

## Features list of Market Place

- Market place is the primary type of multichannel e-commerce platform.
- Selection is more-wide, and availability is higher than in vendor-specific online systems.
- **Simple signup process (with social media):** It is easier for customer to gather information, and have a preview about the product (for example, some search engines, like Google, Facebook and MSN).
  - ✓ Engender a greater level of trust and transparency to encourage participation.
  - ✓ Customers can check the vendor's detail on the product page.
- **Lighter Initial investment:** Market place offers the advantage of letting their sellers handle their stock on their own, which can considerably reduce your initial investment.
- **Advanced product management:** Customized solution for inventory management, logistics and shipping can be provided based on customer requirements.
  - ✓ The greater the inventory, the more likely it will be for a customer to find what they are looking for.
  - ✓ Advanced inventory management analysis can be made available.
  - ✓ Advanced AI based analysis as well can be integrated into the system.
  - ✓ Existing Logistics and shipping system integration a part of customization.
  - ✓ Advanced sales and customer acquisitions analysis using predictive analysis can as well be augmented.
- **Long tail marketing:** Market place indexes a great amount of products of the given sector the website operates in, it is able to give strong emphasis on its SEO and SMO.
  - ✓ Search Box for Easy-to-Find Convenience.
  - ✓ Reviews and Ratings: are meant to help customers understand the market scenario.
  - ✓ Reliable order processing and tracking.
  - ✓ Smart notification system.

### Unique Selling Proposition

- ❖ **A scalable model:** Market place achieves economies of scale more easily and therefore allows them to expand faster than E-commerce websites.
- ❖ **A two ways customer relationship:** Market place plays more of a mediator role that monitors transactions between buyers and sellers.
- ❖ Selection is more-wide, and availability is higher than in vendor-specific online systems.
- ❖ **Advanced product management:** Customized solution for inventory management, logistics and shipping can be provided based on customer requirements.
- ❖ Lighter Initial Investment.