



BULK TRADER

SIMPLIFY AND EMPOWER THE WORLD

Abstract

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

Much time has been taken to create and shape the Bulk Trader Platform and its valuable bold proposal to the world, its design, its mission and objectives, its team acquisitions and operations procedures

The benefit we offer and present to the world within this document has been designed, developed created and crafted with a unique 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.

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

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



Introduction

Bulk Trader is a local online wholesale 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.

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. This marketplace sales channel can increase the chance of success and growth for almost 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 whilst also saving time and money.

Bulk Trader is backed by effective Search Engine Optimisation, reliable management and continuous support for its investors and online users. Vendors and customers enjoy a feature-rich shopping platform that provides control of management, shipment tracking, administration, products and reports.

Bulk Trader is expected to grow rapidly from 2020 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 Manufactures, 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 worldwide platform.

Problem Statement

Our primary competitors are companies like Alibaba, Amazon and drop shipping websites around the world. These companies possess a tiny fraction of listed suppliers in Africa and the world; therefore limited in their potential reach. There is no service to suppliers and retailers from these companies in places like Africa.

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.

On the other hand retail local ecommerce sellers sell products one by one to the consumer market requiring a higher profit margin selling products one by one. Therein lies the sweet spot we looking to fill, a one stop shop to sell products in bulk locally and nationally, saving time and money while also stimulating the local and national economy.

This type of marketplace is not easy to build and therefore does not exist in many countries of the world. For example it's hard to find a supplier for buying nappies or office supplies in bulk locally, information gets lost on the internet and it's hard to decide which supplier is good, lack of buying risk indicators to decide which product to choose and no indication of previous volumes sold. These are high in demand products with limited choices available for retail or through distributors and an excellent example of the opportunities available out there. Its easy choice to make to save 50% annually by buying an item like this In bulk depending on the offer or circumstance.

Solution

Based on ongoing continuous research amongst friends, online searches and consultants we have come to the following solutions:

Lack of reach, Lack of service: 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. Manufactures 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.

The Local Factor: 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.

SEO Content Curation for Local Business and Supply: 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.

White Label Shopping Zone: 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.

Wholesale Clearance: 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

Buy in Bulk: 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.

Decentralized Business Model: 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 local trade and empowering businesses with opportunities to grow in their sphere, we live up to our vision to simplify and empower all businesses.

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. The Bulk Trader 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.

Platform Services and Features Plan



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

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.

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.

Technical SEO and UX Fundamentals - The ecommerce methods for Bulk Trader has inbuilt tools for SEO and Marketing to grow its users and promote results with less investment and effort.

3rd Party Blockchain Integration: 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.

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

Establish Strong Local Supplier Partnerships: 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 suppliers and retailer relationships remains part of the critical success factors towards establishing a meaningful brand.

