

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

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Identificativo proposta: BRPT20200103001 **RICHIEDI MAGGIORI INFORMAZIONI**

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.

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.

Riferimento Esterno: BRPT20200103001

Tipo: Business Request

Paese: Portugal

Presentazione: 03/01/2020

Ultimo aggiornamento: 20/01/2020

Scadenza: 20/01/2021