

Success Story

Developing a B2B Marketplace for Saudi-based eCommerce company

Customer

Saudi Arabia based e-commerce company

Country

Saudi Arabia

Industry

eCommerce

About The Client

The client is Saudi's first online shopping & delivery service that primarily deals with online grocery services. Their team consists of an ambitious youth group that strives to achieve success at all local, regional and international levels in the field of electronic commerce. The team includes all of the administrators, developers, designers, customer service, and operators trained and equipped to complete the buying, selling, and delivery operations as well.

Technology Stack

 React	 React Native	 Digital Ocean
 PostgreSQL	 python™	

Business Situation

After a successful B2C league, the eCommerce giant wanted to step into the business sector by allowing retailers and vendors of the FMCG industry to come on a single platform to ease the process of demand supply, increase their revenue, and earn more profits.

To get into the B2B business, the FMCG company needed support to realize the market requirements and challenges. With a mere idea to launch a B2B business, the eCommerce firm was on the lookout for a technology partner who would help them in understanding the market and challenges associated with executing the idea. Also, they needed help to realize the project scope, technology stack, time-to-market, competition, cost, and related factors associated with the development cycle. The key requirements that were presented to Unthinkable were to:

- ✓ Conceptualize, design, and develop a mobile solution that could allow merchants to register themselves and allow buyers to purchase groceries.
- ✓ Build a scalable mobile app infrastructure to accommodate a nationwide ecosystem of smallscale vendors that is ever-expanding.
- ✓ Create interfaces on the web-app to allow customizable vendor and product listings that vary for different regions
- ✓ Provide support and maintenance service for the application by guarding it against security threats and data loss with continuous server management, OS versions update, application licenses check, and performance control, etc.
- ✓ Develop an admin panel that provides a bird' eye view of the business to manage end-to-end operations for marketplace and collections.

The Solution

The pre-sales and business analysts at Unthinkable Solutions initiated this project with thorough market research, competitor study, and gap analysis. This entire process of research & development is performed under Unthinkable's Discover & Frame (D&F) program. D&F is a proprietary workshop wherein a client's business is analyzed along with factors such as scope, competition, time-to-market, cost, technology utilization, resources on work, etc. A mobile app for B2B selling was developed using React Native as the core technology with the following user roles:

Customers: For retailers/merchants who come to the B2B platform to purchase items in order to fulfill their stocks.

Drivers/Collectors: For drivers who deliver consignments to merchants or do collections from the market.

Vendors: For vendors to manage their network of merchants and outsource the collection activities to the eCommerce team.

Team Unthinkable worked on some of the major problems linked with the B2B business model. For example, it ensured that the vendors meet the merchant that offers them goods at the best price. To do this, a rule engine was created at the backend that checks out a few metrics (stock availability, Estimated Time of Arrival, distance between vendor & merchant, rating/ number of orders processed by the merchant, etc.) to connect the vendor with the best merchant.

Another problem, of optimizing the logistics cost, was resolved by integrating a third-party enterprise delivery management system. This solution helped in route optimization, proof of delivery, agent capacity management, geofencing, behavior monitoring, etc. Also, for optimizing the logistics cost, the concept of cross-docking was introduced in the system.

The system was introduced with several payment modes which include Cash on Delivery, Buy Now Pay Later, internal wallet payment, online payment, POS, etc.

For the application to have the best of functionalities, several third-party integrations were done. Logistics management, POS collection, CRM integration for sales, virtual account collection, online payment, marketing, etc. were some of the services for which third-party integrations were done.

Along with the mobile app, a web-based admin panel for the vendor and merchant was created. The vendor admin panel allows users to view the onboarded users with their details, view list of all warehouses, list of all collection requests, order invoices, etc. The merchant panel, on the other hand, allows viewing the current orders, their status, a masterlist of all the warehouses, organizations/vendors, etc.

Both the platforms, a role-based mobile app, and the web application are deployed to break down the B2B business monopoly in Saudi and set a new competition. With a time span of 5 months, there are 900+ vendors who have onboarded to the platform. Considering the potential and opportunities that this B2B selling platform can cater to, the eCommerce platform has managed to raise initial funding of \$20 million.

The Impact

Is there a digital platform you want to build or take to the next level?

Setup a personalized consultation with our technology expert.

Let's Talk