

A group of four diverse people (three men and one woman) are seated around a table in a meeting. The image is overlaid with a semi-transparent teal filter. The text 'Innovative & Creative' is in white, underlined with a thin orange line. Below it, 'Solutions for Entrepreneurs' is also in white. A teal rectangular box contains the text 'Black Market (Group 3)' in orange. The background shows a modern office setting with large windows.

Innovative & Creative Solutions for Entrepreneurs

Black Market (Group 3)

Our Black Marketers

HEW JUN KANG	A21BS0034
NURFADLIN ADILA BINTI MOKHTAR	A21EA0117
JESSY KHOO SI JIA	A21EA0167
CHAN YEE LIANG	A21EA0016
TAI WING HONG	A21EA0147
ALYA NAJIHAH BINTI MOHD NOOR	A21BS0004
TING YI MING	A21EA0189
ARMAN RUZAIMIN BIN ABD RAHMAN	A21BS0010
PUA ZI QI	A21BS0128
HENRY TIA YU HENG	A21EA0165



PLAYSHOP

We try to disguise an online casino as a buying and selling platform.



ABOUT US



Our slogan :

We Play, We Shop



***SPEND** money on shopping?*

*Why not **EARN** money on shopping?*

How it works?

- We collaborate with as much as possible sellers to sell goods on our platform just like Shopee, Lazada, Taobao.
- We, as **PLAYSHOP**, provide “special promotion” on our platform.
- If buyers purchase anything in “special promotion”, they will be given 1 chance for every purchases to lucky draw by playing a game, named “*Odd and Even Dice*”.



