

Kemgo

INDUSTRY

Chemicals & Polymers

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ABOUT THE CLIENT

With the tremendous increase of petrochemical industries over the years, the founders of Kemgo, Ralph de Haan & Joseph Naaman came up with the idea to develop a digital platform for the same. Through Kemgo, people around the world could get quick & easy access to the petrochemical markets globally or regionally to find buyers & sellers. It is a marketplace that is supported by the skilled advisory & executive team having years of experience in the field of chemical engineering & e-commerce.

Kemgo is the online platform that enables customers and suppliers to buy or sell chemical, polymer and fertilizer products making them available globally at the best deals. It is headquartered in New Jersey, USA and has its presence in China as well as Germany. The main motive of building this project is to source these chemicals in a timely manner & enhance the flexibility for the sellers and buyers of the petrochemical industry. All the members of the Kemgo are evaluated to make sure that they include only the legitimate players in the industry.

GOALS OF THE PROJECT

The independent marketplace of Kemgo has been incorporated with an easy interface that allows non technical people to use it easily without any extra efforts. This online platform aims to provide the chemical, polymer or fertilizer products to the industries and help them to enhance revenues and reduce costs. With the market that is accessible 24/7, suppliers and customers can connect anytime and products can be availed as per the requirements. It also improves the organizational decision-making capability with the help of dynamic pricing of the products. Not just that, Kemgo also simplifies the way through which products are being sourced, deals are finalized or transactions are fulfilled.

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Undoubtedly, Kemgo is the digital platform that allows easy access to petrochemical markets globally to find buyers and sellers. It helps in saving up to 90% of the total incurred order cost. The main players in petrochemical industries that can be benefitted with the use of Kemgo are sellers and the buyers. First, users need to sign up with the desired email address through a simple registration process. After that, the profile of each member registered will be reviewed and their respective companies are verified to create a community where members trust one another and their products.

Let's find out how Kemgo works to simplify the activities in the petrochemical sales process:

- ✔ One can directly respond to listings from the buyers as well as sellers
- ✔ Also, one can create their own listings allowing other Kemgo members to find you and engage you anytime.

Once you are logged onto the platform, you can browse any desired products you are looking for by clicking on the Market Tab. Either you can view products that are available for sale if you are a buyer or view products wanted if you are a seller. For buyers, one can just select the product and click on it to collect detailed information about the product such as cost. Also, buyers can communicate with the seller to reduce the proposed price of the product. This communication will be confidential between the two teams and once the deal is finalized, the transaction will be carried out. Talking about the transaction, it is a process that is neither legally nor financially binding with the payment organized between buyer and seller. However, Kemgo invoices the seller for only one percent of the entire transaction generated. To create the postings, simply go to 'My postings' section, then create new posting either as seller or buyer choosing the desired option as per your requirements.

Kemgo

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The job done by Clavax Technologies was just great. We are happy with the overall solution offered

