



B2B SALES & GROWTH REMOTE INTERNSHIP

Week-1 Deliverable

pepagra's **POTENTIAL CLIENT RESEARCH AND IDENTIFICATION REPORT**

Team-3

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1. Introduction



The B2B Growth Engine

The Week-1 “**Research and Client Identification**” activity is the first step in figuring out where **Pepagora** fits into the B2B marketplace and finding product-based firms that would be good candidates for strategic onboarding. Developing a comprehensive understanding of Pepagora’s ecosystem, value proposition, and the industries where the platform may have the biggest impact is crucial because it functions as a two-sided marketplace that links certified suppliers and customers.

This report outlines the structured research process undertaken to study Pepagora’s business model, explore relevant industry segments, and assess the characteristics of companies that align with its core offerings. The objective is to build a reliable and accurate dataset of 20 verified product-based companies, supported by clear reasoning for their selection and supported through cross-verification for data accuracy.

This research yielded valuable insights into industry trends, regional patterns, and the types of organizations most likely to benefit from Pepagora’s visibility, lead-generation skills, and digital marketplace enablement. The insights presented here will serve as the foundation for future sales intelligence, strategic onboarding initiatives, and in-depth market study for the internship’s remaining weeks.

2. Understanding Pepagora’s B2B Ecosystem

Pepagora is an AI-powered B2B marketplace that links verified buyers and suppliers, assisting SMEs in finding partners, showcasing products, and trading with increased trust and efficiency. It focuses on supporting small and medium businesses by simplifying sourcing, product discovery, and lead generation.

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Business Model Analysis

Category	Key Points We Observed
Business Model Type	Two-sided B2B digital marketplace connecting buyers ↔ suppliers.
Primary Objective	Simplify, secure, and digitize global sourcing and selling for SMEs.
Core Features	AI supplier matchmaking, RFQ system, quotation requests, messaging, digital catalogs.
Verification System	TruVerified & TruCertified badges to ensure trust and eliminate fraudulent profiles.
Key Activities	Platform management, AI matching, catalog optimization, customer support, marketing.
Key Partners	Verification agencies, logistics providers, payment gateways, technology vendors.
Channels	Pepagora website, digital catalogs, search engine visibility, RFQ workflows.
Revenue Streams	Subscription plans, premium visibility upgrades, promotional listings, paid business services.

How Buyer-Supplier Interaction Works	AI-based recommendations, quotations, secure communication, verified profiles, analytics-driven matches.
Value Creation	<p>Efficiency: Faster sourcing & reduced costs.</p> <p>Trust: Verified business identities.</p> <p>Global Reach: International buyers & exposure.</p> <p>Technology: AI + analytics for accurate matches.</p> <p>Growth: Leads, visibility, and higher conversion rates.</p>
Impact on SMEs	Increased discoverability, improved credibility, simplified digital trade, better lead quality, and expanded export opportunities.

Key Product Categories

Pepagora's platform hosts a wide range of product categories, focusing on tangible goods that are suitable for B2B trade. These include Apparel & Fashion (garments, textiles, accessories), Industrial Equipment & Machinery (manufacturing, engineering, and construction machinery), Home & Lifestyle and Office Supplies (furniture, home goods, office equipment), Health & Personal Care, Food & Agriculture (agricultural produce, farm products, and food items), Construction & Real Estate Supplies (building materials and raw construction goods), Electronics & Electrical Goods, Automotive & Transport (vehicle parts and accessories), Raw Materials & Chemicals, Tools & Hardware, Packaging & Printing Materials, and Sports & Recreation products. By covering these categories, Pepagora caters to a broad spectrum of SMEs, manufacturers, and distributors seeking visibility, verified leads, and streamlined sourcing opportunities.

Target Audience for Pepagora

Pepagora's target market encompasses a broad ecosystem of players in international trade and supply chain management, specifically:

Target Audience	SMEs	Manufacturers & Suppliers	Distributors / Wholesalers / Bulk Buyers

Details	<ul style="list-style-type: none"> Pepagora is designed for SMEs, offering tools, visibility, and growth opportunities even without large marketing budgets or established export channels. Enables verified digital storefronts, product catalog management, listing products, and generating leads to compete globally. 	<ul style="list-style-type: none"> Companies producing goods (raw materials, finished products, industrial goods) can reach global buyers and manage bulk orders. Supports sourcing, catalog management, RFQ workflows. Verified suppliers earn trust badges, enhancing credibility and reducing cross-border trade concerns. 	<ul style="list-style-type: none"> Entities sourcing in bulk (wholesalers, distributors, exporters) benefit from wide product selection, verified suppliers, and transparency. Features like search & filter, AI-based supplier matching, and RFQ submission allow efficient supplier discovery.
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Pepagora's value proposition

