



**BULK TRADER**

SIMPLIFY AND EMPOWER THE WORLD

## **Abstract**

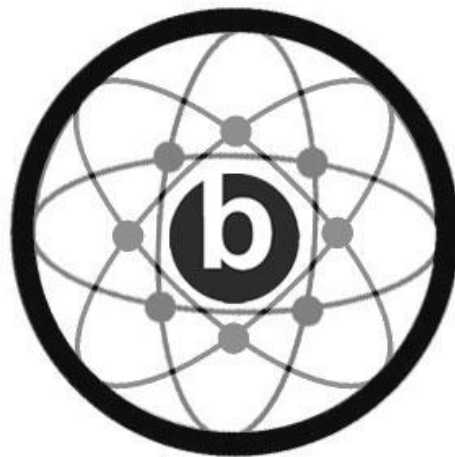
The Bulk Trader Platform was born from deep thought, extensive conceptual communications, research, experience, knowledge and understanding - it is also an ever evolving Platform.

Much time has been taken to create the Bulk Trader Platform and its valuable bold proposal to the world, its design, its mission and objectives, its team acquisitions, operations procedures and expansion procedures. The benefit we offer and present to the world within this document has been designed, developed created and crafted with the DNA to inspire local economies and nations, create jobs, reduce fraud, distribute wealth, promote world transparency and improve the colour of your worldly product choices.

The platform offers an the end purchasing customer leading local products including a wide range of other premium products, empowering local communities with a wider choice of locally produced products while also saving time and money.

With that said, we “Welcome” you to Bulk Trader. We hope you take your time to explore and follow us in this journey together.

- **Sikander Abdulla (CEO Bulk Trader)**



## Introduction

Bulk Trader is a blockchain business to business (B2B) online marketplace platform specialising in multi-vendor ecommerce, sales and technology.

Founded in 2018, Bulk Trader exists to connect local manufacturers, distributors and wholesalers to retailers. As the B2B ecommerce sector is growing rapidly, passing the \$1 trillion mark in 2016, the company aims to serve an industry twice as big as B2C supporting an online sales shift of higher order values.

Many businesses in today's retail market seek reliable ecommerce technology to move goods locally in bulk and Bulk Trader aims to solve this problem. Bulk Trader provides great customer experience with a shopping transaction process that is effective and regularly updated. The ecommerce multi-vendor marketplace provides options that offer great user experience along with a wide range of stock variety for its users. Bulk Trader aids its vendors in selling their products and earning a profit in a fast and efficient way. Vendors can now be relieved that the day to day hassles of attracting customers is no longer an issue while products get listed and start selling with ease.

Considering cost effectivity, Bulk trader empowers smaller stores and local vendors that wish to get their brand out there. This also gives way for vendors to sell white label consumables in bulk that do not have existing brand reputation. Bulk Trader provides its clients with a clear view of sales activity, product information and changes that need to be made in the sales process to achieve maximum results. This marketplace sales channel can increase the chance of success and growth for any type of supplier business and proves as a crucial method of trade for all vendors and customers involved.

Bulk Trader's ecommerce technology is based on hyperlocal model and thus offers its users instant gratification where customers seek ways to fulfil their requirements in the fastest way possible. Retailers can now buy everything they require from local suppliers with less shipping and logistics costs involved. As Bulk Trader explores hyperlocal commerce; merchants and retailers enjoy speedy transactions, a wider range of products, with local prices tags. With a quicker turnaround time for payment, merchants are kept happy and this in turn creates a long lasting business relationship. The company aims to do away with the limitations of conventional online retail so that goods can reach their destination with better after sales support, this leads to more trust and frequent purchases.

Bulk Trader is backed by effective Search Engine Optimisation, reliable management and continuous support for its investors and online users. This multi-vendor marketplace assists in paving a smooth journey through reliable software and ecommerce functions. Vendors and customers enjoy a feature-rich shopping platform that provides control of management, shipment tracking, administration, products and reports.

The company's launch is expected to grow rapidly from 2019 and seeks to attend the 2020 leading crypto and business conferences to present itself in this billion dollar sector. With focus on continuous improvement and effort towards business development, Bulk Trader's number one goal is to remain a reliable marketplace for all goods in bulk.

