Business Case Template

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| **Application Name** | BundleBid |
| **Type of business model** | A wholesale Ecommerce platform with a build-in bidding system  (Brokerage) |
| **Target audience of external users**  **(Customer Segments)** | Two target users: Online wholesaler and Online shopper who wants buy items in bulk  The most important customer is online shopper who make purchase through the app  The app takes a percentage from each sale to generate profit |
| **Groups of internal stakeholders, users** | Application Development Group  Accounting Group (accounts payable, receivable)  Customer Support Team  Advertising Management Group |
| **Value propositions** | We provide a safe and fair online selling and bidding platform to customers who wants to sell and buy wholesale products online with the fairest price.  Our online bidding platform allows sellers to wholesale their products at the best price possible and allows buyers to purchase at the fairest price. |
| **Key resources** | Key Resources:  Intellectual Resource: the online wholesale platform  Physical resources: Online wholesaler with products ready to be sold and shipped  Distribution Channels:  We partner with various shipping companies to provide options for buyers to choose from, such as FedEx, UPS, DHL, and etc.  Customer Relationships:  For buyers: Trustful platform that verifies the authenticity of the sellers and resellers  For Sellers: Customer services and timely payment processing  Revenue Streams?  Percentage of final sale amount  A yearly membership fee from the wholesalers |
| **How the system is used** | For wholesalers, they look to expending their revenue stream and sell more products. Wholesalers and manufactures can enlist their products on our platform and bid to the best price, as well as cutting the middleman cost.  For buyers, they can compare price and bid for the products they need within their price comfort zone. Also, the bidding system provide a channel to monitor the market price for a particular products, which make the market more transparent. |
| **Revenue generation, Revenue streams** | A percentage fee from each sale  A yearly membership fee from the wholesaler |
| **Key Partners/Suppliers**  **(Stakeholders)** | Key Suppliers: wholesalers and manufacturers  Key Partner: shipping companies |
| **Expected Benefits** | Revenue stream from sale fees and subscription fee  Data from the platform |
| **Known Prototypes** | Alibaba as the wholesale platform prototype  eBay as the bidding system prototype |