# daffodil

**Success Story**

# Developing a B2B Marketplace for Saudi-based eCommerce company

**Client:**
Saudi Arabia based
e-commerce company

**Industry:**
eCommerce

**Country:**
Saudi Arabia

**Our Role:**
Product Engineering

# 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.

# Key Facts

| **900+** | **2000+** | **$20M** |
|---|---|---|
| vendors onboarded in 5 months | order fulfillments per day | of funding raised |

# Services Used

**Mobile App Development**     **eCommerce Development**

# Technology Stack

- ⚛ React Native
- ⚛ React
- 🐍 python™
- 🌊 DigitalOcean
- 🐘 PostgreSQL

# The 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 Daffodil 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 small-scale 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 Daffodil Software initiated this project with thorough market research, competitor study, and gap analysis. This entire process of research & development is performed under Daffodil'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 Daffodil 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 master list of all the warehouses, organizations/vendors, etc.

# The Impact

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.



Client's team at the Horeca event

# Product Screenshot
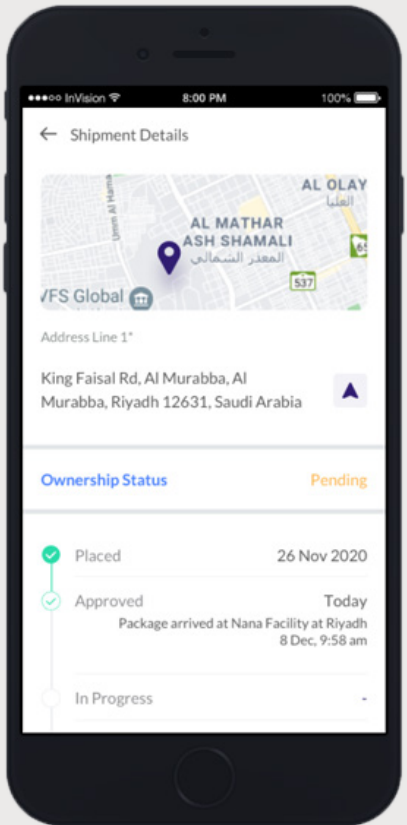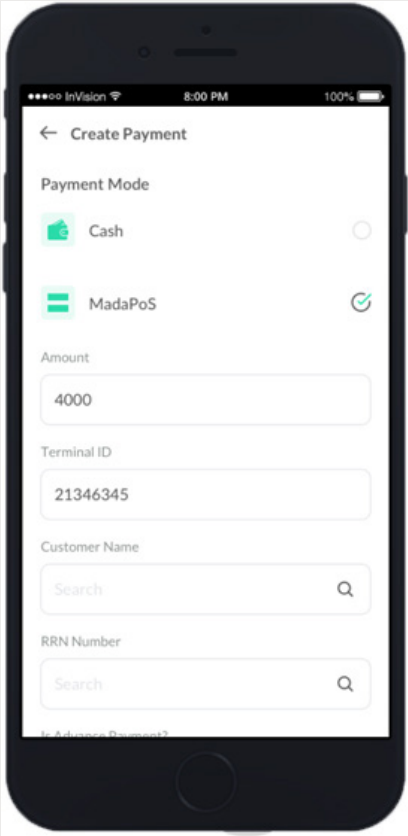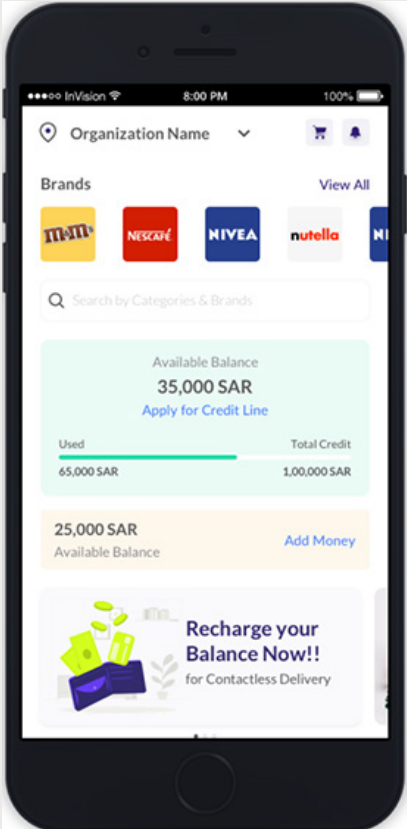
# About Daffodil

For more than 20 years, Daffodil Software has been a trusted software technology partner to organizations across the globe. We take pride in our ability to look beyond technologies & deliver innovative solutions.

Daffodil is a CMMI level 3 accredited organization with innovation, tech agility & process orientation rooted deep within the core. Our team of 1000+ technologists strive to shape the tech industry and help businesses elevate their value proposition through technology.

# Technology Partnerships & Certifications

| | | |
|---|---|---|
| **Microsoft Partner**<br>Silver Application Development partner | **Google** Cloud<br>Premier Partner | **aws** partner network |
| **Microsoft Partner**<br>Silver Collaboration and Content | **Ui**Path Partner<br>Robotic Process Automation | **PubNub**® |
| ISO 9001:2015 CERTIFIED COMPANY | ISO 27001:2013 | International Organization for Standardization ISO 20000 |

# Awards & Accolades

| | | | |
|---|---|---|---|
| **Deloitte.**<br>Technology Fast500<br>APAC Winner | **IT EUROPA**<br>EUROPEAN IT & SOFTWARE EXCELLENCE AWARDS | **zinnov** ZONES | **Great Place To Work.** Certified INDIA |
| **W** mobileweb award 2020 | INDIA'S MOST ADMIRED BRAND 2020 INDIA'S CHOICE | **CMMI** level 3 | THE ECONOMIC TIMES **B**t**b** BEST TECH BRANDS 2021 |

| **GRANDVILLE, USA** | **GURGAON, INDIA** | **DUBAI, UAE** | **HISAR, INDIA** |
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