Using decentralized technology, along with the “Bulk” token as a utility token, we aim to build a worldwide network of Manufacturers, Wholesalers and Producers who can showcase their premium products and specials, host bulk sales of products on our platforms well and also hold mass clearance sales online.

Using multiple blockchain technologies and our own utility token we will establish trust between buyers and sellers. Furthermore our vision is to curate our content in a way that promotes both national suppliers and international suppliers on a world wide platform.

## **Problem Statement, Unique Solutions**

***Based on ongoing continuous research amongst friends, online searches and consultants we have come to the following conclusions with regard to competitive markets:***

Since today's Web users are demanding in a world of never ending content & media, we strive to curate content in a way that supply meets demand.. Bulk Trader provides content that is personalized, engaging, and informative at the same time, targeting audiences with value in an appealing way.

Since there are many producers and manufacturers all over the world, many of them are lost to bigger entities within search engines, and have very little or no marketing reach. Manufacturers and producers need to spend massive amounts of money to promote their new product ranges, whilst some may not have such funds but may have a strong product portfolio.

Bulk Trader strives to be a transparent and trustworthy marketplace, with integrated security that builds trust and confidence for mass purchases. By utilizing, AML, FICA, and KYC, on both buyer and seller sides, including Blockchain based reviews and blockchain based shipping. We wish to produce a secure environment where people can trust one another, and shop for the best mass offers available.

Buying local in bulk will save time & money. The efficiency of supply and demand will be improved by zooming into busy cities and states/provinces. By reaching out to local suppliers and empowering them with Bulk Trader products, both supplier and buyer are happier whilst improving the local economy.

Current solutions usually zone in an area of suppliers, like China or UK, whilst not offering national or local suppliers. There is ample opportunity for countries in Africa, Middle East, Europe, Asia that and Russia that have very little market share, trade opportunities & exposure.

Shopping for white label products can be difficult and hard to source where quality, pricing, reliability and transparency play an important role. Moving white label products and with easy custom branding is a niche market Bulk Trader aims to specialize in.

Clearance of goods as well as the sale of goods is done 1 item at a time. Finding wholesaler clearance packages is rare, and could be a wonderful attraction towards doing business with Bulk Trader

Our aim to produce a platform for buying and selling only in bulk – we defer buyers looking to buy one item at a time towards the massive range of online shopping portals out there.

Currently almost all companies are selling products using centralized business models for sale platforms.

## **Mission and Vision**

**To simplify and empower the world** - Bulk Trader provides an opportunity to shop, ship and transact with potential partners under one roof in a ultra secure and transparent place. Buyers and sellers can connect and trade products on a marketplace that is safe and exclusively built for the B2B industry. By stimulating Global Trade and empowering businesses with opportunities to grow in their sphere, we live up to our vision to simplify and empower all businesses. Holding hands we can change the world in bringing unity to businesses, communities, nations and bringing aid to the less fortunate in bulk.

**To strengthen local economies** - Bulk Trader gives businesses the opportunity to make a worthwhile contribution to their local country and region. The marketplace leads businesses to strengthen its local economy with involvements in donations of time, money or resources in their line of products to the public. This means that wholesalers and manufacturers, even independent firms that are out of town can make a difference in the local community. In turn strongly satisfying corporate social responsibility, allowing all businesses to do well while helping others and providing the best products and services

**To be an honest and open marketplace for the people of the world** - Bulk Trader offers its users the performance, confidentiality, governance, and required processing power they would need before trusting their assets and data to an unseen, commonly shared platform. As a marketplace and dedicated leader in the B2B industry, we seek to eliminate the middleman in the process of buying and selling goods in bulk. Using a series of open and globally distributed ledgers, marketplace users can insure a validation of interactions that take place between themselves and their customers, partners and suppliers.

**More power to the people** - In today's online shopping world, entrepreneurs are looking to toss out old selling tactics and reimagine their approaches to the customer journey. Bulk Trader provides a marketplace to this, offering the right channel to the right B2B buyer at the right moment. While our buyers get to understand products and services, sellers get an in depth evaluation of their buyers needs comprehensively. Bulk Trader focuses on organisational mindfulness where we link wholesalers and retailers with a high degree of transparency and authenticity so all parties grow.

