



B2B SALES & GROWTH REMOTE INTERNSHIP

Week-2 Deliverable

pepagora's

USE CASE ANALYSIS AND RETENTION FRAMEWORKS REPORT

Team-3

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1. Introduction



The Week-2 “**Use Case & Retention Strategy**” activity builds on the foundational company research completed earlier in week-1 and shifts the focus from identifying potential clients to understanding how these businesses can practically benefit from **Pepagora’s platform**. With a verified list of high-potential SMEs already established, this phase moves into strategic analysis—examining client needs, mapping relevant Pepagora features, and designing engagement approaches that demonstrate clear business value.

This report outlines the development of five detailed use cases that illustrate how selected companies can address real operational and market challenges such as limited digital visibility, inefficient supplier discovery, and constrained buyer reach.

Use case analysis is essential because it connects specific business problems with targeted platform capabilities, showing how Pepagora’s offerings—such as digital catalogues, verified listings, SEO-driven exposure, and AI-assisted matching—enable measurable improvements in visibility, efficiency, and lead generation.

In addition to use case development, the report explores **retention strategies** that support long-term client relationships. Retention plays a critical role in B2B marketplaces, where sustained engagement leads to consistent sales, reduced acquisition costs, and higher customer lifetime value (CLV). Insights are drawn from leading platforms including IndiaMART, Alibaba, and TradeIndia to understand how loyalty programs, feedback loops, guided onboarding, and CRM automation help maintain trust and encourage repeat usage.

Overall, this phase serves as a bridge between initial research and deeper strategic thinking by translating client information into actionable scenarios and highlighting how ongoing retention efforts can strengthen **Pepagora’s position as a reliable growth partner** for product-based businesses.

2. Methodology

The selection and analysis of the top five clients were conducted systematically, building on the Week-1 research. The goal was to identify firms that align strongly with Pepagora’s offerings, have a verified digital presence, and demonstrate clear B2B potential across different industries. The approach combined client selection, information analysis, and strategic feature mapping.

Why Pepagora ?

NEEDS

Essentials for growing and sustaining your business.



The B2B Growth Engine

WHY IT MATTERS

Understanding the differences helps SMEs choose smarter platforms, reduce costs, and boost lead generation effectively.



Online Presence & Visibility

24/7 global exposure, SEO-optimized seller pages



Lead Automation & Targeting

Smart filters, direct inquiries, lead tracking tools



Digital Trust & Reviews

Ratings, catalogues, and instant credibility with buyers



ACHIEVEMENT

More than 1 lakh+ happy customers





Price

Compare to other b2b marketplace Pepagora is best



Shopping for Fun

Buy wholesale t-shirts for your cricket team



Import & Export

Get Multiple buyers and sellers across the globe

A. How Clients Were Selected

- It was chosen from the Week-1 list of 20 verified companies by us.
- We focused on relevance to Pepagora's verticals: textiles, electronics, FMCG, apparel, and industrial solutions.
- Then we prioritized **digital readiness** and **B2B orientation** (platform fit, export/market presence).
- Also we ensured **industry diversity** to represent multiple sectors and use-case applicability.
- Thus we selected top 5 based on potential value creation, credibility, and strategic alignment with Pepagora.

B. How Information Was Analysed

- We reviewed each company's **business challenges** (visibility gaps, supplier discovery, export limitations).
- We mapped **Pepagora features** (catalogue listing, verified supplier network, RFQ matchmaking, SEO visibility) to client needs.
- We evaluated **strategic alignment**: how the platform could deliver measurable outcomes (leads, efficiency, market access).
- We prioritized actionable insights that can inform both use-case development and retention strategy planning.

C. Tools / Approach

- **Lead verification:** we cross-checked websites, trade directories, LinkedIn profiles, and leadership contacts.
- **Industry research:** we analysed sector trends, global reach, and digital maturity to assess potential fit.
- **Feature–problem mapping:** we structured evaluation linking specific client pain points to Pepagora capabilities.
- We documented all verified information in a structured table for clarity and future use in the report.



So the finalized list of the top five clients is presented below:

No.	Company Name	Website / Online Presence	Industry Category	Region / Location	Decision Maker	Contact Information	Reason for Selection / Pepagora Fit
01	Vardhman Textiles Ltd.	vardhman.com	Textile Manufacturing	India (Punjab, HP, MP, Gujarat)	S.P. Oswal (Chairman & Managing Director)	+91-161-2228943-48 mngt@vardhman.com	Vertically integrated textile supplier (yarns, fabrics); strong B2B presence; high credibility; aligns with Pepagora's textile/fabric categories
02	MacroFab Inc.	macrofab.com	Electronics Manufacturing	Houston, USA	Misha Govshteyn (CEO)	info@macrofab.com	Cloud-first electronics contract manufacturer; digitally native SME; fits Pepagora electronics/manufacturing vertical; potential for platform-enabled ordering & supplier visibility
03	Agthia Group PJSC	agthia.com	FMCG Manufacturing & Distribution	Abu Dhabi, UAE	Alan Smith (CEO)	info@agthia.com	Large digitally-active FMCG distributor; strong B2B network; opportunity for catalogue listing, lead generation, and distribution enablement on Pepagora
04	Gokaldas Exports	gokaldasexports.com	Apparel Manufacturing OEM	Karnataka, India	Sivaramakrishnan Ganapathi (Vice-Chairman & Managing Director)	info@gokaldasexports.com	High-volume apparel exporter with global buyers; aligns with Pepagora's garment/OEM supplier needs; potential for verified listings, export visibility, and RFQ matchmaking
05	Tectura International	tectura.com	Manufacturing Industrial Solutions	Singapore / Global	John Lee (Managing Director)	info@tectura.com	Industrial/manufacturing solutions provider; B2B and global reach; fits Pepagora's industrial solutions vertical; opportunity for channel partnerships and marketplace exposure

3. Five Client Use Cases

Here we are presenting our selected 5 client's use cases below:

1. Vardhman Textiles Ltd. - Client's Use Case:

Category	Details
Client Name	Vardhman Textiles Ltd.
Industry	Textile & Yarn Manufacturing
Business Challenge	Vardhman needed to increase digital visibility among B2B buyers. Their traditional sales model was slowing down enquiries, international buyer reach was limited, and product catalog updates were highly manual and time-consuming.
Pepagora Solution	Pepagora created a centralized digital product catalog, automated enquiry system, SEO-optimized product pages, and marketplace listings. Targeted B2B campaigns were launched to reach niche buyers such as apparel manufacturers and garment exporters
Expected Outcome	Achieved a 35% increase in B2B enquiries within 3 months, improved global buyer reach, faster communication, and reduced workload for the sales team through automation
Retention Opportunity	Regular product update newsletters, seasonal promotions, buyer-specific catalog recommendations, and long-term B2B loyalty programs.

2. MacroFab Inc. - Client's Use Case:

Category	Details
Client Name	MacroFab Inc.
Industry	Electronics Manufacturing & PCB Assembly (B2B)
Business Challenge	MacroFab needed to expand its reach to global OEM clients. Although website traffic existed, conversion rates were low. Targeting the right audience for PCB services was challenging, and slow enquiry follow-up processes were causing potential leads to drop off.
Pepagora Solution	Pepagora optimized the website funnel, ran high-intent keyword ads, created targeted LinkedIn B2B campaigns, and implemented an automated RFQ (Request for Quote) workflow. Real-time analytics dashboards were provided to track buyer behaviour.
Expected Outcome	Achieved a 50% increase in qualified leads, 40% faster RFQ processing, and improved conversion rates across the sales pipeline.

