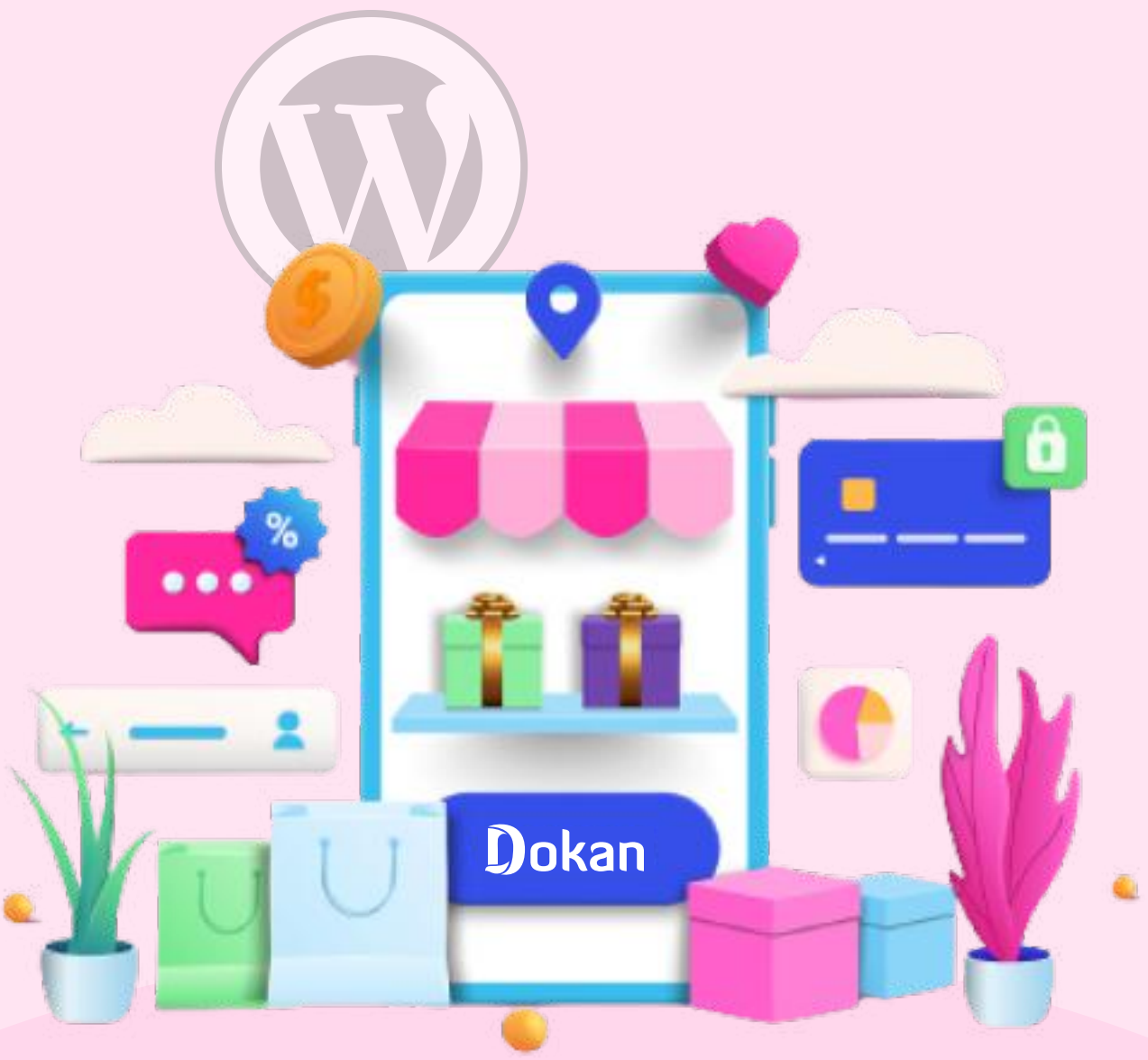
Dokan

Dream, Build, Succeed

5 Inspiring eCommerce Marketplace Journeys with WordPress & Dokan Multivendor



Discover the stories of 5 entrepreneurs who have transformed their visions into profitable online marketplaces. Learn how to make your dream a reality!

by Content Marketing Team, weDevs Ltd.

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If you're an aspiring entrepreneur with dreams of creating your very own online multivendor marketplace, you're in the right place. In this eBook, we're about to embark on a journey through the inspiring stories of five individuals who turned their dreams into reality.

Starting an online multivendor marketplace may seem like a daunting task, but the stories you're about to read will show you that it's not only possible but also incredibly rewarding. These entrepreneurs, just like you, faced challenges, setbacks, and uncertainties, but their determination and innovative thinking paved the way for their success.

In the pages that follow, you'll meet individuals who saw opportunities where others saw obstacles. They took a leap of faith, learned from their experiences, and created thriving online platforms that connect buyers and sellers from around the world.

So, join us on this exciting journey as we explore the paths taken by these visionary entrepreneurs. By the end, you'll not only be inspired but also equipped with the knowledge and confidence you need to take the next step toward your own multivendor marketplace success.

Let's get started!

At a Glance

5 Successful Entrepreneur Stories

JodyShop

2016

Directory

USA

JodyShop
Shop The Latest Fashion Online

Forstep Style

2017

Fashion

UK

FORSTEP STYLE

JOSHi

2018

Health

Austria

JOSHi

BidCurios

2020

Memorabile

India

BidCurios

SaunaShare

2021

Sauna Booking

USA

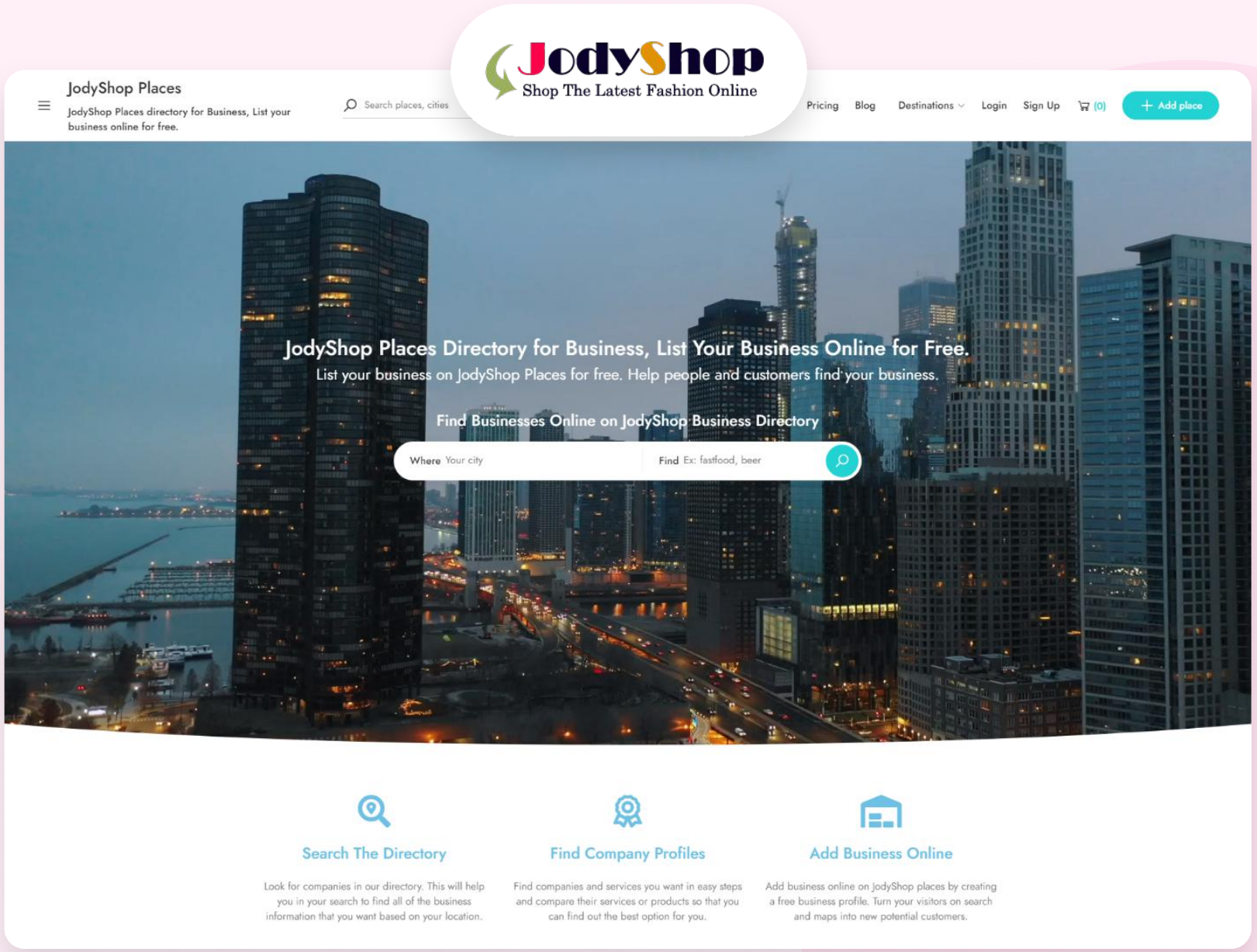
SAUNA SHARE

Success Story 01

JodyShop

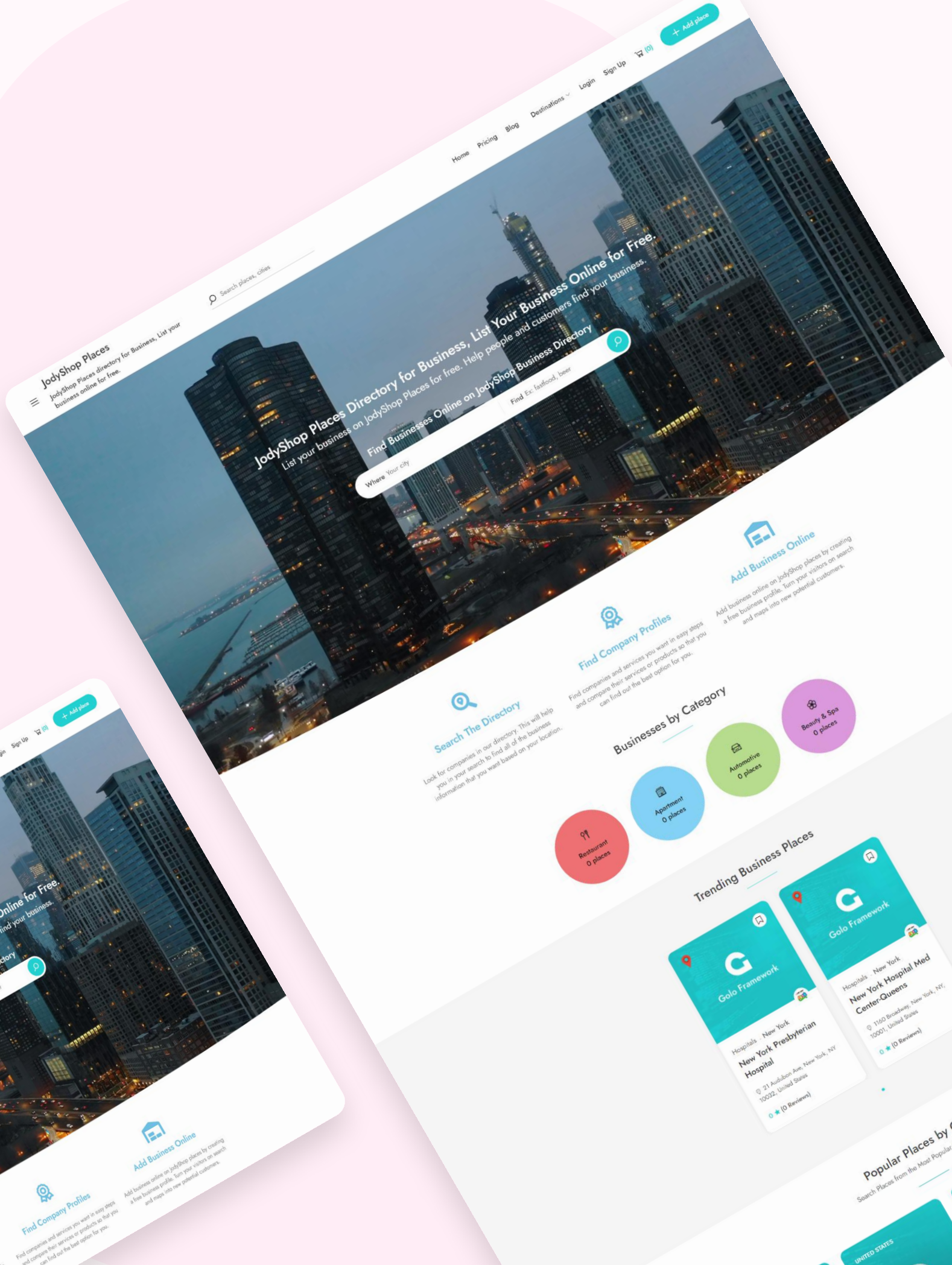
An Incredible eCommerce Success Story of a Fashion House Marketplace

