**Chapter #1**

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| Project Name/Competitors | Features | Price for merchants  (max 3 signs - $) |
| Taplink.com | - Landing page market  - Social media marketing  - Payment system  - Promocode system  - Multilanguage  - No need to create own website | $ |
| Amazon.com | - Positive Customer Trust  - Low start-up cost  - A lot of customers  - Easy to start making money  - Any size seller can feel comfortable in the platform  - High customer trust  - Integrated payment system  - Multiplatform | $$ |
| Kaspi.kz | - QR payment (Kaspi QR)  - P2P payment system  - Marketplace  - Bank related feature (credits, hire purchase)  - Instant installment up to a certain amount (Kaspi Red)  - Feedback system  - Multiplatform | $$$ |
| Aliexpress.com/Alibaba.com | - Multilanguage  - Very huge marketplace  - Custom sellers, in other words easy to register and quickly selling products  - Goods shipping (free shipping for most products)  - Payment system  - Retail and wholesale trade  - Feedback system  - Seller guarantee or buyer protection system  - Multiplatform | $ |
| Alfa.kz | - Easy to start  - Good SEO ranking  - High for Kazakhstan popularity (about 30k views and 10k visits per day)  - No need to create own website | $$ |
| E-katalog.ru | - Powerful analyzing system of products from several resources  - Huge tech products database  - Multiplatform | $ |

Our **SaaS (software as a service)** going to provide below features:

* No need to have own website / ready marketplace
* Easy to start / fill content / zero cost start
* Maintenance is easier, and cost much less than website
* Shipping system
* Integrated payment
* Multiplatform
* Unique QR for every merchant to link their market page
* Multilanguage
* Feedback system

Resources:

* <https://taplink.ru/tariffs/>
* <https://sell.amazon.com/pricing.html#selling-plans>
* <https://alfa.kz/node/1056/kak_dobavit_svoyu_kompaniyu_na_sayt_i_razmestit_prays_list>
* <https://blog.saleslayer.com/how-to-sell-on-aliexpress-marketplace#:~:text=page%20on%20AliExpress-,AliExpress%20commission%20fees,your%20store%20whenever%20you%20wish>
* <https://www.magnalister.com/en/amazon-business-guide-successful-start-on-amazon-b2b/#service-overview-how-you-as-a-merchant-can-profit-from-amazon-b2b>
* <https://www.quora.com/What-are-the-top-10-features-of-Amazon-that-have-the-biggest-impact-on-sales>
* <https://heidicohen.com/killer-amazon-advantages-to-improve-your-marketing/>