

Topic: Local e-commerce platform (Puerto Rico)		Author: Waldemar J. Reyes Echevarría	Date: January 22, 2021
<p><i>Problem Background</i></p> <ul style="list-style-type: none">There does not exist a local e-commerce platform in Puerto Rico that allows the complete consumer-to-consumer or business-to-consumer sales process.Some local platforms allow sellers and businesses to publish listings, but the sales transactions need to be completed in person most of the time. On some occasions, the seller, or business, may use an external payment platform to perform the transaction.Other platforms that allow the complete sale transaction process tend to be big platforms with an insignificant percentage of local sellers.		<p><i>Countermeasures</i></p> <ul style="list-style-type: none">Create an e-commerce platform for local use in Puerto Rico.Geofencing can be used when creating a listing to confirm that the user's location. Since it can be bypassed, it will not prevent the creation of a listing, but it will prevent people who don't know how to do this from creating listings from outside of Puerto Rico.The shipping is only limited to Puerto Rico. This method does prevent people outside of Puerto Rico to buy things.Promote the platform, and educate sellers, businesses, and consumers.	
<p><i>Target</i></p> <ul style="list-style-type: none">Perform a small survey to analyze if this is a problem that limits sellers, businesses, and consumers. Ensure that the presented solution would help solve this problem.Promote local business and help small businesses reach more customers.Make shipping and handling cost more affordable and effective, compared to big platforms that are not based in Puerto Rico.		<p><i>Check/Evaluate</i></p> <ul style="list-style-type: none">People in Puerto Rico have another option to sell and buy products.Artisans can sell their work, especially in these times of pandemics.Because it is local, shipping times are lower than purchasing from international platforms.It is easier for people to sell used things they do not want faster.There is no direct external competition against local vendors.Perform surveys to guarantee the expected result.	
<p><i>Causes</i></p> <ul style="list-style-type: none">Some platforms (ClasificadosOnline, Facebook Marketplace) allow consumers and businesses to list their products, but the purchase process must be completed in person. This is a process that is not necessary for a transaction to happen, yet it is the one utilized by these platforms.Other platforms (eBay, Amazon) allow complete sales transactions, but they are international platforms. Local sellers and businesses have greater competition in the market; therefore, fewer people might be interested in selling their products on these platforms.		<p><i>Act/Standardize</i></p> <ul style="list-style-type: none">Research on ways to guarantee local transactions only.Consider opening the platform to allow selling outside of Puerto Rico.	