**Top customer service, protection and support** - We provide a high quality customer experience through our platform with innovative self service tools and systems where our users are able to give us regular feedback. We value all our users and provide professional help and support through Bulk Traders online portal, FAQs, tutorial videos, demos and mobile channel. Bulk Traders team thinks ahead in finding solutions to the problems that customers face in the day to day movement of goods. We think ahead and predict possible issues that buyers and sellers may face by planning positive outcomes and availing answers to complex questions. We believe that a happy customer is key to long term profitability and growth.

## **Services and Features Plan**

Bulk Trader continues to enhance its B2B solutions as an Online marketplace as it's current launch is expected to be released in early 2019 and it's additional features to be follow in the next six months using Blockchain methods.

*The following is a list of features offered by Bulk Trader*

**Blockchain Open Sales Policy Protocol:** Once up and running smoothly we will take to create and invest in an open sales protocol blockchain where goods bought and received are moved public on a blockchain.

**Easy Navigation** - Bulk Trader provides an easy navigation that assists in a pleasurable shopping experience for buyers and sellers. From choosing items to checking out we give our users a simple and effective approach.

**Simple Checkout** - Our checkout page remains simple, short and engaging. Buyers and sellers together generate more sales from the same amount of traffic. We constantly optimize our store checkout process for a reliable and easy experience.

**Order Tracking** - The company notifies customers when orders are approved, processed, shipped and ready for delivery. Customers get a tracking number for orders and can easily monitor the movement of their orders.

**Multilingual / Multi Currency** - As a hyperlocal ecommerce platform, Buyers and sellers get to view the marketplace in their preferred language and pay in their preferred currency too. Providing top customer experience, shoppers feel comfortable and special.

**Multiple Payment Options including Cryptocurrency Payments** - We give a variety of payment methods to our buyers. By doing this we enhance the overall shopping experience but also assist in effectively moving the process through the checkout funnel.

**Product Import / Export** - While providing an easy method for sellers, categories and catalogues can be easily imported and exported from their system to the Bulk Trader ecommerce site. This gives less work for sellers as the automated system makes the migration process quick and easy.

**Powerful Vendor Dashboard** - Bulk Trader provides its sellers/vendors the tools to manage their profile, products, sales and inventory from one place.

**Promotions** - By using enhanced ecommerce technology with an inbuilt Pay per click (PPC) advertising feature we assist sellers with product promotion to monitor performance on campaigns. This gives an option to choose a marketing budget, cost per click and the duration of a campaign to increase revenue on a whole.

**Shipping Information** - To enhance the convenience for sellers, we allow shipment options that inform customers about the product delivery and time involved.

**Product catalogues** - Bulk Trader makes management easy for sellers with a catalogue system where they can add prices and products for their buyers in an effective way

**Scalability and Customization** - As an ecommerce marketplace grows with the rate of business, we add more vendors and product categories and customise our website as per requirements to accommodate the growth.

**Blockchain Product Review Management Integration**- Bulk Trader assists sellers to establish credibility for products and maintain their brand value among customers. Our vendors and sellers get to showcase high value products which create a revenue channel.

**Automated Task Processing** - In tune with the marketplace management we have settings to control our ecommerce website. From setting commissions to shipping calculations we believe automation is the key to a hassle free shopping store.

**Reports and Data** - The company uses report management to assist in analysing sales, campaign reports, customers data and making better recommendations. This assists Bulk Trader in growing revenue on the whole.

**Pricing, Display and Search** - With enhanced product display and Search options that pinpoint exact products and save buyer time. Competitive pricing helps to gain more customers and sell products better.

**Easy Accounting** - The marketplace ensures a simplistic accounting system for flexible commissions and ledger tracking for all payments and receivables.

**Vendor Management Support** - Bulk Trader allows complete control for Vendors, making an easy process for management, products and payouts for all transactions.

**Mobile First Approach** - The marketplace has a mobile storefront as well as a backend to tap into mobile channel traffic for Vendors looking to sell goods. This assists in on the go business.

**Pre Integrated Logistics** - Since Bulk Trader is a hyperlocal ecommerce store, this allows us to offer reputed domestic logistic partners at no additional cost with the built-in shipping aggregator feature.

**SEO and Marketing Support** - The ecommerce methods for Bulk Trader has inbuilt tools for SEO and Marketing to grow its users and promote results with less investment and efforts.

