



Swap

FROM STUDENTS, FOR STUDENTS

Presented By

BCD-IT PROJECT-GROUP8

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**UNIVERSITY
OF TWENTE.**

Overview

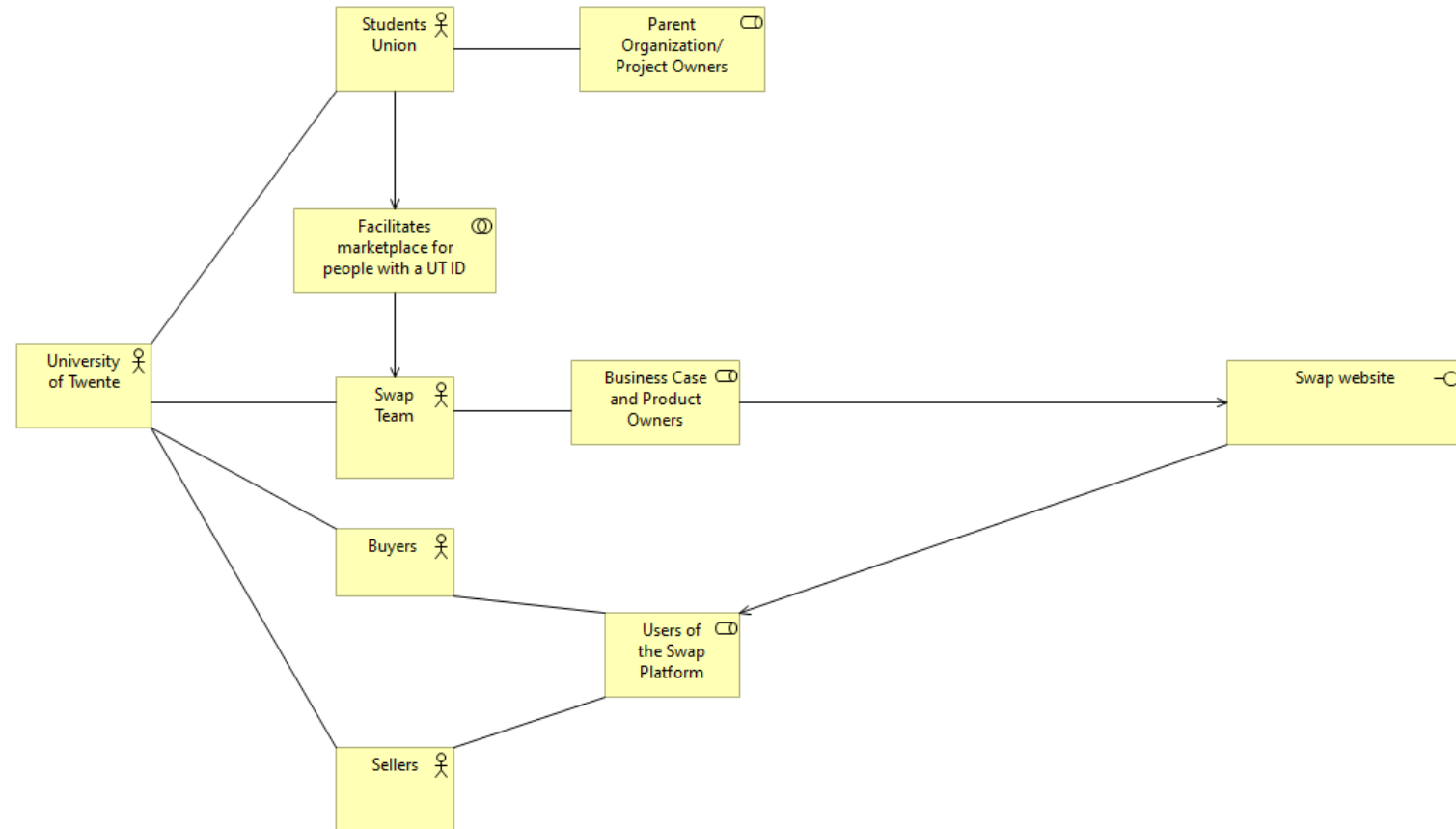
From Students, For Students

Peer-to-peer multi-vendor marketplace

