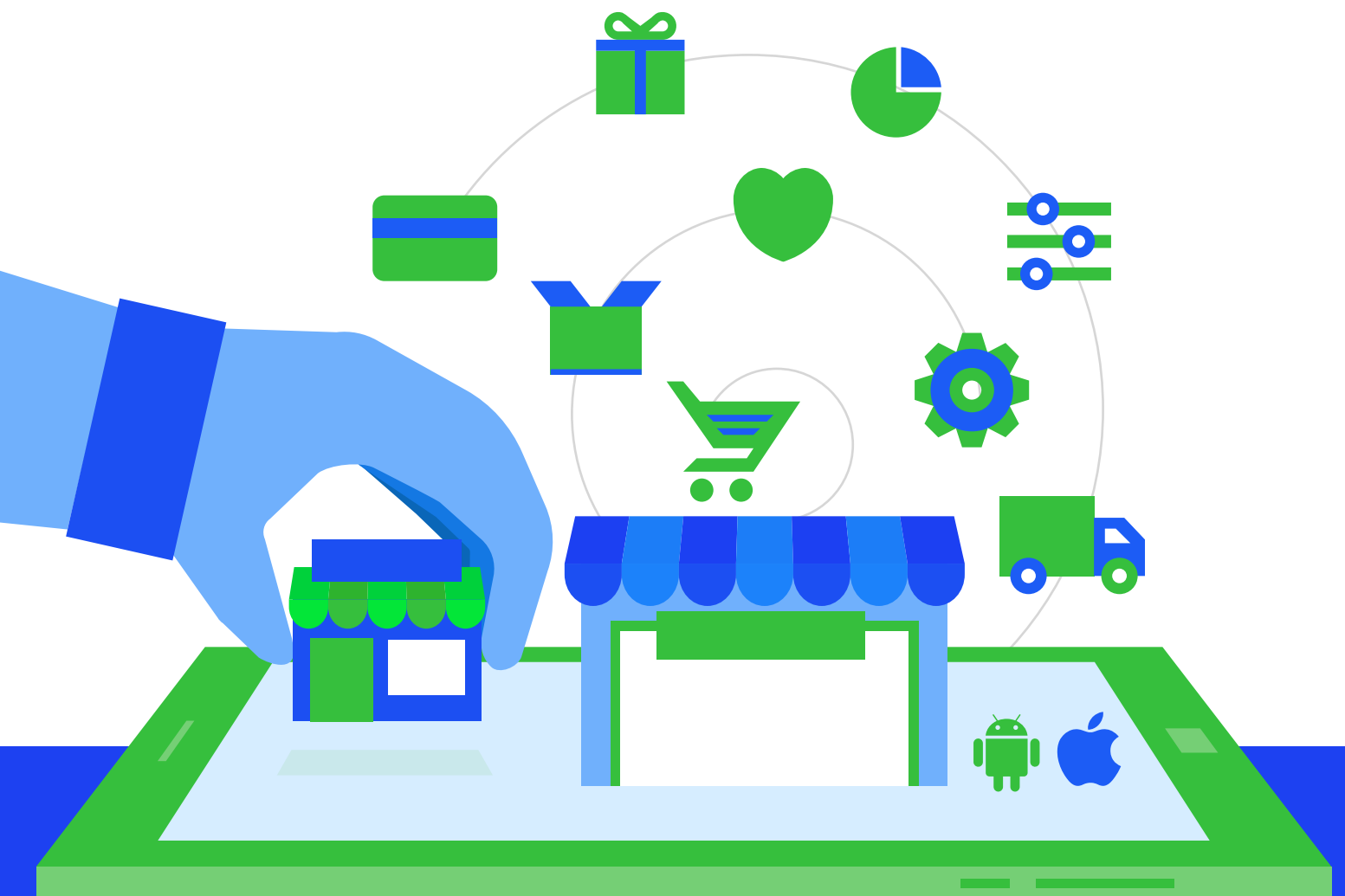


Webkul  
Software

# Marketplace

Multi-Vendor Mobile App





# Marketplace Mobile App

## Index

1. Overview .....	3
2. Why we need mobile app? .....	5
3. Benefits of Marketplace Mobile App .....	8
4. E-commerce Mobile App Vs Marketplace Mobile App .....	11
5. How to start a marketpalce mobile app?	12
6. Why are Native Apps Superior Than Hybrid App? .....	14
7. Saas Based App .....	16
8. CMS Based App .....	17
9. Scratched App .....	18
10. Summary .....	20