Pepagora delivers tangible value to product-based businesses by offering a trusted, technology-enabled B2B marketplace. The platform focuses on verified connections, visibility, and efficient trade facilitation, allowing SMEs, manufacturers, and distributors to expand reach and streamline sourcing. Key elements of Pepagora's value proposition include:

- Verified Global Buyer Database:** Access to a broad network of pre-verified buyers for higher quality leads.
- Verified Listings & Trust Badges:** Enhances credibility and reduces uncertainty in buyer-supplier interactions.
- Digital Catalogues & AI Lead Generation:** Facilitates product discovery and automates lead recommendations.
- RFQ Tools & Verified Suppliers:** Streamlined request-for-quotation processes and trusted supplier connections.
- Trade Facilitation & Reputation Ratings:** Supports secure transactions and helps track reliability through verified ratings.
- Product Showcase Pages:** Allows businesses to highlight their products and attract potential buyers efficiently.

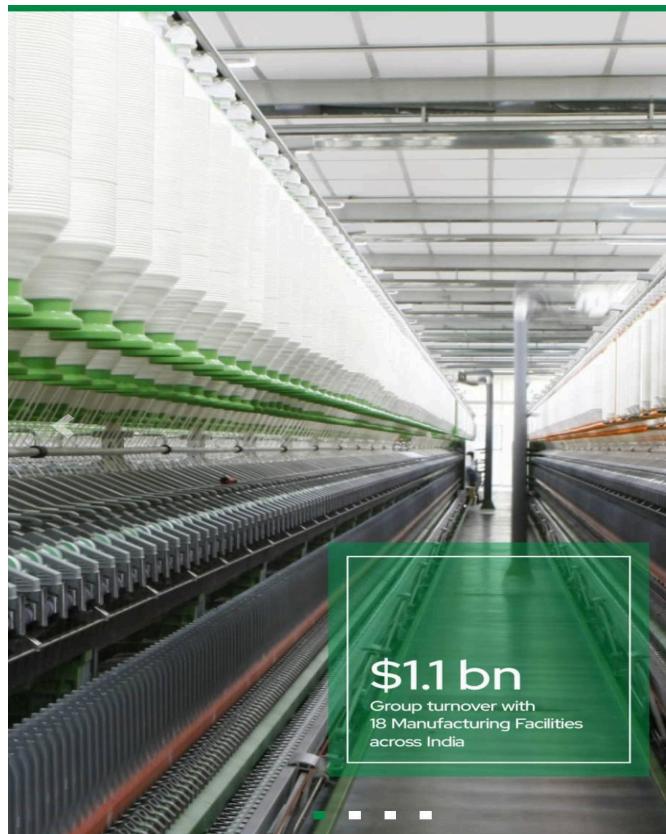
3. Research Approach / Methodology

This below methodology was used for research of potential clients:

Sources Used	Verification Criteria	Shortlisting Steps
<ul style="list-style-type: none">LinkedIn company search.B2B trade portals (IndiaMART, Alibaba, Global Sources).Business directories (JustDial, TradeIndia).Official company websites.Google Maps & verified listings.	<ul style="list-style-type: none">Active website and product information.Valid contact details (email/phone/LinkedIn).Confirmed industry fit (product-based only).Operational legitimacy (registered business, reviews, certifications if available).	<ul style="list-style-type: none">Identified industries aligned with Pepagora.Gathered product-based companies from multiple sources.Verified company authenticity and decision-maker availability.Filtered based on market fit, product relevance, and global trade potential.Finalized 20 accurate, verified entries.

For Instance: (The below following client example illustrates the research method, which was consistently applied to all 20 shortlisted companies.)

THE CASE OF VARDHAMAN TEXTILE COMPANY



Vardhman is India's largest vertically integrated textile manufacturer with multiple production facilities across India. It not only offers its clients unmatched agility and flexibility, but also consistency, reliability, traceability and sustainability due to the complete in-house control over each stage of production.

LinkedIn overview of Vardhaman textile

Vardhman Group is a leading textile conglomerate in India having a turnover of \$1.1 bn. Spanning over 22 manufacturing facilities in five states across India, the Group business portfolio includes Yarn, Greige and Processed Fabric, Sewing Thread, Acrylic Fibre and Alloy Steel.

Vardhman Group manufacturing facilities include over 10,48,160 spindles, 450 metric Tons per day yarn and fibre dyeing, 1300 shuttleless looms, 115 mn meters per annum processed fabric, 34 tons per day sewing thread, 20000 metric tons per annum acrylic fibre and 1,20,000 tons per annum special and alloy steel.

