



B2B & B2C Commerce Platform

A Unified Platform for Consumer Commerce, Business Ordering, Vendor Management
& Delivery Operations

WHITE PAPER

Solution Overview

Based on the CTECH Proposal for B2B and B2C App

Prepared by CTECH / ARIES EXIM COMPANY PVT. LTD.
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Executive Summary

Businesses that sell to both individual consumers and other businesses often end up running separate, loosely connected systems for each audience, plus separate tooling for the vendors who supply their catalog and the partners who deliver their orders. The CTECH B2B & B2C Commerce Platform proposes a single application that serves all four of these audiences — consumer buyers, business buyers, vendors and delivery partners — through dedicated flows built on one shared catalog, order and payment backbone.

The proposal combines user and role management, onboarding and KYC, search and catalog discovery, order and refund management, pricing and contract management, payments and invoicing, logistics and delivery management, analytics and reporting, and integration with ERP, CRM and accounting systems. Support, training, multi-language and branding services round out the offering.

The objective is not to force B2C and B2B commerce through the same interface, but to give each audience an experience suited to how it actually buys — while keeping vendors, delivery partners and internal teams working from the same underlying order and product data.

1. Business Context & Opportunity

Running consumer sales, business/bulk sales, vendor onboarding and delivery operations on separate tools creates duplicate data entry, inconsistent pricing, and fragmented visibility into what is actually happening across the business. A single platform that understands all four roles can reduce that fragmentation while still giving each user type a purpose-built experience.

- **Two audiences, one catalog:** Serve individual consumers and business buyers from the same product and vendor data, without duplicating catalog management.
- **Vendor enablement:** Let vendors onboard products, finalise rates and manage their own listings within a defined approval step.
- **Delivery orchestration:** Give delivery partners a dedicated flow for availability, notifications and delivery confirmation.
- **Role-based control:** Separate accounts and permissions for admin, manager, business users, vendors, delivery partners and workflow approvers.
- **Actionable data:** Bring order, spend and delivery data together for reporting rather than leaving it scattered across systems.

2. Platform User Journeys

The proposal is organised around four end-to-end journeys, each mapped as a short, linear flow:

B2C Flow Sign up/Sign in → Choose the product → Add to cart → Check out → Receive invoice → Track delivery → Product delivered

B2B Flow Sign up/Sign in → Choose the product → Add to cart → Check out → Receive invoice → Track delivery → Product delivered

Vendor Flow Sign up/Sign in → Onboard the product → Finalise the rate → Approve → Verify the listing

Delivery Partner Flow Sign up/Sign in → Configure the availability roster → Delivery notification → Deliver

The B2C and B2B flows share the same shape; what differs underneath is catalog visibility, pricing and the approval steps described in Sections 4 and 5.

3. Solution Architecture at a Glance

User & Access Layer	Multi-user accounts • Role-based access (admin, manager, business user, vendor, delivery partner, approver) • Onboarding • KYC/verification
Commerce Layer	Landing/home page • Open search with filters and auto-suggestions • Product/service catalog • Bulk listings and tiered pricing
Ordering Layer	Order management • Bulk and recurring orders • Purchase orders • Multi-level approval workflows • Refund management
Pricing & Finance Layer	Dynamic pricing • RFQ and custom quotes • Multiple payment options • Credit terms • Automated invoicing • Tax/GST compliance
Logistics Layer	Shipping and scheduling • Real-time tracking • Warehouse and fulfilment integration • Returns and replacements
Analytics Layer	Order history and trends • Spend analysis • Supplier performance • Inventory forecasting
Integration Layer	ERP, CRM and accounting integrations • Payment gateway and logistics APIs

4. Built for Two Audiences: B2C and B2B

The same platform gives consumer and business buyers noticeably different experiences, tuned to how each actually shops:

Where it shows up	B2C experience	B2B experience
Onboarding	Social login and mobile OTP, a short guided tutorial, first-purchase offers.	Multi-user team accounts with role-based dashboards.
Discovery	Rich search, visual/voice search, trending and bestseller sections.	Bulk catalogs, comparison tools, quick filters for large SKU ranges.
Ordering	One-click reorder, saved addresses, guest checkout.	Bulk ordering via SKU/CSV, purchase orders, multi-level approvals.

Where it shows up	B2C experience	B2B experience
Pricing & payment	Cards, wallets, UPI, COD, transparent pricing.	Negotiated rates, RFQs, Net 30/60 credit terms.
Support	In-app chat, AI chatbots, reviews, loyalty programmes.	Supplier performance dashboards, spend analysis by department.

5. Core Functional Capabilities

5.1 User, Role & Onboarding Management

- Multi-user accounts, with separate logins for product, finance and admin functions.
- Role-based access for admin, manager, business users (B2B), vendors, delivery partners and workflow approvers.
- Sign-up via email, mobile OTP, or Gmail/social login for both B2B and B2C users.
- Profile management capturing name, email, phone and address for business users, vendors and delivery partners.
- Optional KYC verification, with document validation and storage.

5.2 Discovery & Catalog

- Personalised landing page — deals, trending items and offers for B2C; bulk offers, top vendors and latest products for B2B, with a banner carousel for promotions.
- Keyword search across product names, descriptions, tags, brand, category and price, with instant auto-suggestions and typo correction.
- Filters and facets (category, price, brand, size, colour, rating, availability) that adapt to the search query.
- Sorting by relevance, price, newest arrivals, bestsellers and ratings.
- Product and category management — add/delete/modify, bulk listings via CSV/API, tiered pricing, side-by-side comparisons, custom bundles and real-time inventory visibility.

