



Our goal is to collect and make global e-commerce more organized In 2025 we will be the leaders of world trade electronically

How am i ?

My name is Dia Eddine BOUNAB from Alegria and was born on 30 June 1995 ,I study the geometry of methods at a university of Constantine but i love tecnologer But I love technology and software i creat the first web site and i am 17 It was a market for the Sale of goods Used for friends But I gave up before he started to make profits, because my father wanted me to become an engineer and work within one of the major oil companies . In the past years, I have worked to strengthen my skills in programs and business management and I have come up with a better and more organized idea.

What is CirtaCity ?

CirtaCity it's website enable people and stores to open stores for free and share their creations and innovations and communicate with customers from all over the world

Allow users to communicate with their preachers and share their interests and most importantly enable them to visit stores before going to them and compare prices products from one store to another

They will also be able to end the purchase from the home and the arrival of the product to them, which will allow local courier companies to flourish

Users can be attracted by the social networking site, which will make the site boring and engaging with their users. The products that they buy will attract bloggers, technologists and others.

Basic site elements

1 Social Media :

All that a user needs to be creators of content :

- Edit and publish images
- Edit and publish videos
- Writing and publishing articles (We work on an initial model that enables the reader to read aloud or record the audio and read it together)
- Open and join communities of the same interests (We called it society)
- The possibilities of opening more than one user are called offices
- Give an opinion on the publications, and evaluate them by stars .
- You can earn money, discounts and other features by agreeing to show ads on videos, article or personal account
- Accounts are evaluated by numbers. The higher the number, the higher the rating, the higher the number of publications, and the more discounts ,these points are earned by determining factors and there are irregularities that lead to the deduction of these points. If these points reach zero, the credibility of this account is lost and closed.
- We also do a policy that enables the user to control his privacy completely and can not trade in order to have a strong and mutual trust base

2 E-commerce :

You can take advantage of this service whether you are an online store or a real store or even someone who wants to open an electronic store.

- Store opening is quick, easy and free
- It is possible to choose the most convenient way to push many ways and variety
- The store management process is easy and has many features to improve its performance and safe
- The expansion of stores is more expensive due to the low cost of the electronic store, which leads to a reduction in the price of products
- You can end the purchase directly and go to the store if it supports it
- The product display method is convenient and convenient when browsing and does not affect the buyer's opinion

Marketing plan

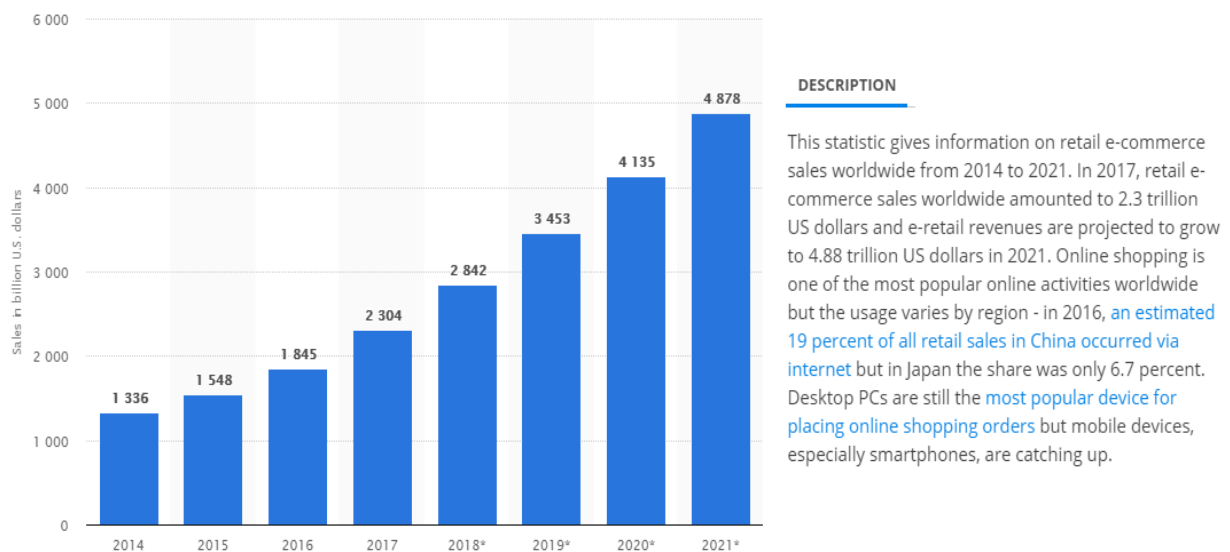
Our website will not be a competitor to e-commerce, but it will help to make more profits, so there will be no competitor to us.

The volume of e-commerce in the world in 2014 is estimated at 1 900 billion \$¹

And Ecommerce FOUNDATION see that in 2016 is estimated at 2 671 billion \$

But the rise is other how think that is be in 2021 is estimated at 4 878 billion \$²

Retail e-commerce sales worldwide from 2014 to 2021 (in billion U.S. dollars)