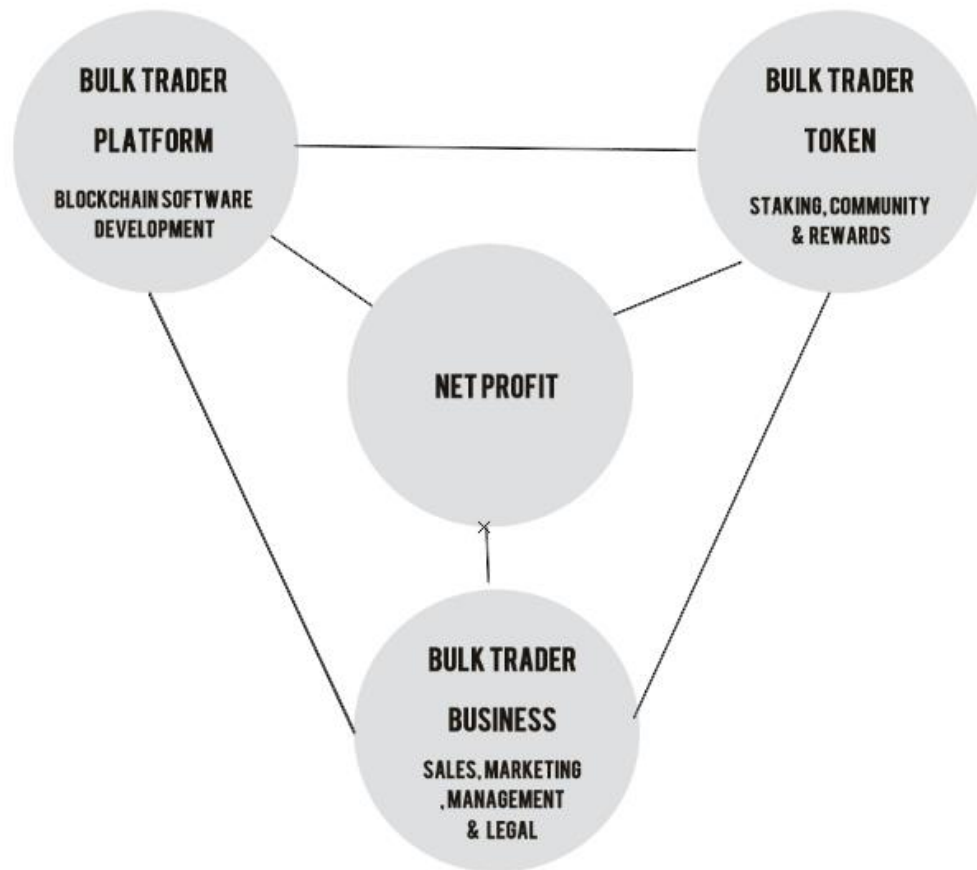
Omni Channel Marketing & AI: Bulk Trader focuses on its B2B ecommerce omni-channel strategy as part of its long term marketing plan. With the help of AI integration and advanced functionality in our B2B platform, complex goods and services can easily be sold. Since some products are more sophisticated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

SEO & Original & Curated Content: 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.

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.

Strategic Branding: Focus on keeping a good brand name and public reputation will be always remain a huge part of our advertising, mission and vision.

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 security & on 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 premium 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 / IEO Timeline

Pre-ICO: 2 April 2019 – 31 July 2019: Get Guaranteed 50% bonus tokens. Max tokens available on PreICO: 100 Million + 50% Additional Bonus Tokens

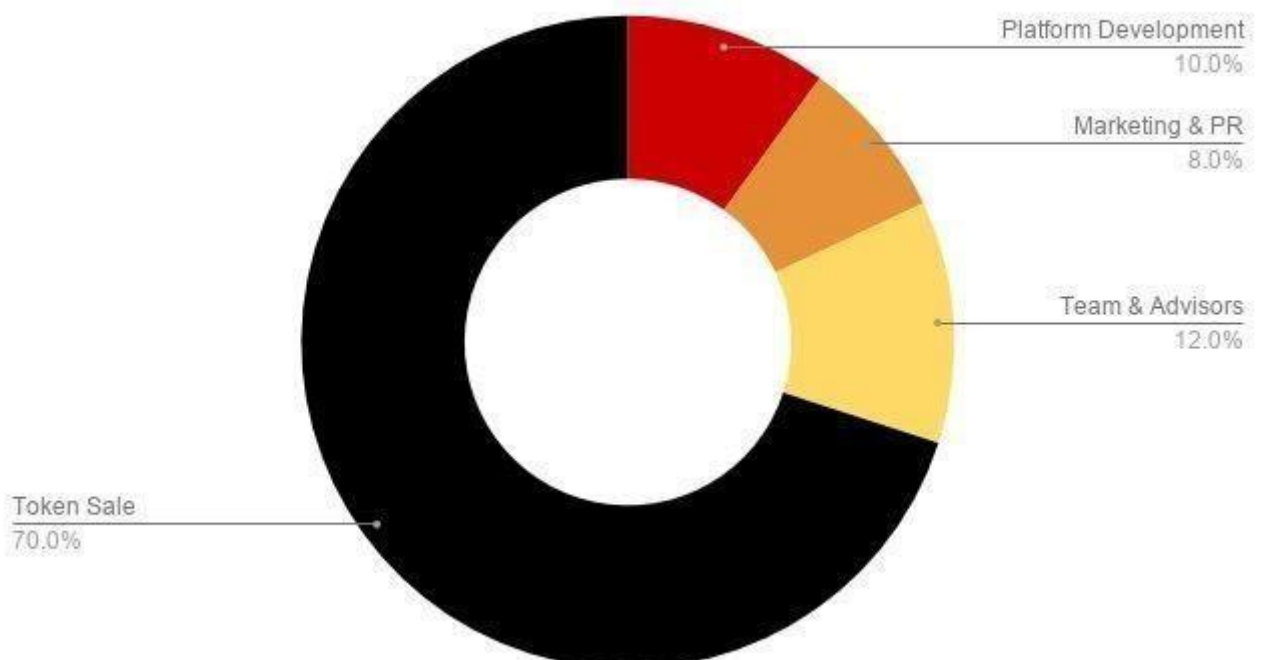
ICO / IEO Stage 1: To be announced Get bonus tokens. Max tokens available on stage 1: 150 Million + Bonus Tokens. Tokens remaining from previous sale also available for sale.

