



## 'MAP ENTERPRISES'

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**URL:** <https://www.traderscatalyst.com>

**"Offers economical result oriented widespread online B2B platform "**

# “SOLUTION OVERVIEW ”



## CURRENT PROBLEM:

- In today's post **COVID19** situation where one to one contact is almost impossible and entire business activities have to be conducted at a distance, therefore the online business tools and solutions are sounding meaningful propositions, whereas the role of sales force is getting less in times to come, therefore there is an unlimited scope of B2B website providing online solutions in order to connect different markets.

## ADDRESSING SOLUTIONS:

- We are creating a tech-based online solutions using social media, internal technical tools and promotions etc. Which will enable registered suppliers to reach their targeted goals.
- Our platform enable suppliers who have large number of products to show their individual product along with (image and product specifications) through dedicated product link PAN India. Login I'd and Password protected Seller Panel has been provided to Edit/Add changes at their own.
- Home page advertisements are available on platform in order to have multifarious display of brands in PAN India online markets.
- The platform has an inbuilt feature to promote suppliers brands/advertisements with in the city of their preference, as there is dearth of in city publicity media vehicles.
- Top Products Promotions at Home Page – to highlight newly launched products and services etc.
- Cross Promotion of websites at Trending Websites section at Home Page along with Description.

# “OVERVIEW” Contd..



## VALUE PROPOSITION:

- Affordability and value for money through business branding and queries.

## ‘DEFENSIBLE’ COMPETITIVE DIFFERENTIATOR :

- Unlike other online B2B platforms, TradersCatalyst.Com is a customized model gives dedicated business leads along with business branding..
- Each Supplier online business profile is provided with the I’d and password protected seller panel to enable edit and add changes independently at their end.
- Suppliers with large products range can create independent web-links of their products and share them to their buyers.

## DIFFERENTIATOR DEFENSIBLE:

- TradersCatalyst.Com provides complete business information of individual supplier (company) through 14 Sections detailed description of their business , so as to clear confusions if any at buyers end. (This 14-Sections profile works as a website for those businesses who are not available online as it has independent login seller panel unlike any other web services).
- TradersCatalyst.Com is a multifarious platform and unique in its features, and has been done with deep thought for B4 – Business Website – Business Branding (PAN India and Local City-Wise) – Business Leads (exclusive and parameter based) – Business Cross Promotions (supplier website promotions). Thus the combination of technology and business model makes our model harder to replicate.



# “KEY – FEATURES ”



- **SUB-DOMAIN WEBSITE** – TradersCatalyst.Com (B2B Web Portal) provides 14 – Sections Single Page Sub-Domain Website to their Suppliers. Which covers supplier/company: About Us, Products Show Case (along with each product image with description independent web-link/s), Company Information, Office Information, Brochure/Catalog, Certificates, Terms & Conditions, Photo Gallery, Newsroom, Video, Quality Assurance, Market Feedback, Service Support & FAQ's.
- **SUB-DOMAIN WEBSITE SELLER DASHBOARD** – Seller Dashboard is available to Edit/Add all 14 Sections available on sub-domain-website. Where additional provisional features of mass SMS and Mass E-Mail are provided on the seller dashboard keeping future provisions.
- **EXCLUSIVE & FILTERED BUYER INQUIRIES** (Customized Seller/Supplier Parameters):
  1. Exclusive business Inquiries generation by sharing/promoting supplier sub domain website.
  2. Suppliers inquiries generation as per minimum order value parameter.
  3. Suppliers inquiries generation as per minimum order quantity parameter.
  4. Suppliers inquiries generation as per the buyers experience & turnover parameter.
- **PAN INDIA ADVERTISEMENT** – TradersCatalyst.Com Home Page provides suppliers 3-Slides branding of their products landing to their sub domain website . There are total 10 spaces available at home page for PAN India advertising.
- **CITY WISE ADVERTISEMENT PAGE** – Individual City Page is available at TradersCatalyst.Com with left and right stamp banner advertisements. Which allows local city area suppliers to promote their brand and products. Where national suppliers can also advertise their brand /product in 10 cities at a time for business generation over and above the regular B2B business inquiries generation at TradersCatalyst.Com.
- **PRODUCTS PROMOTION** - At home page Top Products section is provided to highlight and promote products.
- **CROSS WEBSITE PROMOTION** - Trending Websites section is provided at home page to promote supplier/seller websites attracting visitors by providing punch line for products/services by the seller to attract customers to visit their websites..