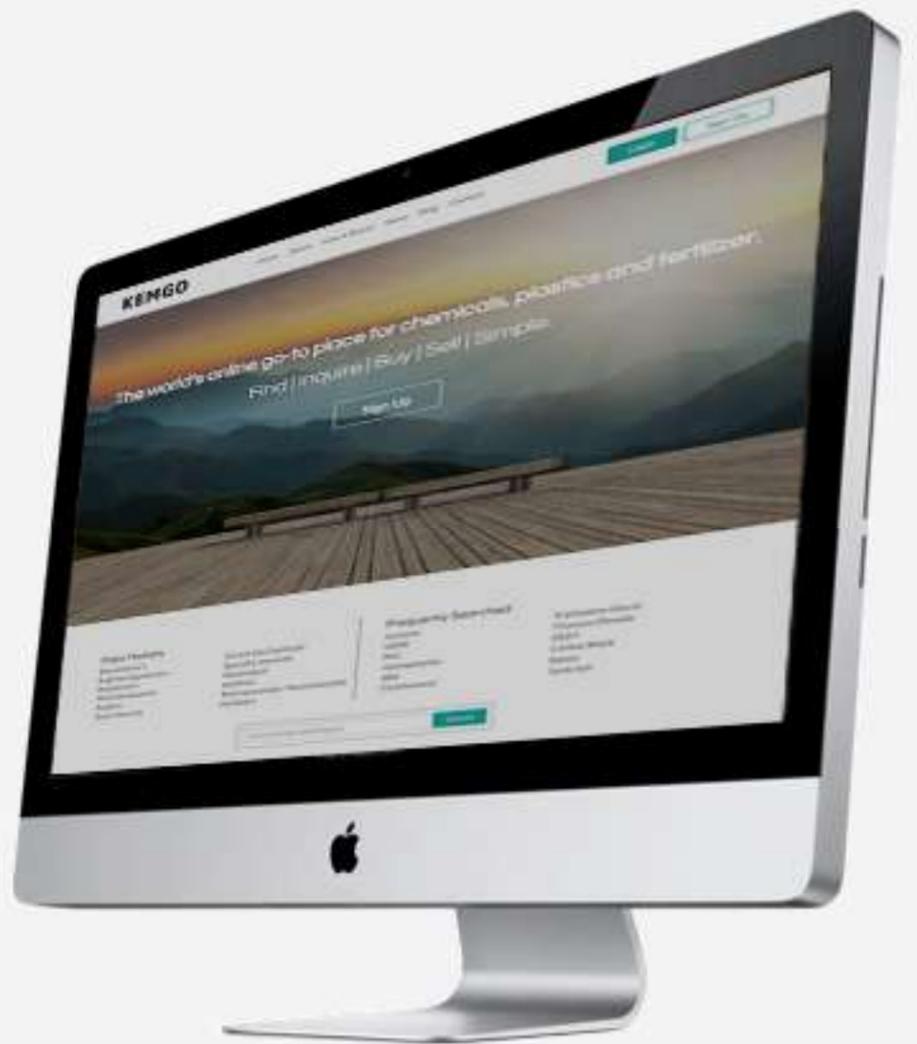
– Ralph de Haan,
CEO & Co-Founder



CHALLENGES

Building a common online marketplace for both sellers and buyers with a huge amount of data associated with fertilizers, polymers, and chemicals was not an easy task. Here are some of the main challenges that were faced during the development of the app:

- ✓ Since thousands of items are registered on the Kemgo platform, it is very difficult to provide accurate real time search results when users search for any petrochemical product.
- ✓ Another issue that was faced during the development phase was variable prices of the products as this platform is available for people in various locations with different currencies. The cost of the product may increase or reduce depending on factors like location and time.
- ✓ Kemgo is an online platform where the same user can be a buyer as well as a seller, which is why it is very difficult to distinguish whether a person is searching products to sell or buy.
- ✓ It was quite a challenging task for vendors to manage a huge amount of data, as they need to import and manually enter every detail for thousands of products.



● SOLUTIONS

As per the challenges faced while developing the app, some solutions were implemented to overcome them & has made the Kemgo project a successful one. Below are the solutions:

- ✔ The automated system was proposed with better hardware to enhance the runtime search performance for the users by listing frequently searched products in separate tables.
- ✔ An effective solution was proposed to separate the website into two ways- one for buyers and another for sellers. Hence, it became easy to serve customers with both the purposes.
- ✔ For the cost-related challenges, "Formula price" system was developed that helps the users to calculate the price of the desired product depending on the taxes, locations as well as time.
- ✔ To ease the data entry procedure of the product details, an automated entry system based on OCR (Optical Character Recognition) was designed that automatically enters all the information by scanning the image files without manual efforts.

● TECHNOLOGIES USED

The tools & technologies that were used by Clavax for the development of Kemgo Web App are

APIs	Yii or Python
Scripting Languages	PHP, HTML5, DHTML, JQuery, JavaScript
Framework	Yii framework
Platform Environment	Linux
Database	MySQL 5.5
Web Server Support	Apache Latest Version
Project Management	JIRA
Version Control	Bitbucket/Gitlab
SMS Authentication	SMS Global

● RESULTS

Kemgo has been improving since the year of its launch with several advanced functionalities added to ease the sales process of the petrochemical products mainly chemicals, fertilizers, and polymers. The features are pricing sensitivity, technical data sheets details and samples considerations. The Kemgo that is based in New Jersey, USA also has its presence in China and Germany with the motive to cover many other several regions across the globe. It will also ensure that more buyers & sellers have a great experience with easy access to any desired products. Through Kemgo, sellers are becoming visible in the petrochemical market at a low cost and help buyers to easily find them based on their search.