

Caroyal: Revolutionizing B2B E-Commerce with Sharing Economy Principles and Blockchain Transparency for Sustainable Global Trade

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Caroyal is a modern B2B e-commerce platform founded on the principles of a sharing economy. On our website, communities of buyers collaborate to share the costs of owning products. Similarly, communities of sellers pull resources together to fulfill economic order quantities. The aim is to reduce product costs and to increase food security through market accessibility for producers and distributors. Our groupage model enables users to import or export parts of containerized products. This solution is adapted to the financial capacity of small distributors and producers in developing regions, where we hope to gradually remove unnecessary intermediaries in the critical supply chains.

Tomorrow's buyers will consider how and where raw materials are sourced. Driven by this reality, Caroyal will expand to incorporate the trading of commodities, especially those sourced from remote locations in developing regions. We will build a strong network of sustainability-driven buyers, who will offer better deals to the sellers. Hence we are exploring the potential of blockchain technology for improved transparency, and for decentralized tracing of the commodities to be traded on our platform.