JRPZ
AGENCY

teXCHANGE
in trade we trust

Book of
recommendation

Summary

TeXchange by JRPZ Agency

The JRPZ Agency is a service company which is applying for the International Open Bidding Project 2022 organized by the University Sorbonne Paris Nord in collaboration with other international universities.

The aim is to realize in 8 days a solid project which will offer the service of donation of second-hand hardware.
The JRPZ Agency is composed of international members from France, Morocco, Lebanon, Vietnam and Bulgaria.

The Agency is divided in three different fields which are : programming, graphic design & audiovisuel production, and finally digital communication. Each sub-team has a manager, and the whole agency is led by Julian Crouzet who is the spokesperson of JRPZ Agency.

The following table summarizes the distribution of responsibilities in the JRPZ Agency :

	programming	graphic design / audiovisual production	digital communication
France	Aulid Zhang Aboubacar Diallo	Jessica Suthakar **Mekki Hamdani**	Julian Crouzet Liliane Freire Mendanha **Maéva Lamarque**
Morocco	El Mehdi Badouh		
Lebanon	**Raphael El Fakhri**		
Vietnam	Văn Hạnh Trần Thị Phương Thúy Đặng		
Bulgaria	Tihomir Ivanov	Valeriya Stoyanovska	

The challenge in this project is to offer the access to a platform which can receive and **get** already used hardware, and offer the access to those who are looking for second hand hardware.

The platform which we want to create is **TeXchange**. Its name is taken from "tech" and "exchange" which is clearly the definition of what we offer.

The requirements here is to offer a reliable service, in which digital security of clients isn't endangered, in which the devices which will be used for precise finality, are reliable in terms of quality and usability.

Thus, the principal value and goal of the JRPZ Agency is to be **trustworthy** for our clients : in fact our catchphrase is " **in trade we trust** ". This phrase highlights our will to be transparent regarding our clients who are trusting us in this service suiting their needs.

Goals

Our main goals on this marketplace are that the donors will be able to offer second-hand hardware for donation, describe the equipment, and describe the conditions of the donation.

People seeking to acquire second-hand equipment will be able to see the offers and select whichever suits their needs. 3rd-party shippers will be able to offer their shipping services and describe the terms and fees : unlike donors, shippers could expect to make a small profit out of their services.

On the TeXchange platform, all categories of users will be able to evaluate the experiences they have had with other users, and these reviews will be accessible by all visitors.

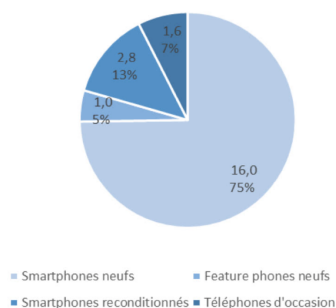## Interests & innovation of the project (SWOT)

| Strengths	Weaknesses	Opportunities	Threats
The trust of our clients is our creed	Have to ensure the reliability of all the devices	This service is fundamentally innovative : offering second-hand hardware that suits your need) Environmental concerns The offer of second-hand hardware for donating is constantly increasing	The International Open Bidding Project reunite several agencies and projects for only one chosen

Targeted surveys

The electronics refurbishment market is the distribution of previously used electronics returned to the manufacturer to purchase a new product. Refurbished electronics are typically tested and, after being guaranteed to work properly, are returned to the supply chain. The refurbishment process includes sanitization, data erasure, repairs, testing, quality control, packaging and shipping. In addition, refurbished electronics are better substitutes to promote product reuse and reduce e-waste. Electronic devices are offered at attractive prices and the need to reduce the e-waste generated is expected to drive the growth of the electronics refurbishment market.

