Jamart

Crafting the Greatest Online Shopping Experience

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Problems faced by Sellers.

- Long and Difficult set up process

- Small or no online customer base

- Alright... How Do I Accept Payments?

Problems faced by Shoppers.

- Subpar shopping experience

- Shopping online means searching Instagram, WhatsApp

- Distrust from the seller
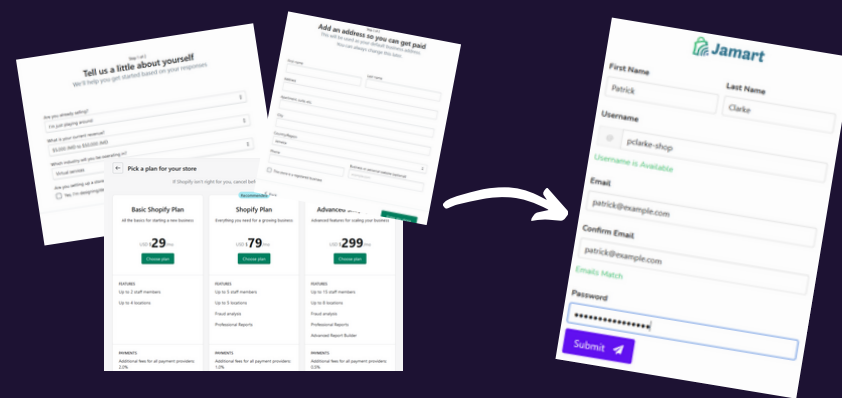
Seller Depiction

