

# Partnering Opportunity

Profile status : Published

## Business Request

### **Entrepreneur based in Portugal intends to develop a grocer e-commerce platform for all local stores and vendors. Outsourcing agreement is sought.**

#### Summary

*The entrepreneur intends to launch an e-commerce platform for the retail sector, an online one-stop-shop marketplace. Based in Portugal, it is seeking partners to support in the initial development and launch, as well as an eventual expansion to other European countries. Outsourcing agreement is sought.*

Reference

BRPT20200103001

#### Details

##### Description

This business proposal is based in Portugal. It covers the e-commerce and retail sectors, and is concerned with the creation of an online marketplace where consumers can compare the prices of goods (initially only groceries) between different stores, place an order from a number of stores, and have all the products delivered together at a time of their choice. Giving consumers the ability to shop around in this format, it allows them to save an average of €40/month on groceries alone, and maybe even more on other purchases. The core products and services will also help local stores and other small stores to compete with larger retail chains on a more level playing field, by promoting price transparency.

The core offerings of the actual business itself are the online platform that allows consumers to order from various adherent retailers and the delivery services involved. The ongoing proof-of-concept and piloting studies conducted to test the idea amongst the target group were quite successful, with an approval rate of 81% amongst 44 consumers who responded to the questionnaire. While there were no outright rejections of the idea proposed to the retailers, 78% are interested in using the platform right away, while 22% wished to see it in action before making up their minds. An initial financial analyses have projected an ideal turnover of 1.079.600 (One Million and Seventy-Nine

Thousand and Six Hundred Euros) one year after launch, with a growth rate of 179% in year 2. Sources of revenue include earnings from consumers, retailers, and advertising revenue. International expansion to other countries has ideally been planned for the 5th year.

In terms of partnerships, the entrepreneur is looking for research partners to develop a database of products to be sold in. The company seeks to establish an outsourcing agreement.

### **Advantages and innovations**

Online shopping isn't a new concept by any means. However, the options provided by the proposed business do not currently exist within Europe, giving it a major advantage as a trailblazer. The ability to compare and shop across multiple stores in one platform provides a significant advantage over the existing competition. The delivery radius offered covers more area than any of the other competitors, and will cover areas which have so far been overlooked when it comes to delivery options (villages, more remote areas, etc.).

For consumers, the main advantage is the opportunity to experience a whole new approach to shopping that takes their needs and requirements into account and caters to them within their timeline. For retailers, it is the ability to sell to a much larger area than they usually would, without needing to spend time and money in extensive marketing campaigns to attract more customers, and without needing to take up the cost of delivering the products themselves. The images below offer a contrast between the areas that retailers typically comply with (a 150m radius), and the new expanded area they could potentially sell to (a 10KM radius, later expanded to 20 KM).

### **Technical Specification or Expertise Sought**

The prospective partner needs to have a strong research base and competencies in Microsoft Excel and preferably SQL or related technologies. They also need to be comfortable working in English.

### **Stage of development**

Project already started

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## **Partner Sought**

### **Type and Role of Partner Sought**

University or R&D Institutions are sought as partners to develop a database of all commercial goods sold within a territory. The partner would be responsible for collecting information (including but not restricted to nutritional information, ingredients, components, representational images, etc) for all commercial goods sold within a particular country, and for compiling this information in a pre-defined format provided by the outsourcer under an outsourcing agreement is sought.

### **Type and Size of Partner Sought**

University, R&D Institution

### **Type of Partnership Considered**

Outsourcing agreement