NASENIMART.COM

Nasenimart.com is a proposed e-commerce platform designed to facilitate transactions, promote Nigerian-made products from NASENI and partnered entrepreneurs. This Proposal outlines how the business can be implemented and attains enterprise success focusing on technical architecture, methodology, and impact.

PROJECT PROPOSAL

Submitted

To

NASENI Research Commercialization Grant Program
(NRCGP)

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1.0 BACKGROUND

Nigeria's manufacturing sector faces challenges in visibility, marketing, and consumer reach. Existing e-commerce platforms are dominated by imported products. The goal of coming up with Nasenimart is to bridge this gap.

2.0 PROBLEM STATEMENT

Nigerian Innovators and manufacturers lack a dedicated digital marketplace for their products which in turns limits their market reach and place them at disadvantage. This results in reduced revenue, low visibility, and dependency on foreign imports.

3.0 AIM AND OBJECTIVES

The aim of Nasenimart is to establish a sustainable e-commerce platform for NASENI products and other Nigerian manufacturers.

The main objectives are;

- To develop a web based platform that Enhance visibility of indigenous products
- To Promote local economic growth and established a steady courier network
- Develop a seamless and efficient payment system.

4.0 METHODOLOGY AND IMPLEMENTATION PLAN

The project will be implemented in four phases which includes:

1. Platform development and testing (Web and mobile Application)
2. Infrastructure setup (Admin office, server rooms, and storage facilities).
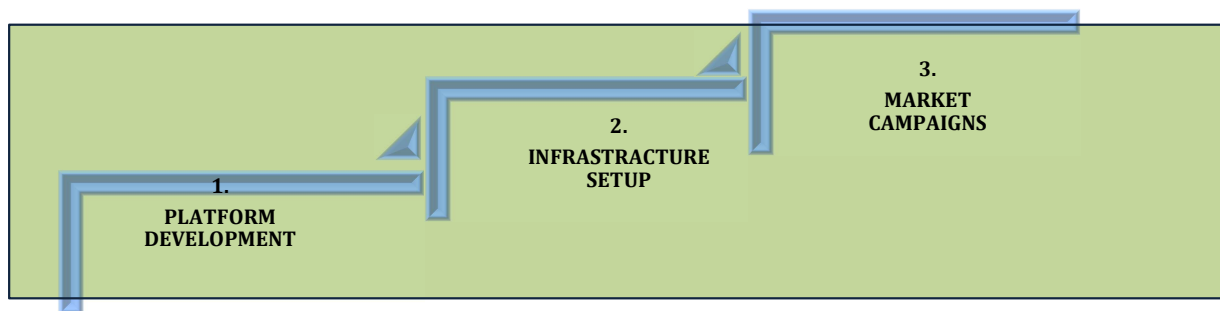3. Market campaigns. (Advertisement)

Figure 1 Step by step Implementation plan

5.0 EXPECTED OUTCOMES AND IMPACT

The platform will have adequate online functionalities and onsite operations that will increase the visibility of NASENI products, discover and enhance indigenous innovators, create employment opportunities, strengthen the local economy, gain public trust and confidence as well as fostering self-reliance.

