

ANAIZAN B2B2C MARKETPLACE SUMMARY

For this version, we will focus on registration, store creation and adding their products. Since we are going to use the monolithic architecture, we will have to work in a way that will allow us to assess the accounts of our users, their shops towards our new databases as soon as we decide between the monolith in microservices.

If there is the possibility of using the Public and free APIs on the marketplaces to quickly move forward, we will do it, once we are going to deploy this first version, we will continue to work on the functionalities every day to make our more efficient platform.

BACKEND / PLATFORM REQUIREMENTS

General System Requirements :

- ✓ PCI Compliant & Secure
- ✓ Robust APIs preferably using modern technologies such as REST & JSON
- ✓ Ability to upgrade
- ✓ Ability to be customized when necessary
- ✓ Set various permission groups for access control (admin, customer service, etc.)
- ✓ Ability to log different changes to data (products, accounts, orders)
- ✓ Secure traceability into who has logged in and made changes

1. REGISTRATION, LOGIN

New users can register in the system by e-mail, First Name, Last Name, Country, Tel and Password or on social networks and immediately have an account created.

2. CREATION & CUSTOMIZABLE SELLERS' STORES

Allow everyone to create their store for free for individuals with the possibility of migrating to a professional account which is paid. Users can create their store by Choosing Templates, free users can only use one Template and premiums can have access to the different Templates and plugins that will allow them to properly configure their store.

Key features include:

Unique design : Choose from a selection of design templates with varying Store layouts and customizable features to best showcase your brand.

Custom curation : Feature a dynamic or handpicked assortment of products along with optional multimedia content to enhance the customer shopping experience.

Integrated promotion : Use built-in social features like social sharing buttons, coupled with promotional extensions such as Sponsored Brands, to drive Store awareness and traffic.

Extension Store : Install and activate features of their choice, API integration in their store. APIs and plugin will have free trial and premium version.

3. SEARCH, AND PRODUCT FILTERS ACCORDING TO CATEGORY

▪ SEARCH

- ☑ **Predictive search function** : Autocomplete, autosuggest, or find-as-you-type. An algorithm that will memorize the keywords that users type.
- ☑ **Image search option** : Allows our users to search with an image or take a photo to search for products. An algorithm that will scan the entire marketplace to find products identical to the image.
- ☑ **Voice search option** : Search Assistant (Optional at the moment)

▪ FILTERS ACCORDING TO CATEGORY

- ☑ Provide Category-Specific Filters
- ☑ Promote Important Filters on Top of the Product List
- ☑ Allow Users to Apply Multiple Filter Values of the Same Type
- ☑ Have Thematic Filters
- ☑ Display Applied Filters Both in Their Original Position and in an Overview
- ☑ Truncate Long Lists of Filtering Values
- ☑ Filter Changes Should Be Separate Events in the Browser History
- ☑ Never return “no results”

PS : Everything must be dynamic, our algorithm must suggest or filter the products only available on our marketplace. To avoid a "no results" page, let's allow our customers to filter the options we have available.

4. ORDER MANAGEMENT

- ✓ View list of orders in the various states (new, processing, closed, etc.)
- ✓ Edit any details of existing orders
- ✓ Ability to cancel orders
- ✓ View payment transaction information about orders
- ✓ Place telephone or in-person orders via the administrator
- ✓ Place wholesale orders at different price points
- ✓ Fulfill orders including packing slips, invoices and shipping labels
- ✓ Ability to do partial fulfillment
- ✓ Manage backorders
- ✓ Manage preorders
- ✓ Ability for customer service to make comments on orders
- ✓ Trigger status emails to customers
- ✓ Define order processing workflows so that orders can be moved through a series of steps easily
- ✓ Provide access to the purchase history, link the function allowing them to re-order a previous order with a single click.

5. MESSAGING

An internal chat. Buyers and sellers can chat instantly, audio or video calls possible. This keeps customers and sellers on the site and provides them with litigation support where they can use the thread as evidence.

6. USER REVIEWS AND TESTIMONIALS

So customers should check the reviews to see if the seller is trustworthy.

These include canceling multiple notices from a single user or from a single IP address

Ratings can also be assigned automatically by summarizing the transaction history showing how much a supplier has already sold on Anaizan. It is an additional indicator of the reliability of the supplier.

7. CONTENT MANAGEMNT SYSTEM

- ✓ Add marketing messages to all front-end templates
- ✓ Create blogs with categories for content marketing
- ✓ Categorize content
- ✓ Ability to do on-the-fly HTML edits without calling a developer
- ✓ Search content
- ✓ Stage content changes with drafts
- ✓ Schedule publish date and times
- ✓ Create new pages and edit existing
- ✓ Create custom data associated with content

8. REPORT & ANALYTICS TOOLS :

- ✓ Create Sales Reports
- ✓ Report on top-performing products, pricing and promotions
- ✓ Report on gross margins
- ✓ Ability to do date-range comparisons on reports
- ✓ Filtering and sorting on reports
- ✓ Save report customization to be shared internally

COMMUNICATION / EMAIL REQUIREMENTS

Transactional Email Messages :

- ✓ Order Confirmation
- ✓ Shipment Confirmation
- ✓ Account Statements and Credit Account Balances
- ✓ Forgot Password
- ✓ Device Activation Confirmation
- ✓ Transaction Approval Confirmation to Parent Accounts

Marketing Email Messages:

- ✓ Abandoned Cart Emails
- ✓ Upsell Offers
- ✓ Promotion Emails
- ✓ Customer-Segment Targeted Emails

INTEGRATION REQUIREMENTS

Shipping Integration:

- ✓ Calculate shipping rates from providers (FedEx, UPS, USPS, DHL)
- ✓ Integrate with various freight providers, including land, ship and air
- ✓ Look up multiples rates and give customers the best rate
- ✓ Print shipping labels, and schedule pickups
- ✓ Integrate with fulfillment software and send tracking numbers to customers
- ✓ Generate return orders

Payment Processor Integration :

- ✓ Store customer credit card information, typically called tokenization
- ✓ Use payment processor account updater functionality for expired cards
- ✓ Process authorization, charge and credit transactions
- ✓ Instant online payments via Anaizan Pay , PayPal, Visa, Mastercard, etc., Mobile payment and bank transfer payments.
- ✓ Cash on delivery possible depending on the supplier.
- ✓ A variety of payment methods, but prioritize the most popular ones in the location. Personality payment methods, display of payment methods will depend on location.
- ✓ Management of payment at maturity
- ✓ Adaptation of payment: In the case of deferred payment, the timing of the payment must be adapted so that the seller receives the order, even if the payment is not yet effective.

Accounting System Integration/ERP Integration:

- ✓ Push orders and subscription renewals into accounting systems
- ✓ Pull inventory levels
- ✓ Pull expected delivery times from an ERP

Fulfillment/ Drop Shipper or Manufacturing Integration:

- ✓ Integrate with third party fulfillment providers or manufacturers
- ✓ Pull order shipment statuses from fulfillment providers to update customers
- ✓ Add fulfillment-provider charges on top of shipping fees

CRM Integration :

- ✓ Sync accounts with a CRM system
- ✓ Import orders generated from a CRM system
- ✓ Allow for quotes to pass back and forth between CRM and eCommerce
- ✓ Allow push account purchase history into a CRM

Authentication Systems (LDAP, OpenID, OAuth, +):

- ✓ Authentication Systems (LDAP, OpenID, OAuth, etc.)
- ✓ Integrate with existing enterprise authentication systems like LDAP
- ✓ Support existing custom authentication systems