USA | Started: 2016



JodyShop is a free online platform designed for businesses to list themselves in a directory. By listing their business on JodyShop, businesses can enhance their visibility and assist potential customers in discovering their offerings.

This platform serves as a means for businesses to effectively connect with people seeking their products or services, ultimately facilitating improved online presence and customer engagement.



Background Story of JodyShop Marketplace

JodyShop started its journey with very limited features and products in September 2016.

As an Associate of Amazon, Jodyshop earns from qualifying purchases. It is a participant in the Amazon Services LLC Associates Program, an affiliate advertising program designed to provide a means for sites to earn advertising fees by promoting and connecting it to amazon.com.

The products available in it back then were mostly from the Amazon associate program. Over time, slowly the website started to get noticed by vendors and customers mostly from the US and UK regions.

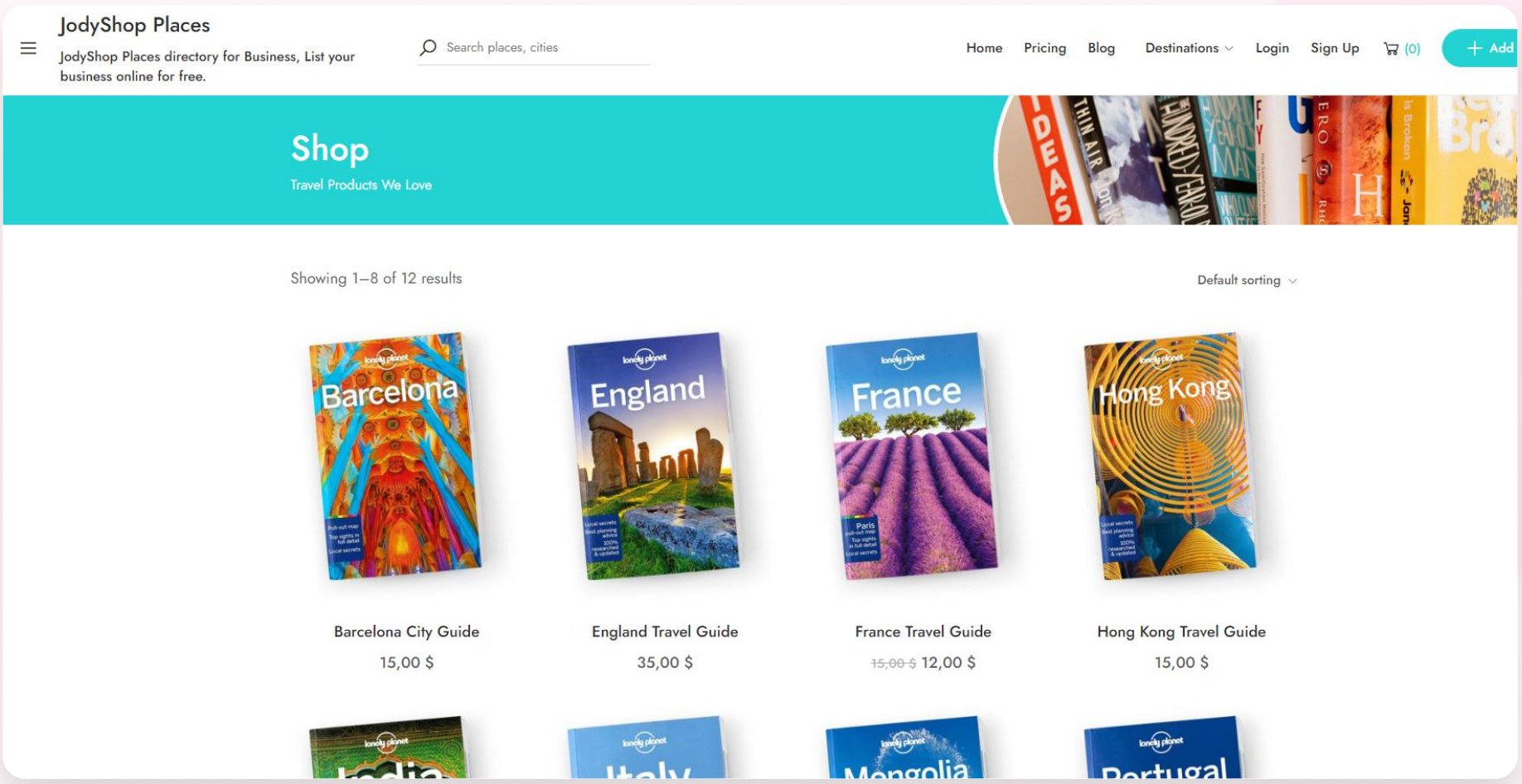
And soon after, more people started to visit the website from all over the world. This is when the owner of the site realized that JodyShop.com business needs to be expanded. So the founder of JodyShop, Waleed Barakat decided to expand the business in a way by which vendors and retailers are able to easily sell products from his site.

That’s how JodyShop marketplace was born.