## **Future Products, Services and Technologies**

Since Blockchain is an undisputed technology that helps build a bridge between how companies and business partners perceive each other, Bulk Trader aims to provide a full B2B Blockchain Marketplace to show consistency and transparency in this field.

***Key components of Bulk Traders Blockchain application and development strategy can be summarised as follows:***

**Smart Contracts** - Based on the potential to be more useful to B2B clients than cryptocurrencies, Bulk Traders Blockchain empowered Smart Contracts form digital agreements between parties. The contracts automatically implement themselves, it assists in sellers executing a deal. Using instructions embodied in the contract coding, a smart contract would immediately transfer the payment to your account. The uniqueness of the contract fulfils any number of agreements, including regular or automated orders, payments and shipping of products.

**Transparent Fees** - Blockchain enabled Crypto transactions assist B2B Sellers In saving on fees and chargebacks. Since traditional transactions involve multiple layers in the transaction procedure, this slows the processing time with unnecessary fees. Cryptocurrency helps through effective peer to peer transactions, making it cheaper and faster and with fewer parties that need to be involved.

**International Business** - Even though Bulk Trader exists as a hyperlocal ecommerce platform, nothing stops the company from doing business across borders to bring together international B2B ecommerce merchants. Unlike typical international wire transfers that costs



anywhere from \$22 to \$50 excluding currency exchange fees, most Bitcoin payment processors such as Coinbase charge a flat rate of 1% for converting Bitcoin into a local currency. Cryptocurrency allows a transmission of global payments in multiple currencies with reliable security and without the involvement of banks and governments. Bulk Trader will offer a highly appealing solution for payments in politically unstable countries which include third world countries that are not fully stable.

**Secure Supply Chain** - Bulk Trader fights against communication friction in the B2B ecommerce sector, using Blockchain techniques the movement of information between third and fourth party transactions become less complicated. Supplier payments and reconciliation processes are easy to track and become instant. Blockchain technology results in faster, permissioned and auditable B2B interactions between buyers, sellers do logistics providers. Bulk Trader will take full advantage of the latest in B2B integration technologies such as EDI, XML and API based B2B with enhanced shared visibility for transaction and information flows. The ability to replace paper based manual purchase orders and other trade documents is useful in this way

## Marketing

Since the advancements in digital technologies, more businesses are transferring their services and products into online field. Bulk Trader focuses on its niche market, for wholesalers, manufacturers and distributor businesses to link up with retailers in the industry. This means that Bulk Traders website and Ecommerce technology remains critical success factors and should fit the needs of its users in all product segments, to buy/sell and participate in a global market.

Bulk Trader focuses on its B2B ecommerce omnichannel strategy as part of its long term marketing plan. With the help of AI integration and advanced functionality in our B2B platform, complex goods and services can easily be sold. Since some products are more sophisticated than others, AI marketing tools, product tools and configurations make it simple and easy to manage.

Using AI (artificial intelligence) empowered platform Bulk Trader can improve customer service, meet customer demands, increase revenue, achieve cost savings, gain an advantage over competitors and enhance operational efficiency on the whole. Bulk Trader seeks to create personalized product and price recommendations and enhance customer experience, while still maintaining competitive price offerings that help businesses stay profitable.

As part of our building blocks, Bulk Trader uses a strong content marketing approach by evaluating content creation and the distribution process. We focus on the website, blog, newsletters and video content using strategic planning and monthly evaluation for continuous improvement.

Content marketing helps us get search traffic and builds an audience with potential customers. We create original knowledge based content to educate our users in this market.

Using reliable email marketing software combined with helpful information influences customers to buy more. Our social media is setup to attract followers using Facebook, Twitter, Pinterest and Google Plus pages.

Contextual marketing assists Bulk Trader in connecting to its demographics by putting the right message out in adverts at the right time. We reach out to our buyer and sellers in their native language with translation settings and features for Bulk Trader to reach its hyperlocal market. Local branding and marketing is important to us, we reach out to customers with geolocation tools and local search engine targeting too. Search engine optimization paired with our content strategy uses keyword integration which assists search engines in identifying us as a marketplace that sells goods in bulk.

Website testing helps us keep the checkout process quick and easy, with regular technical platform testing we identify solutions to any problems. Bulk Trader's marketing team stays up to date with industry news, by breaking down information we help consumers digest important product related content. Pay per click advertising is a strong marketing tool for us, we test our campaigns to make sure they appeal to customers for various categories. Since customers are smart and want to listen to arguments from all sides, Bulk Trader welcomes all controversial topics in our blog forum's so the hype and energy never fades.