Retention Opportunity	Automated follow-ups for repeat orders, technical webinars, PCB design resources, and potential long-term service contracts.
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3. Agthia Group PJSC - Client's Use Case:

Category	Details
Client Name	Agthia Group PJSC
Industry	Food & Beverage
Business Challenge	Decreased profitability resulting from rising costs, operational inefficiencies, currency risks in Egypt, and intense competition in the MENA food and beverage market.
Pepagora Solution	Expanding global supplier diversification, optimising procurement with AI, and enhancing B2B market access to lower costs and improve operational efficiency.
Expected Outcome	Improved EBITDA margins, decreased currency exposure, and enhanced revenue via new buyer networks and streamlined operations.
Retention Opportunity	Building long-term supplier partnerships, engaging recurring global buyers, and gaining access to premium analytics and trade automation tools.

4. Gokaldas Exports - Client's Use Case:

Category	Details
Client Name	Gokaldas Exports
Industry	Apparel Manufacturing & Export (OEM)
Business Challenge	Despite large-scale capacity and export network, Gokaldas may face challenges in connecting with smaller global buyers, boutique retailers or SMB brands seeking suppliers, especially buyers outside its usual major-brand network. Also, as the apparel sourcing landscape shifts, Gokaldas may need a broader digital marketplace presence to supplement traditional export channels.
Pepagora Solution	Listing on Pepagora's B2B marketplace, verified supplier profile, global visibility, search-enabled catalogue listing, access to a diverse network of global buyers including SMEs and mid-tier retailers; thereby expanding reach beyond traditional large-brand export clients.
Expected Outcome	Increased leads and inquiries from a more diversified buyer base (SMEs,

	small/medium retailers, importers); higher utilization of manufacturing capacity; entry into new markets and buyer segments; more stable order pipeline alongside existing large-brand contracts.
Retention Opportunity	Offer premium supplier status / verified badge, periodic performance and lead analytics reports, prioritized matching with buyers, and loyalty incentives (e.g., discounted renewals, volume-based perks) to encourage regular listing renewals and long-term engagement.

5. Tectura International - Client's Use Case:

Category	Details
Client Name	Tectura International
Industry	Manufacturing & Industrial Solutions [Additionally - IT Consulting / Business-Technology Solutions (ERP, CRM, Automation, AI)]
Business Challenge	As a global consultancy offering ERP/CRM/automation services, Tectura may struggle to reach and attract SMEs or mid-market product-manufacturers/ distributors looking for integrated supply-chain or production-related technology solutions, especially in regions where it does not yet have visibility. They may also need a digital sourcing / supplier-buyer marketplace to extend their reach beyond consulting to product-based partnerships.
Pepagora Solution	Pepagora marketplace listing, verified partner network, SEO-backed visibility, business-matching to manufacturers, exporters, and distributors seeking tech integration or digital transformation services.
Expected Outcome	Higher inbound leads, improved visibility in new regions, expanded client base, more ERP/CRM implementation opportunities, and diversified revenue through marketplace-driven engagements.
Retention Opportunity	Offer “Verified Partner badge”, priority ranking, lead analytics, recurring high-quality lead access, regular matchmaking, and performance insight reports to ensure long-term platform value.

4. Retention Strategy Analysis

4.1 Importance of Retention in B2B

Retention plays a critical role in B2B environments because long-term client relationships directly influence Customer Lifetime Value (CLV), reduce acquisition costs, and create more predictable recurring revenue. Unlike B2C, B2B partnerships involve higher trust, longer sales cycles, and repeated engagement across multiple projects or transactions—making sustained retention essential for platform growth. By strengthening retention, Pepagora can ensure

continuous usage, recurring lead flow, and stable client participation, ultimately enhancing overall marketplace value.

4.2 Competitor Retention Practices

To understand how leading B2B marketplaces maintain long-term supplier and buyer engagement, this section examines the retention strategies used by IndiaMART, Alibaba, and TradeIndia. These platforms rely on structured loyalty programs, automated communication flows, and continuous value delivery to keep businesses active. Analysing their practices helps identify proven models that Pepagora can adapt to strengthen its own retention framework.



Here begins the analysis of “Competitor Retention Practices”:

A. IndiaMART B2B Marketplace:

IndiaMART is one of India's largest online B2B marketplace, connecting buyers and suppliers from a variety of industries. Founded in 1996, it is a reliable platform for small and medium-sized businesses (SMEs) to promote their products, generate leads, and broaden their business reach. IndiaMART monetizes mainly through subscription packages sold to suppliers. To retain sellers and keep them active on the platform, IndiaMART uses a mix of tiered paid packages, trust/credibility products, feedback mechanisms, CRM integrations, and guided onboarding resources that together aim to increase seller visibility, lead conversion, and recurring engagement.

1) Loyalty tiers [IndiaMART]

- **Paid subscription packages:** IndiaMART offers tiered paid plans that provide sellers with incremental benefits — higher visibility, lead credits, and priority listing. These packages are central to IndiaMART's revenue and retention model because sellers often renew to maintain visibility.

The screenshot shows the IndiaMART homepage with a sidebar on the left containing various icons and links. The main content area features three pricing plan boxes: 'Free Listing' (Basic), 'Monthly Plan' (Popular), and 'Yearly Plan' (Best Value). The 'Yearly Plan' box is highlighted with a red border. Below the plans, there are sections for 'BuyLeads at a lower-cost' and 'Improved Visibility'. At the bottom, there's a 'Yearly Plan ₹2,667 / month' button.

- **Specialized offerings:** In addition to core packages, IndiaMART markets add-ons such as “Verified Exporter” or Trust/credibility packages and incremental products (IM Leader / IM Star / IM Insta noted in package summaries) that give sellers badges, enriched profiles, and export-ready visibility. Sellers who buy these add-ons often retain paid status for ongoing lead access.

2) Feedback loops [IndiaMART]

- **Buyer reviews & seller ratings:** IndiaMART provides ways for buyers to leave feedback and for sellers to collect reviews — sellers are encouraged to solicit buyer feedback to build credibility on their listings. Platform tutorials and guides instruct sellers on collecting and displaying reviews.
- **Trust / credibility signals:** IndiaMART’s TrustSeal and other verification/credibility markers are promoted to encourage buyer trust; these programs function as feedback/credibility loops that influence buyer behaviour and seller renewal decisions (though independent reviews show mixed experiences with enforcement).

The screenshot shows a TrustSeal certificate for 'Piramyd Precision' issued by IndiaMART. The certificate is titled 'Indiamart Trust SEAL Certificate' and includes a QR code, the IndiaMART logo, and the company name 'Piramyd Precision'. It also contains some smaller text and logos related to the seal.

3) CRM automation (lead & follow-up automation) [IndiaMART]

- **Lead capture → CRM integrations:** Many sellers integrate IndiaMART leads directly into CRM systems (Salesforce, HubSpot, Odoo, and third-party CRMs). Tools and connectors exist to automatically sync IndiaMART enquiries, enabling automated assignment, follow-ups and pipeline management — improving lead response times and seller retention.
- **Third-party automation & inboxes:** CRM/automation vendors (TrackOlap, FAB CRM, SmartTask, etc.) document automated workflows (auto-capture leads, set reminders, create follow-up tasks) that sellers use to convert IndiaMART enquiries — these automation patterns reduce seller churn by improving conversion and demonstrating measurable ROI from the platform.