5.3 Ordering & Fulfilment

- Order viewing and modification.
- Bulk ordering via catalog, SKU codes or CSV upload.
- Repeat and recurring orders with one-click reorder.
- Purchase order generation and tracking.
- Multi-level approval workflows before an order is confirmed.
- Refund management covering request initiation, eligibility checks, refund methods and approval workflow.

5.4 Pricing, Payments & Contracts

- Dynamic, customer-specific pricing tied to agreements.
- RFQ (request for quote) creation, generation and approval, alongside discounts and negotiated rates for special terms and volume.

- Multiple payment options — credit, bank transfer, wallets — and credit terms supporting Net 30/60 payment cycles.
- Automated invoicing, generation and reconciliation.
- Tax and regulatory compliance (GST/VAT and regional requirements).

5.5 Logistics & Delivery Management

- Shipping options and scheduling across multiple carriers and time slots.
- Real-time, end-to-end shipment tracking.
- Integration with warehouse and fulfilment systems.
- Returns and replacements through reverse logistics.

5.6 Analytics & Reporting

- Order history and complete lifecycle reports.
- Spend analysis by buyer, department or user.
- Supplier performance dashboards and KPIs.
- Inventory forecasting and demand planning.

5.7 Integration & APIs

- ERP, CRM and accounting system integrations, to be scoped with the client during implementation.
- Payment gateway and logistics carrier API connections.
- Custom integrations to support enterprise workflow efficiency.

6. Access, Compliance & Governance

Access across the platform is role-based from the outset — admin, manager, business user, vendor, delivery partner and workflow approver each see a different slice of the system. Business users, vendors and delivery partners go through profile capture and optional KYC verification during onboarding, and B2B orders can be routed through multi-level approval before confirmation. Tax handling (GST/VAT and regional compliance) is built into invoicing rather than handled separately.

Important: The proposal defines these access, approval and tax-handling capabilities but does not specify data-residency requirements, encryption standards, an independent security certification, or a disaster-recovery architecture. Such items should be addressed separately if required.

7. Support, Training & Localisation

- Annual maintenance covering bug fixes, patch releases and upgrades.
- Helpdesk and SLA-based support via email, chat and ticketing.
- Implementation support for setup and configuration, plus remote or onsite training sessions for client teams.
- Multi-language support — English, Hindi and Bengali.
- Branding support, including logo design and introduction video production.

8. Business Benefits

Unified commerce operations	One platform for consumer sales, business sales, vendor onboarding and delivery, instead of separate disconnected tools.
Faster B2B purchasing	Bulk ordering, SKU/CSV upload and repeat orders reduce the effort of placing large or recurring business orders.
Controlled, auditable approvals	Multi-level approval workflows give visibility and control over B2B orders before they are confirmed.
Consistent vendor & delivery management	Dedicated vendor and delivery partner flows keep onboarding, rates and fulfilment on the same platform as customer orders.
Data-driven decisions	Spend analysis, supplier performance dashboards and inventory forecasting support planning rather than guesswork.
Reach across languages	English, Hindi and Bengali support broadens the platform's usable audience.

9. Implementation Approach

A practical rollout should move from confirmed requirements to configuration, development, deployment, validation and handover. A suggested delivery framework is:

1. Discover & Confirm	Validate user roles, B2C/B2B/vendor/delivery journeys, catalog structure, pricing rules and approval workflows.
2. Configure & Build	Configure the application environment and develop the agreed modules, interfaces, APIs and role-based access.
3. Data Preparation	Prepare existing product, vendor and customer data for structured migration, including bulk catalog upload.
4. Validate & Test	Conduct functional, access-control, payment, logistics and user-acceptance testing across all four user journeys.
5. Deploy & Enable	Complete deployment, payment gateway and logistics API connections, and onboard initial vendors and delivery partners.
6. Operate & Improve	Use AMC/support processes to address operational needs and identify future enhancements.

10. Guiding Principles for the Solution

Client Value — Deliver practical capabilities that improve buying experience, operational efficiency and revenue growth.

Expertise — Combine commerce and technology expertise to build a solution fit for both consumer and business buyers.

Innovation — Use digital technology and automation to simplify ordering, fulfilment and vendor management.

Collaboration — Work closely with business, commercial, technology and delivery stakeholders to achieve successful adoption.

11. Future Evolution Opportunities

The proposal establishes a foundation for unified B2C, B2B, vendor and delivery operations. Future enhancements can be evaluated based on business priorities and operational experience. Potential areas include AI-driven product recommendations and search, deeper ERP/CRM/accounting integrations, advanced fraud and credit-risk scoring for B2B credit terms, expanded marketplace and multi-vendor capabilities, and additional regional languages. These are not included in the proposed scope and would require separate requirements and estimation.

12. Conclusion

The proposed CTECH B2B & B2C Commerce Platform is positioned as a single application spanning consumer commerce, business ordering, vendor management and delivery operations. By combining role-based access, catalog and order management, flexible pricing and payments, logistics tracking, analytics and key system integrations, the solution can give each audience — consumers, business buyers, vendors and delivery partners — a purpose-built experience on one connected platform.



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This white paper has been prepared from the scope described in the supplied proposal. It is intended as a business/solution overview and does not supersede the proposal, contractual terms, or detailed requirements specification.