## **The Bulk Trader “Bulk” Token**

### **Why Blockchain?**

All products sold or returned or moved from one point to the other will be moved on a public transparent blockchain

*The reason for this is:*

- Smart contracts for business supply management using our platform
- B2B demand scaling: Manufactures and distributors could be peak and discover insights and opportunities based on local, national and international demands.
- As a decentralized community support building and incentive mechanism
- Government supply opportunities through which there is an open and consistent accounting of the flow of goods.
- Goods sent as remittance via donation organizations can be verified to move from place to place when captured on the blockchain

These are just some of the reasons we are choosing to be pro blockchain

### **Token use**

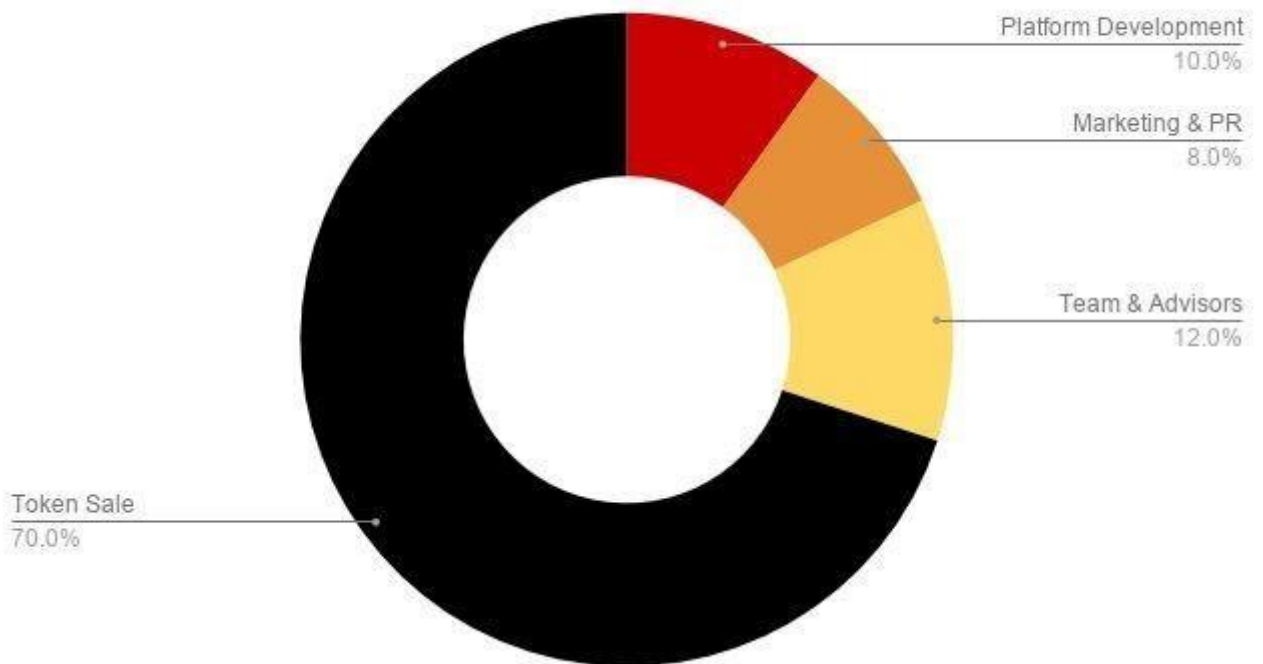
Tokens can be used to pay for goods on the platform, merchant advertising, vote for changes and updates, unlock rewards and savings. Bulk Trader tokens can also be traded and can be staked for additional tokens. A percentage of tokens will be minted on every successful transaction made on the

network and these rewards will be shared with the various staking token holder networks.