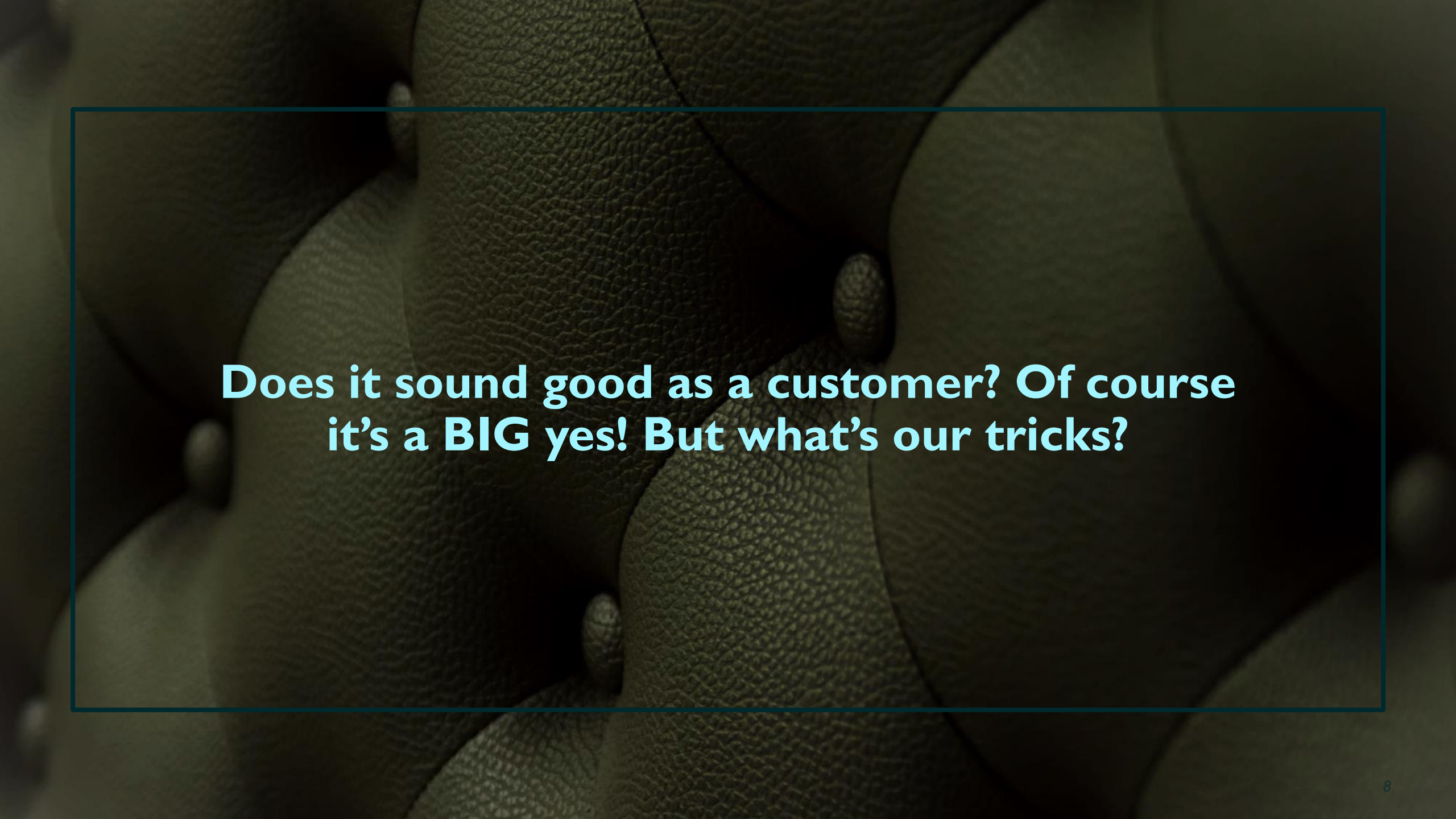
ODD AND EVEN DICE

- ✓ Pick odd or even for dice
- ✓ Result of odd or even announce every 10 minutes
- ✓ Whoever picks odd wins if the dice turn into odd



Reward of “Odd and Even Dice”

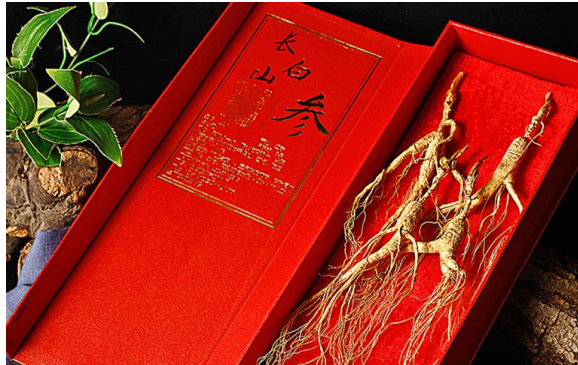
- If the player wins, he will get 1.5x value of his product, or cash out.
- For example, if the buyer purchase wine in our “special promotion” worth \$1000, they will be having a chance to play “Odd and Even Dice”, if they win, their wine will be upgraded to wine worth \$1500, or cash out the prize, as known as “product return” in business.
- Which means, they can cash out \$1500 if they win
- They will still get \$1000 of wine if they lose, but if they lose, they **can’t** cash out.

The background of the slide is a dark, textured surface, possibly leather or a similar material, with a teal-colored border. The texture is composed of overlapping, rounded shapes that create a sense of depth and tactile quality. The lighting is soft, highlighting the grain of the material.