# Overview

According to Wikipedia definition, '*A mobile app is a computer program designed to run on a mobile device such as a phone / tablet or watch.*'

**Mobile application** are the designed to make world accessible via a small device. They are today's most used component, especially for an ecommerce industry.

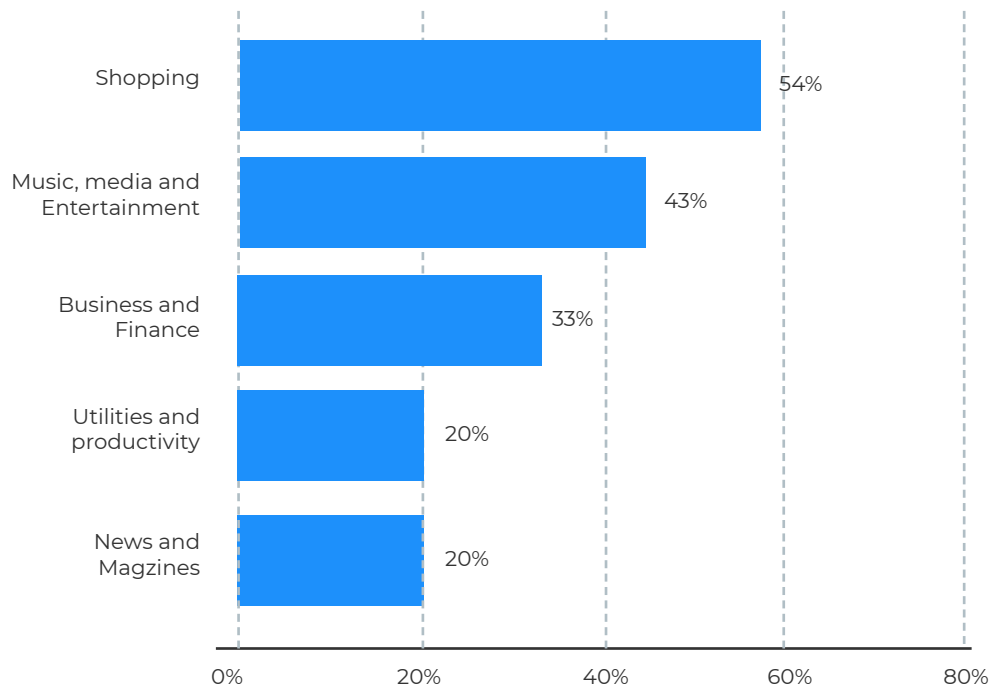
The second most famous and popular word in e-commerce industry is marketplace. A **marketplace** is place where multiple merchant (seller/ vendor) can come and sell their products on an online platform.



The marketplace can be easily compared with a **shopping mall** where we have many shop at one place. The introduction of mobile app can help these multiple retailers ( sellers/vendors) attract more sellers and customers.

The mobile app adds an advancement to the traditional online e-commerce system to morden accessible m-commerce system.

The mobile apps are giving the marketplace approach an upper hand as now the store is accessible by the client anywhere and anytime.



Source - statista.com - Year-on-year growth in time spent per mobile app category in 2017

## Few of The Popular Marketplace Mobile Apps

Nowadays, major companies are following the Mobile First Approach which is realization of the fact that mobile apps are the most vital component in the business world. There are multiple leaders in the field of marketplace E-commerce application.



