

E-commerce Marketplace Growth Projection Sheet

Summary

Marketplace Name	ShopConnect
Prepared By	Business Analyst Team
Projection Period	2024 - 2028
Date Prepared	June 2024

Key Growth Metrics

Year	Gross Merchandise Value (GMV) (USD)	Number of Active Sellers	Number of Active Buyers	Orders per Year	Revenue (USD)
2024	4,500,000	450	25,000	40,000	340,000
2025	7,200,000	700	38,000	62,000	576,000
2026	11,500,000	1,050	60,000	98,000	920,000
2027	16,800,000	1,550	86,000	142,000	1,344,000
2028	23,000,000	2,100	110,000	185,000	1,840,000

Assumptions

- Annual GMV growth rate: 30% - 40% based on historical performance and industry trends.
- Seller acquisition through online campaigns and partner programs.
- Order growth is proportional to active buyers and marketing expansion.
- Revenue mainly derived from commissions, listing fees, and value-added services.

Important Notes

- All projections are estimates and subject to change based on market dynamics and unforeseen factors.
- Figures are based on current market analysis and past performance of similar marketplaces.
- For decision making, regularly update this document to reflect actual results and new information.
- Consider regulatory, economic, and technology changes that may affect growth.