Vardhman has evolved through history from a small beginning in 1965 into a modern textile major under the dynamic leadership of its chairman, S.P.Oswal. His vision and insight has given Vardhman an enviable position in the textile industry. Under his leadership, Vardhman is efficiently using resources to innovate, diversify, integrate and build its diverse operations into a dynamic modern enterprise.

Trade portal overview

Vardhman Textiles has an official presence on IndiaMART, primarily as a manufacturer and exporter of yarns, fabrics, and sewing threads, among other textile products. The company utilizes the platform to list its extensive product range and connect with B2B customers.

Products Available on IndiaMART

Vardhman Textiles Ltd. (the official entity) and related businesses list a wide range of textile products on IndiaMART. The primary offerings include:

Yarns: A comprehensive selection of greige and dyed yarns in various compositions, including cotton, polyester, acrylic, viscose, and a range of blends. This includes specialty yarns such as organic cotton, melange, core spun, and high-performance varieties.

Fabrics: Woven fabrics for apparel (both tops and bottoms), available in various weaves like poplin, twills, oxfords, and satins. The company offers both greige and processed fabrics.

Sewing Threads: A wide array of threads for sewing, embroidery, and specific industrial applications such as clothing, home textiles, and leather products.

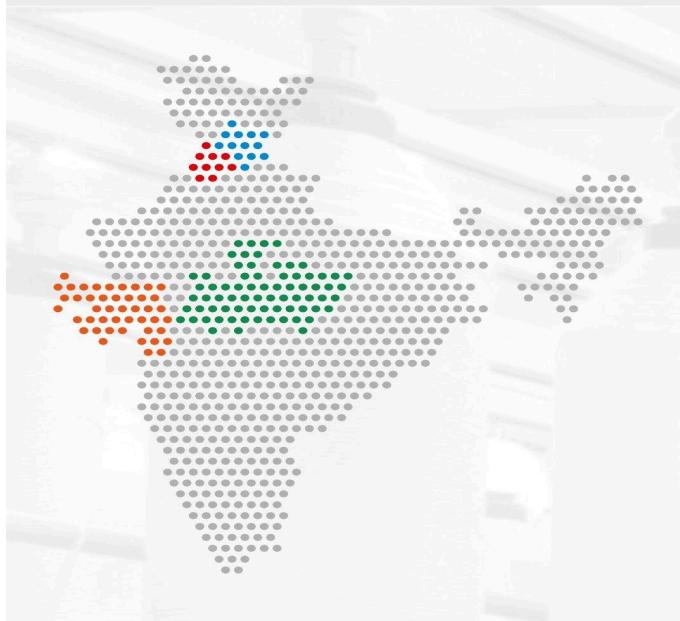
Acrylic Fiber: Marketed under the brand name 'VARLAN®', these fibers are used in items like sweaters, carpets, and blankets.

Other Products: The larger Vardhman Group also deals in garments and special alloy steels, though the primary listings on IndiaMART focus on their core textile business.

Company Profile – Vardhman Textiles Ltd.

Category	Details
Company Name	Vardhman Textiles Ltd.
Website	http://www.vardhman.com
Phone	+91-161-2228943-48
Verified Page (Last Checked)	November 02, 2024
Industry	Textile Manufacturing
Company Size	10,001+ employees
Associated Members	4,484 members
Type	Public Company
Founded	1965
Specialties	Yarns, Fabrics, Sewing Threads, Garments, Special Steels, Fibre
Corporate Headquarters	Chandigarh Road, Ludhiana, Punjab – 141010, India
Corporate Contact	+91-161-2228943-48 / +91-161-2222447 mngt@vardhman.com

Infrastructure/ Facilities



Operational Locations

Region	Locations / Units
Punjab	Ludhiana – Vardhman Spinning & General Mills, Ludhiana – Vardhman Special Steels Limited, Ludhiana – Vardhman Nisshinbo Garments Limited, Malerkotla – Arihant Spinning Mills
Himachal Pradesh (Baddi)	Auro Spinning Mills, Auro Dyeing, VMT Spinning Mills, Mahavir Spinning Mills I & II, Arisht Spinning Mills, Auro Textiles I & II, Auro Weaving, Vardhman Spinning Mills
Madhya Pradesh	Mandideep – Anant Spinning Mills, Satlapur – Vardhman Yarns, Budhni – Vardhman Fabrics
Gujarat	Jhagadia – Vardhman Acrylics Limited