The screenshot shows a web browser window for 'zn.crm.com/features-integration-indiamart.php'. The title bar says 'Indiamart CRM Integration | Int...'. The main content area is titled 'CRM + WhatsApp + IndiaMART Integration'. It features a sub-section titled 'Official API' with icons for Facebook and WhatsApp. Below this is a list of integration benefits:

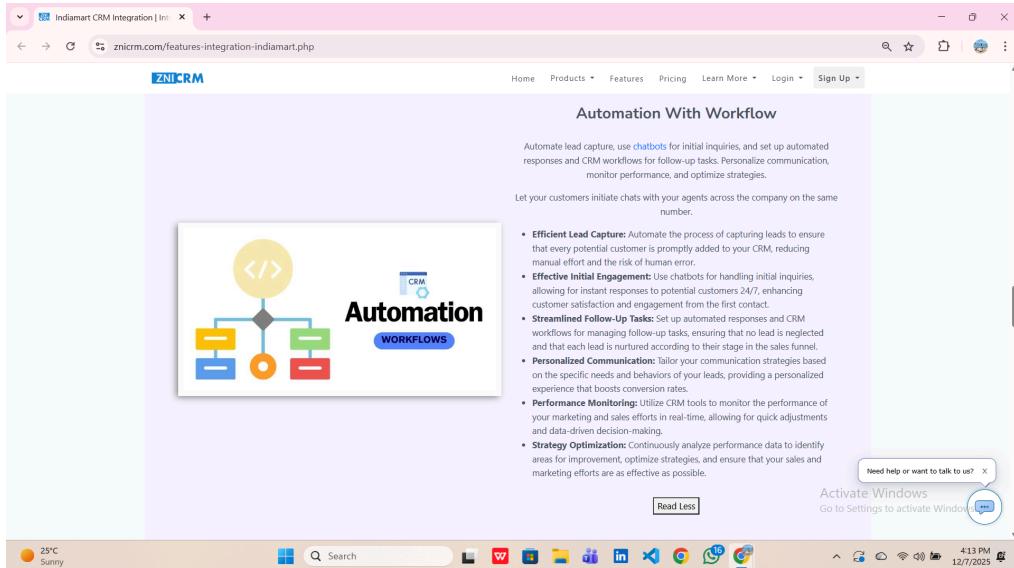
- Instant Lead Capture: Automatically fetch and store every inquiry from IndiaMART into your CRM. No manual entry, no missed leads.
- Auto-Triggered WhatsApp Replies: Greet new leads instantly using WhatsApp templates, ensuring real-time engagement even after hours.
- Unified Conversation History: Track and respond to every WhatsApp chat directly from the CRM—with full context and past history in one place.
- Smart Follow-Ups: Use automation rules to nudge inactive leads, send quotes, or follow up at the perfect time without manual reminders.
- Secure & Official API: As a Meta-verified provider, we use only the official WhatsApp Business API—eliminating number blocking risks and ensuring platform compliance.
- Detailed Analytics: Monitor read rates, response times, and campaign performance through your CRM's dashboard to refine your strategy.
- Multi-Agent Support: Multiple team members can manage leads and chats under one business number, improving scalability and efficiency.
- Trustworthy & Legal: We do not support spam. All communication is compliant with Meta's policies—protecting your brand and customer trust.

At the bottom right, there are buttons for 'Read Less', 'Activate Windows', and a message bubble. The status bar at the bottom shows '25°C Sunny' and the date '12/7/2025'.

The screenshot shows a web browser window for 'zn.crm.com/features-integration-indiamart.php'. The title bar says 'Indiamart CRM Integration | Int...'. The main content area is titled 'Chat With Customers In Real-Time'. It features a sub-section titled 'REAL-TIME CHAT' with a screenshot of a CRM interface showing multiple chat windows. Below this is a list of real-time chat benefits:

- Direct Customer Engagement: Chat with customers in real-time directly through the CRM, enhancing communication and customer service quality.
- Unified Communication Panel: A single dedicated panel for all chats simplifies management and oversight, allowing for seamless interactions with multiple customers.
- Streamlined Chat Assignment: New chats can be easily assigned to specific teams or users, ensuring inquiries are directed to the most appropriate responder for efficient handling.
- Centralized Chat Management: Centralizing chat within the CRM ensures the right personnel have access to comprehensive data in real-time, facilitating informed customer interactions.
- Improved Response Times: Real-time communication capabilities help reduce response times, significantly enhancing customer satisfaction and loyalty.
- Increased Efficiency: Assigning chats to specific teams or users based on expertise or availability streamlines workflow, improving operational efficiency.

At the bottom right, there are buttons for 'Read Less', 'Activate Windows', and a message bubble. The status bar at the bottom shows '25°C Sunny' and the date '12/7/2025'.



4) Guided onboarding [IndiaMART]

- Self-service seller dashboard & tutorials:** IndiaMART provides a seller dashboard and step-by-step guides (and video walkthroughs) for registration, profile completion, product listing and lead management — these resources are designed to accelerate time-to-first-lead and reduce initial drop-off.

- DIY support materials and training:** The platform (and community uploads) includes “how to” PDFs and training slides that teach sellers to optimize profiles, collect reviews, and manage enquiries — these reduce onboarding friction and encourage sustained platform activity.

The screenshot shows the IndiaMART platform's lead management section. It features three main columns:

- LEAD MANAGER**: Contains 4911 leads. A recent message from "Sridhi" is shown: "Can you share more details on this .." (18th Dec).
- RELEVANT BUYLEADS**: Contains 4402 leads. A recent message from "Mohammad" is shown: "I want to buy Samsung Galaxy A50 4g.." (18th Dec).
- CATALOG VIEWS**: Contains 22 views. A recent message from "NARESH" is shown: "viewed your catalog" (16th Dec).

On the left sidebar, there are several navigation links including Dashboard, Company Profile, Lead Manager (4911), BuyLeads (4402), Manage Products, Who Viewed MY Catalog, Photos & Docs, IndiaMART Invoices, Buyer Tools, and Settings.

Strategic Opportunities for Pepagora by “IndiaMART”:

1. Tiered Trust & Visibility Ecosystem [IndiaMART]

Problem: IndiaMART heavily relies on paid visibility packages, but many SMEs feel overwhelmed and unclear about what each tier actually delivers.

Strategy: Pepagora can launch a **transparent, outcome-based tier system** (Verified, Growth, Premium) with clear ROI metrics such as *expected visibility uplift, average leads/week, conversion benchmarks*.

Benefit: Builds trust with SMEs, makes the upgrade decision easier, and positions Pepagora as a platform where sellers *pay for results*, not confusing packages.

2. Feedback Intelligence Engine [IndiaMART]

Problem: IndiaMART's review/feedback tools exist but are often inconsistent and poorly moderated (mixed trust levels).

Strategy: Build a **Pepagora Feedback Intelligence Engine** that automatically verifies buyer reviews, highlights credibility markers, and creates a “trust score” for each seller based on behaviour, response rate, and verified interactions.

Benefit: Makes feedback reliable, boosts buyer confidence, and gives sellers a performance benchmark that increases engagement and retention.

3. Native Micro-CRM for Lead Automation [IndiaMART]

Problem: IndiaMART sellers depend heavily on external CRM integrations (TrackOlap, FAB CRM, SmartTask) to automate follow-ups.

Strategy: Pepagora can introduce a **built-in micro-CRM** with automated lead capture, reminders, quote templates, and follow-up nudges—removing dependency on external tools.

Benefit: Increases seller productivity, reduces missed leads, and positions Pepagora as an *all-in-one* platform → improving retention and subscription renewals.