Buy/Sell second-hand products seamlessly

Lesser scams, trustworthy buyers and sellers

Student-friendly community



Overview

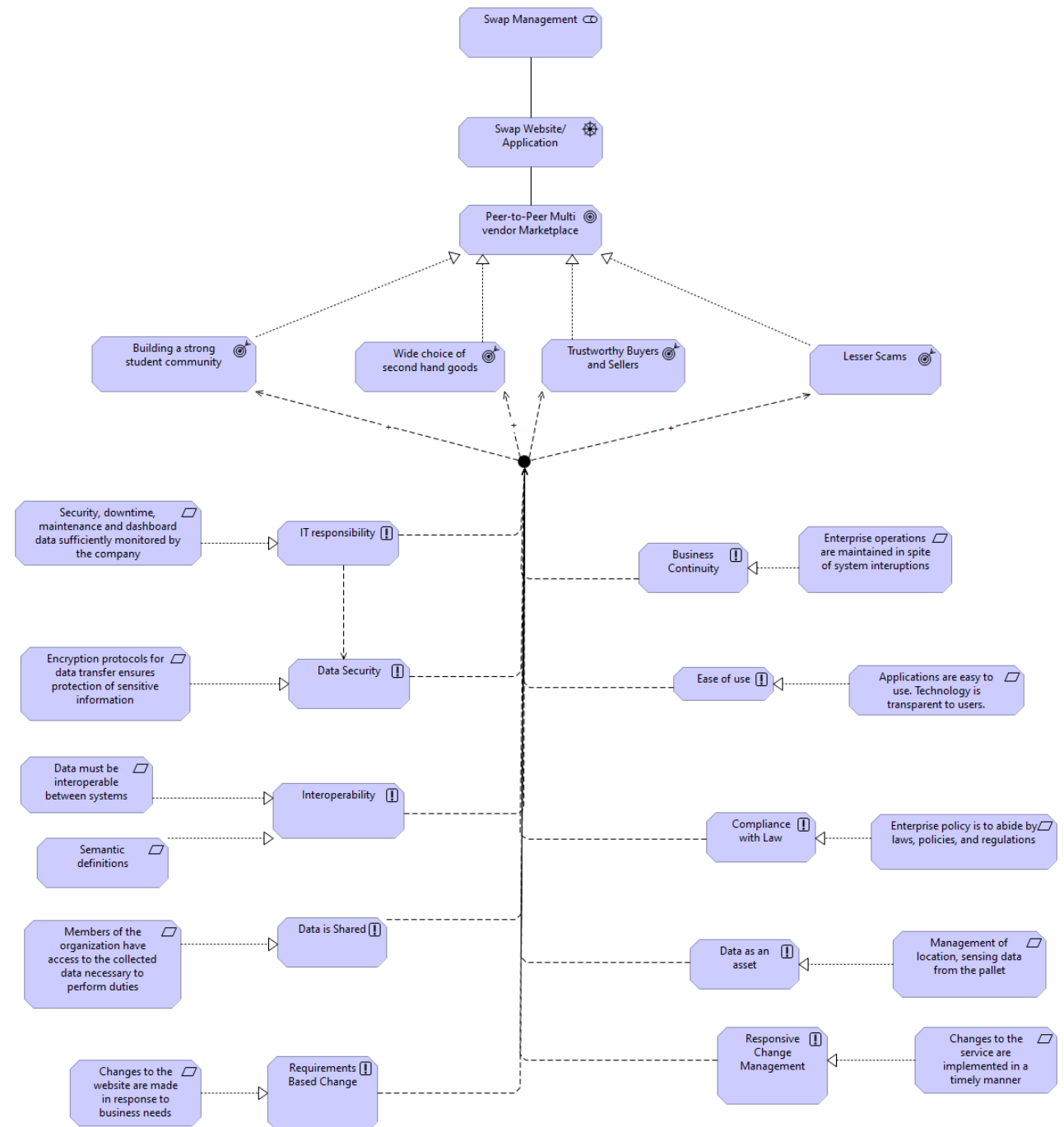
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KPIs – *The balanced scorecard perspective*



