

## Market Research around Partner Identification for Shiprocket App Store

- Divyansh Choudhary

### Marketing-

*Troopod* - <https://troopod.io/> &

*Instasell* - <https://instasell.io/>

These 2 services are the side tools which the customers can use similar to shiprocket product -'AI Product Shots' as the D2C product brand have high chances of sale conversion using these Call to action responses with their services like livestream shopping, shoppable videos and short videos. being in the same market the services offered by them are different aspects what can be need for the d2c players and can foster such similar requirements.

### Inventory/order management -

*Procol.io* - <https://www.procol.io>

Even though Procol is a competitor of shiprocket in various services , and alongside Shiprocket's services in the procurement sector are in the aspects of inventory management and ensuring efficient supply chain logistics, but much wider range of services which can be used as an integration of services to the shiprocket app store, provided by procol are - Strategic Sourcing, eAuctions, Approval Workflows, Etc.

Again keeping in mind that how it affects the shiprocket's business we can look out for other startups/companies offering similar and much particular solutions can be considered as just an addition to shiprocket's services and not be in competitive landscape of shiprocket or else such similar products can be build by shiprocket internally depending on the demand and needs as put.

*Pimcore.com* - <https://pimcore.com/en>

Services offered by Pimcore in the sector of Product Information Management (PIM) is widely used by D2C brands like BlissClub, Bewakoof, Bella Vita Organic, Azani Care, etc Also other popular services offered are Customer Data Management (CDM), Digital Asset Management (DAM) which are much different sectors than what shiprocket provides but when some of these services are built internally by shiprocket or thought of integrating services by Pimcore or similar such providers the d2c customers can use a combination of such tools to cover their full range of needs, which ultimately solves for the need for which the shiprocket's app store is being built.

### Payments -

*Blockchain based payments infrastructure possible opportunities*

**-Solana Pay - <https://solanapay.com/> -**

The blockchain based payments framework provider with easy integration with shopify suite of services. Having a partnership with one of the biggest companies in the blockchain ecosystem, company and launching their services on shiprocket's app store opens up a new landscape of an unexplored ecosystem of the web3/blockchain world and their users who often need products delivered and are yet to find best companies to partner up for which shiprocket can be considered highly.

Aside the main objective of serving our aka - shiprocket's customers with expanded service offerings with payments infra partners it can help in gaining competitive advantage while being probably the first's in this sector and opening up blockchain based payment options.

**-CopperX - <https://copperx.io/>**

A similar blockchain based payments infrastructure provider with high rate of development, a small team and easiness to build alongside as a platform partner. So it's another choice but with less popularity and better product if we want to go with easy integration.

### ***Some takes -***

The market for customer support is all around chatbots and AI taking place, hence the more optimised the big players can provide services, there's no match to that by other companies hence companies like hubspot, Intercom. Zendesk, Podium excel in this market.

Under marketing shiprocket does have performance marketing tools but eventually for better performance few small-businesses and most mid-sized companies would eventually prefer performance marketing agencies which are more of the service based companies and not just softwares apps ; like [metsocial.ae](https://metsocial.ae) run by [Anunay Sood](#) a famous instagram personality in the indian market overall, which might often not be preferred under most circumstances but can also be another prospect which can be looked towards as sourcing few trusted agencies under different segment of app store which are outsourced/recommended by shiprocket if preferred.

Although the report is a short detail of the services description, but deriving to the decisions to input these product in specific was lead based upon exploring almost 100 companies, learning about them, to an extent based on the interest and relevancy of what can be the most successful and strategic partner for onboarding.