4. Guided Onboarding Accelerator [IndiaMART]

Problem: IndiaMART relies on tutorials and self-service guides, but sellers often take too long to complete onboarding and miss early leads.

Strategy: Build a **Structured 7-Step Onboarding Accelerator** with checklists, progress bars, micro-videos, and achievement badges (e.g., “Profile 100% Complete”).

Benefit: Reduces drop-offs, accelerates “time-to-first-lead,” and gives new sellers confidence + momentum → directly improving long-term retention.

B. Alibaba B2B Marketplace:

Alibaba Group is one of the world's largest B2B e-commerce companies. It was founded in 1999 in Hangzhou, China by Jack Ma and a team of 17 founders. The platform connects global buyers with manufacturers and wholesalers, mainly from Asia. Over the years, Alibaba has grown into a complete digital ecosystem offering marketplace services, cloud computing, payments, logistics, and business support solutions. Retaining sellers is a major priority for Alibaba, and the company uses multiple structured strategies to ensure sellers stay active and successful on the platform.

1) Loyalty tiers [Alibaba]

Alibaba uses a well-designed loyalty tier system to keep sellers engaged.

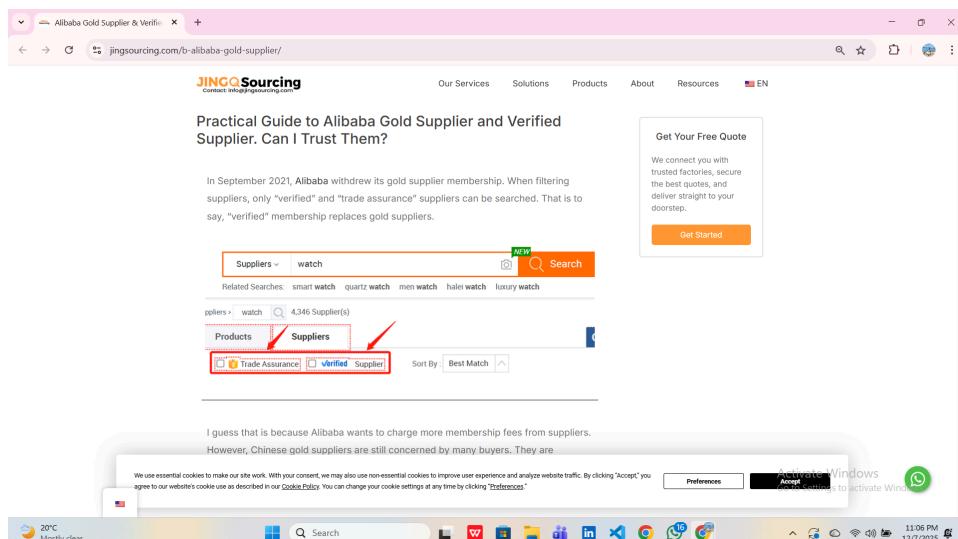
Gold Supplier Membership: Verified sellers receive a premium badge that builds strong buyer trust.

Priority visibility: Gold Suppliers appear higher in search ranking, get more profile visits, and attract more leads.

Exclusive seller tools: Access to advanced marketing tools, customer insights, banner promotions, and priority customer support.

Renewal incentive: Sellers renew membership because higher visibility directly increases revenue.

Retention impact: Sellers remain loyal to maintain their badge, ranking, and steady flow of inquiries.



FY22 Membership	Basic	Basic Plus	Basic Pro	Standard	Premium
Price	\$1,399/Year	\$1,999/Year	\$2,499/Year	\$3,499/Year	\$4,999/Year
Post Products	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Showcase Products	5	20	20	20	20
Respond to RFQs	20/month	60/month	60/month	60/month	60/month
RFO Green Pass	X	3/month	3/month	6/month	9/month
Keywords Trends	X	✓	✓	✓	✓
Keyword Ad Spend	0	0	USD 500 + 35*	USD 1,500 + 150*	USD 3,000 + 500*
Data & Reporting	✓	✓	✓	✓	✓
Sub Accounts	5	5	5	5	5
Product Posting Service	X	75	75	75	75
Minisite Design	X	✓	✓	✓	✓
Business Verification Support	✓	✓	✓	✓	✓
Customer Service	Dedicated A/c Manager				

Activate Windows
Go to Settings to activate Windows.

. 2) Feedback loops [Alibaba]

Alibaba constantly monitors seller performance and offers structured feedback.

Buyer ratings & reviews: Helps sellers understand customer satisfaction levels.

Performance analytics dashboard: Includes response rate, on-time delivery, order defect rate, and listing quality score.

Regular surveys & feedback forms: Alibaba gathers real-time inputs from sellers to identify challenges.

AI-powered suggestions: The system recommends improvements for product titles, images, keywords, and pricing.

Retention impact: Sellers feel guided and supported, which increases trust and long-term platform usage.

My Account Sourcing Negotiation Order&Payment After-Sales Self-Service

What can I do if I forgot my password? How can I register an account on Alibaba.com?

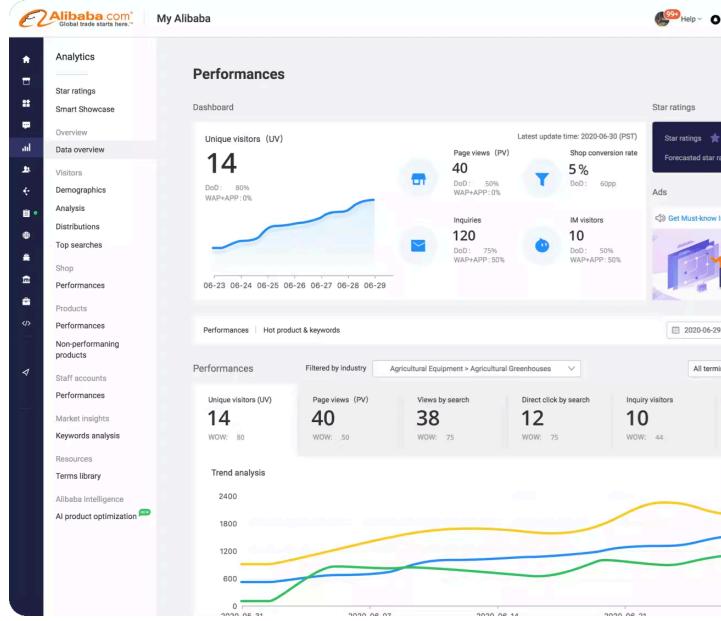
Why cannot I receive the Email verification code?

Why cannot I receive the SMS verification code? What can I do if my account was deactivated?

How do I delete verification phone number?

Contact Us

Online Service Survey



3) CRM automation [Alibaba]

Alibaba uses an automated CRM system to maintain smooth communication between buyers and sellers.