The refurbished market has seen a strong development across the globe. There has been a 25% increase in sales compared to 2019 while the sector's turnover is estimated at 700 million euros for 2020. The French are buying less and less new products, the number of sales decreases from year to year -5% on average per year. Operators are also selling more and more refurbished phones through their new dedicated spaces. They made 6% of sales in 2020. By participating in the recovery of old devices for refurbishment, operators have collected 700,000 devices for resale.
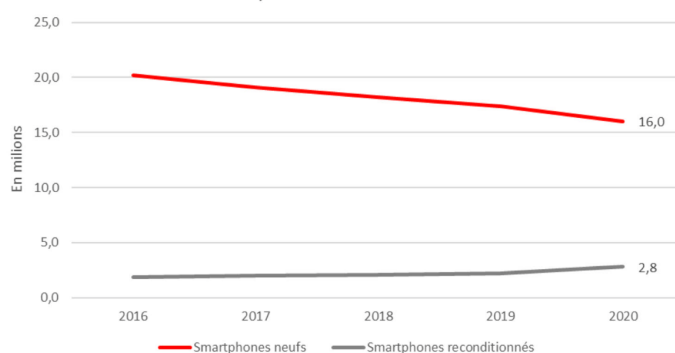
Arcep Graph

Increasing e-waste and growing demand for affordable electronics such as computers, laptops or speakers are the major factors driving the growth of the refurbished electronics market. In addition, the number of electronics companies around the world, which are implementing marketing strategies such as discounts or warranties on refurbished products is encouraging consumers to turn to these types of products at low prices while maintaining standard operating quality.

58% +4pts des Français se disent :

"Tiens ! Et pourquoi pas acheter un smartphone reconditionné ?"

16-34 ans 63%   35-49 ans 58% +5pts   50-65 ans 53% +6pts

Baromètre Kantar/Recommerce 2020

26% of French people have already bought a reconditioned mobile, including 63% of 16-34 year olds, which shows the interest and confidence of young people in this new mode of consumption. 76% of the elderly surveyed said that their next cell phone will be a new product, compared to 83% last year, which represents a fairly significant drop. The reconditioning market is therefore booming and only increases year after year. Only 5% of French people were planning to buy a refurbished laptop, against 12% this year, which is more than double. Thus, 58% of French people say they are ready to buy a refurbished laptop. This figure is clearly on the rise, especially among 35 to 49 year olds (+5 points), and among 50 to 65 year olds with +6 points.

The target of the JRPZ agency is therefore a very large target, since people from 16 to 65 years old are interested in this new consumption mode. We wish to reach people who have little financial means or who wish to save money thanks to reconditioned products, such as students, large families or people looking for a job. But also people who are likely to be sensitive to the ecological cause and who favor recycling and reuse of products, in order to make a gesture for the planet. People who sort their waste, those who consume organically grown food or those who buy existing products are a potential target for our project. Finally, all the people who are interested in technology or the environment and who are curious to know this new way of consumption are indirect targets. The process is not yet known by everyone, but being more and more frequent, it can attract a lot of curious people or even people who are reluctant about the quality of reconditioned products.

Inspiration & competition

- **CanItCash** is an online storefront which was created to provide customers an easy way to sell their laptops and other electronic devices.

- **Cashconverter** was founded in 1984, it is a franchise network specialized in purchase and sale of second-hand products to individuals.

- **Backmarket** is a French startup which offers high quality refurbished electronic devices at affordable prices.

- **Gazelle The Horn** is the leading reCommerce company which buys and sells pre-owned consumer electronics.

All of these companies have a website where all of their products are displayed. Most of them are offering online selling directly from their website, however, some of them such as Cash Converter have stores where mainly donors can give or sell their second-hand electronics.

On their websites, systematically we have access to a particular section : a public and a private one. On all sections, clients have access to the donor/saler part and to the receiver/buyer part.

On the TeXchange website, we are taking inspiration from these two significant aspects in the second-hand market.

Graphic approach

Font
LOGO & TITLE : Jaapokki substract
Subtitle & text : Louis George Café

Target

Colors

#1A81D6

#1C4CD3

#000000

#FFFFFF

Inspiration & concurrence

TeXchange

Communication campaign

Our platform is going to be released soon, so in order to be visible, well-known and recognizable, we are going to implement a certain communication campaign strategy. This strategy is based on online and off-line communication.