**Does it sound good as a customer? Of course
it's a BIG yes! But what's our tricks?**

Tricks

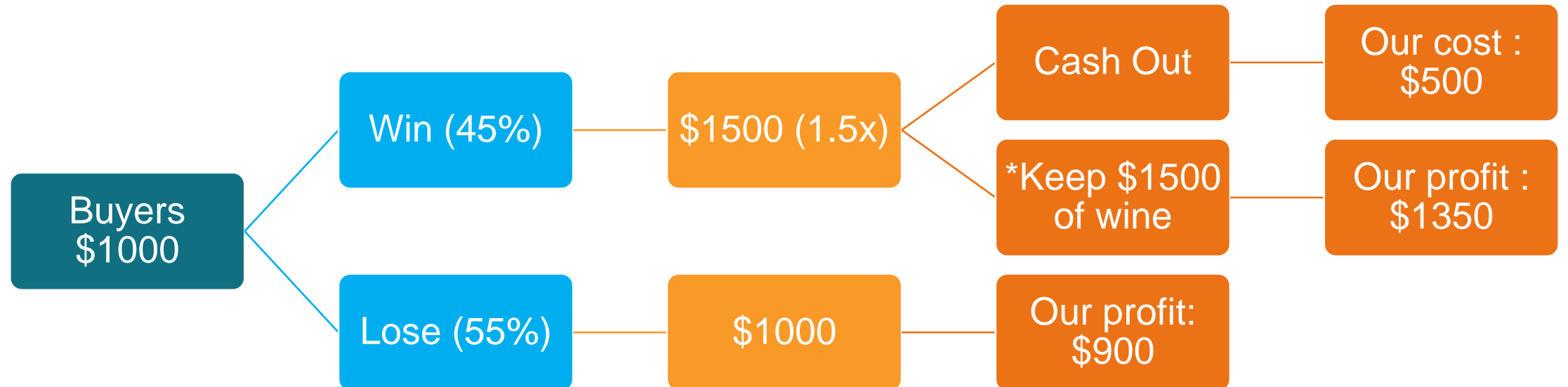
- The actual value of \$1000 wine is actually around 10% of it, which is \$100.
- We sell unbranded wine, tea, antique ... because these items' value are hard to standardize.
- To accomplish this, we spend our efforts and money to disguise these items into high quality/ premium goods.



Cheat

- Do we cheat on “odd and even dice”? Yes! At the last second of revealing the winner, we will look into the prize pool, if A :odd has \$200000, while B: even has \$150000, we will let B: even wins, to make sure the majority side loses.
- The result for everyone is the same, this makes buyers believe on us.

Example



Our profit

- 1.5% commission for every deals between sellers and buyers on our platform. (lowest in the market)
- Odds and even Dice (“fake” value of products)



\$300
(actual value only \$30)

A Statistic of Our Competitor & Our estimated profit from Odd and Even Dice

Number of orders on Shopee from Q1 2020 to Q4 2020

(in billions)



- We estimate 0.1% of Shopee monthly sales.
- $(2,700,000,000 \times 12/100) = 324,000,000$
- $= 324,000,000 \times 0.1/100 = 324,000$ sales per month
- We estimate 1 out of 10 people will join the game.
- $324,000 \times 10/100 = 32,400$
- 45% of 32,400 people will win, 40% will cash out and 5% will keep the wine
- 55% of them will lose.
- Cost for every win = \$500 (might be some changes based on their purchases)
- Profit for every lose = \$900 (might be some changes based on their purchases)
- Win = 14,580 people (12,960 people cash out, 1,620 people keep) lose = 17,820 people
- $(17,820 \times 900) + (1,620 \times 1,350) + (12,960 \times -500) = \$11,745,000$

Our estimated profit from commission

- Since 324000 sales per month, if average goods price is \$100, our profit from commission is \$486000

So, our total profit per month in the beginning of company is around \$12,231,000

Highlights

- We will not ask sellers for registration fees to attract more sellers here as soon as possible, as much as possible.
- With lower commission compare to other platform, our sellers are able to sell at a slightly lower price to compete with our competitors : Lazada, Shopee...
- For those successfully invited 5 friends to join our odd and even dice game, they will be given extra 5 chances to play 2nd time per purchase if they win the first time, the second time they win will get 2.0x if they win.

HOW TO START



STEP 1

\$50000-\$100,000 to build an online store



STEP 2

\$10 million for marketing

HOW DO WE GET MONEY TO START



Partners



Investors



Self

Target Market

- Every online shoppers

Size of The Market

- Worldwide

Competitors

- Lazada, Shopee, Taobao, Amazon

Uniqueness

- Lowest commission among all online buying platforms
- No registration fee for sellers
- Lowest Price for buyers among all online buying platforms

What if someone reports us?

- How can they report us? Report us by they spending too much to buy wine on their own?

THANK YOU!