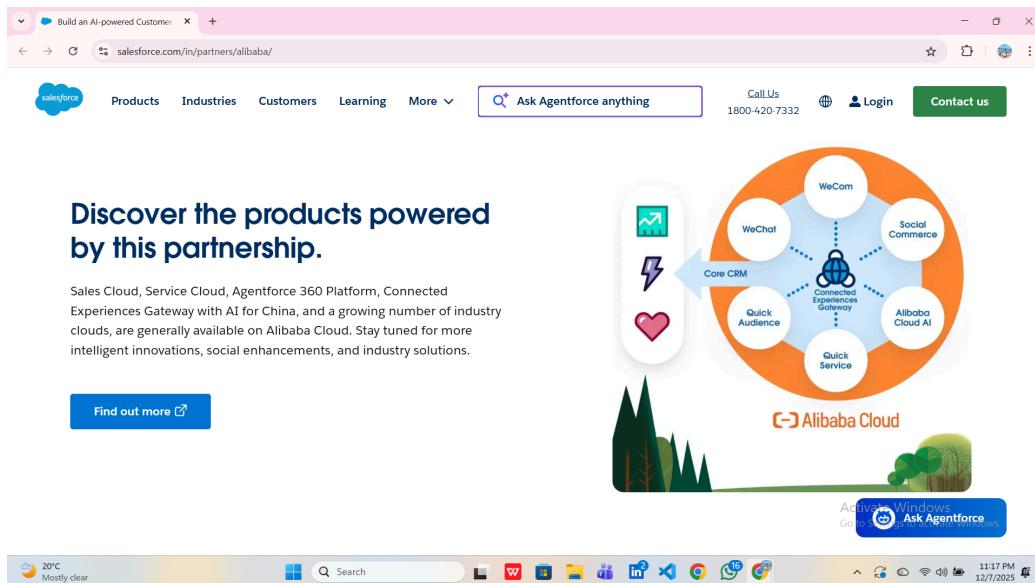
Automatic response reminders: They help sellers reply quickly to improve ranking.

Instant alerts: Notifications for new inquiries, message updates, buyer interest, and quotation requests.

Order status updates: Both parties receive real-time order progress, creating transparency.

Smart recommendations: Suggests which products to promote based on market trends.

Retention impact: Better communication leads to better buyer experience, more orders, and strong seller activity.



4) Guided onboarding [Alibaba]

Alibaba ensures new sellers learn the platform quickly.

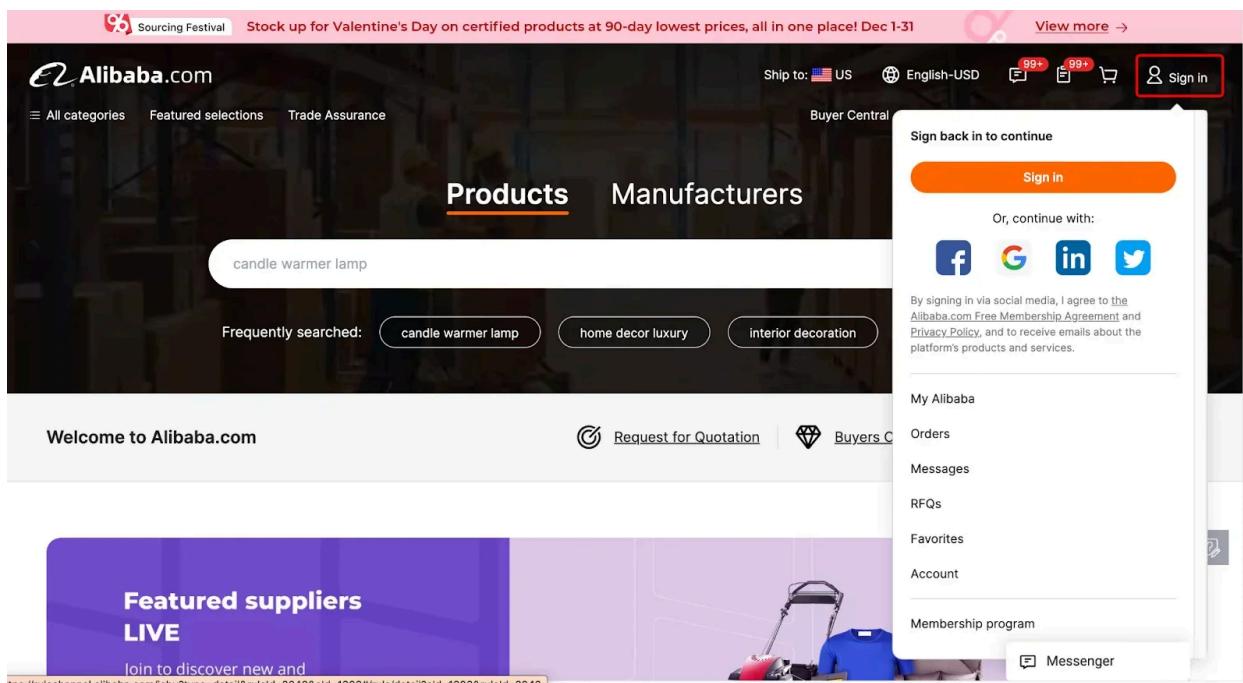
Step-by-step tutorials: Guidance for product uploading, pricing, keyword usage, and optimisation.

Seller training webinars: Continuous training to help sellers understand global buyer behaviour.

Personalised dashboard: Shows onboarding milestones, progress bars, and setup tasks.

AI-assisted listing optimisation: The system automatically fixes weak titles, descriptions, and images.

Retention impact: Simple onboarding increases seller confidence, reducing early dropouts.



Strategic Opportunities for Pepagora by “Alibaba”:

1. High-Trust Membership Tiers [Alibaba]

Problem: Alibaba's Gold Supplier model proves that verified badges + premium visibility strongly influence buyer trust and seller renewal. Pepagora currently lacks a structured tier ecosystem.

Strategy: Introduce **Pepagora Gold / Platinum Supplier Tiers** with verified status, priority search ranking, analytics reports, and exclusive promotional tools.

Benefit: Builds credibility, encourages upgrades, and increases seller retention by linking visibility directly to revenue and inquiries.

2. Performance-Driven Feedback Loop [Alibaba]

Problem: Alibaba's performance dashboards (response rate, delivery score, listing quality) keep sellers competitive—Pepagora does not yet offer structured performance scoring.

Strategy: Create a **Pepagora Seller Performance Center** showing listing quality score, engagement metrics, and improvement suggestions powered by AI.

Benefit: Sellers receive actionable insights and feel guided, which increases trust, platform dependency, and long-term retention.

3. Automated Buyer-Seller CRM Layer [Alibaba]

Problem: Alibaba's automated reminders, alerts, and smart suggestions help sellers respond faster and win more deals—Pepagora must offer a similar experience to compete.

Strategy: Launch a **Pepagora Smart CRM Layer** with auto-reminders, instant inquiry alerts, recommended product promotions, and quotation templates.

Benefit: Enhances communication speed, improves buyer satisfaction, and drives more transactions—boosting seller loyalty and repeat activity.

4. Structured Global Onboarding Journey [Alibaba]

Problem: Alibaba's onboarding success comes from guided tutorials, AI-assisted listing optimization, and progress tracking—key tools missing in Pepagora's current UX.

Strategy: Build a **Pepagora Guided Onboarding Journey** with step-by-step tasks, micro-videos, checklists, and AI-powered listing enhancement (titles, keywords, images).

Benefit: Reduces early seller dropout, increases profile completeness, and accelerates first-lead generation—leading to stronger early retention.

