



entremarket
entre your local market



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About

entremarket is a online web platform where local business owners can connect with local entrepreneurs in the food and beverage industry to streamline supply chain of their products to small businesses.



How it works?

From a **business prospective**, entremarket will be able to generate revenue by commissions. Everytime a buyer purchases a seller's unique product, entremarket receives a margin of the percentage.



How it works?

From a **technical perspective**, entremarket is an online portal platform where both local sellers and buyers create profiles, generating a catalogue. From there, local buyers can view the assortment of food and beverages produced locally, and place orders.



Research

entremarket's target consumers are:

- local business owners
- local entrepreneurs

in the food and beverage industry.



George

Profile

George owns a local breakfast cafe in downtown TO. The cafe serves pastries, lattes and crepes. They use jams as part of the topping in their famous very-berry crepe.

Scenario

George would like to support local business owners, like himself, and is looking for unique jam flavours that he can serve at his cafe.



photo source:
unsplash.com/photos/7uoMmzPd2JA

Michelle

Profile

Michelle owns a small business where she harvests berries in the summer and crafts artisanal jams. She sells them at the weekly farmer's markets in the summer, in downtown TO/local markets.

Scenario

Michelle would like to expand her business' reach by selling her products to local restaurants that share her vision for unique jam flavours.



photo source:
unsplash.com/photos/lI4alyNpzAM



let's demo