Financial Perspective

- Profit
- Budget Variance
- Return on Investment
- Average Order Value

Customer Perspective

Customer satisfaction (5-star rating)

Internal Process Perspective

- Awareness Level
- Conversion Rate
- Seller-Buyer Rate
- Web-Traffic Generated by Specific Promotional Activities
- Average Time per Session
- Hit-miss Ratio
- No. of People Leaving after using the Chat Functionality

Innovation and Learning Perspective

- Number of employee development training programs

Benefits

- Income for Students Union
- The costs incurred in recruiting employees (students) will be lower as compared to hiring professionals (externals).
- We offer employment opportunities for students looking for part-time jobs.
- Increased customer/ seller retention due to satisfaction (for/ by students) when compared with FB marketplace.
- High accessibility - ready-made potential consumer and seller base.
- Swap Products can be promoted with Students Union products.
- Better student community (directly connects sellers and buyers).



Risks



Estimated budget is not sufficient to fund the development of the website

Cross-platform compatibility/ third-party apps fail to integrate seamlessly

Website abused for illegal activities

GDPR compliance - personal data linked to accounts

Intellectual property risks - website, images, logos, etc.

General regulatory risks

Maintenance exceed the income

Security-related risks (student data)

Risks



Bugs in the platform

Website/app downtime

Unable to provide variety of promised goods

Arcadier does not support functionality for expansion

Third-party software no longer supports project

People circumvent the system and make deals offline

University does not allow access to UT database

Improper definition of teams, roles and responsibilities

Type of Costs	Cost Description	Acquisition & Implementation (One-Time)	Operation (Recurring)
Software Costs	Arcadier (SaaS for online marketplace)		€138
	Clockify		€18
Personnel Costs	Testing & Maintenance	€448	€280
	Freelancer for webdesign and development	€2000	
	Marketing & Support		€280
	Legal Advisor	€500	
Other Costs	Dutch BV	€500	
	Employee Motivation		€50
Total		€3448	€766