Only 10 countries in the world control 84% of e-commerce, 5 of them in Europe.³

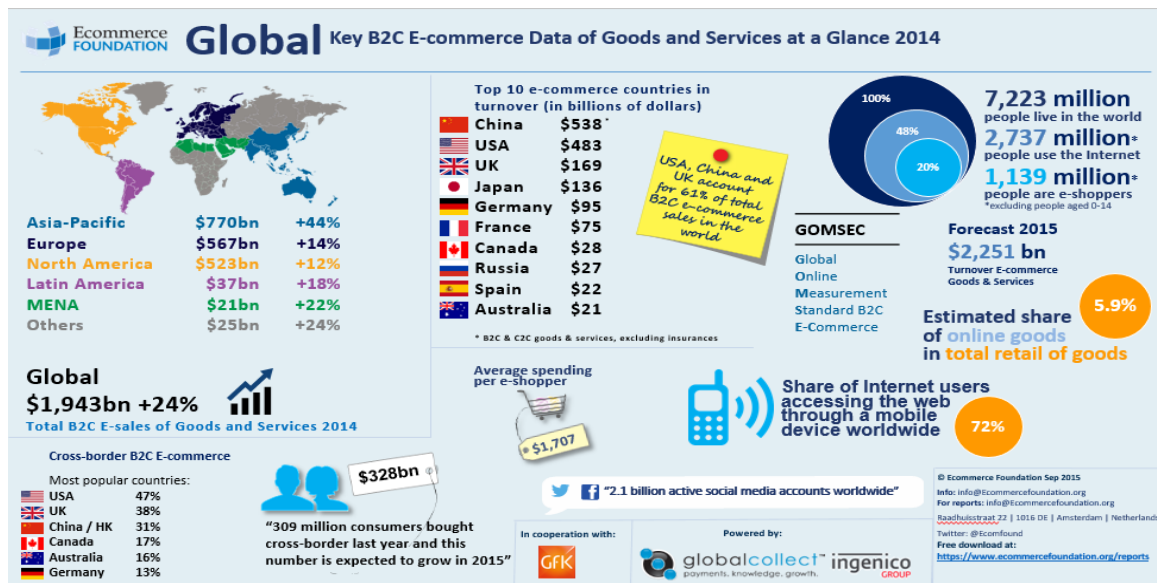
1. China
2. USA
3. UK
4. Japan
5. Germany
6. France
7. Canada
8. Russia
9. Spain
10. Australia

China, the USA and the UK dominate 61% of e-commerce

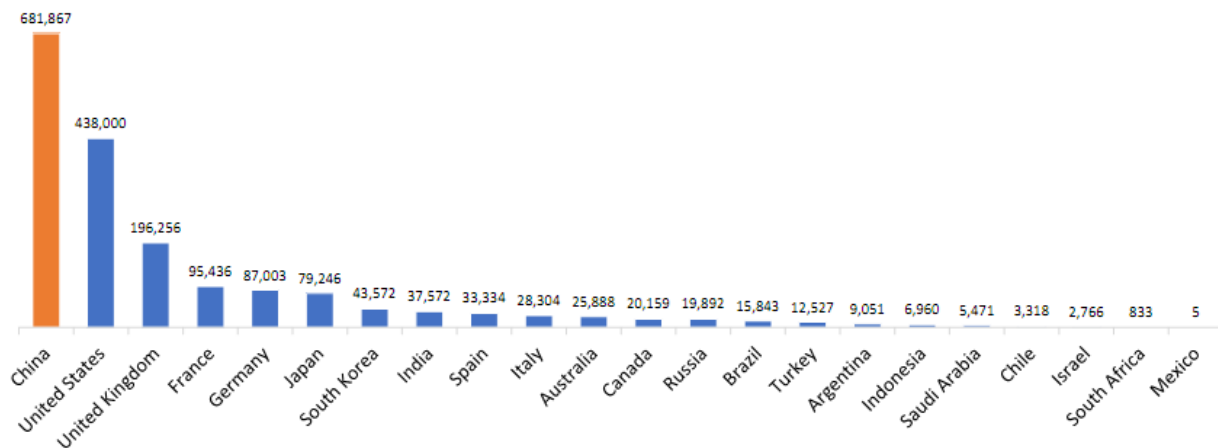
¹ From web site of Ecommerce FOUNDATION www.ecommercefoundation.org

² From web site <https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales/>

³ From web site of Ecommerce FOUNDATION www.ecommercefoundation.org



Thes is moste 22 country use e-shopping



We will focus to inter in USA , UK and Europe for the first part

We will target small e-shops and regular stores

The percentage of major electronic stores will go to the platform after the banner of results achieved by other stores, which I focus on one area and the successes that will achieve the rest of the regions

The competition will be a little for us as the site focuses on the local business and drives it to become bigger

But by the proportion of other electronic stores, it will benefit from increased sales

Site Features

1. Provides the ability to start e-commerce activity **free** of charge
2. Open a **free** online store
3. View products for **free**
4. Trust and security information bank accounts
5. Make the user many and varied choices in product acquisition
6. Make craftsmen, innovators and creators offer and sell their products in one platform that brings them together
7. Bring global traders closer together
8. Make the store not confined within geography but travels to the farthest place
9. Make products cheaper than other electronic stores because of the lack of cost of running

Competitors

There is no site with the same idea even if there are sites Amazon, Alibaba and eBay large electronic stores and can offer services to sell products but not the same quality

Income Forecast

Was calculated on the basis of expansion in 4 countries before the end of 2019

It is : USA , UK , Franch and Germany

2020 We will be in all the EU

2025 Will account for at least 60% of global e-commerce through CirtaCity

If we take interest at 2% of what the store has earned on the site with out ads .

The minimum control is 5%

The maximum control of store is 60%

	2019	2020	2021
MIN(\$)	820 million	1.04 billion	2 billion
MAX(\$)	9.8 billion	12.6 billion	24 billion
medium (\$)	5.31 billion	6.82 billion	13 billion

Operational Plan

For the success of the site and its continuity, we need continuous development and data security (especially banking data) to win the advantages of the first experience - so I would like to be an integrated team to carry out security developments and accelerate the development of the site before launching

I need to work with me

- Financial Officer
- Director of Sales and Marketing
- 2 Programmers

For the rest of the programmers and tasks can be easily obtained at low prices instead of hiring them