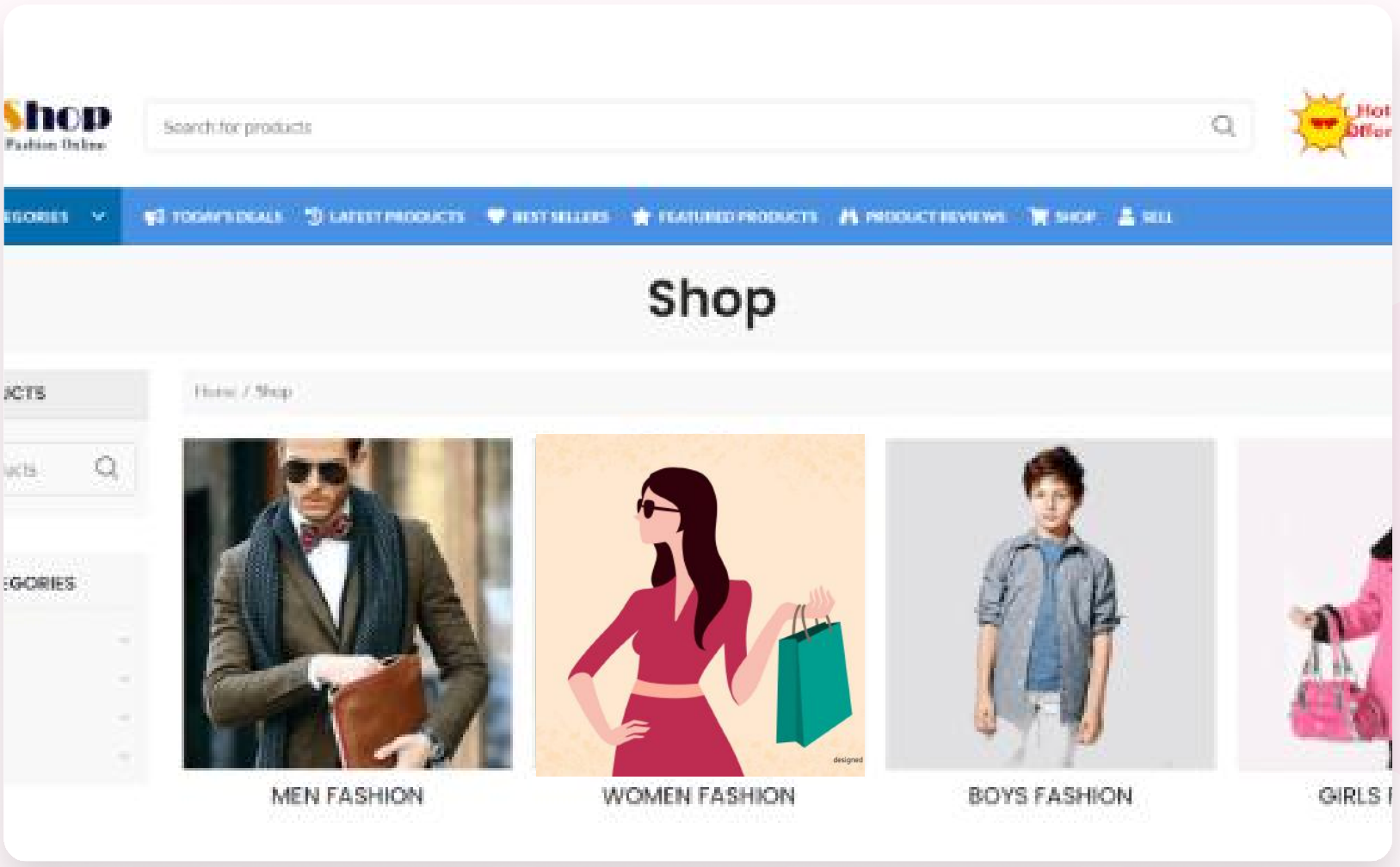


JodyShop Marketplace at a Glance

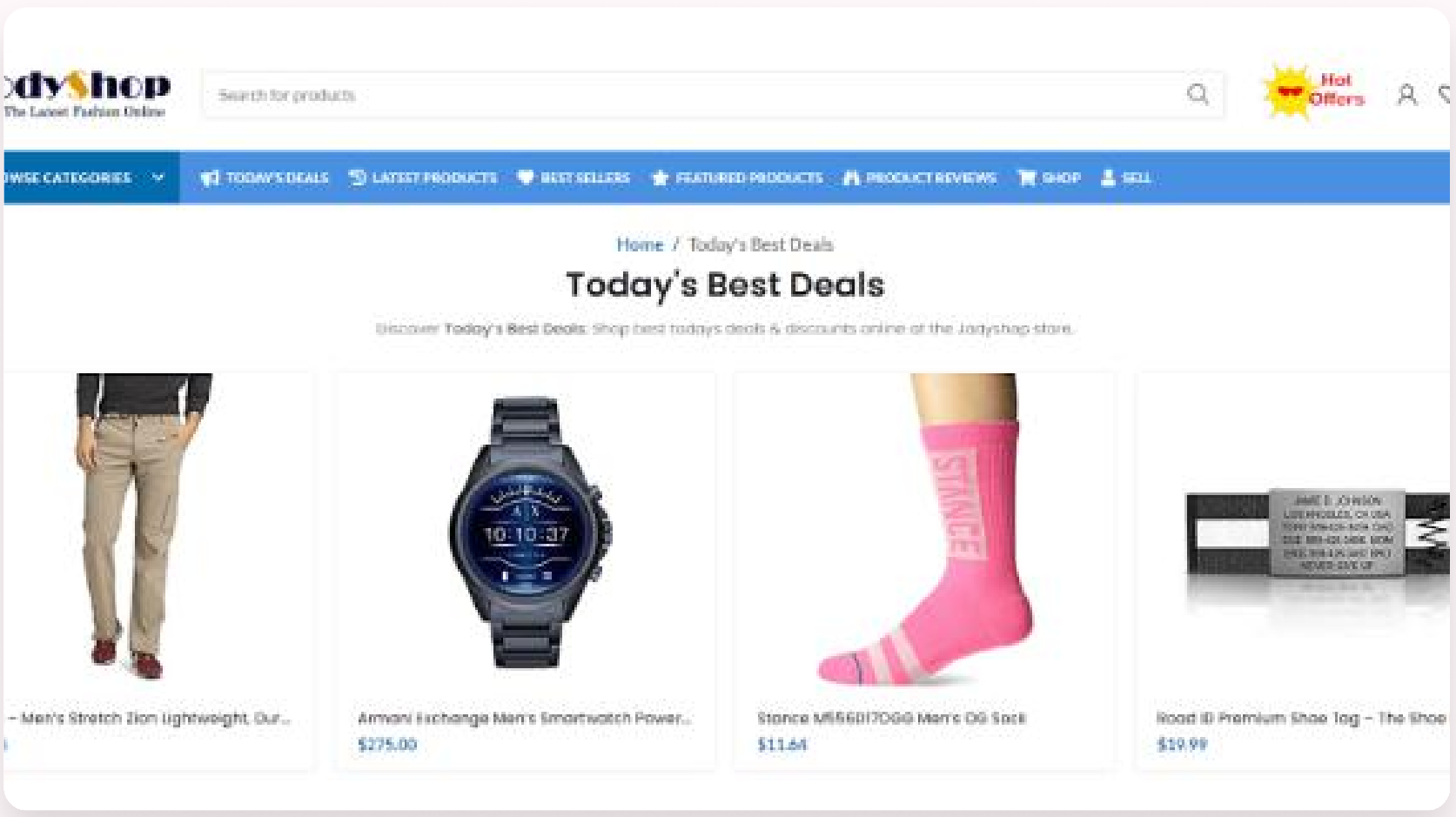
Jody is currently one of the largest shopping marketplaces in the US & UK. The marketplace consists of a number of popular categories where all the latest collections from the world's popular brands like Nike, Puma, Tommy Hilfiger, Adidas, etc. are featured. Here is a quick overview of the complete marketplace below.



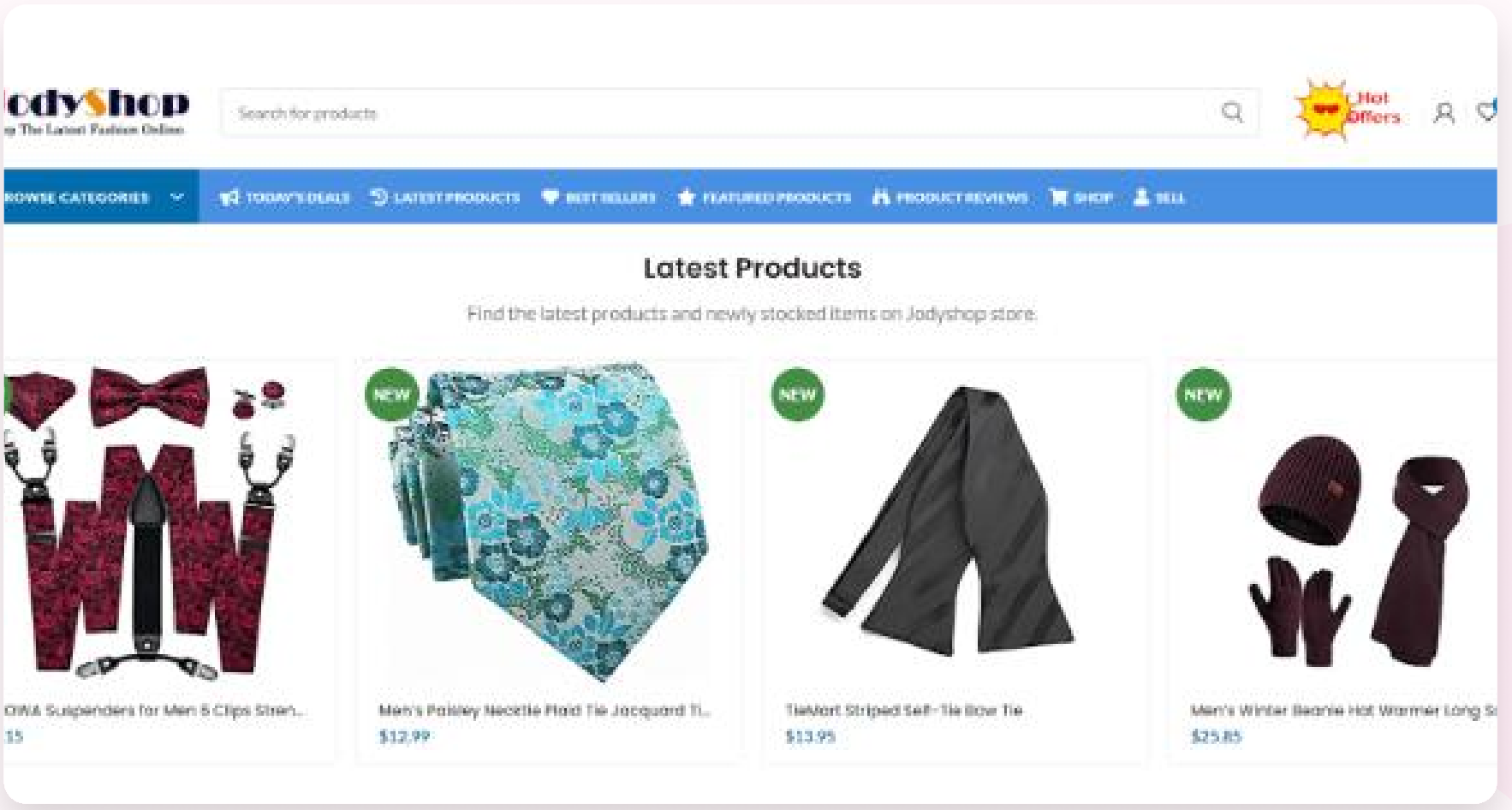
Discover the beauty of shopping from the comfort of your home. Get your most desired items using the most user-friendly and revolutionary lifestyle marketplace



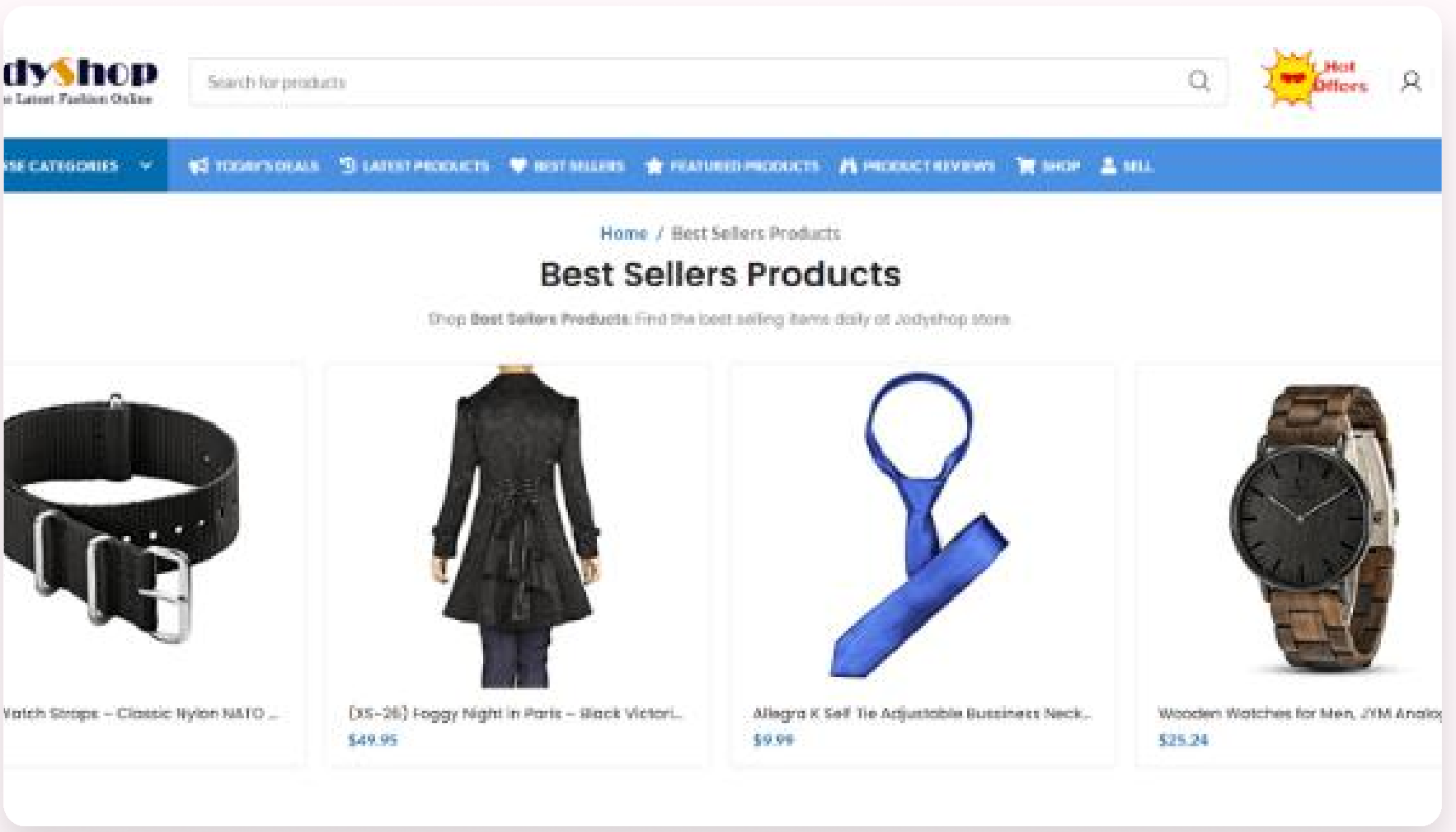
Cart your favorite & all the latest products with just a few clicks. The Jodyshop marketplace is known to be the most suitable and affordable marketplace for all.



