



Let's Grow Together

Business Requirements Document (BRD)

Company: Ajaika

Date: 23 Oct. 24

1. Executive Summary

Ajaika is an innovative B2B e-commerce platform designed to streamline global trade for small to medium- sized manufactures. This platform specializes in connecting businesses with international buyers by providing industry specific solutions, enhancing market access and improving supply chain efficiency.

Ajaika's focus is on sustainability, transparency and scalability initially targeting the textile industry with plans to expand into electronics, manufacturing, automotive, and home goods sectors.

2. Project objectives

- **Improve market access:** enable small to medium manufacturing to penetrate international markets and connect with reliable buyers.
- **Enhance supply chain efficiency:** provide tools and solutions to optimize supply chain processes, reduce inefficiency, and ensure compliance with international standards.
- **Promote sustainability:** encourage environmentally friendly practices and ethical trade with the B2B marketplace.
- **Increase Transparency and trust:** foster trust between buyers and sellers by providing a transparent, secure and reliable platform.
- **Expand Industry Reach:** Begin with textiles and expand into two additional industries (electronics and home goods) by the end of 2025.
- **Boost User Acquisition:** Reach a milestone of 5,000 users by Q3 2024, with a long-term goal of \$80,000 by 2028.

3. Project Scope

In- scope

To deliver a Fully functional e-commerce platform with industry-specific tools by integrating compliance features for the international trade standards and create a user-friendly interface that simplifies the buyer- seller connection.

Timeline: Platform development will be completed within 4 months, with the first industry rollout (textiles) by Q1 2025 and further expansions by Q4 2025.

Budget: The project requires \$2 million, divided across product development, marketing, infrastructure, and team expansion.

Out-of-Scope:

- Customized solutions for individual businesses outside the platform's general functionality.
- Direct involvement in logistics management or payment processing beyond integration with third-party services.

Project Team: Harita Kanuri (CEO), Srikanth Kuppaka (UI/UX Designer), Deepthi Pinninti (Solution Architect), and others involved in development and operations.

4. Business Requirements

The following business requirements will drive the success of Ajaika's platform:

Platform Development: Build a scalable, robust B2B platform with industry-specific features.

Priority: High

Critical: The platform must be fully operational to support market access and user needs.

Supply Chain Management Tools: Provide tools that improve logistics and reduce inefficiencies for manufacturers.

Priority: High

Critical: Without these tools, manufacturers will struggle to optimize processes.

Compliance Integration: Ensure the platform supports adherence to international trade standards.

Priority: High

Critical: Compliance is essential for businesses to operate globally.

User Acquisition and Branding: Develop strategies for marketing, branding, and growing the user base.

Priority: Medium

Important: Ajaika's growth relies on acquiring and retaining manufacturers and buyers.

Sustainability Features: Embed sustainability initiatives to align with market demands.

Priority: Medium

Important: The market favors companies that promote environmental responsibility.

Team members working on the project and their Roles:

Founder & CEO - Harita Kanuri
UI/UX Designer - Srikanth Kuppaka
Solution Architect - Deepthi Pinninti
Product Manager - Radhika Nara
Quality Assurance - Anil Vangala
Data Engineer - Vinod Kumar Yarra
Software Engineer - Srinivas Arja
Software Engineer - Geervani Eddala
Software Engineer - Anudeep Gottipati

Project Risks and Mitigation Strategies

1. Raising Funds

Risk: The required \$2 million may not be fully raised within the desired timeframe. This could delay key project milestones, including platform development and market expansion.

Mitigation: Develop a phased fundraising strategy, breaking down funding goals into smaller stages. Focus on attracting multiple investors or alternative funding sources like grants or partnerships to ensure steady cash flow.

2. Managing the Team

Risk: Remote coordination and ensuring on-the-ground execution across different departments (development, marketing, operations) may face challenges, leading to delays or miscommunication.

Mitigation: Implement clear communication channels, regular team updates, and project management tools (e.g., Asana, Jira) to streamline collaboration. Appoint strong project managers to monitor progress and address issues in real-time.

3. Platform Development Delays

Risk: Unexpected technical issues, bugs, or underestimating the complexity of developing a scalable platform may lead to project delays.

Mitigation: Use agile development practices, allowing for iterative releases and testing phases. Ensure a dedicated Quality Assurance team is in place to catch issues early and maintain a flexible timeline for unforeseen challenges.

4. User Adoption & Market Entry

Risk: Difficulty in attracting initial users and penetrating the target industries (textiles, electronics, manufacturing) due to market competition or lack of awareness.

Mitigation: Prioritize marketing efforts early on by allocating a significant portion of funds to branding and user acquisition. Partner with key industry players or influencers to drive user adoption and create a strong value proposition for early adopters.

5. Supply Chain & Logistics Partnerships

Risk: Reliance on third-party logistics providers and payment processors could pose risks in terms of service reliability and pricing changes.

Mitigation: Diversify partnerships by working with multiple vendors and service providers to minimize dependency on any single partner. Negotiate long-term contracts with key suppliers to ensure stable service and cost predictability.

6. Compliance with International Standards

Risk: Ensuring that all users comply with international trade and regulatory standards could be challenging, particularly when scaling into new industries or markets.

Mitigation: Develop automated compliance checks and provide clear guidance and tools to help users meet these requirements. Hire legal consultants to stay updated on changing regulations and help manufacturers maintain compliance.

7. Market Expansion

Risk: Expanding from textiles into other industries (electronics, manufacturing) may require significant changes to the platform's features and functionality, leading to scope creep or delays.

Mitigation: Take a phased approach to industry expansion, focusing on completing the textile industry rollout first and using the learnings to refine the platform before moving into other industries. Set clear boundaries for each industry and prioritize development based on market needs.

8. Economic and Market Conditions

Risk: Fluctuations in global economic conditions or market demand could affect buyer activity and reduce the platform's projected growth.

Mitigation: Diversify across multiple industries and regions to minimize exposure to localized economic downturns. Maintain a flexible business model that can adapt to changes in market demand.

9. Security and Data Privacy

Risk: As a global e-commerce platform, Ajaika will handle sensitive business and payment data, making it a potential target for cyberattacks.

Mitigation: Invest in robust cybersecurity measures, including encryption, multi-factor authentication, and regular security audits. Ensure compliance with global data privacy laws (e.g., GDPR) to protect user information and build trust.

10. Team Expansion and Talent Acquisition

Risk: Difficulty in hiring the right talent for key roles (developers, marketing, sales) could slow the platform's growth and lead to skill gaps.

Mitigation: Develop a strategic hiring plan and allocate part of the budget specifically for attracting top talent. Offer competitive compensation packages and emphasize the company's vision to attract individuals aligned with Ajaika's mission.

