

BLOCKCHAIN ENABLED CITY  
WIDE eCOMMERCE NETWORK



**BLOCKCHAIN ENABLED  
CITY WIDE  
eCOMMERCE NETWORK**

## BLOCKCHAIN ENABLED CITY WIDE eCOMMERCE NETWORK

Most of the **large eCommerce players** like Amazon and Flipkart are **centralized** companies.

What if we **replaced** the centralized company with **decentralized blockchain.**

## BLOCKCHAIN ENABLED CITY WIDE eCOMMERCE NETWORK

Then it will be possible to create  
a **unified system integrating  
multiple vendors and suppliers**  
in a city with customers in the city.


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It will be possible to create  
the **same economies of scale** that large  
eCommerce companies currently do for  
ordinary shopkeepers in the town.

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In addition, such a network can **harness local information advantages** that large eCommerce companies can never for that city.

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It will be possible to **deliver** goods  
from local suppliers to customers **faster.**

Products price points that are not economically viable due to long **distance logistics costs** will become economically feasible.

For instance products priced below Rs 100 category cannot be delivered from centralized hubs as cost of delivery itself will be Rs 50. But they **can easily be delivered locally.**

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They **can also share** access  
to local working finance capital sources.



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Furthermore, the local vendors can **cross share** their customers information with each other giving each of them access to much **bigger customer pools.**

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**Sharing** of existing customers  
with each other will give every vendor  
**disproportionate gains.**

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It will be possible to create  
**inner city product champions.**  
Different traders becoming  
**bigger in some specialization.**

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It will also be possible to **organize research**  
into most promising newer product ideas.

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And with **information sharing**, it will be possible to redirect city traders away from products where companies like Amazon has advantage into products where local city traders **have a fundamental advantage.**

## BLOCKCHAIN ENABLED CITY WIDE eCOMMERCE NETWORK

Products where **service needs are higher work** in favour of local traders over large eCommerce vendors.