# PRODUCT/TECHNOLOGY



We have 5 stakeholders on the platform, with specific functions and features for all of them

1. Central resources e.g. pool of web developers, social media promotion team and business inquiry/lead generation team, in the central team – these could also be remotely located, but operating as a central resource.
2. Local supervisors and managerial staff who assist working team and paid clients.
3. Suppliers
4. Third party services like mass sms integration, mass e-mail, SEO, advertising, promotion companies, etc.
5. To be developed: We are creating a module for suppliers to get customized sales leads along with the branding of the product.

# “TECHNOLOGY”



- TradersCatalyst.Com has been developed on the widely acceptable and the oldest available web technology. Which allows easy changes and even the manpower is widely available for Html5, CSS, Java Script, PHP working.
- Demo Link of TradersCatalyst.Com - <https://www.traderscatalyst.com/images/TradersCatalyst.Com%20ppt.%202021.pdf>
- Screenshots of Services Explained Sequentially –





# "SCREEN SHOTS"



# “BUSINESS MODEL”



- “We have B2B model. We will charge suppliers/sellers Rs. 5,000 annually as registration charges to avail 14 – sections single page sub-domain-website, where the seller control panel is provided along to edit/add changes for all available 14-sections, additional (optional) services of mass SMS and voice SMS for suppliers/sellers is available on the dashboard. We provide 05No. Buyer Inquiries/Leads to Supplier/Seller with registration charges. Further Rs.1000 per 20 business inquiries on monthly basis is a package available for Suppliers/Sellers.
- The portal is equipped with the additional feature of **‘Online Exhibition Sale’** whereby the suppliers in the market can highlight their products and services Pan India by means of three sliding banners at Home Page, on click landing to their descriptive 14-sections online sub-domain-website for details and inquiry submission.
- The portal also envisages the additional feature whereby the suppliers in the market can advertise their products and services through city wise pages, provided by TradersCatalyst.com by means of Left/Right Stamp Banners in the city/multi-city of their choice.
- TradersCatalyst.Com will collect from suppliers/sellers the annual registration charges as well as buyer leads package charges through its multi-city-Channel Sales Partners located in different parts of country.
- All sales will be derived through the multi-city ‘Channel Sales Partners’, where complete technical back-end and business-leads support will be at Jaipur . Channel Partners sales team will be working on the monthly targets, where 40% of the revenue generated will be taken as an expenses to run the Channel Sales Partners.
- Suppliers/Sellers can also opt free classified listing without paying any amount.
- Buyers are free to opt the services and will be provided with a buyer login page. No charges are taken from buyers in any case for posting their requirements or for buyer login page at TradersCatalyst.Com”.



## “MARKET SIZE”



- *In India, there are 50 Lakh numbers of suppliers/sellers who will buy our service at Rs.5000 per year.*
- *This translates into a market potential of Rs.3500CRS per year.*
- Where there is a parallel potentials for advertisement spaces available at Home Page of TradersCatalyst.Com.
- City wise page advertisements are also taken as a big market for all probable local city and multi city retailers, vendors, suppliers and companies.
- Monthly dedicated business inquiries packages are also counted with the huge market size for big revenue generations in future growing market of B2B sales in India.

# “COMPETITORS”



- We intend to give better results through our deep down working in respect to companies like India Mart, Trade India, Just Dial etc..
- Competitive advantages with TradersCatalyst.Com is that:
  - A. It provides descriptive sub-domain-website comprising of 14-sections on a single page. (catering to small enterprises businesses who are not having websites)
  - B. Control Panel to edit/add changes on sub-domain-website.
  - C. Dedicated Buyer Inquiries.
  - D. Brand awareness while generating dedicated buyer inquiries.
  - E. Suppliers wide spread reach by listing in multi categories.
  - F. Suppliers search option enhanced by advertising options on the portal at company, home page ,city wise page/s, Advertisement Landing Page etc..