Shopper Depiction

Jamart

www.shopjamart.com

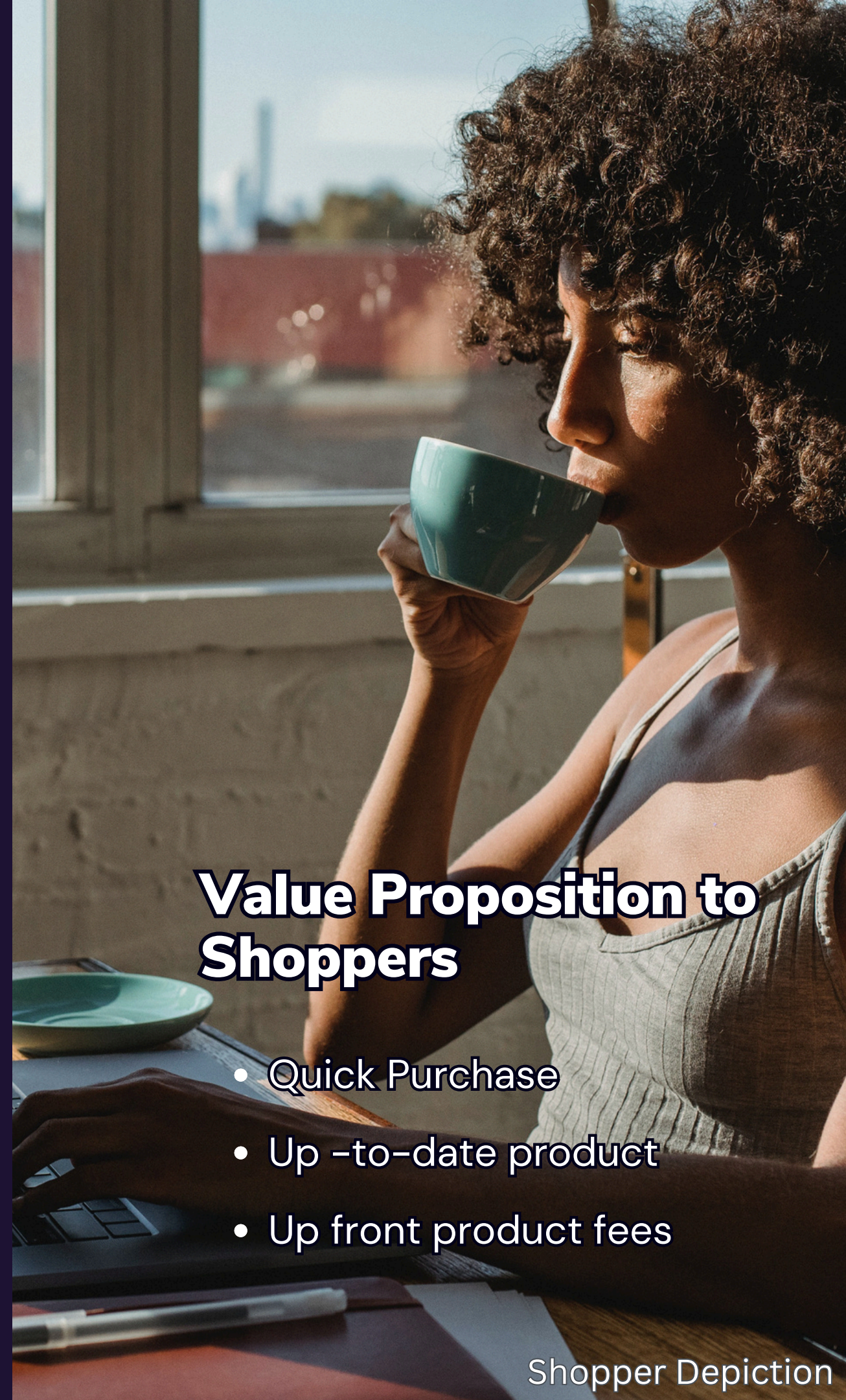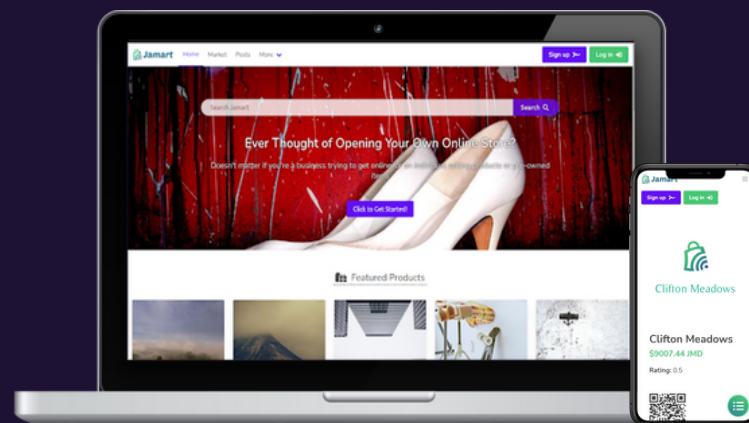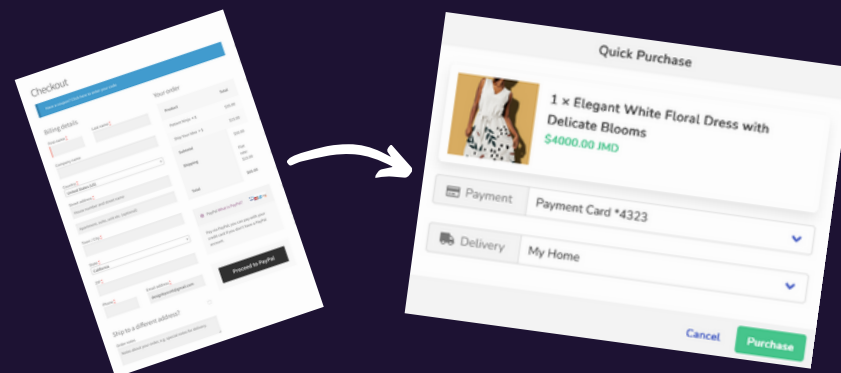An online marketplace that simplifies the e-commerce process for Jamaican shoppers and sellers.

Fast Registration
Less than 3 minutes to register!

