

MarketSpace in Gem4me: How to successfully sell your goods on the new platform

Gem4me — an international communication ecosystem. It includes a messenger for communicating, housing conferences for up to 1000 people and exchanging files, information channels and its own marketplace.

All of these functions are combined in the Gem4me super-application. Communicating and hosting channels in a messenger are common functionalities for modern users, while a marketplace built-in within a communication application – is still a new notion on the market of communication and online commerce.

Picture 1 of MarketSpace in Gem4me: How to successfully sell your goods on the new platform

Capabilities of MarketSpace

Gem4me – an international messenger and MarketSpace contains users from various countries. Therefore, the first function that is depicted on the main page of the online store is the option to choose a country for making commercial transactions. Having made the choice, a user is able to select products or services required by using a precise filter or a list of categories.

The search with a filter can be set up through a variety of parameters: category, country, city and many others. The results can be sorted by a user's preference: by the popularity of an offering, by price from high to low or low to high, as well as, by most recent additions.

MarketSpace offers all the main categories of products: entertainment, transportation, real estate, business and services, fashion, beauty and style, products for children, home and garden, pet care and accessories, sport inventory, electronics and many others.

Each category has detailed subcategories, in order for the search results to be precise. For example, the 'Entertainment' section offers the choice of products from the following subcategories: tickets, games, books, art, music, travel and leisure, handmade and etc.

Each of the subcategories is also divided in various branches. For instance, the 'Books' section allows users to choose the most suitable option from the following: antique books, audio books, fiction, educational literature and many others. Moreover, the 'Handmade' section offers such options as: embroidery, knitting, painting, ceramics, decorations, floristry and others.

The 'Transport' category publishes classifieds for the sale of automobiles, vehicles, snowmobiles, trailers and various spare parts. The 'Real Estate' section showcases apartments, houses, land parcels, garages and commercial realty for sale.

MarketSpace provides not only products, but also various services. One can locate solutions for a broad range of requests. Whether it is accounting services, real estate related, childcare, educational services, device repairs, translations, building and renovation services, cleaning and even receiving legal advice.

Picture 2 of MarketSpace in Gem4me: How to successfully sell your goods on the new platform

This marketplace showcases all of the most popular categories of online stores. The 'Fashion, beauty and style' section offers a wide selection of clothing and shoes, choose various accessories, order makeup and perfume. Furthermore, seasonal products for the home and garden are also in stock: pools, plants, lighting, furniture and decor, gardening equipment.

Those who enjoy sports can search through a broad assortment of athletic inventory. The marketplace offers bicycles, equestrian equipment, diving, ski and snowboarding, scooters and athletic clothing. Additionally, a broad selection of electronics is also available: TVs, computers, tablets, photo and video cameras and more.

The format of the ecosystem assumes maximized convenience and services for the user, hence, not only products and services can be found in MarketSpace, but even employment. The 'Work' section offers numerous subcategories: administrative jobs, jobs in education, culture, manufacturing, building and development, tourism and other industries.

Users from various countries purchase and sell products on MarketSpace, while in order for the communication process to be more convenient the messenger has a built-in translator to 17 languages, which allows to automatically translate messages or discuss efficiently between merchants or buyers from practically any part of the planet.

Recommendations and Promotion of Products and Services

For the convenience of users, the main page of MarketSpace offers several sections with recommendations on various criteria.

The 'Best offers' section displays products with good correlation of price vs quality, as well as, interesting and unique items that deserve special attention. Additionally, the 'Discounts' section allows one to find the latest discounted products and services and not miss the latest sales, while the 'New' section showcases the latest additions to the variety of what is offered by merchants on the marketplace.

The 'Popular Products' section depicts what products are most in demand by other customers, while the 'Hits' section circulates through leaders of sales in a given period.

Naturally, the 'Recommended for you' section consists of suggestions based on a user's preferences and interests.

Each group depicts 4 products on the main page, to view the full list simply press the 'Show all' option.

Not only popular and most purchased products are rotated on the main page of the marketplace, but the developers also generate an assortment of interesting products, including from new and smaller stores, in order for them to also receive the spotlight, gain an audience and have the opportunity to develop their business in MarketSpace.

Picture 3 of MarketSpace in Gem4me: How to successfully sell your goods on the new platform

How to Create Own Store

For those who are interested in growing their online business MarketSpace will be perfect as the commercial platform for selling a product or a service. The option of switching to a business profile and registering is available to everyone right on the main page of the interface of the marketplace. The registration process is quite straightforward and simple, no excessive or enduring steps and it takes a very short time. Simply complete the mandatory registration fields and get right to business. Most importantly, should a user already have an existing online store, MarketSpace offers the capability to upload the whole store at once, not item by item for the convenience of the entrepreneur.

Upon the completion of registration in the interface of a seller's account, the merchant will be able to view his or her listings, receive orders, set up payments and coordinate the whole commercial activity. Further, users can contact merchants directly through the messenger portion of the ecosystem in order to discuss the purchase, payment and delivery.

This is a bright example of the convenience offered by unified infrastructure, which is the sole purpose of why such super-applications as Gem4me are being created.

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