Client Research Summary Table

Section	Key Details
Selected Company	Vardhman Textiles Industry: Textile & Fabric Manufacturing , Location: India
Reason for Selecting This Industry	Textile aligns with Pepagora categories (yarn, fabrics, garments). High B2B sourcing demand and strong supplier-buyer relevance.
Verification Criteria	Official website & business authenticity, LinkedIn & Google presence, Listings on IndiaMART / TradeIndia / Fibre2Fashion, Product alignment with Pepagora categories, Reviews & market reputation, Manufacturing capacity & scale, Valid contact information
Shortlisting Steps	1. Identify Industry – Textile manufacturing selected based on Pepagora categories. 2. Google Search – Listed potential textile companies. 3. Website Verification – Checked Vardhman's profile, products, contacts. 4. LinkedIn Check – Verified company activity & credibility. 5. Trade Portal Check – Confirmed listings & catalogs. 6. Product Match – Ensured alignment with Pepagora categories. 7. Reputation Review – Checked ratings & experience. 8. Final Shortlist – Selected Vardhman based on complete verification.
Conclusion	Vardhman Textiles fits Pepagora's B2B model with strong credibility, aligned products, and verified online presence.
Summary	Industry: Textile Manufacturing , Client: Vardhman Textiles, Verification Completed: Website, LinkedIn, Portals, Product relevance, Suitability: Strong candidate for Pepagora onboarding.

This is how we observed each potential companies which we researched for Pepagora.

4. Industry & Market Alignment Analysis

A. Industries Explored To ensure Pepagora captures maximum value-

We explored industries that traditionally suffer from fragmentation, high volumes of intermediaries, and complex supply chains. These sectors are currently experiencing a digital migration, making them prime candidates for a B2B marketplace.

1. Textile & Apparel

Rationale: This is a high-volume, image-heavy industry where buyers (retailers/brands) need to visually verify supplier capabilities. The supply chain is often opaque, with multiple layers between the cotton farmer and the fashion brand.

2. Industrial Machinery & Parts

Rationale: Unlike consumer goods, these are high-ticket items requiring technical specifications and trust. Buyers often struggle to find reliable Original Equipment Manufacturers (OEMs) in emerging markets like India, Vietnam, or Eastern Europe without attending physical trade shows.

3. Agriculture & Food Processing

Rationale: Perishability and quality certification like ISO, Organic, Halal are massive pain points. A digital platform that hosts verified certificates like Pepagora's TruVerified solves a major trust deficit in cross-border food trade.

4. Electronics & Components

Rationale: This sector operates on speed. Product lifecycles are short, and distributors need to source the latest-gen products immediately. The "Need it Immediately" nature of electronics fits the instant connectivity of a marketplace.

B. Why These Industries Match Pepagora-

Pepagora is not just a directory; it is a trade enabler. The industries selected above align with Pepagora for three specific reasons:

The Middleman Problem: In sectors like Textiles and Agriculture, agents often take a 10-15% cut just for making an introduction. Pepagora's direct-connect model allows manufacturers to retain that margin or offer more competitive pricing to buyers, creating an immediate financial incentive to join.

Verification is Currency: In Industrial Machinery, you cannot risk buying a \$50,000 machine from a 'ghost' company. Pepagora's focus on verified sellers specifically appeals to these high-risk, high-value industries where trust is the primary currency.

Fragmented SME Base: These industries are dominated by Small and Medium Enterprises (SMEs) which lack the budget for global marketing. A massive textile mill in Bangladesh or a coffee cooperative in Brazil often has no digital presence beyond a basic website. Pepagora offers them a fresh digital identity.

C. Market Trends and Patterns Observed In researching the global B2B landscape for 2024-2025, several trends emerged that validate Pepagora's business model:

The "China Plus One" Strategy: Global buyers are actively diversifying supply chains away from reliance solely on China. This has created a massive opportunity for manufacturers in India, Vietnam, Turkey, and Brazil to step up. Pepagora can position itself as the gateway to these alternative markets.

Rise of Cross-Border Digital Procurement: According to recent market reports, B2B e-commerce is shifting from simple domestic transactions to complex cross-border trade. Buyers are now comfortable sourcing samples and negotiating contracts online, provided the platform offers safety mechanisms.

Sustainability as a Differentiator: In the Textile and Food sectors, "Sustainability" is no longer a buzzword; it's a procurement requirement. Buyers are filtering suppliers based on eco-friendly packaging and ethical sourcing. Pepagora has the opportunity to tag and highlight these Green Sellers, a feature that standard directories often miss.

5. Potential Client List (20 Companies)

The following companies were selected because they are established Manufacturers or Distributors in key export sectors. They currently rely on traditional trade channels like trade shows, standard websites and would benefit significantly from Pepagora's digital visibility and verified buyer matching.

