

# SaaS E-Commerce

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# Relevance

“According to 99Firms’ Ecommerce Statistics for 2020, the ecommerce market is not only thriving, but it’s expected that more than 95% of all purchases to be conducted via ecommerce by 2040.” [1]

# Concept

There are a lot of other e-commerce platforms, the only thing is to do something different, to hook different customers.

We are going to offer lightweight platform for both merchants and customers to make distributing and consuming more available.

Developing of MVP seems to be easy, as there are already successful business models to examine as Amazon, AliBaba, Kaspi.

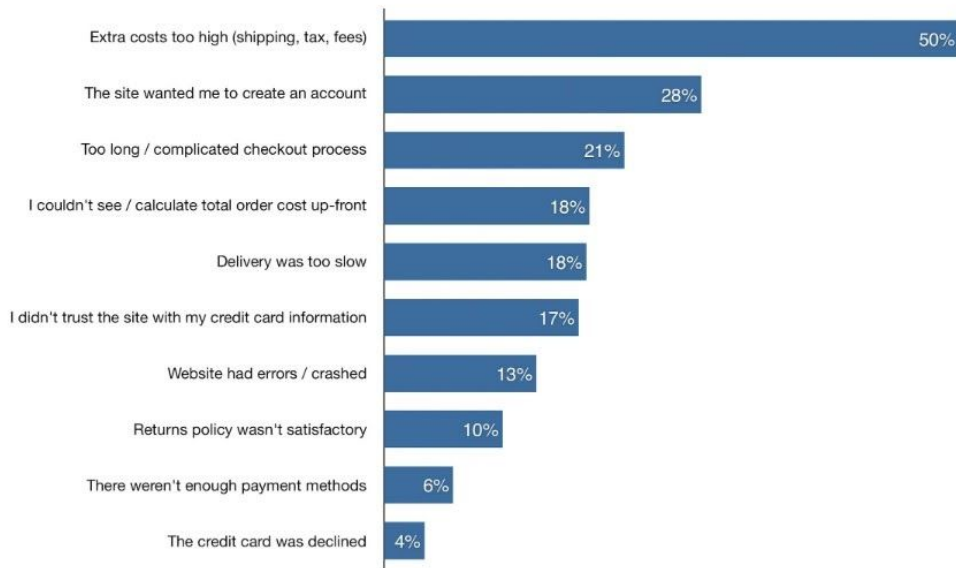
# How we can compete

By working on worst cases of other e-commerce platforms, we can make competitive product.

## Reasons for Abandonments During Checkout

4,560 responses · US adults · 2020 · © baymard.com/research

\*Have you abandoned any online purchases during the checkout process in the past 3 months? If so, for what reasons?  
Answers normalized without the 'I was just browsing' option



# Importance of SaaS

Importance of SaaS to the market is huge, this system solves plenty of problems, such as

- Review based products
- Collaboration of all merchants in one place
- Easy to promote any business
- Simplifying e-commerce system

# References

1. <https://ecommerceguide.com/ecommerce-statistics/>
2. <https://link.springer.com/article/10.1023/A:1009804230409>
3. <https://link.springer.com/article/10.1007%2Fs10796-014-9506-5>
- 4.