5.1 Web Functionality

The web and mobile applications will have 4 different modules 1 for Admin who monitors and control the system. The module for client facilitates online shopping, customer feedback and support. The vendor Dashboard allows seller to upload products with specifications, update status and availability of products respond to orders, complaints and reviews from the customers. The common features that everyone has access to is language preference and basic cyber safety keys.
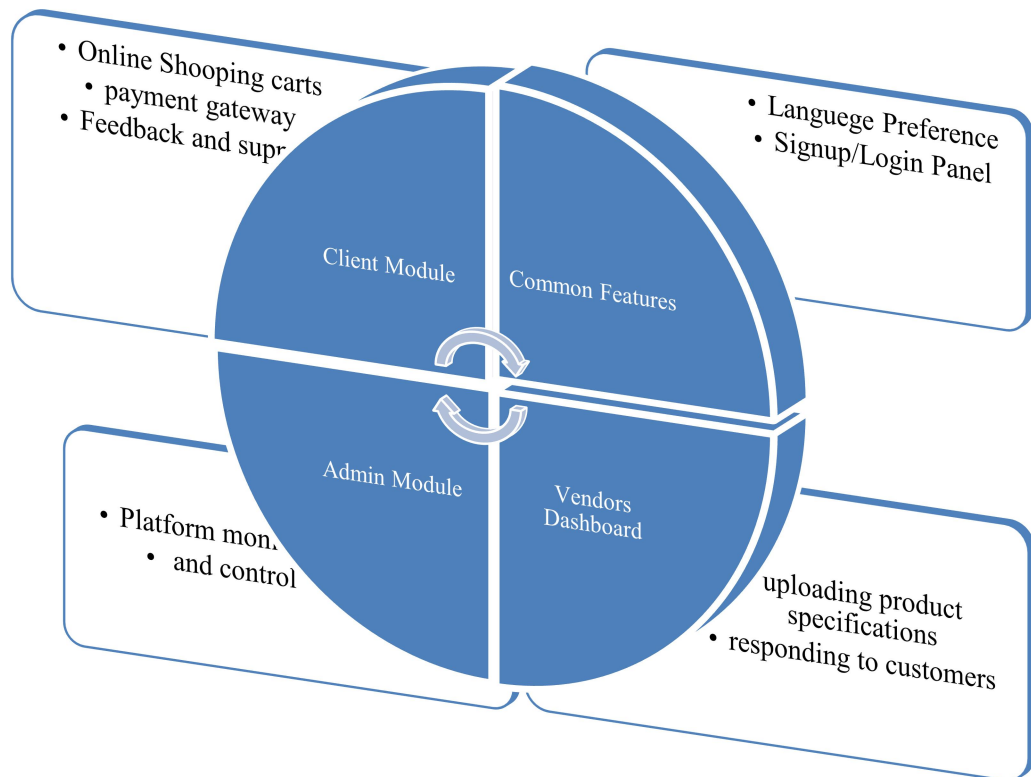

Figure 2 Modules and functions related on mobile and web applications

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6.0 MONITORING & EVALUATION (M&E) PLAN

A results-based framework will guide progress, ensure accountability, and measure impact.

6.1 Key Indicators:

- **Platform Development:** MVP launched by Month 3 with integrated payments and verified vendor onboarding.

- **Vendor Adoption:** Targeting 200 verified vendors by first year.

- **Gross Merchandise Value (GMV):** targeting ₦1B by two years and continuous advancement quarterly.

- **Customer Metrics:** Ensuring above 90% order success rate with more than 60% return rate of an average delivery in less than 3 days in pilot zones.

- **Institutional Adoption:** At least 3 MDAs to be integrated into procurement by Year 1.

- **Sustainability:** Commission revenue of 20% and above for operational expenditure by the second Year.

6.2 Data Collection and Evaluation Frequency:

- Automated platform dashboards (sales, vendors, delivery metrics).

- Monthly finance and adoption reports.

- Quarterly independent audits.

- User surveys for satisfaction.

- Monthly internal reviews.

- Quarterly reporting to Investors.

- Annual independent evaluation.

7.0 TECHNICAL ARCHITECTURE AND SECURITY

The Nasenimart platform will be built on a secure, scalable, and resilient architecture to ensure reliability, trust, and performance. The Platform Stack is as follows:

- **Frontend:** PHP with responsive design for web and mobile access.

- **Backend:** Django (scalable micro services architecture).

- **Database:** PostgreSQL for relational data + Redis for caching.

- **Payment Integration:** CBN-licensed payment gateway, microfinance Banks and inter-switch with card and transfer functionalities.

- **Cloud Hosting:** Microsoft Azure / AWS with auto-scaling and geo-redundancy.

7.1 Core Features

- **Vendor KYC Module:** Identity verification and product approval workflow.

- **Fintech Payment System:** Funds released only upon confirmed delivery.

- **Logistics Integration:** Real-time tracking with multiple courier APIs.

- **Analytics Dashboard:** Sales, vendor performance, customer satisfaction metrics.

- **Multi-language & Currency Support:** For national adoption and diaspora reach.

7.2 Security & Compliance

- **Data Protection:** End-to-end encryption, GDPR/NDPR compliance, anonymized storage.

- **User Authentication:** 2FA, role-based access controls.

- **Fraud Prevention:** AI-powered anomaly detection for suspicious transactions.

- **Monitoring & Backup:** 24/7 uptime monitoring, daily backups, disaster recovery protocols.

- **Cyber security Audits:** Quarterly penetration testing and compliance checks.

7.3 Scalability & Sustainability

- Modular design allows additional services (B2G procurement, export trade gateway) without re-architecture.

- Cloud-native infrastructure enables efficient scaling as adoption grows.

- Open APIs support integration with government procurement systems and fintech partners.

CONCLUSION

Nasenimart.com represents a bold practical step toward leveraging technology for national industrial growth. The platform will not only market products but also inspire public trust, innovation pride, and economic participation in line with the core mandate of NASENI.

Weblink: https://nasenimart.netlify.app/