Industry Alignment:

Textiles and Apparel: Companies like Spectrum Cottfibers, Locofast, Gain Lucky, TNG, NBC, Brandili Malhas, and Narrowtex are deeply embedded in the textile and apparel supply chain, serving both domestic and international B2B clients. Their focus on sustainability, digital transformation, and export readiness makes them ideal candidates for Pepagora's marketplace.

Electronics and Manufacturing: MacroFab, Simbe Robotics, SFO Technologies, and Global Electronics are SMEs or mid-sized manufacturers/distributors with a strong digital presence and a B2B orientation. Their need for efficient supply chain solutions and global market access aligns with Pepagora's offerings.

FMCG: Cross Arabia, Agthia Group, and Fathima Group are leading FMCG distributors in the Middle East, with robust logistics, digital integration, and a focus on connecting global brands to

regional markets. Their scale and B2B focus make them attractive for Pepagora's platform expansion.

The below verified list of 20 potential product-based companies is the outcome of our research of that align with Pepagora's B2B marketplace offerings:

No .	Company Name	Website / Online Presence	Industry Category	Region / Location	Decision Maker	Contact Information	Reason for Selection / Pepagora Fit
01	Vardhman Textiles Ltd. <i>(first company where applied methodology to verify)</i>	https://vardhman.com/	Textile Manufacturing	India (Punjab, HP, MP, Gujarat)	S.P. Oswal (Chairman & Managing Director)	+91-161-22 28943-48 mngr@vardhman.com	Strong match with Pepagora categories (yarn, fabrics). Highly credible, verified presence, strong B2B relevance.
02	Spectrum Cottfibers LLP	https://spectrumcottfibers.com/	Textile Manufacturing	Mumbai, India	Managing Partner (Mr. Rajesh Patel)	info@spectrumcottfibers.com	Leading sustainable textile manufacturer with B2B focus; strong export orientation; not on Pepagora
03	Locofast	https://www.locofast.com	Textile Market Place	New Delhi, India	Deepak Wadhwa (Founder & CEO) ; Mohit Piplani (Co-Founder & COO)	hello@locofast.com	B2B textile marketplace for brands and mills; digital-first, SME-focused
04	Tectextil Embalagens Texteis Ltda	https://www.tectextil.com.br	Industrial Textile	Piracicaba, Brazil	Director (Mr. Paulo Silva)	contato@tectextil.com.br	Major Brazilian industrial textile manufacturer; sustainability focus; verified on ensun.io
05	Gain Lucky (Vietnam)	https://www.gainlucky.com	Garment Manufacturing	Vietnam	Mr. Tony Wong (General)	info@gainlucky.com	Top Vietnamese garment exporter; advanced manufacturing; strong B2B

	Co., Ltd.				Manager)		export
06	TNG Investment & Trading JSC	https://tng.vn	Apparel Manufacturing	Vietnam	Ms. Nguyen Thi Mai (Chairwoman)	tng@tng.vn	Leading Vietnamese SME apparel exporter; digital presence; B2B focus
07	Colossus Tex	https://collosteustex.com	Flax Fiber/Textile Manufacturing	New Delhi, India	Rohit Dev Sethi (Managing Director)	info@collosteustex.com	Eco-friendly fiber supplier; B2B supply chain advisory; not on Pepagora
08	Global Electronics	https://www.globalelec.co.in	Electronics Distribution	Pune, India	Managing Partner (Mr. Sandeep Patil)	info@globalelec.co.in	SME electronics distributor; strong LinkedIn presence; B2B focus
09	MacroFab Inc	https://macrofab.com	Electronics Manufacturing	Houston, USA	Mr. Misha Govshteyn, CEO	info@macrofab.com	Cloud-based electronics manufacturing platform; SME, B2B, digital-first
10	Simbe Robotics Inc.	https://www.simberobotics.com	Electronics/Automation	San Frasciso, USA	Mr. Brad Bogolea, CEO	info@simberobotics.com	Robotics for retail automation; fits Pepagora's electronics/automation vertical
11	SFO Technologies	https://www.nestgroup.net/sfo-technologies	Electronics Manufacturing	Kochi, India	Mr P. Rajeev, CEO	info@nestgroup.net	End-to-end EMS provider; B2B, SME, global reach
12	Cross Arabia	https://crossarabia.com	FMCG Distribution	UAE, Dubai	Md. Sharif, Managing Director	info@crossarabia.com	Leading FMCG distributor in Middle East; digital supply chain; B2B focus
13	Agthia Group	https://www.agthia.com	FMCG Manufacturing/	Abu Dhabi,	Mr. Alan Smith	info@agthia.com	Top UAE food and beverage distributor; strong

