



Fast  
convenient  
essential  
shopping

 **chotcut** for Buddies

# Product Guide for Buddies

Learn how Chotcut solutions can help you grow your business

# What is Chotcut?

Chotcut is a technology platform that connects shoppers with the stores in their neighborhoods. Shoppers place orders on the Chotcut app or website and we help stores facilitate on-demand delivery, online ordering, pick-up and more.

**Our aim is to see more stores succeed with their online efforts.**

Chotcut is developed to reduce costs, improve profitability and accessibility of household essential stores in the city. Chotcut empowers stores called Buddies to grow their businesses, by offering on-demand delivery, reduced cost, data-driven insight and better in-store efficiency resulting in fast, convenient shopping experiences for everyone.



## FACTS TO NOTE

- In 2020, e-commerce of food and personal care in Nigeria experienced the largest growth among the different groupings with increase of roughly 60 percent.
- Nigeria is the 35th largest market for eCommerce with a revenue of US\$5 billion in 2020, placing it ahead of Czech Republic and behind Israel.
- With an increase of 42%, the Nigerian eCommerce market contributed to the worldwide growth rate of 26% in 2020.

# With Chotcut, your store gets to:



## Reach new customers:

Cost-effective way to reach new customers.



## Grows off-premise sales:

Gets increased orders to boost your revenue.



## Increases brand awareness:

Use the power of network and our marketing tools to boost your online presence and credibility.



## Get a powerful logistics platform:

Use our platform's built-in ordering, delivery and payment technology to offer amazing shopping experience.

## Buddie's fulfillment options

- 1 Delivery:** Leverage our full-service, logistics platform to power deliveries.
- 2 Pickup:** Give nearby customers a way to shop from home and pickup at the store
- 3 In-store purchase, home delivery:** Shoppers can shop from their favorite store and have them delivered to their desired location



# Buddies marketing solution



## Promotions

Attract new customers, create loyal regulars and improve in-app placements with promotions.



## Gift cards

Make it easy to shop for family and friends with special gift cards.



## QR Code

Make it easy to shop with scannable QR code to your stores and items.



## Weblinks

Get shareable link of your storefront added to your website, emails or socials channels.

# Additional Revenue Streams



## Chotcut Bulky

Bulk order, fulfill large order and corporate orders with our platform.



## Chotcut Subsidy

Push out expiring item out faster, avoid wastes and losses with our intuitive Subsidy Section.



## Ready to join Buddies on Chotcut

- 1 Sign up on Chotcut, visit [chotcut.com/buddies](https://chotcut.com/buddies)
- 2 Import your products and business information to Chotcut and customise as necessary.
- 3 Receive orders - Once your account is updated and activated, you are live.
- 4 Chotcut delivers - Pilots comes to your store to pick and pay for orders for delivery to customers.
- 5 Track your sales performance.

Get Started For Free

Want to speak with a representative? **Contact Us**

Call **0909-000-2468** (Monday - Saturday)



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### About Chotcut

Chotcut is a technology platform that connects shoppers with the stores in their neighborhoods. Shoppers place orders on the Chotcut app or website and we help stores facilitate on-demand delivery, online ordering, pick-up and more. Chotcut is bringing better experience for local communities.

Get started at [chotcut.com/buddies](https://chotcut.com/buddies)