Amazon



Etsy



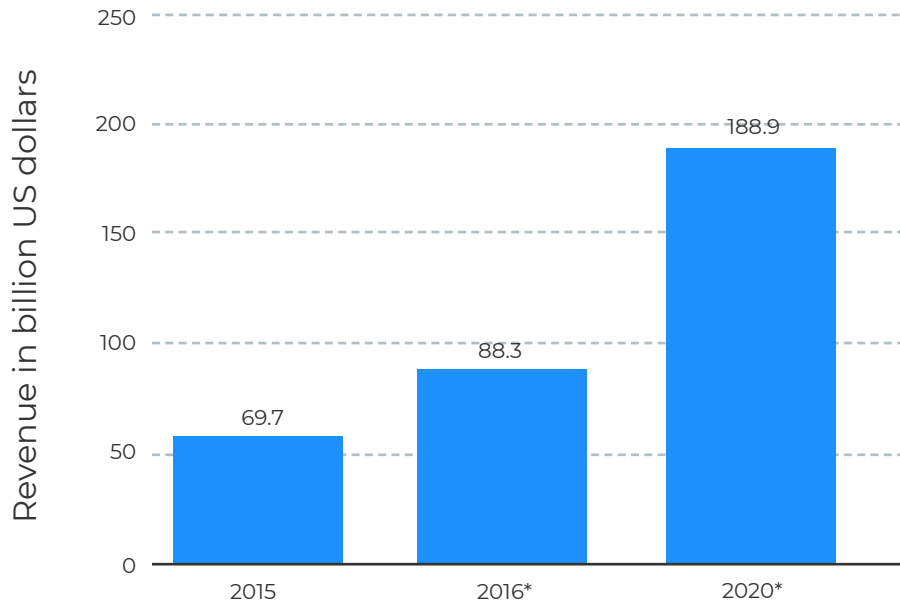
Instacart

Applications like **Amazon, Etsy, Instacart** are famous for providing the marketplace feature, where retailers and customer are dealing with wide range of products.



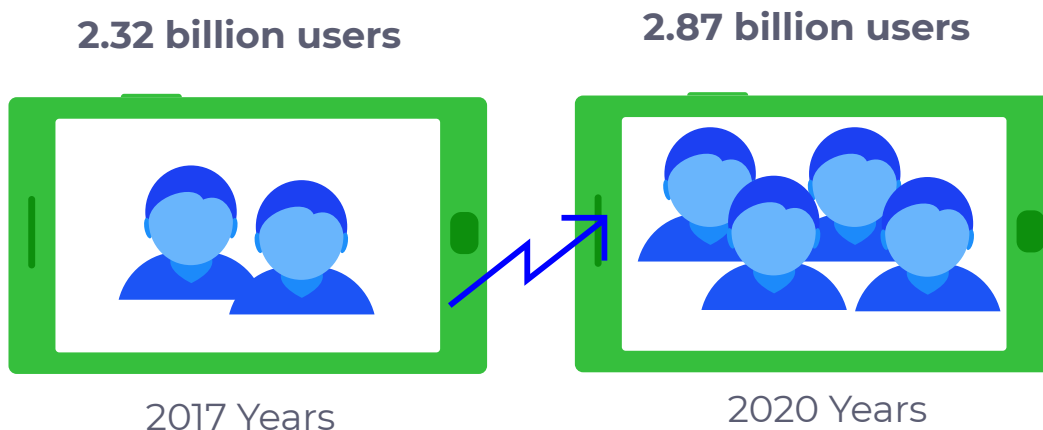
## Why we need mobile app?

With the growth on mobile device users (especially Android OS) the usage of mobile app has increased to high gradient. The app can prove to provide the store owner with maximized profit margin.



