**Jodo Corporation**

1. **Background**

For the 4.0 industrial revolution, everything is going to be digitized. People prefer ordering online via an application than going out. For example, approximately 50% population of Vietnam usually goods via a website such as tiki.vn, sendo.vn, shopee.vn, etc. As a result, those intermediate websites provide a virtual area for suppliers, distributors, retailers to sell their products. Therefore, shopping textile products online is more convenient than the past.

1. **Business Opportunity**

We realized that almost Vietnamese companies worked only in Vietnam. We not only want to expand in ASEAN region but also globally. Therefore, we are building a project for people who can access from any location.

In our project, we want to develop a web application that provide textile products for people in worldwide and ASEAN region. A brand can register as a supplier to supply goods to distributors. Then retailers can purchase amount of goods from distributors and resell to end users.

1. **Software product vision**

For customer who want to purchase online easily and conveniently, Jodo is a web-based platform that it can do online trading via website. Unlike current solutions that the scope is only in Vietnam, our product will provide a totally web-based shopping experience and global delivery.