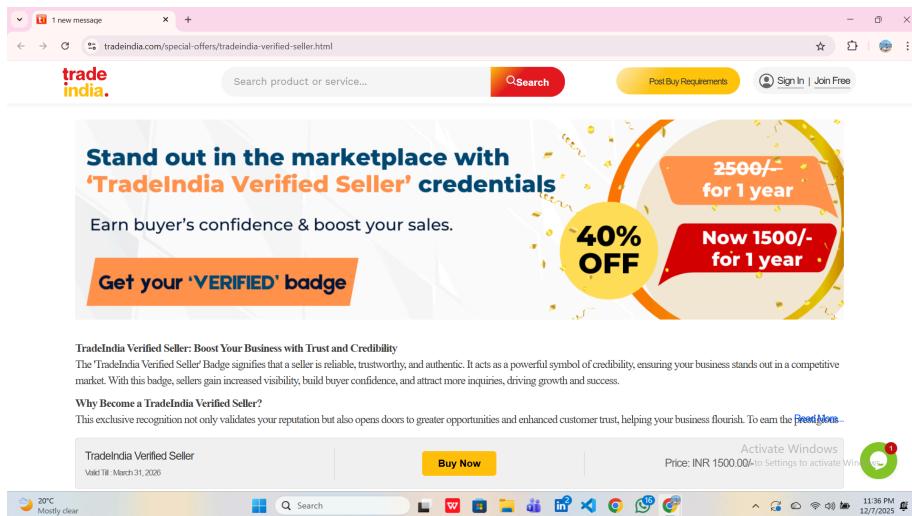
C. TradeIndia B2B Marketplace:

TradeIndia, which started in 1996, is one of the largest B2B marketplaces in India. It helps micro, small, and medium enterprises (MSMEs) digitise their operations and connect with buyers and suppliers worldwide. The platform has over 11.4 million registered users, features more than 100,000 product categories, and generates around 89 million buyer inquiries each year. TradeIndia plays a strong role in India's B2B e-commerce market, competing with other well-known marketplaces like IndiaMART. It focuses on digital marketing and lead generation services for MSMEs.

1) Loyalty Tiers: [TradeIndia]

- **Premium Seller Badges:** TradeIndia provides membership plans such as Super Bonanza, Super Premium Seller, and Super Seller Bundle.
- **Higher Visibility Packages:** Packages like Super Bonanza and Super Premium Seller include premium visibility, featured listings, and marketing services to help sellers stand out

- **Value-Added Services:** Sellers can also subscribe to the Customised Header Catalogue (**CHC**), which allows branding with logos and product images for a more professional online presence.



2) Feedback Loops: [TradeIndia]

- **Buyer Inquiries:** TradeIndia collects buyer inquiries and responses, which serve as indirect performance metrics for sellers.
- **Customer Reviews:** Customer reviews on platforms like MouthShut and Trustpilot show that feedback is mixed, with some users reporting strong lead generation while others criticise fake inquiries.
- **Survey Systems:** Officially, TradeIndia does not advertise structured survey-based feedback systems, but buyer engagement data acts as a loop for sellers to refine their offerings.

The screenshot shows the TradeIndia Seller Dashboard. The left sidebar has a navigation menu with options like Dashboard, Profile, Inquiries & Contacts (which is currently selected), Buy Leads, Featured Products, Services, TIPay Transaction, and Privacy/Settings. The main area shows 'Contact Details' with sections for Personal Details (Ajay Mulchandani, Mobile: +918866392835, Email: ajay.n.mulchandani@gmail.com) and Business Details (AM Web Solution, Pan No:, GSTIN No:). There's a 'Request for Quotation' section where users can enter a product name. On the right, there's a 'Profile Completeness' section showing 42% completion with three items to add: designation, GST number, and PAN number. A sidebar on the right shows a 'Logistics' section with a map and a 'GET BEST QUOTES' button. The URL in the address bar is https://www.tradeindia.com/my-tradeindia/inquiries/inquiries-inbox.html

3) CRM Automation: [TradeIndia]

- **Digital Marketing Integration:** TradeIndia integrates with promotional services such as Google Ads, freight quotes, and credit reports.
- **External CRM Usage:** Sellers often rely on external CRM tools to manage leads, as TradeIndia does not publicly document built-in automated follow-ups or activity reminders.
- **Lead Generation Focus:** The platform's emphasis is on lead delivery and inquiry generation rather than offering a full CRM lifecycle automation system.

The screenshot shows the FAB CRM for TradeIndia Leads page. At the top, there's a navigation bar with 'Products', 'Resources', 'Services', and a 'Talk to Us' button. Below it, a message says 'All lead details — buyer name, company, contact information, product interests, messages — are immediately available in your CRM dashboard, organized and ready for your sales team to act on.' The main content area is titled 'Core Features of FAB CRM for TradeIndia Leads' and lists eight features:

1. Automatic Lead Import
2. Centralized Lead Dashboard
3. Automated Follow-Up Reminders
4. Pre-Built & Customizable Auto-Reply Templates
5. Lead Assignment & Team Collaboration
6. Activity Tracking & Communication History
7. Real-Time Analytics and Reporting
8. Mobile Access

Each feature has a brief description and a small icon. The bottom of the page includes a weather widget ('20°C Mostly clear'), a search bar, and a taskbar with various icons.

This screenshot shows another view of the FAB CRM for TradeIndia Leads page. It starts with a message: 'Manage your TradeIndia leads on the go with FAB CRM's mobile-responsive platform. Never miss a follow-up or update, even when away from your desk.' Below it, a section titled 'How Does FAB CRM Work with TradeIndia?' provides steps for connecting accounts. The main content then shifts to 'Benefits of Using FAB CRM for TradeIndia Lead Management' with several bullet points:

- ✓ Save Time and Eliminate Manual Data Entry
- ✓ Never Miss a Lead Again
- ✓ Improve Sales Team Productivity
- ✓ Enhance Buyer Experience
- ✓ Gain Clear Visibility into Sales Pipeline
- ✓ Scale Your Business with Confidence

Following this is a section titled 'Who Should Use FAB CRM's TradeIndia Integration?' with a bulleted list of users:

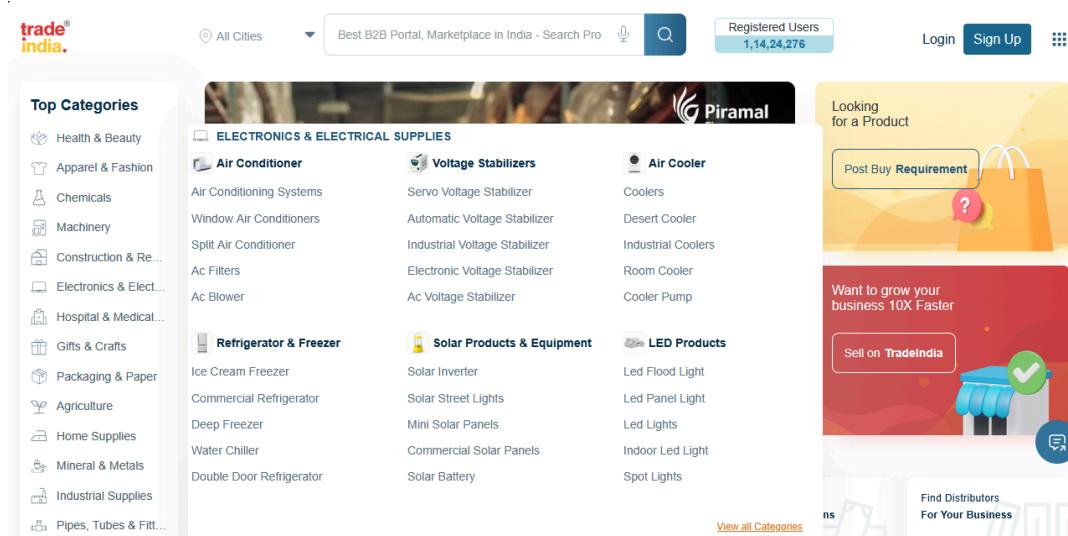
- Exporters and manufacturers actively selling on TradeIndia are looking to streamline lead handling.
- Sales management want better control and reporting of their activities.
- Customer service teams are aiming to reduce the time spent manually.
- Companies are struggling with manual, error-prone lead management workflows.
- Companies are seeking to boost conversion rates through automated follow-ups.