			Distribution	UAE	(CEO)		B2B and digital presence
14	Brandili Malhas	https://www.brandili.com.br	Apparel/Textile Manufacturing	Rodeio, Brazil	Mr. paulo Zattar, CEO	contato@brandili.com.br	Creative textile solutions; SME, B2B, verified on ensun.io
15	Taalam Cargo	https://www.taalamcargo.com	Textile Export/Logistics	Dar es Salaam, Tanzania	Mr. Ahmed Salim, Director	info@taalamcargo.com	African textile exporter; verified LinkedIn and trade directory presence
16	RJWEA RE Exports LTD	https://www.rjwearexports.com	Textile Export	Moka, Mauritius	Mr. Rajesh Jankee (Managing Director)	info@rjwearexports.com	Mauritius-based textile exporter; strong B2B focus; verified online
17	Gokaldas Exports	https://www.gokaldasexports.com	Apparel Manufacturing (OEM)	Karnataka (India)	Sivaramakrishnan Ganapathi (Vice-Chairman & Managing Director)	info@gokaldasexports.com	High-volume apparel exporter — matches Pepagora's garment supplier needs.
18	Tectura International	https://www.tectura.com	Manufacturing/Industrial Solutions	Singapore	Mr. John Lee, Managing Director	info@tectura.com	Industrial solutions provider; B2B, SME, global reach
19	Fathima Group of Companies	https://www.fathimagroup.com	FMCG Distribution	Abu Dhabi, UAE	Mr. Abdul Majeed, Chairman	info@fathimagroup.com	Major FMCG distributor in UAE; B2B, SME, verified online
20	Narrowtex Pty Ltd	https://www.narrowtex.co.za	Textile Manufacturing	Gauteng, South Africa	Mr. Mark Smith, Managing Director	info@narrowtex.co.za	South African textile manufacturer; B2B, SME, verified on trade directories

This curated list of 20 verified, product-based companies represents strong potential partners for Pepagora's B2B marketplace. Each company aligns well with Pepagora's focus on bulk sourcing, cross-border trade, and diversified product categories. Together, they form a high-value pipeline for targeted outreach and supplier onboarding.

6. Research Summary Sheet

1) Process Followed for Identifying Potential Clients

To identify 20 high-potential B2B clients for Pepagora, a structured research methodology was applied:



Industry Identification: Industries with strong B2B demand, high export activity, and fragmented supply chains were shortlisted (Textiles, Apparel, Electronics, Industrial Machinery, Agriculture, FMCG).

Multi-Source Company Search: Companies were sourced through: LinkedIn company directory, B2B trade portals (IndiaMART, Alibaba, Global Sources), business directories (JustDial, TradeIndia), official websites & google listings, google maps for physical verification

Business Legitimacy Verification: Each company was checked for: Active website, up-to-date product catalog, valid contact information (email/phone/LinkedIn), registered address & operational history, reviews, certifications, or industry recognition.

Market Fit Evaluation: The following criteria were assessed:

- 1) Product alignment with Pepagora categories
- 2) Export readiness or B2B sales structure
- 3) Manufacturing capability & supply volume
- 4) Suitability for AI-based matching and digital catalogs

Shortlisting: Only verified SMEs and manufacturers were retained. Final list was narrowed to 20 strong, verified companies across high-demand sectors

2) Key Industries & Regions Explored: The research covered industries that are: Highly fragmented, dependent on global sourcing, driven by digital procurement trends, suitable for Pepagora's AI-powered trade ecosystem.

Main sectors explored include: Textile & Apparel, Industrial Machinery & OEM Parts, Agriculture & Food Processing, Electronics & Components, FMCG Manufacturing & Distribution. The study focused on countries with strong SME manufacturing bases and growing export markets: India (major textile, machinery & electronics base), Vietnam (garments & apparel export hub), Brazil (apparel, textiles, industrial products), UAE (FMCG & distribution), South Africa (textile manufacturing), USA (advanced electronics & automation manufacturing). These regions align with Pepagora's buyer-supplier network and its global marketplace goals.

3) Criteria Used to Filter Qualified Businesses

Companies were filtered using strict qualification standards to ensure compatibility with Pepagora's B2B model.

A. Verification Criteria: Active and credible online presence, valid phone number, email, and linkedIn page, business registration or visible proof of operation, verified addresses, consistent product catalog and company information.

B. Product Relevance: Only product-based businesses were selected, including: Manufacturers, distributors, export-focused SMEs, service-based companies were excluded.

