Statement of the problem

The students sought the need for creating a solid distribution website for local products in Naga city that is easily understood by users.

Target audience:

* Filipinos who want to support local businesses
* Filipinos who want to buy fresh local goods

Conceptual framework

The website aims to help local producers to expand their scope, and thus increase their sales. In doing so, Filipinos will be funnelling their money back into the community rather than ambiguous national chains and corporations. Moreover, it can help support families and strengthen community and culture.

In terms of how they will be able to sell products, the farmers and local producers may use their phones to open an account since the pandemic pushed people to go online or wholesalers and local cooperatives can use it, whom farmers often sell their crops to.

The literature

Not only does buying local products benefit the community, it also benefits us.

According to Nograles, buying goods locally has other benefits such as saving money since these products are usually less expensive.

“Locally-manufactured food products are world-class and, in many cases, are cheaper than their imported counterparts, and the same goes with food staples in the market like rice. Makakatipid ka na, makakatulong ka pa sa kapwa mo Pilipino (You save money and help your fellow Filipinos)," he said.

Theory

Method

So, the students came up with this solution, website rather, to further support local products.

To be frank, this website can actually let you sell anything, but its main focus is to sell local goods from local producers.

To begin, here we have the official webpage where the logo of the website is shown and here you can open an account, then you are brought the sign in or sign up page, and afterwards, once you’re done signing in, the website will ask you for your personal information to verify the identity of the user and prevent fraud.

Next, once the user is done filling in their user information, they are now directed to the homepage of the sebamian website.

**Executive summary**

Opportunity

Problem

There is a limited scope in the distribution of local products in Naga City.

Solution

A website that lets people sell local products, specifically in Naga City. This website also lets people buy from the sellers.

Market

The students sought the need for creating a solid distribution website for local products in Naga city that is easily understood by users. The website aims to help local producers to expand their scope, and thus increase their sales.

Competition

Existing online shopping websites such as Shopee, Lazada, Amazon, etc.

Why us?

Selecting our business is the obvious choice for several compelling reasons. Firstly, our website is a staunch advocate of supporting local products, and we take great pride in the fact that we are deeply rooted in this very city. Unlike other online shopping platforms, we are resolutely committed to promoting and selling primary products exclusively from local producers. This commitment to local excellence sets us apart and makes us the ideal choice for those who want to contribute to the growth and sustainability of our community.

By choosing us, you are not just making a purchase; you are making an investment in the local economy. Your support for our website directly bolsters the livelihoods of small businesses and producers, ensuring that the unique flavors and crafts of our city thrive. We are not just a shopping destination; we are a platform that embodies the essence and character of our community.

Moreover, when you shop with us, you are embracing a sense of locality and authenticity that cannot be replicated elsewhere. Our commitment to offering local products not only ensures the highest quality but also reduces the carbon footprint associated with long-distance shipping. This not only benefits the environment but also ensures that your products reach you in the freshest and most sustainable manner possible.

In summary, the choice is clear – choose us for a shopping experience that is as unique and vibrant as our city itself. Your decision to support us directly impacts the prosperity of our local community and celebrates the rich tapestry of our city's offerings. We are not just a marketplace; we are a testament to the strength and creativity of our locality.

**Problem Worth Solving**

According to Nograles, buying goods locally has other benefits such as saving money since these products are usually less expensive. “Locally-manufactured food products are world-class and, in many cases, are cheaper than their imported counterparts, and the same goes with food staples in the market like rice. Makakatipid ka na, makakatulong ka pa sa kapwa mo Pilipino (You save money and help your fellow Filipinos)," he said.

Our solution

Sebamian’s mission is to help local producers increase their market range. Sebamian has a user-friendly website that is easy to understand and navigate.

Target Market

* Filipinos who want to support local businesses
* Filipinos who want to buy fresh local goods

Market size and segments

Sebamian will be focusing on individuals in the nation that are interested in buying local goods. We can’t force Filipinos to buy local products, however, if they are given an app that’s easy to use and usually sells local goods, they can be influenced to buy from them. Moreover, having cheap prices can help in increasing the number of users because most consider practicality. In addition, the website presents a fresh design which appeals to most teenagers. The initial small purchases will grow larger over time.

#### 

#### Keys to Success

Our keys to success are:

* Social media
* Accessible website
* Relationships with local sellers in Naga City

## **Execution**

### **Marketing & Sales**

#### Marketing Plan

Sebamian’s marketing strategy is very simple. Social media is the key, with amplified word of mouth, offering a solution to the limited market of local producers. We see the need. Our social media will curate content related to the advantages of buying local goods, such as they produce less waste by eliminating unnecessary transportation and delivery, therefore reducing the amount of packaging being used. Less packaging means less waste and less demand on landfill sites.