

ISHOPPING AND DELIVERY BUSINESS PROPOSAL



Easifying shopping for you

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Table of content

INTRODUCTION	3
PROBLEM SUMMARY	4
PROPOSED SOLUTION	4
MARKET	5
COMPETITION	5
FORECAST	5
WHY US?	6
AGREEMENT	7



INTRODUCTION

The Internet has become an essential part of our daily life, and companies realize that the Internet can be a shopping avenue to reach existing and potential consumers of any business. With this consensus Online Shopping has rapidly grown. The biggest surprise is that groceries are one of the categories purchased online. Although online grocery shopping continues to grow, there are problems why consumers hesitate to shop for them online

Sellers in local markets currently have a traditional system of shopping where customers are expected to walk to the displayed items to make purchases at that particular time. This leaves these sellers at the mercy of undecided customers who are normally moved by the competitive pricing of other shops. With seasonal events and holidays, the Internet has become a tool for a quick and stress free method of shopping. Allowing retailers to cash in the profit from another useful shopping channel.

Online Grocery Market is a form of ecommerce that allows consumers to directly buy fresh food staffs or produce from a seller over the internet. An online grocery shop evokes the physical analogy of buying produce like it is done in a local market. The largest online retailing corporations are e-Bay and Amazon.com, both of which are based in the US. These giant online shops have with time been able to add to their sales the ability to sell fresh food and other home products through the internet. Ishopping is the 100% Namibian own online grocery shopping & delivery business. Ishopping & Delivery is a trade mark of a registered name SEM INTERNET SHOPPING & DELIVERY CC, owned by Sem David Imbodi, a Namibian young entrepreneur. Ishopping is registered with Business and Intellectual Property Authority (BIPA) under ministry of trade and SME development in Namibia.

Our mission

Our mission is be Namibian most trusted and respected Online business, making use of technology to facilitate customers living standards by simulating a virtual mall experience in the simplest form.

Our aim

- ❖ Providing ultimate convenience and flexibility to the online consumer, ensuring that your Ishopping user experience is world class.
- ❖ Partnering with malls and retailers to ensure effectiveness of shopping experience.
- ❖ Employing and training shopping specialists to ensure they pick best products for customers, offer the best service and always deliver on time.



PROBLEM SUMMARY

Most markets/stores in Namibia are so crowded so much that it is hard for customers to locate items they want. Before one even arrives at the market, the hustle of queuing in traffic causes so much stress that when a customer reaches the market, there is little or no energy to roam the lengths and breadth of the market for items they want and again queuing for payments of the items. Customers tend to buy items on high prices because they do not have time to move from one shop to another to compare prices. This usually leaves customers unsatisfied with products they find.

PROPOSED SOLUTION

The proposed solution is ***Ishopping & Delivery*** to partner up with malls and retailers, supermarkets to make it easy for their customers by selling their products on Ishopping website and mobile online application to offer a smooth collection and delivery service to the customers at a fixed time arrangement. Ishopping will be an extension of the market to customers who find it difficult to arrive at the markets which are located in busy business districts of most cities, towns and villages, which will be the best optimum option for easier accessibility of viewing products online. Ishopping is geared at easing the shopping stress of most customers who have to hustle from shed to shed in the scorching sun just to find fresh food stuff in the crowded market. Ishopping will be very helpful in buying products through the internet. It will allow customers to enjoy a wide variety of products and items not only from a specific store but from a diverse storage that includes all kinds of items.

ISHOPPING FEATURES

- ❖ **Time saving & facilitate livings** - allow customer to shop from their comfort zones, where ever instead of going to shops, thus they can use shopping time for other schedules.
- ❖ **24/7 shopping:** Ishopping allow shopping specialists to peruse your products and make buying decisions at any time, day or night. It very convenience
- ❖ **Price comparisons- allows customers to** Compare and research products as they are easily online and they will have access to different shops.
- ❖ **No crowds.** Customer do not need to worry about parking issues, long ques, feeling rushed or hurried and to deal with chaotic situations when there are more crowds, Especially when shopping during month ends, festivals or special events. .
- ❖ **No need to travel.** People don't usually like to move a lot to get what they want. Of course, nothing can compete with experience of going to a cloth boutique and buying what you want, but normally people just don't want to travel. Customers don't usually leave near the shops they would want to visit, but today they have an option to visit the shop online.



HOW ISHOPPING WORK

Step 1. Sign up to create an account. Place your order from multiple of your favorite stores on Ishopping website and select your delivery date and time.	Step2. Ishopping specialist will take your order and collect all you items from the stores you have shopped.	Step3. A verified Ishopping delivery specialist will bring your groceries to your doorstep at your chosen time Guaranteed.
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MARKET

- The main target users for Ishopping are consumers that live busy lives, those that want to avoid the crowds of the market and those that have to travel long distances to the market.
- The users are both Male and Female and age range from 18-above
- Most users will have a basic mobile and computer background as the first generation have become experienced with online trend.

COMPETITION

Online grocery shopping has been adopted in so many countries around the world. Namibia is one of the countries that have been introduced to online shopping. Ishopping is 100% Namibia's first online grocery shopping.

FORECAST

Delivery charges

All orders are subject to a delivery fee of **N\$60 per order**

Labour charges

N\$100.00 per order

How long does delivery normally take to arrive?

Customers may place an order on-demand (delivery within 2 hours & 30 mins of purchase) or should you prefer to schedule your delivery time, we ensure delivery within the selected hour.

Mess-up do happen that are outside of our control. And if there be a problem with your order, contact us immediately, via email: order@ishoppingnamibia.com or call: +264812811318 with your order number.



Out of stock

Should a product you have ordered be temporarily unavailable or if the item has been permanently removed, we will notify you immediately and you will have the option to accept an alternative option that our shopping specialist will suggest, or you may choose to receive a coupon voucher to the value of the out-of-stock item, or you may choose to receive a refund in respect of that product. Refunds may take up to 3-4 working days to reflect into your account.

Delivery times

Monday – Friday: 09:00-18h00

Saturday: 09:00-16h00

WHY US?

Ishopping & Delivery is an online business that is developed to make shopping experience more easy and effective. It allow customers to plan their shopping by collecting products from as many stores they wish to shop from online just by a click of a button and have them delivered at their doorstep. Customer will shop online using their mobile phones, tablets and computers.

Ishopping is effective to retails, as it is a great platform for them to market their products, sales and reach out to customers who are too busy to physically visit their shops.



Choosing products online



Verify and receive delivery



AGREEMENT

Therefore, upon understanding the preface of the business and interested in engaging with Ishopping & Delivery, you may sign below in acceptance of this proposal.

Store Manager's Name: _____

Shop Name: _____ Tel: _____

Signature: _____ Date: _____

Witness Name: _____ Signature: _____

Ishopping Official Use

Manager's Name: _____

Signature: _____ Date: _____

Witness Name: _____ Signature: _____

Founder/CEO