Source - statista.com - [Worldwide mobile app revenues in 2015, 2016 and 2020 \(in billion U.S. dollars\)](#)

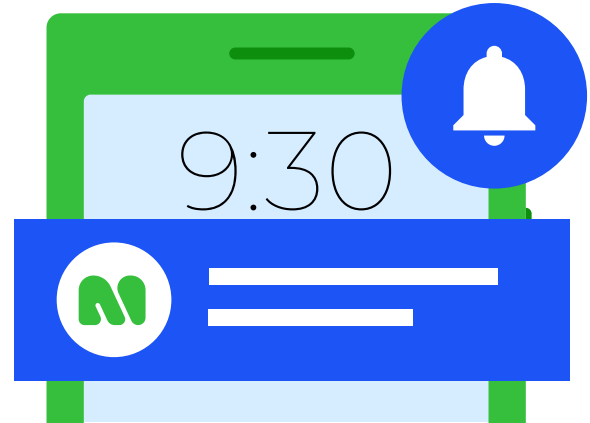
According to **Statista** report, 'the number of smartphone users is forecast to grow from 2.1 billion in 2016 to around 2.5 billion in 2019, with smartphone penetration rates increasing as well. Just over 36 percent of the world's population is projected to use a smartphone by 2018, up from about 10 percent in 2011.'



The main reasons as to why the mobile apps are more efficient than online website are

### Push notification

These can act as great communication tool for the store owner. They can send various type of information to the app user. Notifications can be more profitable than any other mode of communication like-mail, SMS, etc. It can attract maximum customer to the store.



### Accessibility

The mobile apps are operated on a small device present in the pocket so the customer can communicate with the store anywhere and anytime. This will help the store owner with increased sales.

### Increase in Sales Conversion Rate

With easy accessibility and great user interface the mobile app are fruitful for generating sales on store. According to research by Criteo, 'Mobile apps have increased the percentage of users who checkout with the desire product as compare to desktop and mobile websites.'

Thus, the mobile apps are proven to reduce the bounce rate of you store due to the ease of purchase.

## Phone Inbuilt Features

The mobile device can even help you creation of an ecommerce app which are highly user friendly. The predominating features are-



**GPS-** This will pick up the current location of the app user to save the address details.



**Camera-** The use of this hardware is extensive in the app right from saving Profile image to search product via image.

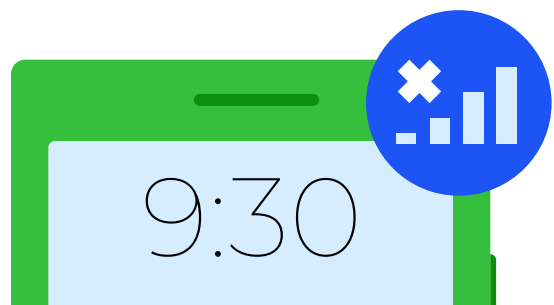
## Lower cart abandonment rate



The easy checkout and effective user interface can purse the customer to purchase the product. Through easy checkout process this could be achieved. Another strong reason could be faster operation and the customer can review the product anywhere and anytime.

## Offline Mode

The third world countries are still facing internet connectivity. So a mobile app operating in offline mode can be a great help. Through this technique one can browse through the app even if network isn't available.



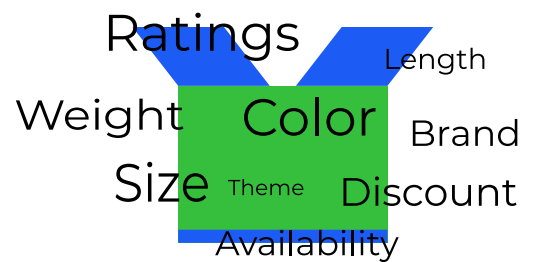


# Benefits of Marketplace Mobile App

The Marketplace is a place of multiple sellers operating in same place. It is like a Niche of Sellers from where customer can get products. The app can help the customer, store and multiple vendor in multiple ways.

## Versatility Of Products At One Place

The user can get wide range of differentiated product in a single app. They can choose the best out of the present options.



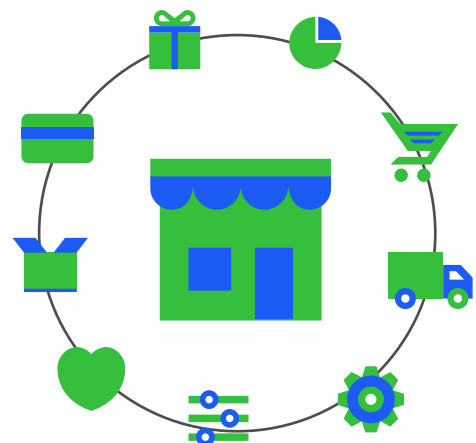
## Support small scale retailers



It is said '**United We Stand Divided We Fall**', so the retails can altogether establish a unified market. The budding and small scale retailers can get a base for their business through the model. They can showcase their product on a major platform. With the app the retailers will be getting more effective market to attract customers.