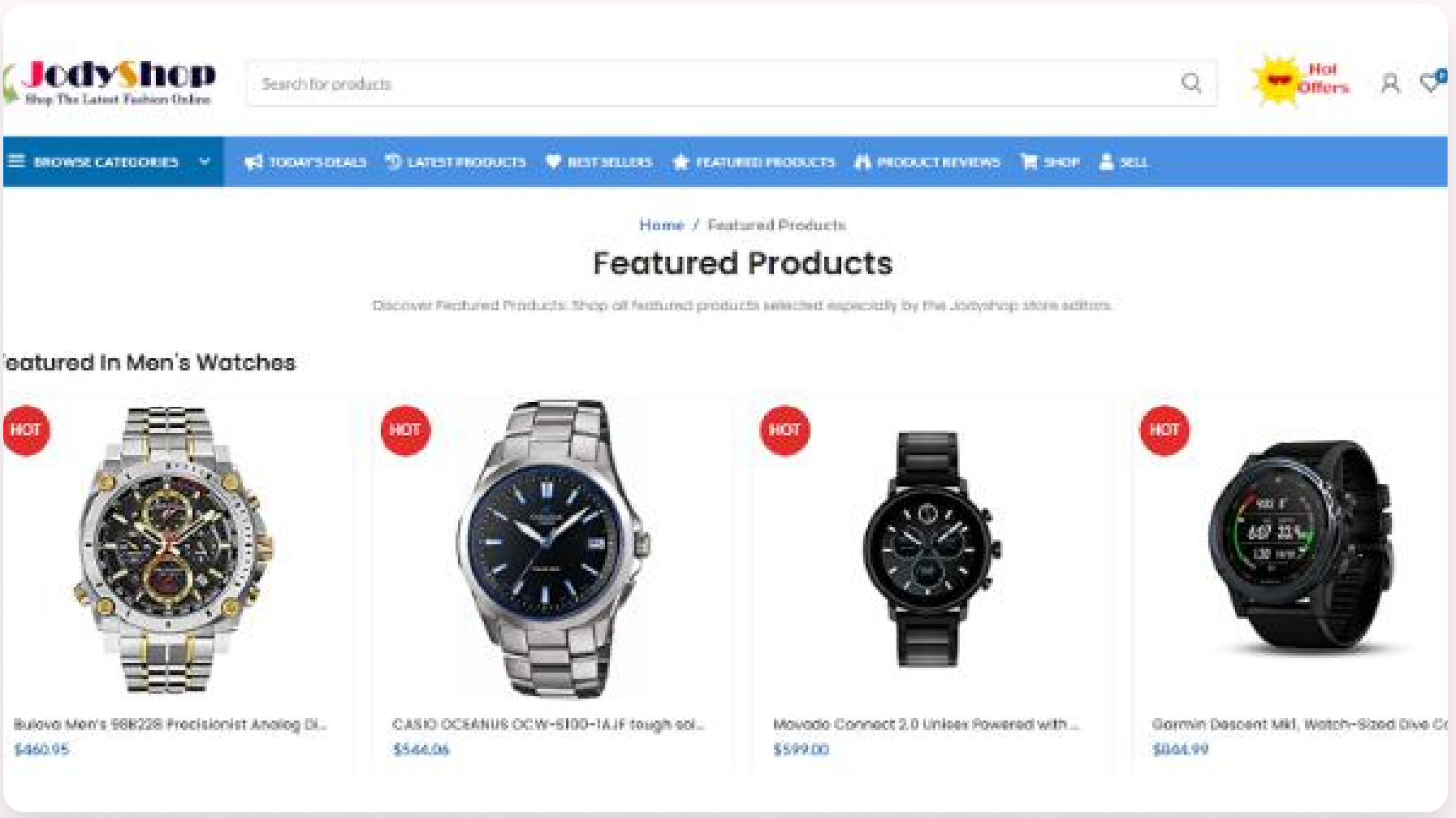
Get regular updates on the discounted products in the “Today's Best Deal” tab and order to save a fortune on your online shopping from the convenience of your home.



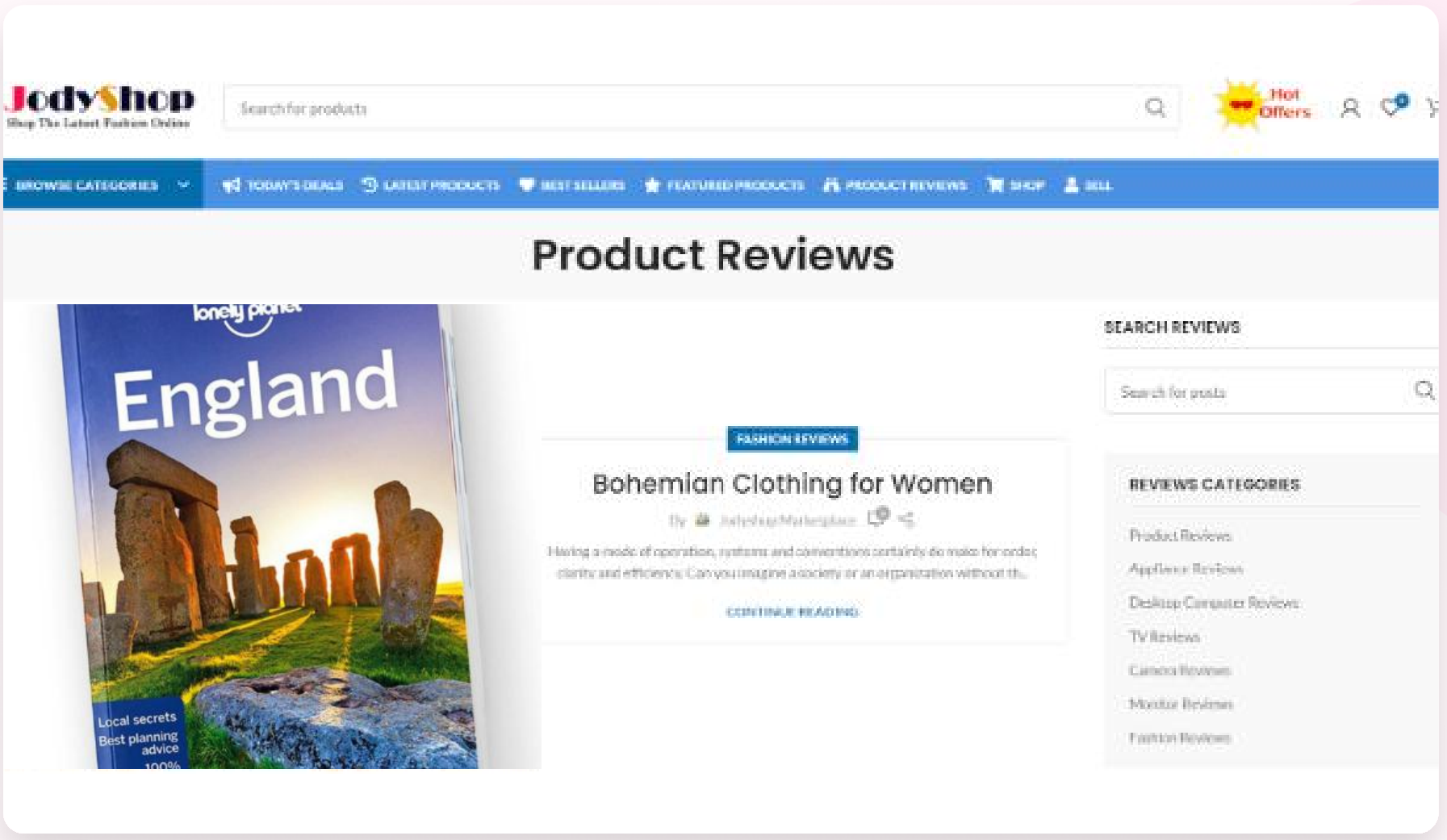
New items are updated regularly so explore Jodyshop to stay updated with all the trendy & fashionable products and become a trendsetter.



Get all the best selling items in the ‘Best Sellers” tab and enjoy shopping to your fullest potential with the highest quality of product offered in Jodyshop.



The number of unique products is compiled together in the ‘Featured' tab. This makes your shopping enjoyable and fun-filled.



From the ‘Reviews' section, you can read all the customer reviews. It helps visitors to buy the hot-selling & popular products offered by at least hundreds of the top brands of the world.

Why Did Mr. Waleed Barakat Choose Dokan Solution to Launch the Marketplace?

Mr. Waleed was looking for an easy solution that comes with no complex feature. Also, he was expecting a solution that allows him to manage vendors with ease. That is why he chose Dokan over other multivendor marketplace solutions.

According to him,

“I have more than 30+ registered vendors from around the world and they are all happy and satisfied with Dokan solutions.”

The CEO and Founder of Jodyshop also mentioned that turning his store into a complete multivendor marketplace has been quite profitable. And that Dokan has simply given him everything that he was actually looking for. It provided his store with basic marketplace features as well as advanced & powerful ones.



Mr. Waleed Barakat’s Feedback on Dokan

“I think Dokan multivendor solutions is great, it's very easy to use & provides powerful tools.”

There you have it, the words from the mouth of a successful fashion and lifestyle marketplace owner said it all. Trust and reliability is the main thing that a marketplace owner looks for in solutions like this. And with Dokan, he got everything that was expected and asked for his eCommerce business expansion.

