# Version one

This document talks about our v1 product, revenue lines and set targets for our first three years.

KickBack is an interface between business owners, logistic companies and the market. We integrate our platforms with courier services and individual riders to facilitate item pick-up and delivery.

In recent times, it has become very important to make products available online. More and more businesses have adopted this method, but have experienced a decline in growth due to customer dissatisfaction.

It’s not enough to make the consumers aware of your product, you need to be able to serve them via the internet.

Our product helps entrepreneurs in the following ways

* Inventory and order management.
* An interface and communication medium with customers.
* Aiding and monitoring delivery of goods.
* A platform to create product awareness

## Product offerings:

**Style:**

***Summary***

This product specifically focuses on youth culture -garmspot is the case study for this product. The rationale behind this is our target audience for the next three years are university students within 100-500 level.

***Revenue model:***

Delivery charge: Customers can only order from multiple stores at a time, however we charge 1,000 for the first item added to cart and 250 for subsequent items and individual can only other a total of 8 items in a basket.

Service Charge or Subscription fee: We could charge this for marketing. As when we market our site, we indirectly market products on these sites in effect creating another sales channel for brands.

We could charge a flat subscription fee of x naira

Or a service charge of payment processing fee + our own fee. (We should cosnsider moving payment processing unto the consumers

Marketing fee: We charge this to brands that want to be on our cover page

***Differentiating factor to consumers:***

The differentiating factors above consider just brands working indigenously such as Jumia, Konga, Gramspot,

***Pricing model:***

Conventional stores bill you a flat amount for additional items included in a cart ( i.e for every item you purchase from a store you get billed 1,000. more often than not, consumers tend to buy from a variety of stores.

Our pricing model is a lot fairer to consumers.

***Differentiating factor to Investors:***

**Food:**

Brief:

This product helps students to connect with restaurants both inside and outside their university

***Internal Vendors:***

Revenue Model:

Marketing fee: We charge this to brands that want to be on our recommended choice list.

***External Vendors:***

***Differentiating factor to consumers:***

The differentiating factors considered brands working indigenously such as Jumia foods, although the features of other international brands were considered.

***Pricing model:***

Conventional stores bill you a flat amount for additional items included in a cart ( i.e for every item you purchase from a store you get billed 1,000. More often than not, consumers tend to buy from a variety of stores.

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How

User places an order

Restaurant gets sent an email { not sure how effective the email thing is }

Order is sent to our logistics channel or application

logistics partner

Anyone can confirm they’ll pick up

Confirmation mail is sent to customers (contains company or individual names and estimated delivery time)

On the logistic channel (or application )and order id is present there , and name of customer . this are the details need by our restaurant to release food.