## Easy and Fast Management of store

The management of such a big store can be done in a efficient way by using the app. The app gives its retailers to manage the store related functionalities anywhere and anytime.





## Seller Features



The app for marketplace will be having all major seller related functionalities. These will help seller operate the store from anywhere without the trouble of having a laptop or desktop.

## Large Customer demand fulfillment

The marketplace app can reach to many app user as in today's world people are preferring an app over other modes. With the marketplace it can accomplish the demands of many of the users.



## Better Order management by seller and customer



With the hyperlocal apps the customer and seller can efficiently manage the order. Both of them can see the status of the order via a simple application.

Currently we have [Magento 2 Mobikul Delivery Boy App](#) and [Hyperlocal Mobile App for Magento](#), which can be converted to marketplace to achieve seller end functionalities.

## Seller Product Management

The seller can easily manage their product with the help of this app. They need not look for a laptop or desktop to operate products of the



store. The seller can add, edit or delete any product from an app.

## **Seller Order Management**



The seller can manage their respective orders with an app. The sellers can execute multiple tasks related to order management like invoice generation, shipment generation, send an email and other functionalities of order management can be achieved via an app.



## E-commerce Mobile App Vs Marketplace Mobile App

The E-commerce Mobile app is where we could find the default e-commerce module functionality. Whereas, the marketplace mobile app will have the functionality of sellers along with the customers.

<b>Ecommerce Mobile App</b>	<b>Marketplace Mobile App</b>
The one-to-many model is followed in an E-Commerce Mobile App.	However the many to many model is followed in Marketplace Mobile App.
Where there are one seller who sell products to many customer.	Where we have got many seller who can sell product to many customer.
Only customer end functionalities in the app.	Both Seller and Customer functionalities in the app.. Depending on which type of users are logged in.



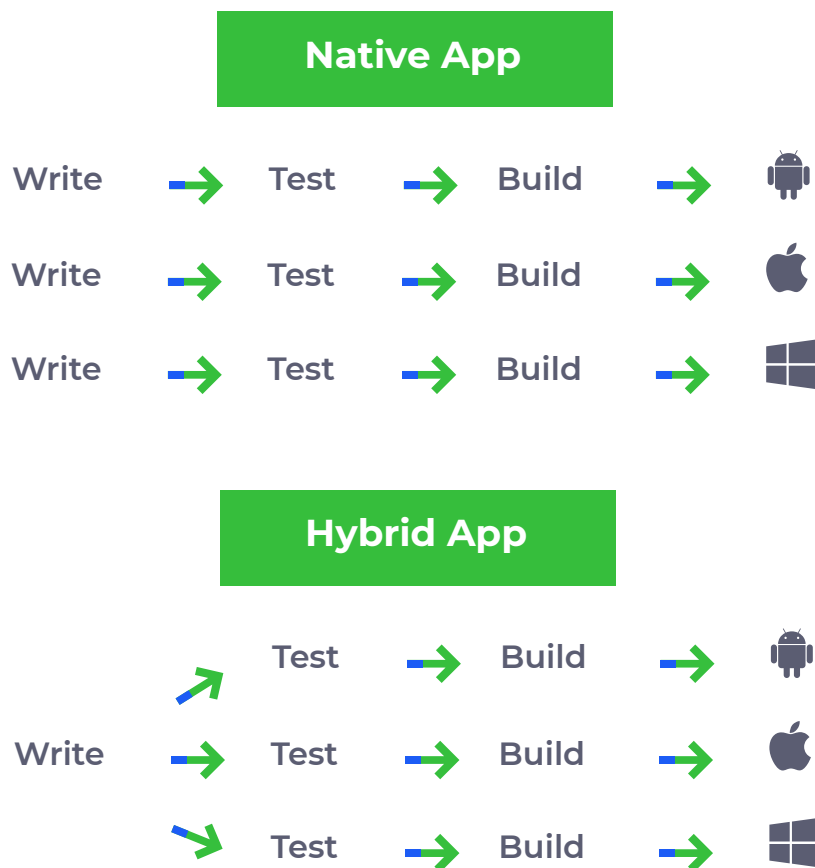
# How to start a marketplace mobile app?