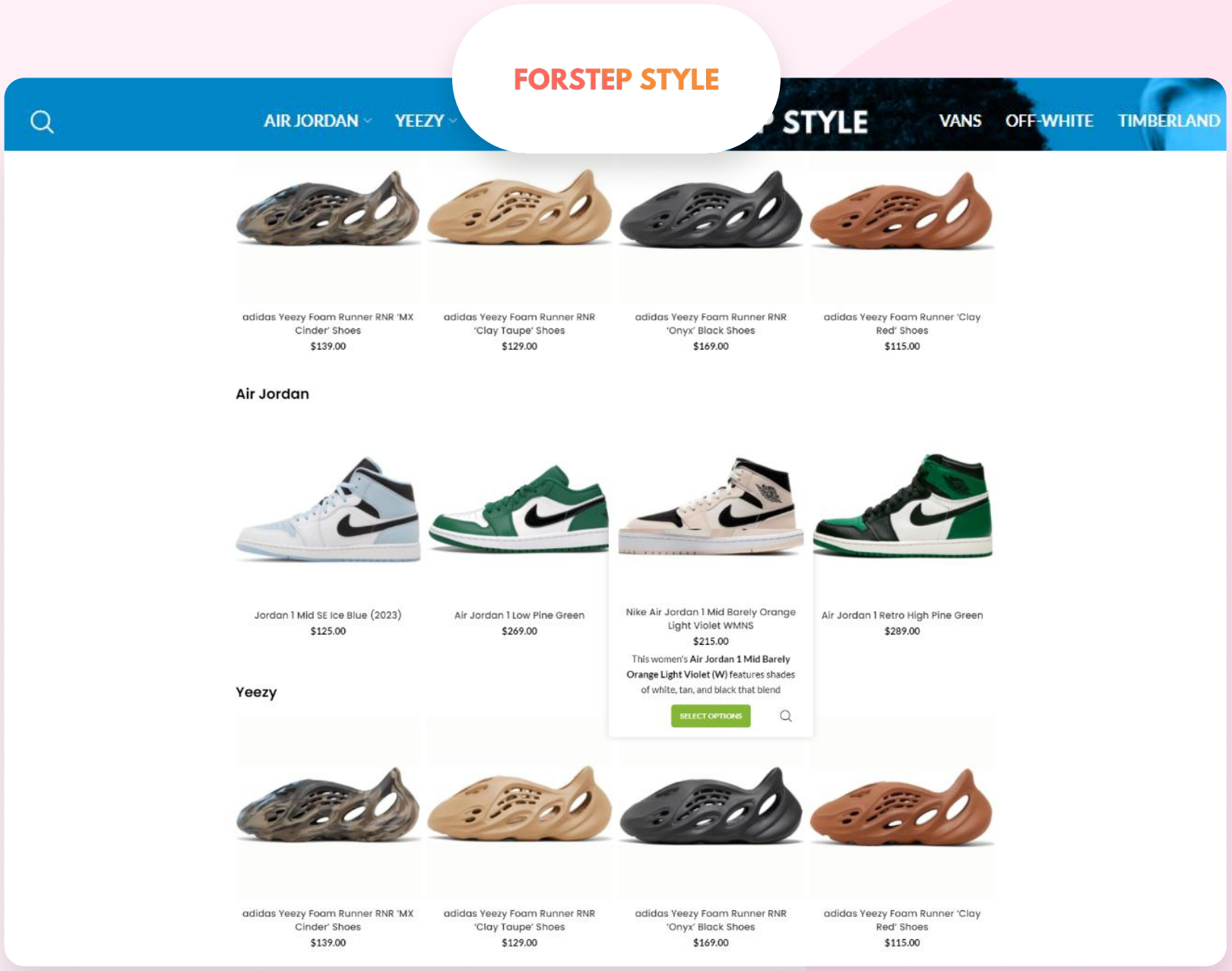


Success Story 02

Forstep Style

How Sara Mehandzieva & Igor Dimitrov Built “Forstep Style” Using Dokan

UK | Started: 2017

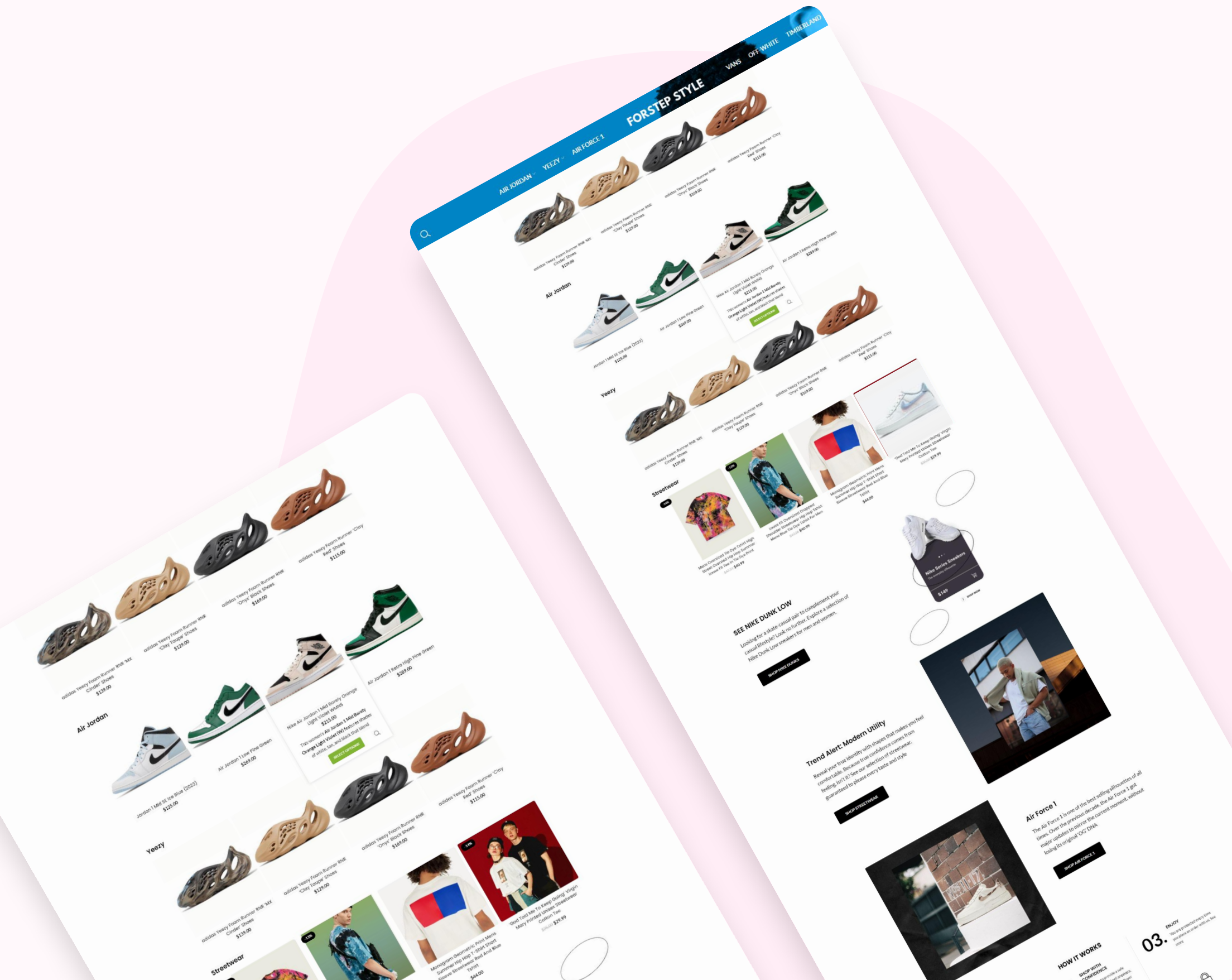


Unlike some of the most popular eCommerce platforms out there like Amazon, Alibaba, etc., Forstep Style's primary goal for the future is not to sell everything.

According to the words of Sara,

Unlike other multivendor marketplaces such as Amazon, eBay, Ali Express, or Tictail that sell everything, like furniture, cars & gadgets, we have a core focus on fashion only businesses, aiming to build Forstep Style as the best online shopping mall for all fashion lovers out there.

> We really liked the solution Sara came up with for the eCommerce problems that many people face.



Forstep Style Marketplace at a Glance

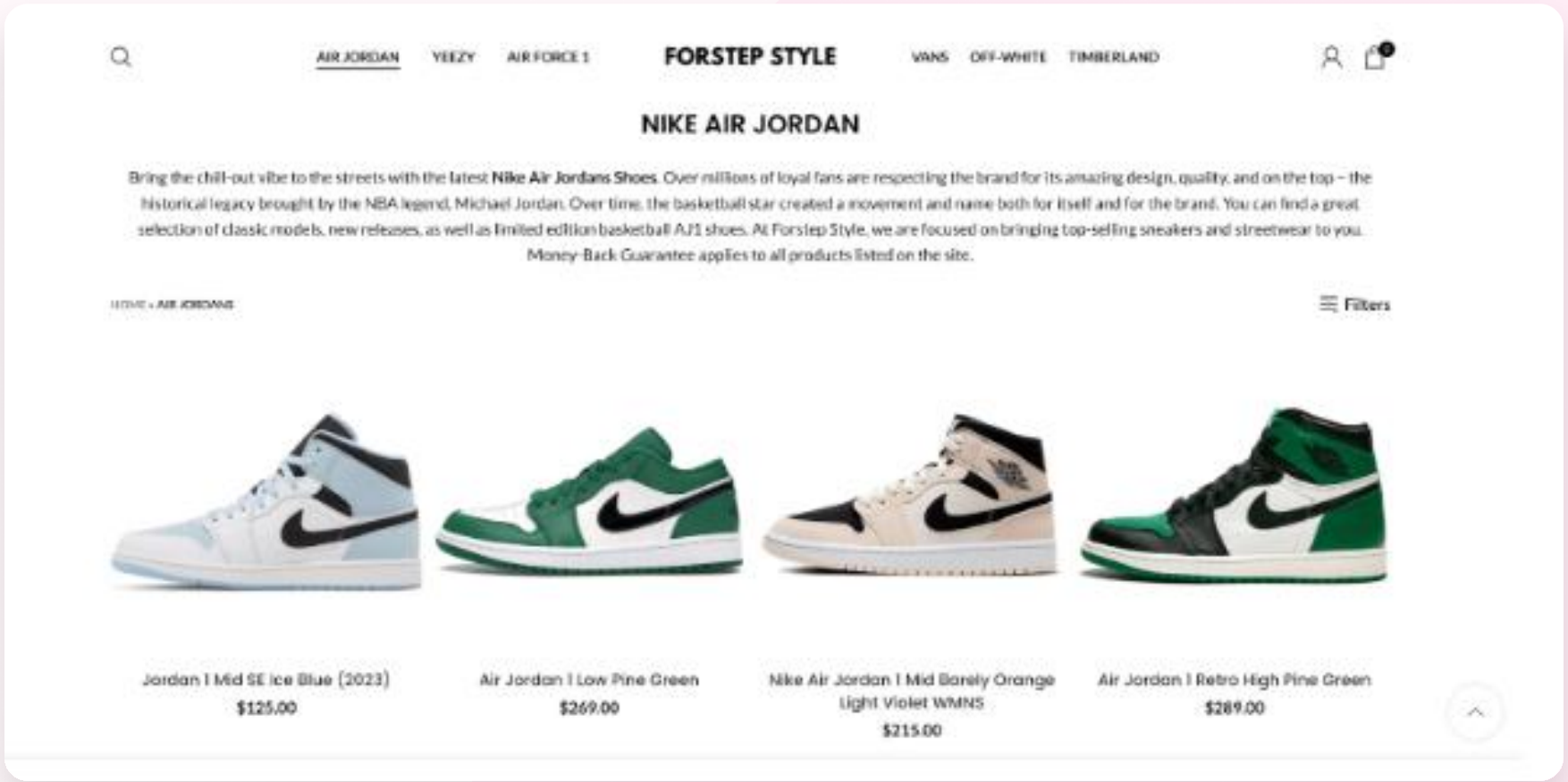
Forstep Style mainly emphasizes the sale of shoes, bags, accessories, cosmetics, jewelry, and clothes that are brand new, unworn, or made to order.

Buyers purchase directly from the seller (the buyers are usually based in Europe or the UK) and the website receives its fee from the transaction that happens between the two parties.

These fees are only 15% of the product price, and that’s it. The vendors don't need to pay anything else because there are no monthly listing and subscription fees.



Someone who is looking to buy can come to the site and access many different items that are owned & stocked by sellers directly from their own separate store page. Items are organized by specific fashion categories and can be accessed anytime by the customer. There is even a separate search bar for easier product finding.



Why Did Sara Choose Dokan to Launch the Marketplace?

“Of course, none of this would be a reality if we haven’t use Dokan marketplace plugin which, in our opinion, is one of the best marketplace tools you can have.”
– Sara, Co-Founder of Forstep Style

When Sara started building their marketplace Forstep Style 1 year ago (in the earliest days of the venture), they saw that Dokan is one of the most popular WordPress-friendly plugins in the multivendor eCommerce business community.

Whether you’re running an online marketplace like Upwork or online fashion marketplace like ours, Dokan is a powerful tool that can help you make your marketplace rich with functionalities, yet simple and easy to manage from vendor perspective.

Which Sara thinks is one of the main factors, that have made them successful in such a short period of time. Gathering many positive reviews from both, sellers and customers combined.



Sara’s Message for Dokan Multivendor Solution

According to Sara,
Dokan is easy to understand and manage which is one of the main factors why they've succeeded in such a short period of time and have gotten so many positive reviews. Sara recalled what was one of their first successful vendors said:

> “I really love the dashboard interface. Simple and nice designed. Also, you have many rich functionalities and they are all at one place. I am very satisfied with your seller technical support center as they helped me out a lot when getting started with selling on Forstep Style.”

Sara strongly recommends to all the entrepreneurs out there who are looking for an easy-to-use solution to launch an online marketplace to use the Dokan plugin.