Firstly, online communication will be mainly based on social media platforms such as Instagram and Twitter.
These platforms allow us to create an active community which is composed of our clients (donors, receivers and expeditor companies). These social platforms are the quickest means to increasing our visibility and attracting a public on our launch.

For this launch campaign, we will communicate using teasing pictures and teasing videos.
In fact, we will produce a proper teaser introducing our company and our innovative service. This teaser is going to be made with motion design animations.

After this launch campaign, our social media account will be used in order to inform our community about any type of announcement such as stock, policy change, new expeditors and so on.
Moreover, according to us, client reviews are the most important elements for our company ; they are the *white gold* of a service company so that our social media platforms can be used as an exhibition of the reviews of our clients.
These pages will be an after-sales platform because most of our clients are more active on social media.
Furthermore, their opinions on our pages can attract a lot of potential clients.

Finally, as a professional company we have to make and share printed communication means, what we call off-line communication. This off-line communication is principally aiming to share a recognizable visual identity.

Technical solutions

- **in programming : PHP, HTML, CSS, SQL, JS**

For the different coding languages to create the website, we will be using PHP and HTML to build the different pages on the server, CSS to modify it's appearance, JS to dynamize the website and SQL in order to use data in the database for the Give and Get pages. As for the main tools to edit the said website, NotePad++, phpMyAdmin, Visual Code Studio and GitHub will be the main choice for editing.

- **in graphic design : Adobe Creative Cloud, Canva**

In order to illustrate everything about our company, firstly we use Adobe Photoshop, Premiere Pro, Illustrator and InDesign to create graphic elements like our agency logo, our website logo, our trailer, the graphic chart or some visuals all brought together in the graphic charter. These two softers are the most complete on the market.
We also use Canva for presentations and content creation because of the simplicity and the collaboration option it offers.

- **in communication : Google Docs, discord, PowerPoint, Gantt Project**

As JRPZ is an international team, it is necessary to develop a communication strategy within the group in order to facilitate the exchange between the members, as well as for the assignment of the different tasks or to share the elements of the project.

To meet these various constraints, we decided to speak exclusively English, as this language is spoken by the majority of the team.

In order to be able to exchange instantly with the different members of the team, we have created a server on the Discord. We know that inefficient communication or lack of collaboration can lead to work failures. That is why choosing the right messaging system is essential for excellent team communication.
Discord allows us to communicate quickly and without time or location constraints. Its interface allows us to see all active discussions within the server but also to see all new shared files.
This tool allows us to have quick and easy exchanges despite the diversity of the team members.

Finally, we decided to use the online platform GoogleDocs for the distribution of tasks or to share documents such as the book of recommendation. This tool allows unlimited sharing with all team members. It is a free, simple tool that each member can access. But above all, the members of the agency can work at the same time as others, on the same document. This allows us to save a lot of time thanks to the visible modifications in **real** time which favor teamwork and productivity.

These tools allow collaborative and simultaneous work.

Economic model & budget estimate

The model of the price of this project and the budget has been made in Euro. We need to determine the daily cost of each profile of the agency. We have 14 members in this agency. A junior project manager, an art director, 2 graphic designers, 8 junior web developers, a marketing manager and a community manager. They cost respectively €3 640 per month, €3 510 per month, €2 225 per month, €2 990 per month, €2 700 per month, and €2 100 per month. There are 2 graphic designers for this project = €5 200. There are 8 web developers for this project = 2 990 x 8 = €23 920. We then divided this number by the number of days in a month. Then we multiply the results by 7, the number of days worked and we finally get :
- €1341 for a junior project manager;
- €1293 for an art director;
- €1916 for 2 graphic designers;
- €995 for a marketing manager;
- €8 813 for 8 junior web developers ;
- €774 for a community manager.

On average, the salary of the project members costs €15 132.

Conclusion

Our agency is young. Therefore, it seeks to develop.

The TeXchange website which is a platform dedicated to second-hand hardware for donation has a sober but complete look which is adapted to our goal to fully suit our clients.

Finally, our agency will soon be developed and will be ready to make its place in the market of electronic reconditioning.