The bottom of the page features a 'Get Started with FAB CRM for TradeIndia Leads Today' call-to-action and a taskbar.

4) Guided Onboarding [TradeIndia]

- **Membership Support & Trials:** TradeIndia provides membership support and catalogue setup assistance, including tutorials and help guides.

- **Account Manager & Customer Support:** Sellers can access account managers and customer support to configure online catalogues and marketing campaigns.
- **Service-Driven Onboarding:** There is no evidence of progress dashboards or milestone-based onboarding systems; onboarding is primarily service-driven rather than software-guided.



Strategic Opportunities for PEPAGORA by “TradeIndia”:

1. Zero-Fake Inquiry (ZFI) Guarantee- [TradeIndia]

Problem: TradeIndia struggles with fake inquiries despite high lead generation.

Strategy: To introduce a refundable micro-fee between ₹50 and ₹100 for buyers to access seller contact details.

Benefit: This filters out non-serious inquiries, positioning Pepagora as a marketplace for verified leads.

2. Embedded Transaction Management (ETM) Platform- [TradeIndia]

Problem: Sellers rely on external CRMs for managing inquiries.

Strategy: Develop an in-house CRM/ERP suite for MSMEs, including automated quotes and digital contracts.

Benefit: This allows sellers to manage everything within Pepagora, improving user retention.

3. AI-Driven Niche Dominance [TradeIndia]

Problem: Competing with TradeIndia's vast categories is tough.

Strategy: Use AI to identify and dominate niche markets by recruiting top suppliers

Benefit: Helps Pepagora establish authority in high-value micro-categories.

4. Seller Success Score [TradeIndia]

Problem: The Feedback system lacks engagement.

Strategy: To launch a "Pepagora Performance Score" based on conversion rates, response times, and ratings.

Benefit: Incentivises quality service and improves seller rankings.

5. Micro-Learning Onboarding [TradeIndia]

Problem: Onboarding is dependent on account managers.

Strategy: Create automated, gamified onboarding using Micro-Learning modules.

Benefit: Scales effectively while educating MSMEs on best practices, enhancing platform credibility.

4.3 What Pepagora Can Adapt:

Feature Area	IndiaMART Insight	Alibaba Insight	TradeIndia Insight	What Pepagora Can Adapt
Loyalty / Membership Tiers	Premium seller badges, visibility packages	Gold Supplier tier with verified trust badge	Super Premium Seller packages, export badges	Introduce tiered memberships (Gold/Platinum), verified badges, priority ranking, and premium analytics tools
Visibility & Lead Boosting	High-visibility listings, lead credits	Priority search placement for premium tiers	Highlighted listings, ad placements	Boost visibility by creating featured listings, category ads, and lead credit bundles.
Feedback & Trust Systems	Seller reviews, TrustSeal verification	Buyer reviews, performance dashboards	ZFI (Zero Fake Inquiry) initiatives	Introduce Pepagora Performance Score, verified trust markers, and review system

CRM & Automation	CRM integrations, lead automation	Automatic reminders, alerts, and order updates.	External CRM connectors (FAB, TrackOlap)	Build in-house Smart CRM: auto-follow-ups, inquiry alerts, pipeline tools
Guided Onboarding	Tutorials, seller dashboard guides	Optimising listings with the help of AI and establishing key onboarding milestones.	Mixed onboarding flow with limited guidance	Develop a step-by-step onboarding journey with a progress bar, an AI listing helper
Lead Quality & Validation	Mixed quality; heavy volume	High-quality global buyer interest	ZFI improvement attempts	Add a micro-fee or a verification layer to reduce fake leads
Seller Success Programs	Renewal-driven packages	Webinars, training modules	Seller engagement tools	Create Pepagora Seller Academy, webinars, and performance mentoring
AI-Driven Optimization	Basic listing guidance	AI-powered keyword/image optimisation	Limited automation	Launch AI content optimiser for titles, pricing, keywords, and images
Marketplace Differentiation	Large SME base	Global trade ecosystem	Category diversity	Focus on niche dominance using AI to identify high-value micro-categories
Mobile and WhatsApp Integration	SMS/WhatsApp Alerts	Supplier app designed for mobile use.	Basic mobile notifications	Launch Pepagora Pulse (proposed name for WhatsApp Integration): real-time WhatsApp lead alerts, one-tap quotations, voice-to-lead replies
Value Added EcoSystem	IM Books, Payment Gateways	Logistics, Inspection, trade finance	Business loans, Credit reports	Work with Pepagora Logistics for invoice discounting, GST and tax tools, and green shipping options.

Predictive Analytics for Sellers	Basic lead views	Keyword performance, regional demand	Limited traffic insights	Visitor Intelligence Dashboard: Shows who viewed profiles, compares performance with competitors, and provides insights into the conversion funnel.
Buyer Engagement and Retention	Buyer side promotions	Buyer protection via Trade Assurance	Limited buyer loyalty tools	Launch the Pepagora Buyer Club, which will offer loyalty points, cashback on verified deals, and a matchmaking service for buyers and sellers.
Sustainability and ESG Differentiation	Limited	Green Trade Initiatives are emerging	Minimal	Introduce the “Pepagora Green Badge” for environmentally friendly sellers and promote partnerships that focus on sustainable logistics.
Globalisation and Cross-Border Trades	Export Packages	Global Supplier-buyer matching	Limited Export Focus	To develop Pepagora Global Connect with support for multiple languages, options for currency conversion, and help with meeting cross-border regulations.

Why do these recommendations look promising?

Recommendation	Why It's Promising	Proof / Evidence
Clear ROI for sellers	Sellers churn when the value feels fuzzy.	ROI dashboards, performance scores, and visitor intelligence make impact visible, reducing renewal friction.
Fewer fake leads, better conversions	Spam kills trust and time.	OTPs, refundable micro-fees, and AI fraud filters discourage low-intent buyers and lift lead quality.
Faster responses = more deals	Speed wins in B2B.	WhatsApp alerts, one-tap quotes, and voice replies cut lag, improving first-touch and close rates.