C. Industry Alignment: Businesses were included if they matched Pepagora's key categories: Apparel, textiles, fibers, Industrial goods & machinery, Electronics components, automation, FMCG & food products, Packaging, materials, raw goods

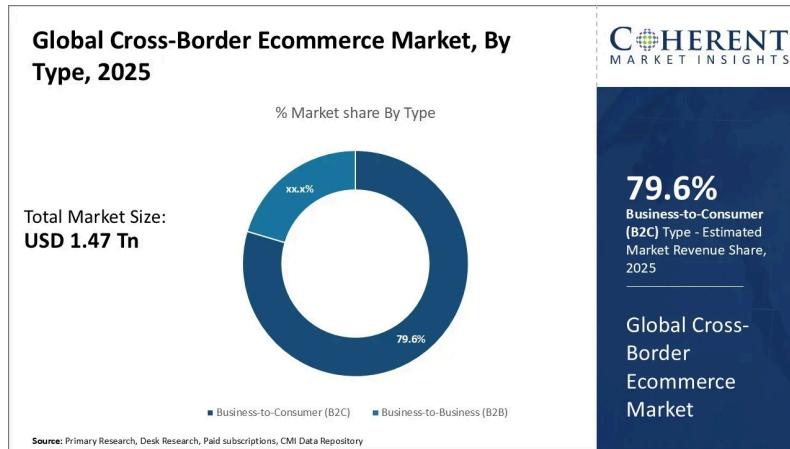
D. Market Potential: Companies were prioritized based on: Export activity, global customer base, manufacturing capability, digital maturity level, need for more visibility and verified buyer connections.

Pepagora Alignment Matrix

What We Researched	Why It Matters	How It Fits Pepagora
Industries & regions	Identify B2B demand	Matches platform categories
Online verification	Ensure credibility	Supports TruVerified model
Product relevance	Choose right suppliers	Supports digital catalogs
Export readiness	Attract global buyers	Strengthens buyer-supplier matching
SME capabilities	See market gaps	Pepagora provides visibility & AI leads

4) Trends & Patterns Noticed During Research: During the market analysis, several strong trends emerged:

A. Growth of Digital Cross-Border Procurement: Companies increasingly rely on online sourcing instead of physical trade shows, especially textiles, electronics, and FMCG.



B. Supply Chain Diversification (“China + One Strategy”): Global buyers are shifting to: India, Vietnam, Mexico, Brazil, Eastern Europe. This boosts demand for platforms like Pepagora connecting alternative suppliers.



C. Sustainability as a Procurement Requirement: Many buyers prioritize: eco-friendly materials, ethical sourcing, green certifications, textile and FMCG companies especially highlight sustainability in their profiles.

D. Rise of SME Manufacturers with Limited Digital Visibility

Across India, Vietnam, and Brazil: Many SMEs have strong capacity but weak digital reach and they rely heavily on outdated trade channels. Pepagora's AI-driven visibility and verification directly address this gap.

5) High-Trust Industries Show Higher Adoption Potential

Industries dealing with: High-ticket machinery, Critical components, Food & agriculture require verified supplier identities, which aligns with Pepagora's TruVerified/TruCertified system.

6) Strong Clustering in Certain Product Categories: Notable product clusters included: Yarn, fabrics, threads (India, Vietnam, Brazil), Apparel manufacturing (Vietnam, Mauritius), Electronics manufacturing hubs (India, USA), FMCG distributors (UAE). These clusters show where Pepagora can quickly gain marketplace traction.

Final Summary

The research followed a detailed, multi-step process to identify credible, product-based companies aligned with Pepagora's target sectors. The final shortlist represents high-potential SMEs across textiles, electronics, FMCG, and industrial goods, industries currently experiencing digital transformation, global diversification, and a growing need for verified buyer-supplier matchmaking.

7. Conclusion

This week's research provided a clear understanding of Pepagora's B2B ecosystem and the types of product-based companies best suited for the platform. By applying a structured verification process across multiple sources, twenty credible SMEs were shortlisted from high-potential sectors such as textiles, electronics, FMCG, and industrial goods. The findings highlight strong global demand for digital procurement, rising buyer diversification, and the importance of verified supplier networks—areas where Pepagora can offer strong value.

Key learnings include developing skills in company verification, industry analysis, and evaluating platform fit. The research also strengthened our understanding of global manufacturing clusters and digital maturity differences across regions.

With this foundation, we, the team is fully prepared for week-2, where these insights will support use case analysis, retention frameworks and deeper analysis of supplier onboarding behavior.

APPENDICES

References:

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2. Details about features like verified suppliers, AI-powered matchmaking, global reach, and SME, target audience focus are described on its main site: <https://www.pepagora.com/en>
3. Key Product Categories & Pepagora's value proposition are observed: <https://blog.pepagora.com/>
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19. Growth of Digital Cross-Border Procurement trend image was taken from: <https://www.coherentmarketinsights.com/industry-reports/cross-border-ecommerce-market>
20. Supply Chain Diversification ("China + One Strategy") trend image was taken from: <https://www.sdcexec.com/sourcing-procurement/sourcing-solutions/article/21747630/aranca-china-plus-one-an-emerging-supply-chain-diversification-strategy>

End Of Report

Thank You !