With the increment in the business there is a need of a marketplace model. This model is helpful for both retailers and store owners. The creation of an app for such model can prove to grow the business more.

The marketplace mobile app have two login, one for **The Customer** from where customer can check the order status, history, wallet etc. and second for **The Sellers** from where seller can add product, manage product and order and update new offer to the store.

## Marketplace App can be created by 2 technique

Whenever a marketplace retailer is looking for the mobile app the first major issue is to choose between creation of Hybrid and Native app.



Let's analysis the major difference between the two types-

Terms	Native Apps	Hybrid Apps
Define	They are the apps that are developed for a specific platform by using the platform's SDK, tools, and languages. So if you wish to get a native app developed then there will be different apps for each OS.	The app coded using web languages that can be ported to any platform inside a native container. Hence if your mobile supports browser then it will support your app.
Languages	For Android, the native apps must be developed using Kotlin or Java. iOS uses Swift or Objective-C to develop its apps, while Windows Phone uses .NET and C#.	Developed using a web language such as HTML 5, CSS and JavaScript.
Coding	Complicated to code.	Less complicated to code.
User Experience	Better user experience.	Less user experience as compared.
Performance	Faster and better.	Slower as compared.
Graphics	Supports more Graphics.	Less Graphics Supported
Portability	Difficult to port	Easier to port



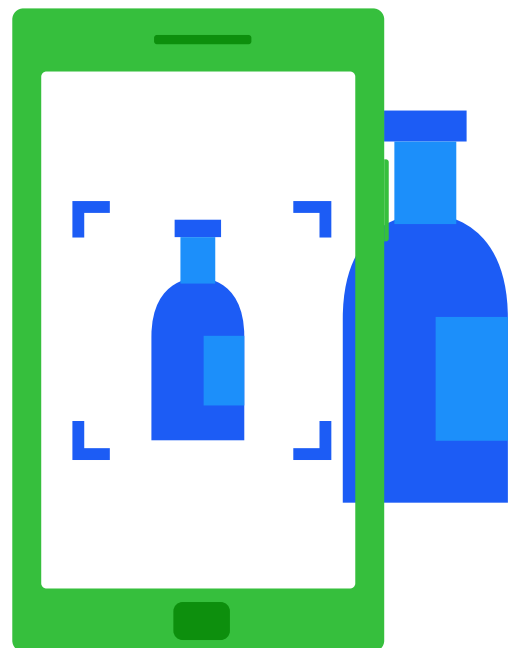
## Why are Native Apps superior than Hybrid App?

Seeing the above difference one can easily analyse that native apps although are difficult to be developed but are more capable than hybrid app. Few reasons why they are so

### **Better Implementation of Cases of Machine Learning**

The native app can best implement the features of the ML kit rather than hybrid apps. This is majorly because the native app, the app, OS and the hardware components all interact directly. However, the hybrid app this interaction is indirect and browser comes between app, and the hardware.

The ML functionality can make the app more personalized. This could be understood in the form of Search case. Where the app user can search a product on e-commerce app according to Text Detection and object detection. This can be achieved efficiently on native app which is bit tedious on an hybrid app as it uses native container to achieve it.



Note- For details on the technology, check the product- [Magento 2 Multi Vendor Mobile App](#).

### **User Experience-**

The hybrid app require less time to develop but this could be a bad choice as app creation time doesn't matter to the user

as much as its working matter. A native app takes long time to be created but they are having a very efficient UX that attracts maximum customers.

If we talking about and E-commerce app which are operated by all type of user this point is major one.

