

Empirical Study on International Crowdshipping:

bring4u

ISyE 6339 | Supply Chain Information Systems

Team 7 Members

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Offer

• P2P

Buyers and carrier are mostly from people living in Taiwan

Two major payment method







Buyers: Ordering Process

Find items on bring4u to purchase. If desired item is not listed, buyers can post a request to search for such item

Buyers can decide how much they would like to pay for the items and the delivery service.

This request will be sent off to be matched and verified

Once the buyer's request is matched, the request will be open to carriers to select and deliver

Buyers do not pay until the items are received, checked, and confirmed



Carriers: Picking Delivery

Carriers can earn money based on matched price (Buyer's offer)

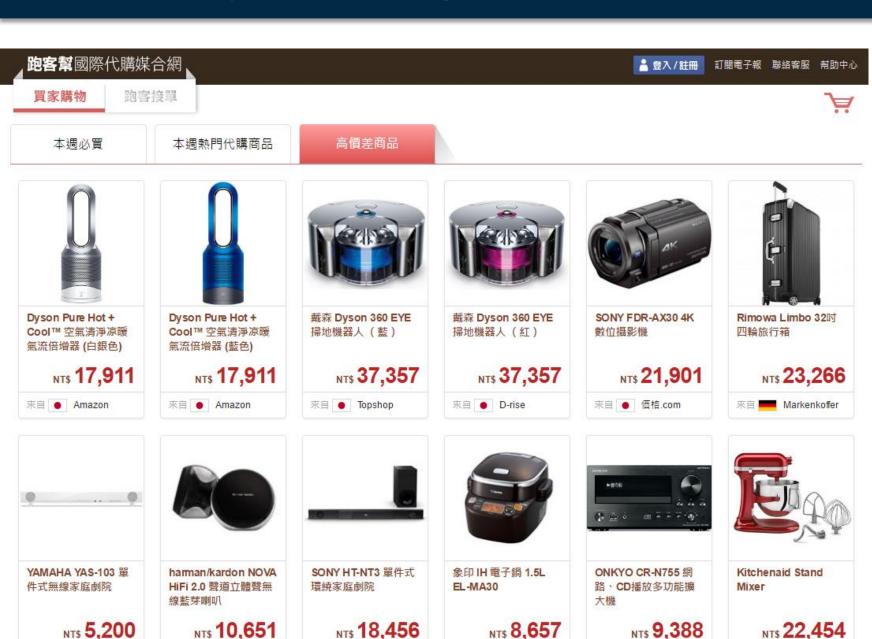
There are no limitations on how many items a carrier can deliver. Carriers can choose their desired items or routes

Carriers pay small amount of money to insure buyer's and other carriers' rights

Folllow the buyer's delivery instruction to deliver items. Buyers will pay after they have received items



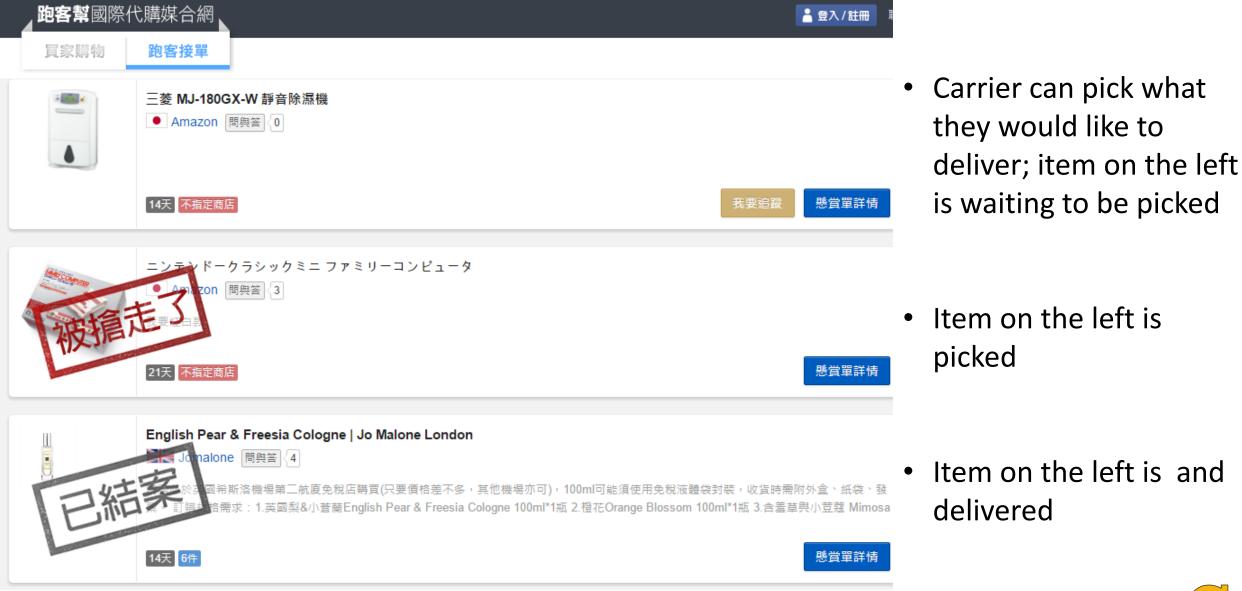
Website: Buyers selecting items



- Buyer's page is full of product advertisements
- All the products here have been requested
- Newly requested products will be added once the buyer's request is fulfille



Website: Carriers picking delivery



Business Performance and Popularity

• In 2017, 9,490 followers on Facebook



- Site popularity according to Alexa Traffic Ranking
- 93.6% visitors from Taiwan



References

- bring4u
 https://bring4u.tw/PiggyBlog
- Alexa Traffic Statistics http://www.alexa.com/siteinfo/bring4u.tw

