**1. Strategy/Research: Competitive Landscape Analysis and Product Strategy**

**Project Overview:** This project involves analyzing the current competitive landscape in the industrial shipping supplies sector to identify weaknesses in existing platforms, uncover gaps in service or product offerings, and propose potential value-added opportunities or new products for strategic development on Repackify’s marketplace.

**Project Key Milestones:**

* **Weeks 1–2:** Conduct desk research to map key competitors and understand their business models, pricing, customer segments, and product offerings.
* **Weeks 3–4:** Identify patterns or gaps in competitor coverage, user experience, and value propositions. Research underserved buyer segments or use cases.
* **Weeks 5–6:** Evaluate internal data from Repackify’s existing users (if available) to align external findings with internal behavior trends.
* **Week 7:** Present a strategic opportunity report with suggestions for product features, categories, or services to pursue.
* **Week 8:** Incorporate feedback to refine and finalize a strategic roadmap.

**Expected Deliverables:**

* Competitor analysis report.
* Strategic opportunity report highlighting gaps and recommendations.
* Final presentation and roadmap of suggested product development priorities.

**2. Pricing Project: Regional Pricing Intelligence and Market Research**

**Project Overview:** As a B2B marketplace, Repackify needs accurate, up-to-date pricing data for pallet and shipping supply products across different U.S. regions. This project involves building a pricing intelligence framework through outreach and technical research to help the marketplace offer fair, competitive, and regionally informed pricing.

**Project Key Milestones:**

* **Weeks 1–2:** Identify key pricing drivers by region and compile a list of top platforms (e.g., Craigslist, Facebook Marketplace, competitor marketplaces).
* **Weeks 3–4:** Build a basic scraper for publicly available pricing data or manually collect and catalog data from selected listings.
* **Weeks 5–6:** Conduct cold calls and email outreach to sellers and pallet yards to gather real-world price benchmarks.
* **Week 7:** Analyze collected data for trends, outliers, and regional pricing patterns.
* **Week 8:** Deliver a comprehensive pricing report and suggest strategies for dynamic or suggested pricing on Repackify.

**Expected Deliverables:**

* Spreadsheet or database of regional pricing data.
* Summary of outreach conversations and findings.
* Final pricing report with trends and recommendations for platform implementation.