## ICO Timeline 2019

	Pre ICO (April - July)	ICO (August)	ICO (September)	ICO (October)	ICO (November / Dec)
\$BULK Tokens	100 Million	150 Million	150 Million	150 Million	Remaining Tokens
Bonus \$BULK Tokens	50%	30%	20%	10%	0%

## Token Allocation for "BULK" Trader tokens



## ICO details

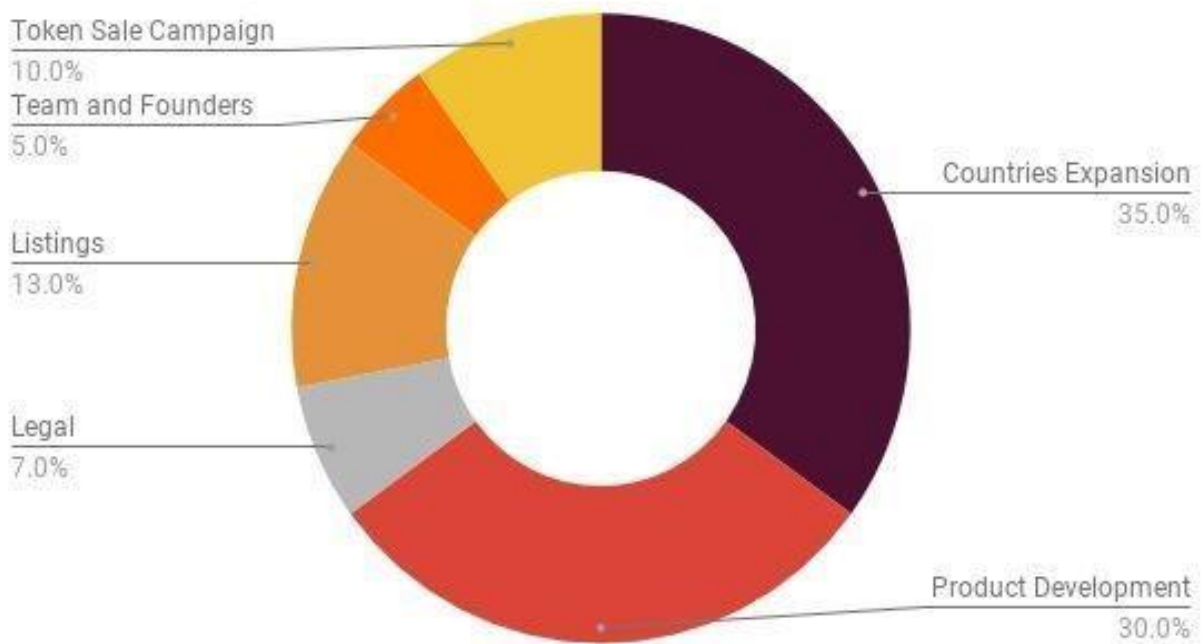
Our Token Sale will consist 70% of all Wholesalers Tokens that will ever be generated. Further details will be announced via our website and blog.

**Max no of tokens: 1,000,000,000**

- Price per token: 0.00005000 ETH
- Pre ICO Token Sale: 100,000,000 + 50 000 000 (50% Bonus)
- Softcap: 750 ETH (Entire ICO)

- ICO Tokens Sale: 150, 000, 000 + 45 000 000 (30% Bonus) - 1st ICO Term
- ICO Token Sale: 150 000 000 + 30 000 000 (20% Bonus) – 2<sup>nd</sup> ICO Term
- ICO Token Sale: 150 000 000 + 15 000 000 (10% Bonus) – 3<sup>rd</sup> ICO Term
- Max Token Sale = 690 000 000 BULK + 10 000 000 Bounty Tokens

## Use of Funds



## Roadmap

### June 2018 – August 2018

- Idea Development
- Conceptualization & Idea Formation
- Research
- Opportunity Analysis
- Whitepaper Development
- Team Formation
- MVP Development

### **September 2018 – March 2019**

- Refined Whitepaper
- Extensive Research & Analysis
- Legal Research & Consulting
- Branding & Narrative
- MVP Development
- Token Generation
- Team Extensions
- Pre ICO Preparation

### **April 2019 – Dec 2019**

- Pre ICO Launch and marketing
- ICO Launch
- Branding & Design
- Recruitment, Training
- Innovative Digital Marketing & PR
- Premium Support Development
- Marketplace Testing
- Marketplace Security & Software Audits
- Marketplace Launch
- Conferences and Promotions
- 3rd Party Blockchain Integrations
- Partners & Social Advancements
- Community Blog Launch
- Open 1st Country Branch

### **Jan 2020 – June 2020**

- Listings on exchanges (Continuously)

- Blockchain Marketplace Development
- Enhancement of existing services
- Open 2nd Country

### **July 2020 – Dec 2020**

- Open 3rd Country
- Development of Franchising opportunities
- Blockchain Marketplace Launch

### **2021 – 2022**

- Franchising Launch
- Enhancement of existing services

## **Team**

Bulk Trader has a unified management team with experience and direct knowledge of the industry, extensive experience and a unique perspective on hyperlocal ecommerce in the B2B sector.

