

#HINDUSTANHAMARA



TIPS ON BUILDING

CONSUMER PLATFORMS

1.

Offer Phenomenal Customer Experience

Whenever you are building a customer-facing business, your core focus must be on offering a great customer experience. Curtail scale and scope until you've hit that initial product-market-fit and look to perfect your core service offering.

2.

Take Care of Your Stakeholders

The people who are delivering your core service must be looked after. Happy service professionals lead to happy customers.

3.

Scaling Globally

Focus on solving for your domestic market deeply before thinking about going global, unless your core business is primarily targeting a global market. Have a clear rationale for going global. Don't do it just to please your investors.

4.

Focus On User Experience

If you're thinking about starting up, your primary motivation must be to build great products and an unforgettable user experience.

Everything else will follow.



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