# “TRACTION STATUS”



- Product is complete for market launch (supplier 14-sections sub-domain-website along with dedicated buyer inquiries)
- Advertising at Home Page & City Wise Advertisement Pages are complete and will be launched subsequently in near future.
- In product has been test marketed with 3000 customers till date. Where revenue has been taken from approximately 560 customers and business inquiries have been delivered in random check to all. We generated the revenue of Rs.15Lakh in the process till date.
- Customers are registered on the annual basis.
- KPI's – Dedicated Lead Generation, Home Page & City Wise Page Advertisements, Cross Promotion of websites, Product Advertisement at Home Page.
- Target for financial years indicated below:
  - 2022-2023 – 10500 Customers
  - 2023-2024 – 21000 Customers
  - 2024-2025 – 42000 Customers



# “TEAM”



- Promoters working of +15 Years' Experience In Connecting Buyers And Suppliers, The Core Team Of MAP Enterprises, Jaipur (Working As: Management Consultants, Big Brands Market Establishment & Bulk Suppliers) Understands The Importance Of Trust In Online Sourcing.
- Founder Mr. Pankaj Yadav – Full Time Handling Administration & Branches
- Founder Mr. Aamir Malik – Full Time Handling Operations and Back End Support (<https://in.linkedin.com/in/aamir-malik-7b834583>)
- Ms. Anita Bharatiya – Advisor
- Well equipped staff of web development, tele callers, digital marketing executives, lead generation, designers etc. has been developed by TradersCatalyst.Com at various cities on full time and part time basis to run hassle free services 24x7.

## “MARKETING PLANS”



- TradersCatalyst.Com will work through Channel Sales Partners (CSP's) with the categorization of A and B cities in India.
- Sales will be derived through customer meetings based and generated through tele-callers in the various product categories listed at TradersCatalyst.Com. Here, suppliers are also registered by meetings at different online searches.
- TradersCatalyst.Com plan to expand by increasing CSP's and approaching more number of suppliers with the increase in revenues and online reach.

# "BUSINESS PROJECTIONS – 03 YEARS"

	LAUNCH (June 2018) till March 2019 (Actuals)	April 2019 to January 2022 ( <u>COVID19 lockdown March 2020 to June 2021</u> )	FY 2022-23	FY 2023-24
Number of Cities	01	02	15	30
Number of Channel Sales Partners	NIL	02	25	50
<b>Revenue</b>	500000	1000000	12500000	25000000
<b>Expenses</b>	490000	975000	10500000	21000000
CSP Margin-30%	150000	300000	3750000	7500000
Marketing (10%)	100000	200000	1250000	2500000
Capex(5%)	40000	75000	500000	1000000
Operating Expenses (40%)	200000	400000	5000000	10000000
Surplus/Deficit	+10000	+25000	+2000000	+4000000

We are raising Rs.1 cr at a valuation of Rs. 2.5 cr. This investment will last for 18 months, and will help us get to 50 channel sales partners. We will get to operational profitability, and additional investment will be required only to set up new cities along with new appointed channel sales partners.



## “CONCLUDE”



- As B2B business model is widely tested and accepted in national market by the reputed brands in last +20 years, and have reached to the exponential growth levels. Where the number of players in the market are few and market size is ever increasing with better internet facility available even in rural areas of India. There is a massive possibility of huge market for the business model.
- Only challenge with B2B companies at initial level is to get consistency and stability to grow their business exponentially. Whereas the customers are available and just needs to be reached and meet to serve their business requirements.
- Where most of the manufacturers, wholesalers, traders etc.. are always open for promoting their businesses through online medias to get a better reach and awareness for increased customer base in the market.

# **‘Looking for a Long Term Associations’**

Team – [TradersCatalyst.Com](http://TradersCatalyst.Com)