

Campus Mart App Business Plan

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A low-angle, upward-looking shot of a modern skyscraper with a glass facade. The building's lines converge towards the top right corner of the frame. The sky is a deep blue with scattered white clouds. The building's glass reflects the sky and clouds. The overall color palette is dominated by blues and greys.

01

Overview of Campus Mart App

Campus Mart Platform Introduction



Campus Mart Platform Features

Efficient trading system, environmental protection concepts are integrated into the unused items exchange platform specially created for the campus to promote the recycling of resources.

Platform user groups

It is mainly for school students, providing a convenient second-hand market, encouraging green consumption and building a sustainable campus environment.

Platform Functions and Features



Platform Functions

Users can select "Sell" or "Gift" to view product details and send a private message to the seller, realizing close trading on campus.



Featured Highlights

1% commission (1 yuan at least), no shipping costs, lower trust costs for same-school transactions, reduce risk, and meet diverse needs.

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02

App overview

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 always 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.



Application function

User-based functionality

Support account password login/registration, set up nickname , and create personal center to manage information and orders.

Product Posting and Browsing

Users can post products and browse them, support image upload and mode selection, and display information on the detail page.

Interaction and Order Management

The platform supports contact between buyer and seller , order tracking and confirmation of receipt management.





03

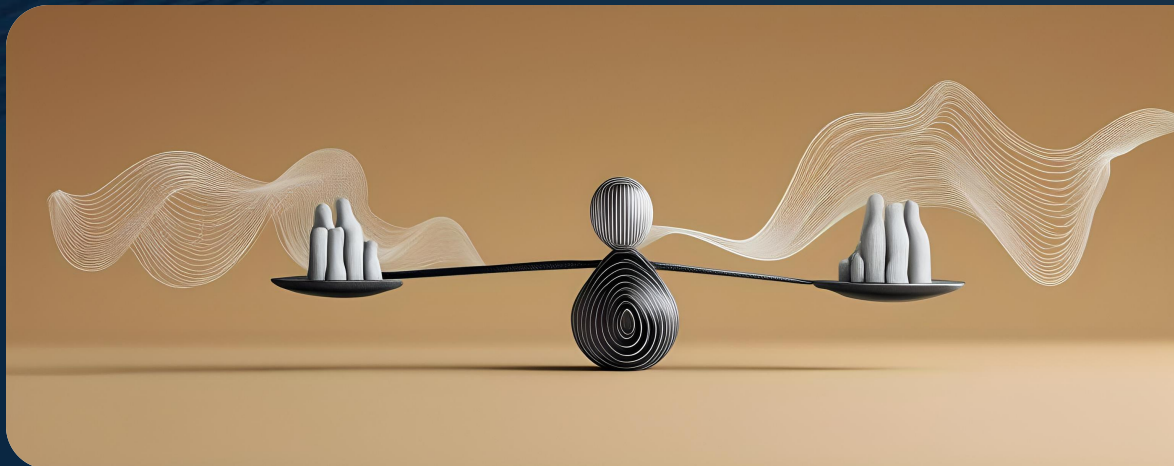
Identify a Unique
Selling Proposition

Simple and affordable trading methods



Platform trading model

Platform model: Campus local idle trading, sellers receive 1% commission (1 yuan at least).



Transaction cost analysis

No additional costs for buyers and sellers, providing an economical and convenient transaction model.

Users can switch easily between the “selling” and “giving away” modules



Meeting the probable needs of students

Graduation season students could sell their unused to get money or give away clothes to help student in need.

A close-range and high-trust trading model

Create a trading venue that is "Close range, high trust". It is different from the problems of "nationwide coverage, high logistics costs and high risk" of most of the platforms. The "Campus Market" targets the close-range cases in the campus. Reducing the after-sales risks and the risks faced in transactions.

Students can hand in old books and electronic products 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.

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04

Target a User Persona



Graduation Season Cleaners

Graduation Season Needs

Graduation season students need to clear out their unused items and find a better way to deal with the large items.

Ways to earn money

Graduates want to sell their items quickly and earn extra money.

Different Buyers

Student enrollment shopping needs

Students enroll in school and need to purchase textbooks and second-hand supplies with limited budgets and seasonal demand.

Emphasis on cost-effectiveness and environmental protection

Second-hand items are cost-effective, environmentally friendly, and practical so the elders may prefer it.

Different Buyers



Environmentally conscious students

Many students promote environmental protection by purchasing second-hand items through our app



"Second-hand buyers"

People who prefer second-hand products.

Under special circumstances

Students who are unable to return items due to misbuying or overbuying, they are recommended to use our app to sell their items in order to cut loss.

A low-angle, upward-looking shot of modern skyscrapers with glass facades. The buildings are partially obscured by a dark blue gradient overlay. The sky is bright blue with scattered white clouds. The number '05' is prominently displayed in a large, bold, blue font on the left side of the image.

05

Use the Right Marketing Channels



Offline channels

Promotion of high-traffic areas

Posters are put up seasonally in high-traffic areas such as the cafeteria to push unused sales during graduation season and cost-effective prices in dormitories during freshman season.

Seasonal Marketing Strategy

Graduation season pushes idle disposal, and freshman season focuses on cost-effective used goods to target seasonal demand.

Online channel



Student internal communication

Intra-student communication takes place through multi-level groups and clubs at the class and grade levels.



Event Promotion Strategy

Invite three people from the same school to sign up for a \$10 coupon each to activate social fission spreading.

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06

Channels to Validate an App

Utilize development tools and technical means

Security Testing and High Concurrency Testing

Comprehensive system security to avoid problems with security and high concurrency testing tools.

Compatibility Test

Compatibility testing ensures that the application works properly on multiple devices..



Collect user feedback



Establishment of feedback channels

Collect the problems encountered by users in the process of using the software through multiple channels such as e-mail and telephone in order to optimize and upgrade the software.



Optimize user experience

Regularly analyze user feedback, targeted improvement of product features, enhance user satisfaction, and promote the continuous development of the software.

Invite users to test
software operation:
Invite users to test the
product



User Test Invitation

Invite classmates or product users to conduct tests and collect problems and feedback encountered during use, covering functionality normalcy, performance issues such as crashing or lagging, and interface friendliness.



Feedback collection norms

Detailed records of software operation smoothness, functional response speed and interface interaction experience are required to ensure that the problem description is specific and clear, so as to facilitate subsequent optimization and iterative development.



THE END

Thank you