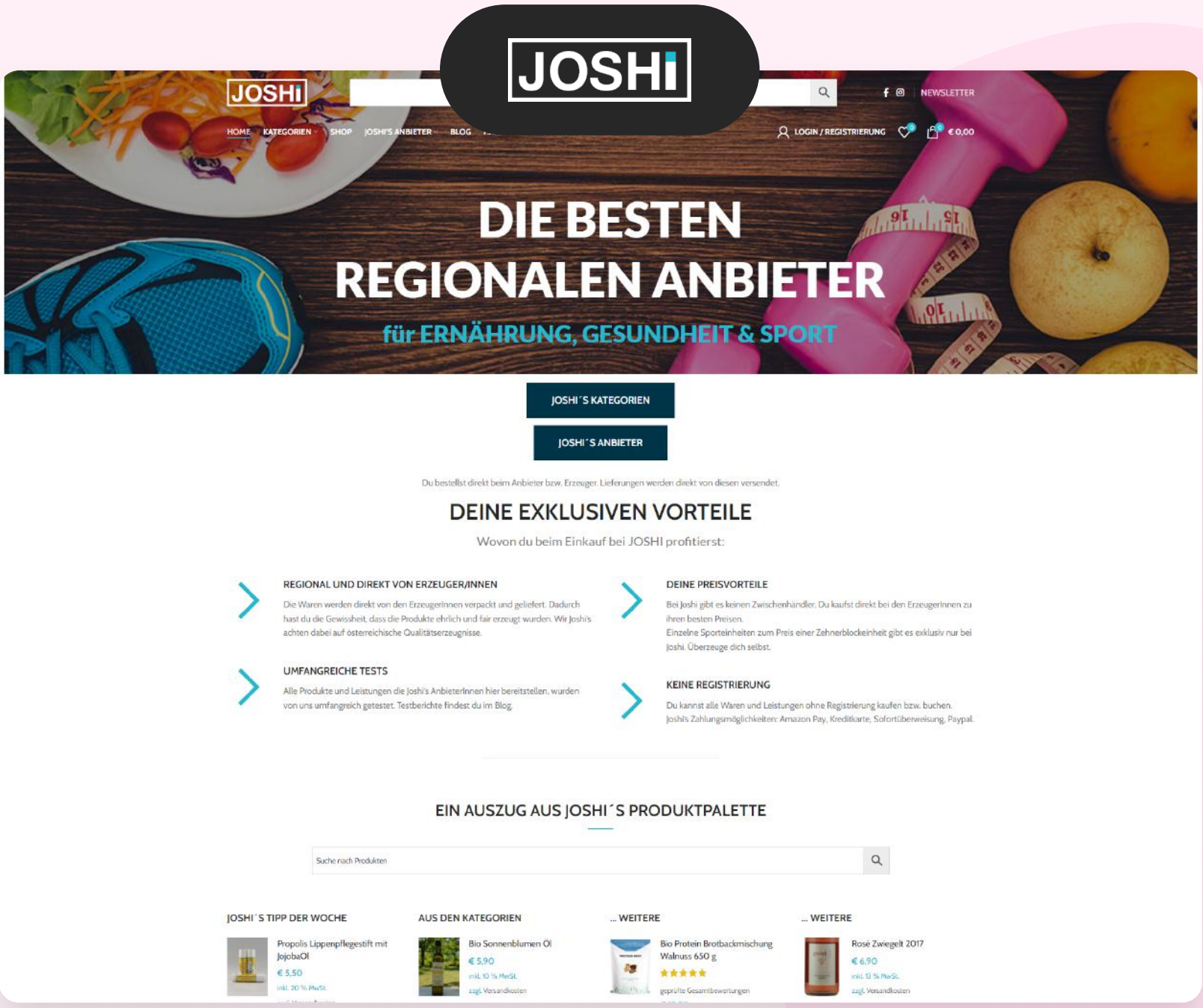


Success Story 03

JOSHi

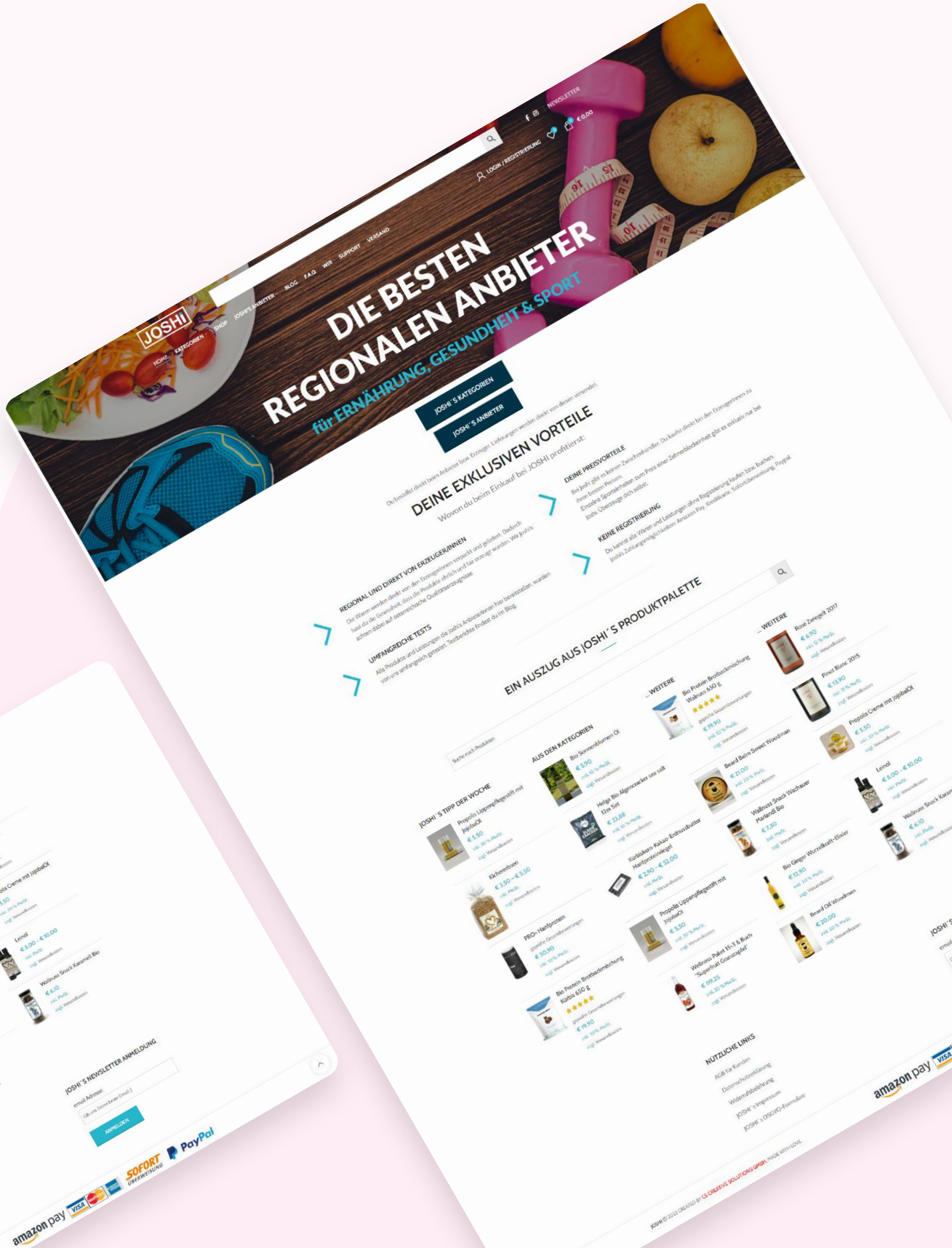
An Untold Success Story of a Healthcare Marketplace

Austria | Started: 2018



Health is indeed our wealth. But sometimes most of us tend to forget that. In this world of available lucrative junk food joints on every corner of the street, it is indeed difficult for us to stay healthy. But nowadays, a lot of healthcare marketplaces trying its best to encourage people to stay fit and healthy in life.

One such health, nutrition, and the sports-based marketplace is JOSHi.at which has made quite a mark in the area of promoting quality health and nutritious items to clients.



Background Story of the Joshi Marketplace

Team JOSHi believes

Nutrition, health and sports are the themes of the game because they affect each and every one of us personally and have a huge impact on our lives.

Like in every successful business, it requires a hardworking and dedicated team to help it progress. JOSHi Marketplace for health, nutrition & sports has an enthusiastic team in the form of Bernd Payer, Elisabeth Katzensteiner & David Autumn, who are currently managing the marketplace to take it to its success.

Basically, I personally think that marketplaces are the future in the online selling market.

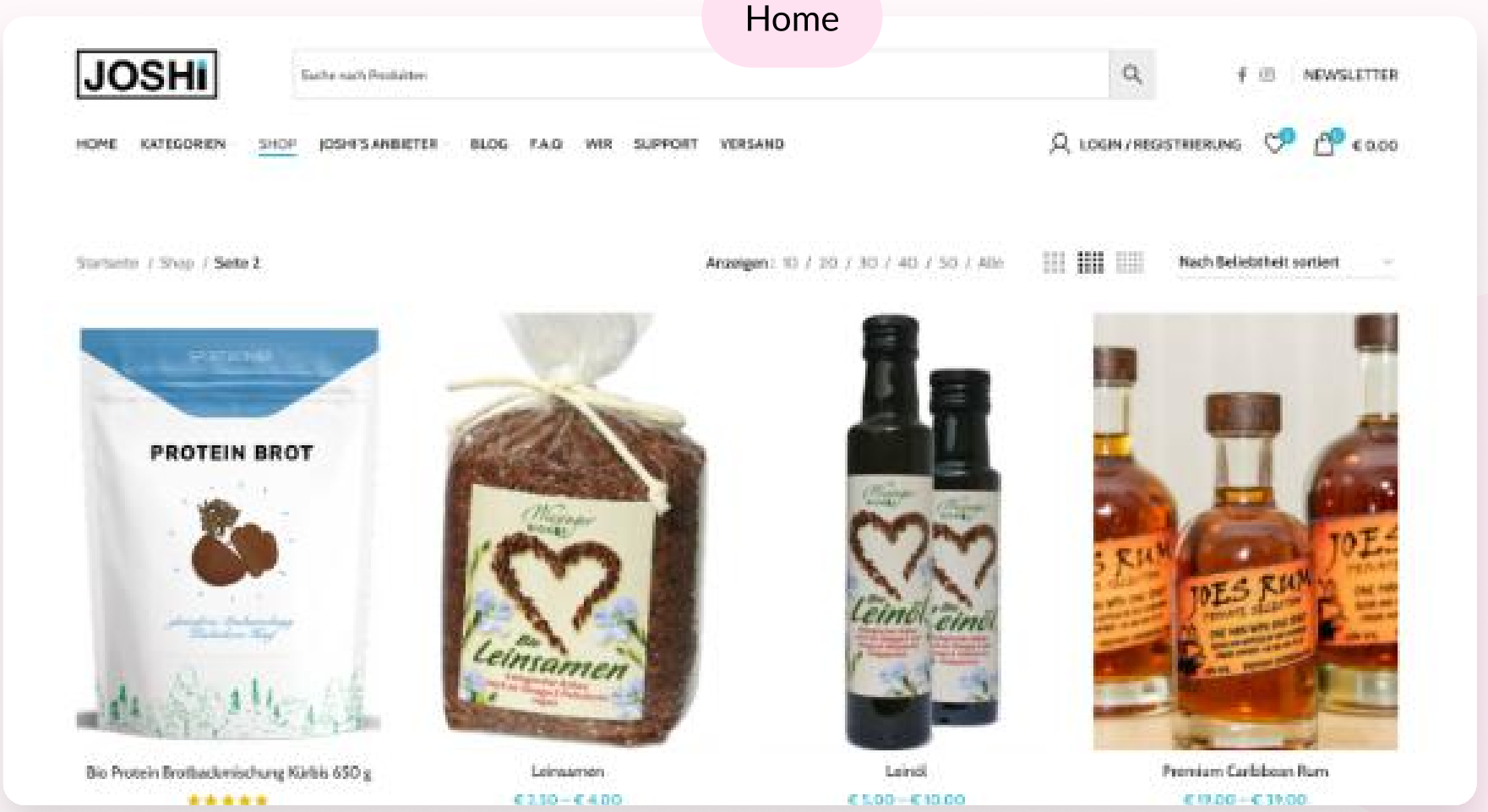
Bernd Payer

The idea of setting up a healthcare marketplace was formed in July of 2017. It started to set up its development team in October 2017 and by May of next year, Joshi.at was all set to be launched online.