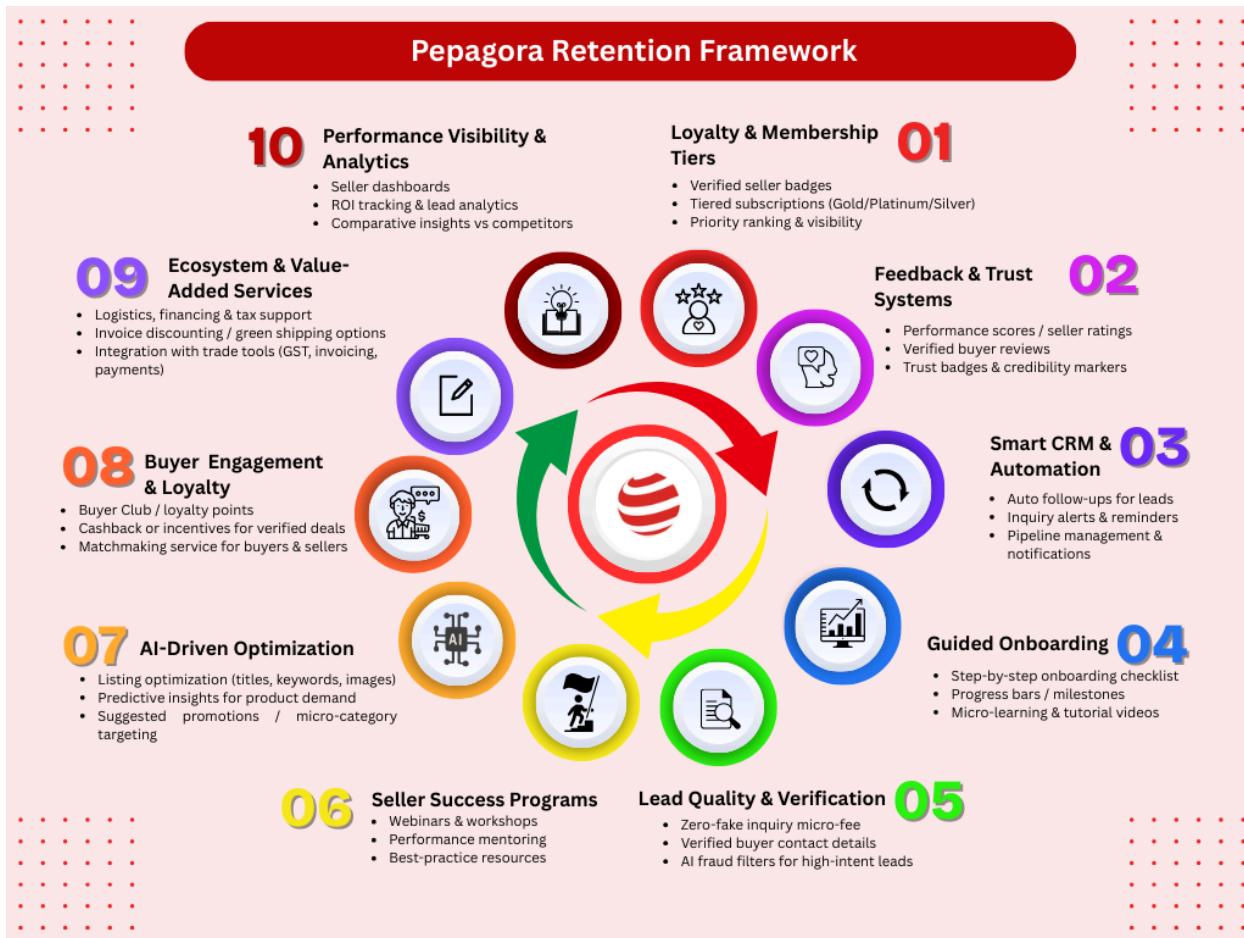
Lower tool fatigue	Sellers don't want five apps for simple tasks.	A micro-CRM and AI optimiser handles essentials in one place, boosting adoption and daily habit formation.
Lock-in through ecosystem services	The more a seller does on-platform, the longer they stay.	Logistics, financing, and tax tools create practical dependence—high switching costs, higher lifetime value.
Compete smart, not broad	Be the best in focused niches, not average everywhere.	Micro-category targeting and regional strengths help Pepagora win where it matters with lower acquisition costs.
Balanced trust from both sides	Buyers and sellers both need confidence.	Two-way reviews, verified badges, and “Verified Deal” signals build a safer marketplace culture.
Future-ready and scalable	Lightweight automation scales without heavy ops.	Gamified onboarding, AI coaching nudges, and predictive analytics grow with the user base, not the headcount.
Global potential for SMEs	Cross-border readiness expands market size.	Multilingual support, currency conversion, and compliance guidance open doors beyond local demand.

5. Comparative Insights Table

Platform	IndiaMART	Alibaba	TradeIndia
Retention Techniques	Freemium-to-subscription featuring different levels of visibility, authenticated seller badges, and access to leads. A robust network effect supported by over 7 million suppliers and region-specific tools	Alipay, Cainiao logistics, and Alibaba Cloud create a connected ecosystem that keeps customers using their services. Customers stay loyal because of integrated services, credit management, and buyer protection programs.	Premium seller packages, such as Super Premium Seller, offer catalogue branding, Google promotions, and trade alerts. Retention is achieved through visibility boosts and increased inquiry volume.

Engagement Model	Buyer-seller matching based on RFQs, featuring a mobile-first user experience, multilingual support, and structured lead delivery. Engagement is driven by response rates to inquiries and the completeness of catalogues.	This B2B model builds relationships based on long-term trust, return on investment (ROI), and strategic partnerships. It relies on personalisation, creator-led content, and special campaigns, such as Singles' Day.	Engagement through inquiry-led catalogue customisation. Sellers receive leads via email and dashboard notifications. There is no built-in personalisation or engagement driven by creators.
Communication Flow	Organised lead inbox, verified inquiries, and tracked seller responses. Communication primarily occurs asynchronously through platform messages and email.	Users can chat in real-time using Aliwangwang. It offers messaging across Taobao, Tmall, and Alibaba.com. It supports both synchronous and asynchronous communication while ensuring buyer verification layers.	Email notifications for inquiries and dashboard tracking are utilised. There is no real-time chat or integrated messaging system. Communication is initiated by the seller and driven by inquiries.
Opportunities for Pepagora	To establish trust through verified leads and transparent inquiry quality, addressing TradelIndia's varied reviews. Provide native CRM automation and user-friendly onboarding dashboards, which are absent in IndiaMART.	To target niche sectors and local MSMEs that Alibaba's global reach does not effectively serve. Offer multilingual onboarding and tailored analytics to stand out.	To use real-time chat, milestone-based onboarding, and advanced analytics dashboards to make the seller experience better and increase lead conversions. Promote Pepagora as a seller-friendly option with built-in CRM tools.

6. Proposed Designed Retention Framework for Pepagora



7. Reflection Note (300–400 Words)

During Week-2, we gained a strong understanding of how client value is created and why retention strategies are essential for long-term business growth. We realized that the foundation of value creation starts with identifying client pain points and mapping them to relevant solutions. When a product or service directly solves a customer's problem, it automatically builds trust and enhances engagement. This week helped us learn how important it is for companies to listen to customers, analyze their feedback, and deliver improvements that genuinely matter to them.

We also developed clear insights about customer retention strategies. Earlier, we thought retention was only about loyalty rewards or discount offers, but now we understand it is much deeper. Retention depends on building consistent communication, delivering smooth onboarding, ensuring operational efficiency, and offering strong customer support. When

customers feel understood and supported, they stay longer and become loyal advocates. Learning about CRM automation, feedback systems, and trust-building signals helped us understand how companies maintain meaningful long-term relationships.

Creating use cases significantly improved our strategic thinking. Through this activity, we learned how to view the platform from a client's perspective instead of just a business point of view. We understood how real-life scenarios are developed, how customer requirements are translated into product features, and how these features create long-term value. This exercise helped us think more logically and align product benefits with actual customer needs. It also strengthened our ability to communicate solutions clearly, which is essential for product, marketing, and client-facing teams.

Overall, Week-2 enhanced our understanding of how product management, operations, and customer retention all connect to create a strong business ecosystem. These learnings have prepared us to think more strategically in Week-3, especially when it comes to analyzing client needs and building future-focused solutions.

8. Conclusion

In Week-2, we successfully built realistic use cases for five key clients and identified actionable retention strategies, strengthening our understanding of how Pepagora can drive SME engagement and digital visibility. These insights lay the foundation for Week-3, enabling smoother competitor benchmarking, onboarding pipeline mapping, and identification of best-in-class practices. Overall, the exercise reinforces Pepagora's role in aligning client needs with platform value through verified leads, performance-driven retention, and tailored support positioning the marketplace as a future-ready, trusted ecosystem that enhances SME growth, repeat engagement, and long-term client retention.

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End of Report

Thank You!