

WORKSHOP
on
Customer Connect Program with Buyergains

Date: 17th August 2022

Resource Person:

Ms. Jeeta Mona

CEO, Buyergains Pvt Ltd

Brief Profile of Resource Person:

Ms. Jeeta Mona is a thought leader with expertise in the domains of sales & marketing, business development, manufacturing and sourcing. She has an array of skills and experience having worked in the beauty, automobile and market research sectors across two different continents of Asia and Europe. She is a highly networked beauty industry professional based out of UK and is a round table member of the Global Wellness institute's 'beauty meets wellness' initiative. Jeeta is an alumnus of Xavier Institute of Management, Bhubaneswar and has worked previously with Yardley of London Ltd, Wipro Consumer Care, Godrej Consumer Care, Maruti Suzuki Ltd and the WPP group.

About the session:

As Ms Jeeta Mona is about to launch a pan India social commerce platform along with her co-founders, the pilot of which is planned for in 2 cities during October: Bhubaneswar and Bangalore. A brief on the program is given below.

Background

We are Buyergains and we are a start-up.

We are in the process of creating a unique platform that makes it possible for customers to buy together and get great savings. We have already established strategic partnership with leading brands, logistics providers and payment processing partners.

We are now ready to start the exciting journey to connect with customers. The first milestone in this journey is a pilot that covers two cities. We will launch a range of product campaigns and evaluate the effectiveness of different communication approaches.

Bhubaneswar is one of the shortlisted cities.

We would like to partner with a few leading educational institutes in the city to acquire a customer base and evaluate the efficacy of word of mouth and referral-based promotions. This is an exclusive 'invitation only' opportunity for customers to benefit from collective buying through **BG** platform.

Objective

Key objectives of the initiative:

- Achieve a target number of customer registrations
- Convert registration into campaign success

- Get Insight into the effectiveness of referral-based promotions over the buying cycle (Communication, registration, interest, booking to order placement)
- Get better understanding of the demographics of the customers in relation to different types of campaigns

The Partnership

What **BG** Is Looking For:

We are looking for one or more groups from your institution to partner with us on a project basis. Each of the groups would need two or more members. There is no upper limit on the number of members in a group or number of groups.

We would like the groups to reach out to potential customers through referral/ word of mouth. We would like the customers to be within the target segment specified by us. We would like to achieve a total target number of customer registrations. Each registration is authenticated through phone number-based OTP.

There is no direct additional monetary incentive for the customers other than the savings they get through collective buying via **BG**.

How **BG** Will Support The Exercise

This is an interesting opportunity for your students to work with **BG** to:

- Get direct experience of customer acquisitions
- Work with leading product brands
- Get first-hand experience of co-commerce model at opportune moment of market entry.

BG will provide a monetary incentive to the groups participating in the project once a threshold volume of customer registration is achieved by any group. Different groups may decide to merge during the period of the exercise to benefit from the combined registration numbers.

The Basics

- The customer acquisition exercise will be for a period of 2 months
- We are targeting a total minimum customer registration volume of 100,000 in Bhubaneswar.
- Incentive will start from a volume of 5,000 registrations.
- Direct as well as indirect referral will count towards the total acquisition volume.
- Transaction in **BG** always comes with zero delivery, zero card transaction charges and free returns. We do not support COD (Cash On Delivery).
- There is no booking fee and payment for order is taken from customers only on achievement of targets.
- **BG** aims to provide only known popular brands at attractive prices
- **BG** believes in a committed standard of service. The **BG** promise is as follows:

1

Buyergains is 'For' buyers

Buyergains promises to safeguard buyers' interest as No. 1 priority, **BG** will never knowingly work in a manner that undermines the interests of buyers.

2

Buyergains believes in quality

BC will endeavour to get quality products to buyers and will not knowingly push any low-quality products to buyers.

3

Honesty is the best only policy

We will not take undue advantage of customers, suppliers, partners or employees (even when a signed contract is in our favour, we uphold morals above contracts).