Quick Purchase
Saved Payment Details - No long forms

Value Proposition to Sellers.

- Need to sell more products
- Payment Flexibility
- Social Media Integration

Value Proposition to Shoppers

- Quick Purchase
- Up –to-date product
- Up front product fees

Seller Depiction

Shopper Depiction

Target Market

Sellers

Jamaican MSME's
Entrepreneurs
Online Businesses

Approximately
430,000 MSME's and
Registered Businesses
in Jamaica (Gleaner,
2017)

Shoppers

Social Media Shoppers
Regular Online Shoppers

At least 216,000
readily accessible
shoppers. based on
statistics from
Jamaica Digital 2021

One Account, All of Jamart

Only one account is needed to be a shopper and a multi-store owner.

Communication

Users are updated about transactions and deliveries via Text Messages, Email or WhatsApp.

Seller Services

As a seller you can easily accept payments in your store which can then be deposited into your bank account.

Social Media

Don't want to abandon your social media? Set your store to post to your social media when you post a new product.

Tell Me.

How is Jamart Different from other Ecommerce Platforms?

Competitive Analysis

	Jamart	Cool Market	CaribShopper	Jamaica Classified Online
Local Shopping	✅	✅	❌	✅
Different Payment Processing Options	✅	✅	✅	❌
Easily create multiple new stores	✅	✅	❌	✅
Easy Checkout Process	✅	❌	❌	❌

Business Models

Marketplace Model

- Commission from merchant sales
- Advertising

Retailer Model

- Creating our own stores and retailing products

Manufacturer Model (Future Growth)

- Creating stores with our own branded products

Marketing and Sales

1 Partnerships with Local Businesses

2 Digital Marketing

3 Loyalty Programs

4 Local Advertising

Meet the Team (Founders and Directors)

Patrick Clarke

- Web Application Developer and Software Engineer with over 6 years professional experience.
- Develoer of the businesses web application and aims to simplify complex technical issues to deliver value to the business and its users.
- BSc. in Computing from the University of Technology, Jamaica

Jerine Anderson

- Experienced Auditor with a wealth of knowledge of sound business practices.
- Able to navigate complex business challenges, and uses them to support the development a success of the company.
- BBA. with Major:Accounting, Minor: International Business from University of Technology, Jamaica.

Michael Hibbert

- Project Officer with experience with customer relations, network management, cyber security.
- Strong technical, leadership and decision-making skills that are necessary for growing company.
- BSc. in Computing (Hons.) from the University of Technology, Jamaica

Key Metrics

1st Year Revenue
3,000 Users = $2,190,000

2nd Year Revenue
8,000 Users = $5,840,000

3rd Year Revenue
25,000 Users = $18,250,000

4th Year Revenue
50,000 Users = $36,500,000

5th Year Revenue
100,000 Users = $73,000,000

Our Main Milestones are linked to the number of active users we have since we associate it with growth and revenue

Yearly Revenue Formula:

Fraction of users

Number of Users * 0.5% * 365 * $5000 * 8% Commission

Days of the year

Other metrics that we will be tracking include:

- User Growth
- User Retention
- Revenue
- Profit

Risks and Challenges

Technology and Security

Managing growth without compromising service quality or user experience requires robust infrastructure and resources

Compliance

As a registered business we have to meet certain standards of compliance for legal reasons and to build trust with businesses and our userss

Staying Competitive

Improving operations to provide good customer service

How can you help us?

- **Marketing and Advertising**

- **Networking and introduction to relevant businesses**

- **Operational Support**

- **Legal and Compliance Support**

Thank You, for Listening!

What's next for us?

www.shopjamart.com 🔍

Becoming a Market Leader

Establish as the leading online shopping provider in Jamaica.

Improving our Platform

Improve our Application and develop a mobile application

Creating Partnerships

Partner with reputable brands and suppliers; develop private label stores and products.

Jamart
Ecommerce for everyone