 [Sikander Abdulla \(Founder & CEO, Senior SEO & Digital Marketing Specialist\)](#)

Sikander has worked as a digital marketing entrepreneur for over 10 years, before focussing full time on being and Senior SEO Consultant for Media and Finance companies. He is inspired by business, cryptocurrency, digital marketing and the evolution of life.

 [Johan Meyer \(Co Founder, Chief Technology Officer\)](#)

Johan Meyer is an experienced web developer, specialising in Java and Javascript frameworks. He is a master programmer that's always in demand, and has the capability to build complex and smart applications using his vast experience and love for programming. He is professional in his work ethic and is consistently looking for the wow factor.

 [Nasmira Abdulla \(Co Founder, Marketing & Communication Executive\)](#)

Naz is a gifted and natural when it comes to all things social and communication. She has had vast sales and marketing experience working with leading digital companies. Naz is inspired by nature,

beauty, love and care. She is a crypto fan and brings word of smart advice & operation procedures to Bulk Trader.

 [Josh Stanton \(UX Specialist\)](#)

Josh is a well experienced frontend UX developer. He possess a passion and vision to make all things web look marvellous and creative. Josh is a keen crypto fan, with an intense passion for IT. He has a talent for simplifying and optimising the way forward.

## Advisors

 [Rayhaan Ghumra \(Digital Business Analyst\)](#)

Rayhaan is critical analyst in all things digital. He possess the passion and drive and to put things together using leading working processes and advanced software building processes. He is also a crypto fan and understands very well how the pieces of business and life are put together.

 [Willow Van De Merwe \(Senior Developer\)](#)

Willow is an experienced Web developer with many years of experience. He has a vast knowledge of the programming universe. He is an amazing software auditor. full of wisdom and creativity. He offers smart creative and trustworthy software solutions.

 [Rayhaan Tayob \(Local Manufacturer\)](#)

Rayaan Tayob is an experienced local manufacturer with the amazing ability to sell a service. He offers advice on solutions to local trading, manufacturing and distribution. His solutions are based on great customer service and what is generally practical and manageable.

 [Tulani Maka \(Business Analyst\)](#)

Tulani is an organised sprint master with a talent for detailed documentation. He is a quick adapter, fast learner and offers a creative range of positive solutions. He has an admirable ambition and always helps make sure to produce high end results.

 [Tracey Linder \(Digital Specialist / Branding and Design\)](#)

Tracey is a brand master. She scans and analyses audiences, competitors and consistently breaks down the dimensions of data for solutions. She is able to zone in on target markets from mult-degrees and perception points. Tracey is able to transcend audiences and connect people with a special point of note.

## Conclusion

Our mindset from the very beginning is to maintain a decentralized mindset and outlook throughout. Our buyers, sellers, teams, promotions, advertising & brand will echo a decentralized mindset throughout.

As a decentralized community, together we will create a highly trusted platform for mass buyers and sellers to interact and move goods from one point to another

Since digitalisation is increasingly influencing the online retail sector, the key to sustainable commercial success lies in high end ecommerce technology. Bulk Trader's mission paves the way into the digital future as a marketplace dedicated to B2B sales and services.

We combine a unique hyperlocal ecommerce platform with creative digital solutions for Vendors looking to sell their products in bulk. We integrate strategy, development and implementation, as well as marketing to ensure a simplistic yet defined process for buyers and sellers. We effectively present to our clients quality goods and facilitate the digital success from the shopping cart to fast delivery solutions in bulk. We are enthusiastic and professional in building on our solutions. Using innovative research we find the answers to questions that buyers and sellers have in the online shopping world.

## Additional Information

*For more information how to contribute and be part of the project visit:*

Official Website: [bulktrader.io](https://bulktrader.io)

Email: [info@bulktrader.io](mailto:info@bulktrader.io)

Become a True Fan: [Contribute to the Bulk Trader Platform](#)

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