ICO / IEO Stage 2: To be announced: Get bonus tokens. Max tokens available on stage 1: 150 Million + Bonus Tokens. Tokens remaining from previous sale also available for sale.

ICO / IEO Stage 3: To be announced: Max tokens available on stage 1: 150 Million. Get bonus tokens. Tokens remaining from previous sale also available for sale.

ICO Stage 4: 1 To be announced: Get 0% bonus remaining tokens. Tokens remaining from previous sales

Token Allocation for "BULK" Trader tokens



PRE-ICO / ICO

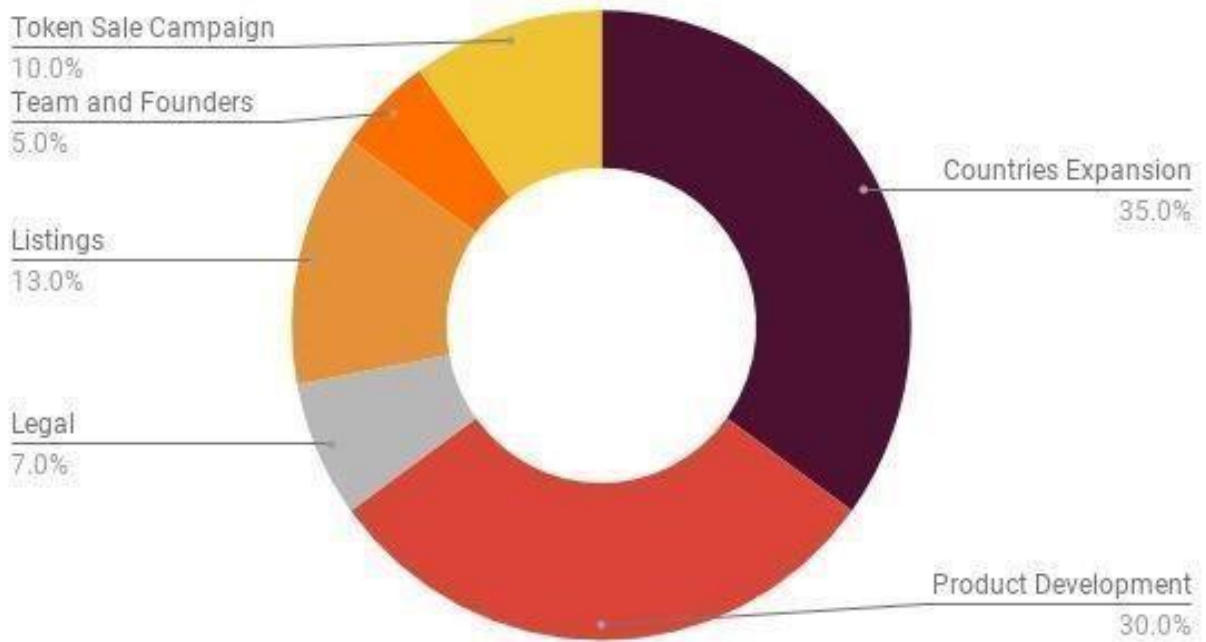
Our Token Sale will consist 70% of all Wholesalers Tokens that will ever be generated. Further details will be announced via our website and blog.