> JOSHi marketplace is currently based in Austria and it is providing the web services, the payment process and the marketing for all vendors on the platform (social media, SEO, newspaper, online marketing, etc.) so that the vendors can concentrate on their products and services.

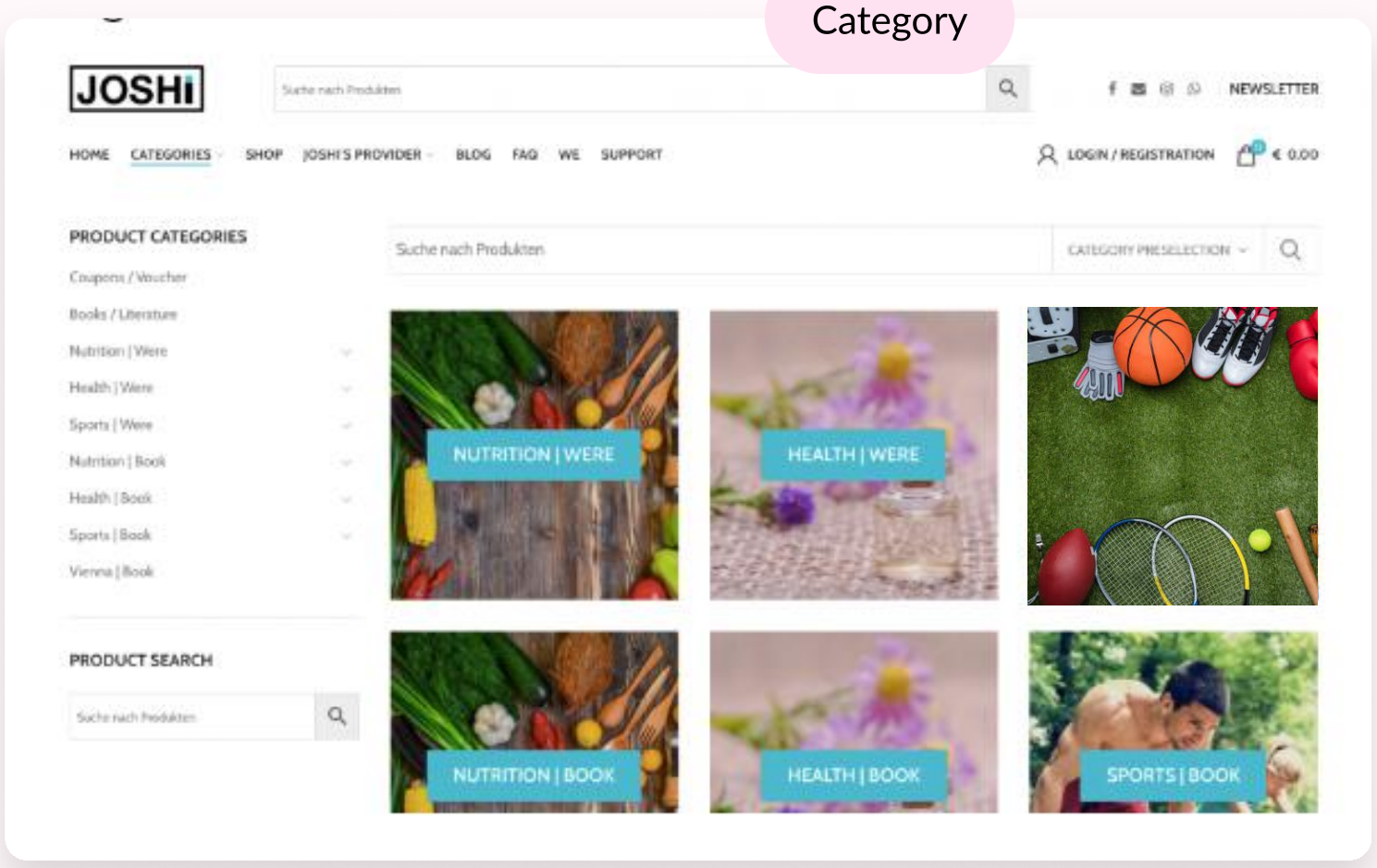
Marketplace at a Glance

Home



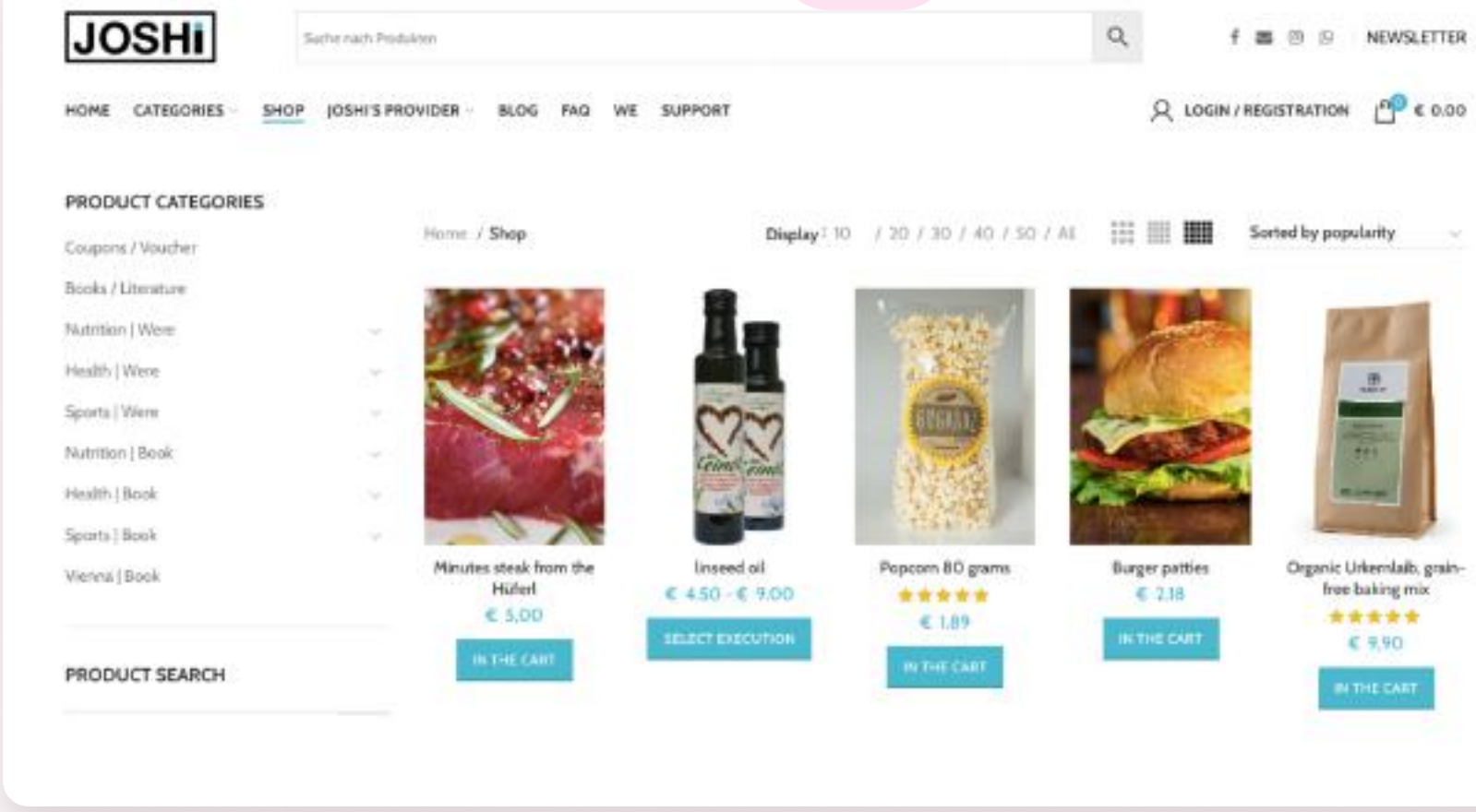
This is the page you get into once your enter JOHSi.at on your browser. The homepage instantly gives you the vibe of a marketplace that is promoting health, nutrition, and sports-related products.

Category



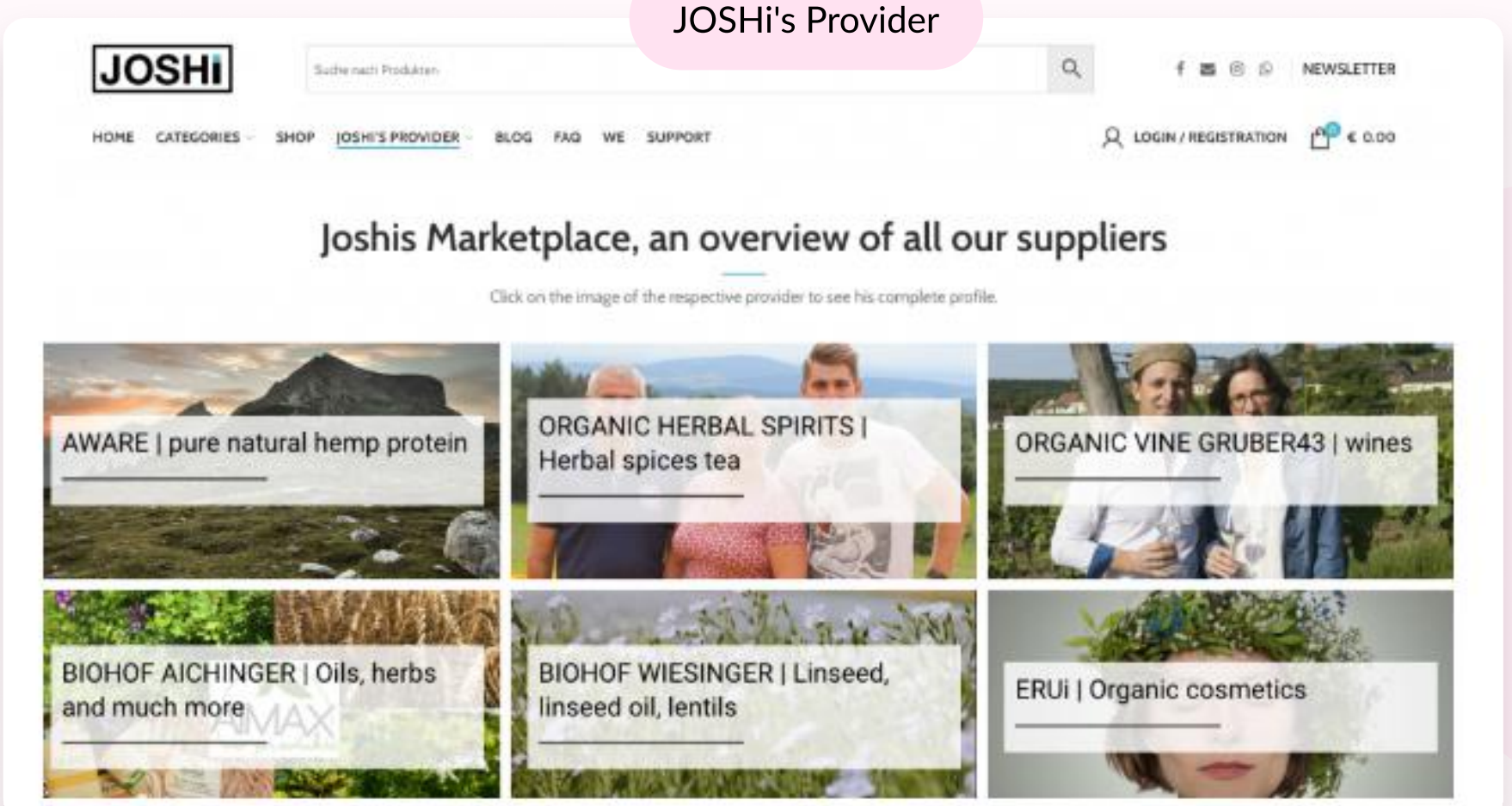
Getting to this menu of the marketplace will provide you with products categorized in several sections for your convenience. You can select various product categories from the left side column, search for your desired products or even filter your search options.