## **User Interface-**



The native apps are known for delivering best user interface with its capabilities of easy interaction with hardware. The feature like Push Notification can work efficiently with the native apps as compared to the hybrid app. This majorly because we have dedicated API's present in the firebase which can be called by the native apps directly.

This begins us to the final result as the native apps are best for an e-commerce store. To know more about the difference, for a better choice - [read more](#)

So there are 3 different way to achive the technique of native app.

### **1. SAAS Based App**

### **2. CMS Based App**

### **3. Scratched App**



## SAAS Based App

The application uses third party hosting service which can be purchased on subscription basis. In which the code will be kept with the app creator.

If you have any SAAS based online store like shopify. Then we could create an app according to store, which will follow a SAAS model.



Shopify **Mobixlab** is one such example of SAAS based app, which will be integrated with your Shopify store.

### Pros-

- **Cost Effective**-The SAAS based apps don't involve up-front cost as they are subscribed. The SAAS provider manages all the data related to IT resources which lower the cost of hardware and software.
- **Fast installation and deployment**- These applications avoid the complexity of a traditional app as they are already set and configured on the cloud.
- **Easy To Update**- All the hardware and website related data are saved with the SAAS provider. So the updates are done centrally to the host application.
- **Scalable**- The SAAS based apps are available with multiple subscription options so that you can change your subscription as and when required.

### Cons-

- **Lack Of Control** -The owner of these type of app can not change or update the app as per their requirements. They



need to wait for the universal update done by the SAAS provider.

- **Performance Issues-** SAAS based application can create an issue where internet connectivity is low as its isn't hosted on a local machine.

## CMS Based App

These type of mobile apps are created on the CMS based e-commerce platform. The admin end will have the ability to manage both the website frontend as well as the app.

**Mobikul** develops apps on many major E-commerce multi-vendor platform.

This is ready to use product for various cms marketplaces like



[and more...](#)

**Note:** For the creating the above mentioned marketplace platform mobile app you must have the respective platform based marketplace module enabled on the web.

### Pros-

- User Friendly approach.
- Easy to deploy.

- Can be altered as per user requirement both by store owner or app developer.
- Cost effective apps.
- Supports SEO features.

### Cons-

- There may be hidden cost(like- customization).
- Bit tricky to handle if the app owner is not technical.
- Certain type of CMS require significant server resources.

Webkul is awarded as Top Selling Extension in year 2017



Webkul has been rewarded with **“Superhero Seller”** ranking at PrestaShop Addons Marketplace.



**Opencart Platform** has also partnered with Webkul

## Scratched Based App

These type of application are not having any dependent functionalities. That is, they can be developed independently. Deploying such app need huge budget and time.

Mobikul, develops such apps under custom apps. They can be for any purpose like E-commerce, Gaming, AI based, Hyperlocal, Point Of Sales, or any other type of apps.

For creation of such apps you can [submit your idea](#).

### **Pros-**

- Now, anyone can get application of their choice as Mobikul believes that the customer are enriched with varied range of ideas and requirements. The major advantages of such applications are-
- No need to depend on any platform or specifications.
- Can get app created on any sort of idea which is feasible.
- The UI of the application is unique.
- The app created will be similar to the requirements shared by you or the nature of business you are operating in.
- Avoids inclusion of unnecessary features.

### **Cons-**

- The development of these type of apps are time consuming as it may take a long time to collect the requirement and finalise them according to feasibility.
- These app can prove to be disaster if the app owner is not certain about the requirements.
- The development of such application can be very expensive due to rapid change in customer requirements, the changes required to achieve those requirement can be quite difficult to achieve and many other factors.



## Summary

Finally, it's evident that mobile apps with marketplace functionality are the future of the e-commerce industry. So, if you are a budding entrepreneur and would like to increase the spectrum of your business. This is the time to switch your business into a marketplace with a mobile app.

The marketplace app will allow growth in your profit margin. With the app now you can remain connected with the store. This type of app will also help the customer to get a variety of product and make order from anywhere and anytime.



Serving ecommerce marketplaces since last 8 years

©Copyright 2010 Webkul Software, All rights reserved.