusive trading venue that is "Close range, high trust".** It is different from the problems of "nationwide coverage, high logistics costs and low trustworthiness" of comprehensive idle platforms. The "Campus Market" precisely targets the close-range scenarios within a 1-kilometer radius of the campus, reducing the troublesome after-sales risks and the risks faced in transactions. Students can hand in old books and electronic products in person without bearing the logistics costs or worrying about the after-sales risks of long-distance transactions. Meanwhile, the identity attribute of "campus sharing the same school" naturally reduces the cost of trust (for instance, students can get to know each other through departments and grades). Make the idle circulation more efficient and reassuring.

## Target a User Persona

### 1. Campus "Graduation Season Cleaners" (Junior and senior students)

**Students face an urgent need for "clearing out dormitory items" during the graduation season.** They have a lot of idle items (professional textbooks, electronic devices, clothes, daily necessities, etc.). Items that are difficult to move or express (such as washing machines, refrigerators, chairs, etc.) have an urgent need for "nearby disposal of idle items". Graduates have no stable income and hope to "recover funds" by selling their idle items. They are highly receptive to low-price transactions. There are many idle items, and complex processes and after-sales risks are excluded. There is an urgent need for "efficient disposal of idle items".

### 2. "Low-cost first-time home buyers" on campus (freshmen/sophomores)

**When students first enter school, they need to purchase a large number of items (textbooks, stationery, storage supplies, second-hand electrical appliances).** They have no stable income and a limited budget. Or, due to seasonal changes, temporary items are needed (such as thick coats for winter or sportswear for sports meetings), and one doesn't want to buy brand new products. Emphasizing "cost performance", they believe that "second-hand items have high cost performance and are environmentally friendly without waste", and have a higher level of trust in "idle items of senior students" (such as textbooks with notes and electrical appliances that have been verified to be usable).

### 3. "Practitioner of Environmental Protection Concepts"

**Students with a strong sense of environmental protection.** They focus on "sustainable living" and "low-carbon emission reduction", and have the habit of sorting garbage and reducing waste in their daily life. They actively avoid purchasing brand-new products (especially non-essential items) and tend to engage in a "second-hand cycle".

### 4. Students (of all grades) who usually hope to sell off idle or wrongly purchased items

**Students who make wrong or excessive purchases, and those with idle items.** When students buy too many things or the wrong ones but cannot return them (such as daily necessities, takeout snacks, fruits, etc.). They need to make up for the losses and prevent waste. Our application offers a way to sell goods quickly and nearby. At the same time, students may have a large number of idle items, such as books they have finished studying or electronic products they no longer need. They need a short, efficient and low-risk platform to sell their idle items.

## Use the Right Marketing Channels

### 1. Offline channels

**"high foot traffic + strong demand" scenarios.** Post posters in places with high foot traffic such as canteens, teaching buildings, libraries and dormitory buildings. Different slogans are put forward during the graduation season and the freshmen's enrollment season. For instance, during the graduation season, it is promoted that idle items can be sold, while during the enrollment season, it focuses on high-quality and cost-effective idle items. And post the posters under the dormitories of the graduates and the newly enrolled students.

### 2. Online channel

**Internal student communication + public communication.** Spread through class groups, grade groups, major groups, dormitory groups and club groups. Launch an activity, such as inviting three friends from the same school to register, and each party will receive a 10-yuan transaction coupon. Utilize the relationships among students to promote the spread.

## Channels to Validate an App

### 1. Utilize development tools and technical means

Complete full testing and high-concurrency testing through security testing tools and automatic testing tools to prevent the occurrence of security issues. At the same time, conduct compatibility tests to ensure that it can be used normally on different mobile phones.

### 2. Collect user feedback

Creating user feedback channels, such as email and phone, can collect problems generated by users during use and optimize the software.

### 3. Invite users to test whether the software is running normally

Invite classmates or users familiar with the product to conduct tests, collect the problems and feedback they encounter during the usage process, including whether the functions are normal, whether there are performance issues such as crashing or lagging, and whether the interface is user-friendly, etc.