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

Token Sale Estimation: (70% of tokens for sale ~between 35000 Eth – 70 000 Eth ~ 6,3 Million USD – 12.6 Million USD to be raised over time / Estimated September 2019)

- Price per token: 0.00005000 ETH / R 0.13 ZAR ~ 0.01 USD
- Pre ICO Token Sale: 100,000,000 + 50 000 000 (50% Bonus)
- Softcap: None. There is no softcap in order to speed the process of things. Bulk Trader will be a continuous project throughout time – as is proposed.
- ICO / IEO Token Sale: 150, 000, 000 + 45 000 000 (Bonus: To be determined) - 1st ICO Term
- ICO / IEO Token Sale: 150 000 000 + 30 000 000 (Bonus: TBD) – 2nd ICO Term
- ICO / IEO Token Sale: 150 000 000 + 15 000 000 (Bonus: TBD) – 3rd ICO Term
- Max Token Sale = 690 000 000 BULK + 10 000 000 Bounty Tokens

Use of Funds



Roadmap

Our projected Roadmap is subject to change and will be updated from time to time

2018 /2019	2020	2021	2022
<ul style="list-style-type: none"> • Idea Development • Extensive Research & Analysis • Whitepaper Development • Team Formation • MVP Development • Legal Research & Consulting • Pre ICO & Community Outreach 	<ul style="list-style-type: none"> • Partnerships Development • Suppliers / Partners Acquisition • Marketplace Testing • 1st Country Marketplace Launch • Conferences and Promotions • Listings on exchanges 	<ul style="list-style-type: none"> • Blockchain Marketplace Development • 2nd Country Launch • Franchising Development • Enhancement of existing services • Partnerships and Conferences • Listing on exchanges 	<ul style="list-style-type: none"> • Blockchain Marketplace Launch • 3rd Country Launch • Franchising Launch • Enhancement of existing services • Partnerships and Conferences • Listing on exchanges

Team

Bulk Trader has a unified management team with many years of combined work experience, and direct knowledge of the industry including extensive experience and a unique perspective on the 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 a 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 optimal solutions.


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

Naz is a gifted and natural when it comes to all things marketing, communication and digital. She has had vast marketing experience working with leading digital companies. Naz is inspired by content, blogs, lifestyle photography, fitness and travel.

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

Josh is a well experienced frontend UX developer. He possess a passion and vision to make all things web look appealing, simple and creative. Josh is a keen crypto fan, with a 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 also understands very well how the pieces of business and life are put together.

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

Willow is an experienced Web developer with many years of experience. He has a vast knowledge of the programming universe. He is a powerful software auditor. full of wisdom and creativity. He offers smart creative and trustworthy software solutions. He is a Jedi master when it comes to software architecture.

[!\[\]\(d263118e0bfd47dc6bc704167d936b83_img.jpg\) Amit Makan \(Chief of Digital – Media and Marketing\)](#)

Amit works as an executive on board one of South Africa's biggest media companies. He is a specialist in video and production services including website consulting and development.

[!\[\]\(3d8c13c92b853674f749aac6fa869926_img.jpg\) 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.

[!\[\]\(96cc62f861fdd6e50510c0224a756dff_img.jpg\) 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.

[!\[\]\(17acf1afa8cdf0b67c53d4865a5ed469_img.jpg\) 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 multi-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 community, 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.

Additional Information

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

Official Website: bulktrader.io

Email: info@bulktrader.io

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

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