B2B Sales & Growth Remote Internship - Excelerate

Sub-Group 3 Team Charter

Team Members	Active Members: Sumaiya Tasnim (sumaiyaa.tasnim.18@gmail.com) Doris Ibeh (ibehchinelo1994@gmail.com) Neha Kanake (nehakanake07@gmail.com) Subasana Mahanta (subashanamahanta@gmail.com)
Team Lead	Sumaiya Tasnim (sumaiyaa.tasnim.18@gmail.com)
Department Head Associate	Sagarika Dhang (sagarika@vempower.org)
Associates	Joshua Mudana (joshua@vempower.org) Khushi Kapoor (khusic Kapoor@vempower.org)
Team Members Roles and Responsibilities	Team Members Roles and Responsibilities: Sumaiya Tasnim (sumaiyaa.tasnim.18@gmail.com) - Team Lead , represents team to sponsor, via email and on calls, to minimize communication errors. Neha Kanake (nehakanake07@gmail.com) - Project Manager , provides guidance and draws out insight from other team members, ensures that the project execution remains on track. Subasana Mahanta (subashanamahanta@gmail.com) - Project Scribe , responsible to taking meeting minutes and distributing

	<p>notes/assignments. Can assist Team Lead in drafting emails and communication between sponsor and group.</p> <p>Doris Ibeh (ibehchinelo1994@gmail.com) - Project Lead, responsible for holding the group accountable for meeting deadlines and ensures that the project deliverables are being met.</p>
Mission, Vision Objectives & Core Values	<p>Mission: To streamline business onboarding, ensure data integrity, and drive user engagement through collaboration, accountability, and operational excellence.</p> <p>Our team aims to contribute meaningful insights that enhance Pepagora's platform sales and growth standards.</p> <p>Vision: To become a trusted, high-impact team that streamlines business onboarding, maintains strong data integrity, and elevates user engagement—directly driving Pepagora's sales performance and sustainable platform growth.</p> <p>Core Values:</p> <ul style="list-style-type: none"> • Integrity – We uphold transparency and accuracy in every task and report. • Accountability – We take ownership of our responsibilities and deliver on time. • Collaboration – We support one another through clear communication and teamwork. • Excellence – We aim for continuous improvement and high-quality results. • Responsiveness – We stay proactive and ensure timely communication across all channels. • Growth Mindset – We view every challenge as a learning opportunity to refine our skills and strengthen our impact.

Internal Checks, Balances, and Reviews	<ul style="list-style-type: none"> ● Team check-ins will occur daily or every 2 days unless cancelled in agreement with all team members. ● The tasks leading up to the final deliverable submission will be split between team members in an even manner. ● Team members are expected to help others with their work to ensure the completion and growth of other members. ● Daily or alternate-day check-in meetings will be used to ensure all team members are on track and ensure all doubts are getting clarified. ● Team lead and Project manager are responsible for leading meetings unless they are unable to attend and must notify so and delegate their responsibilities to someone else. ● Then, team members will work to set an agenda for the next meeting and the appropriate task deadlines. ● Project Scribe will keep a record of group discussions, everyone's tasks, and inactive members. They will provide the documentation after the meeting in Google Chat. ● The team will have a final review of each team member's contributions to reduce errors, and they will collaboratively create the final submission for the week.
Operations: <ul style="list-style-type: none"> ● Assignments ● Meetings ● Communication Guidelines ● Status Updates ● Deadlines 	<p>Assignments: Tasks are distributed to members present during meetings. Absent members can be assigned tasks if they respond within 24 hours. Everyone should check the Task Tab regularly for updates and assigned roles. Must acknowledge assigned tasks promptly and meet deliverables.</p> <p>Meetings: Regular meetings every Wednesdays are required for alignment and updates. First absence is excused; consistent attendance afterward is expected.</p>

	<p>Must attend all remaining meetings and actively participate.</p> <p>Communication Guidelines: Open, respectful, and consistent communication across channels. Reply within 24 hours and check group chats every hour for updates. Stay responsive and maintain professionalism in all group communications.</p> <p>Status Updates: Progress must be visible and shared for transparency. Members provide regular updates in the chat or task tracker. Non-reporting may affect task reassignment or accountability evaluation.</p> <p>Deadlines: All deliverables must meet agreed timelines. Weekly deliverable deadline is on every Saturday at 11:00 PM IST. Submit outputs on or before the set deadline. Late submissions require valid reasons.</p>
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