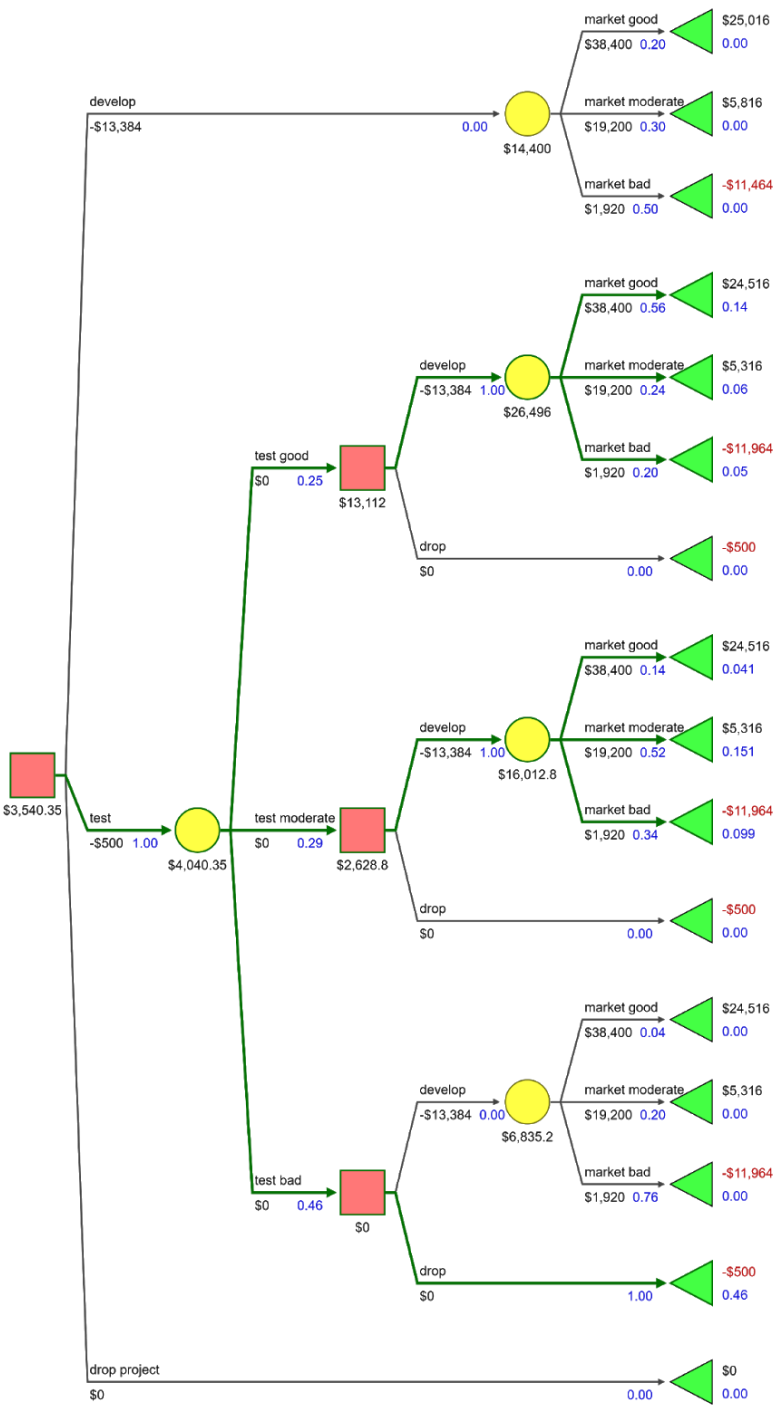
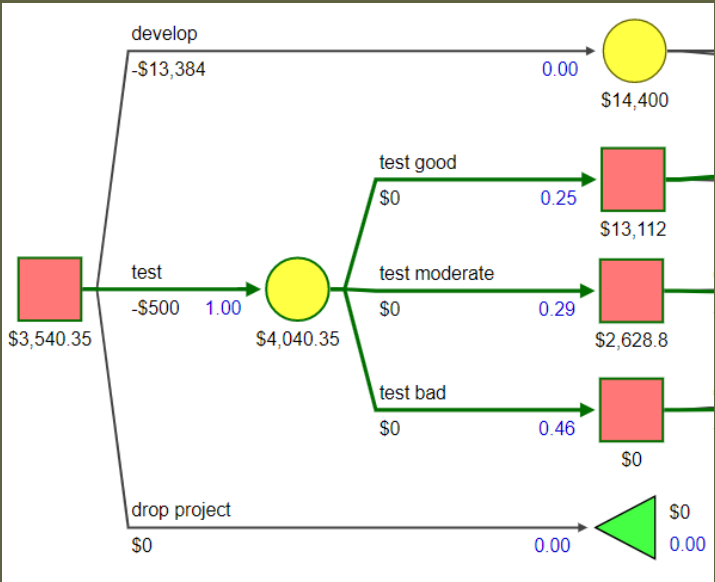


Costs

The table represents the estimated costs for *Swap*.

The recurring costs are costs that we have estimated to incur per month

Decision Tree



Sustainability is the heart of our e-commerce company, which facilitates the re-use of commodities.

Swap plans to donate 10% of the profits towards social causes.

Health and wellness programs to improve our employees' physical and mental health to ensure a productive workforce.

To ensure that we have a motivated team, we plan to organize social events and team retreats.

Share the knowledge that we have gained by organizing skill-based worked workshops at schools and other educational institutions.

CSR and Sustainability



Appraisal



SWAP is an initiative with great potential but has high risks involved



Users circumvent the platform and make offline deals



Inappropriate and unauthorized goods being sold online



Advice Student Union to conduct market research



Drop the initiative, if it gives unfavorable results

Thanks for listening!



The Team