Shop



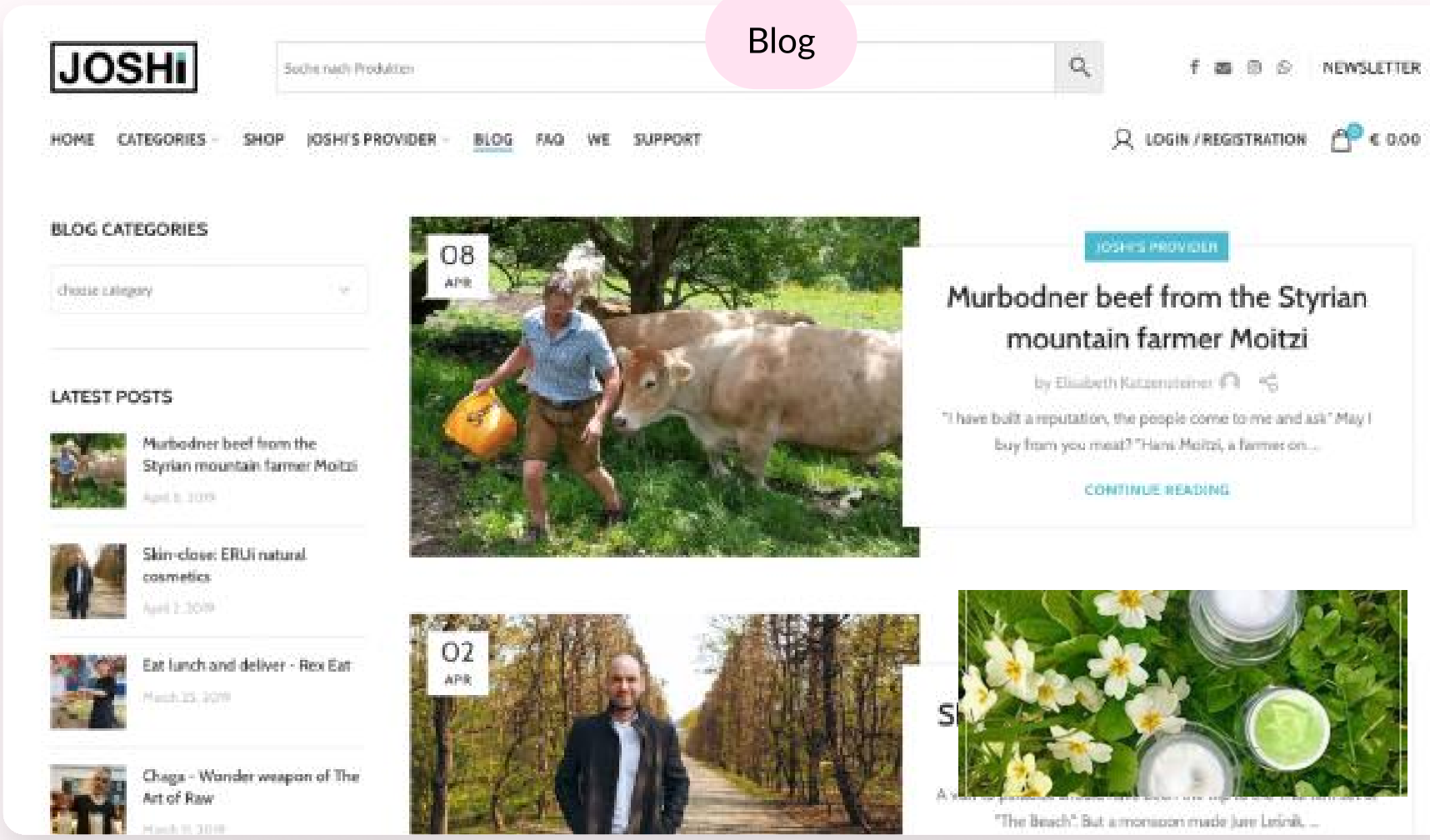
The Shop menu right here enables the visitor to cart any available products on the page. There is a Select Execution option for products with a range of prices. Any potential clients can sort the products on this page. And it can be done based on popularity, average ratings, newest, price low to high and high to low.

JOSHi's Provider



This tab displays all the enlisted suppliers of JOSHi. Any customer can click on individual images to get a complete overview and profile of each respective provider.

Blog



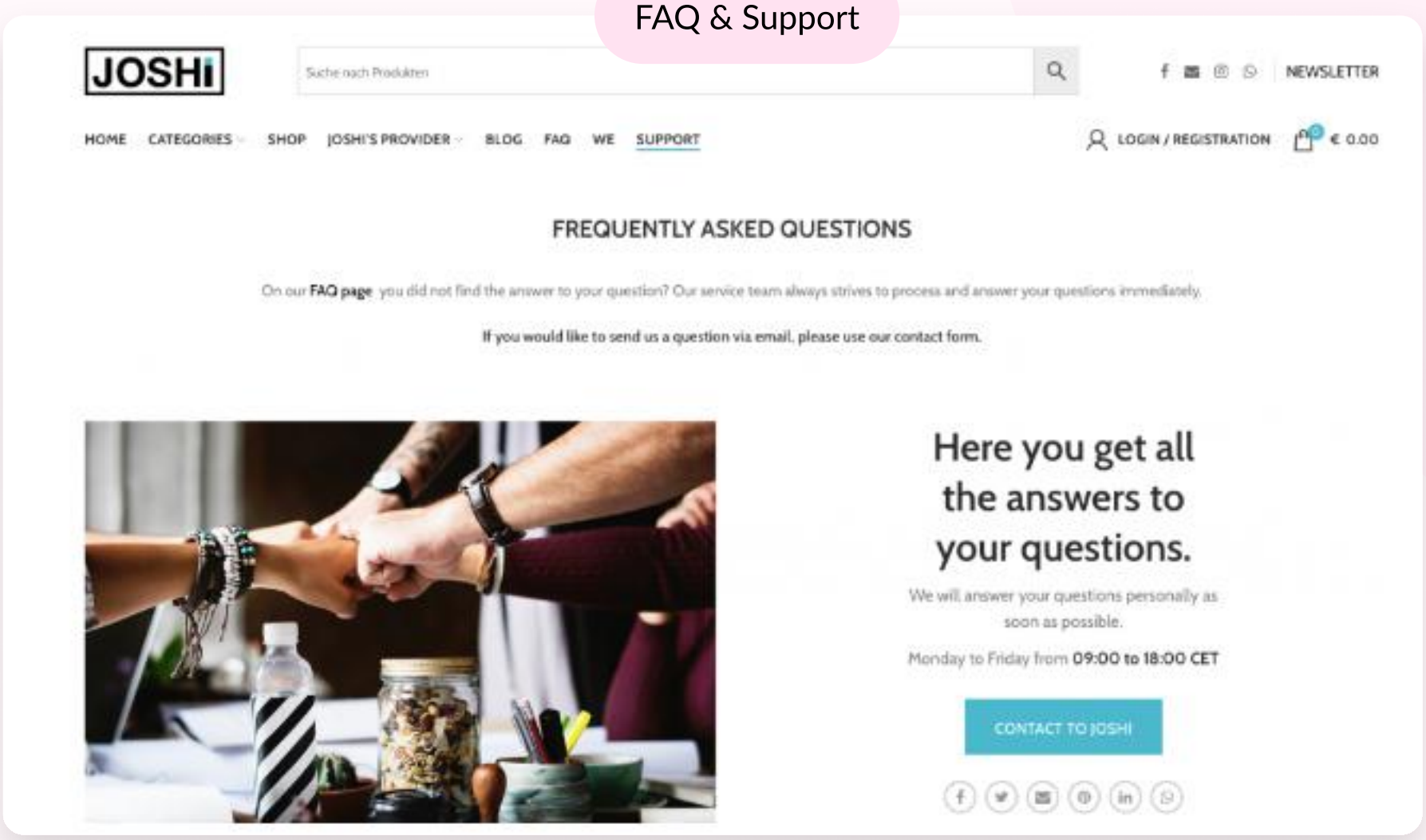
The marketplace also hosts blogs from its reliable suppliers as well as post from other users in this tab. The blogs are categorized into several relevant sections at the top of the page. All the latest posts published on the site are listed on the left side of this page.

WE



The WE tab shares the ideology, concept, vision, and goal of Team JOSHi. It also highlights some useful facts and figures regarding the Austrian population.

FAQ & Support



This is where a visitor of the marketplace gets all their queries answered. Anyone can visit this page and get an answer to all the frequently asked questions. If FAQs aren't enough, people can easily reach Team JOSHi from this page for any kind of queries or information they might need.

What Drove ‘JOSHi' Into Getting Dokan

“I tested a few ones but Dokan was the only one which fits our requirements.”
--- Bernd Payer- JOSHi Founder

JOSHi Founder Bernd Payer was looking for a few weeks to find a fair-priced vendor software for WooCommerce which gives him the highest flexibility and best interface for vendors and admins.

After testing several marketplaces he found only Dokan to be an easy-to-use solution and since he was not a developer, so he needed a solution that helps him to concentrate on his business rather than getting him tangled in complex codes. This is when he realized Dokan is the perfect solution for them to build their WooCommerce based healthcare marketplace.

Marketplaces nowadays are growing faster than ever and Dokan works pretty well with 3rd-party-plugins and other themes that give Team JOSHi huge flexibility.

“Dokan is a solution for us to provide a fully automized shop-in-shop-system with a very helpful commission-calculation and reports to do all financial details with the vendors. ”
--- Bernd Payer- JOSHi Founder

That is why JOSHi is using Dokan for its idea to provide a multivendor platform in nutrition, health and sports.



JOSHI’s Message for Dokan Multivendor Marketplace Plugin

Lastly, leading its way to success with Dokan, Team JOSHi's expectations with it has also reached sky-high. Along with the many praises for Dokan, Team JOSHi also shared its expectations & future recommendation for it.

Being a Europe-based marketplace, JOSHi has to deal with a complicated shipping & tax system. And, since it is not possible to cart different products from different vendors with different taxes, therefore the check-out needs to be done vendor per vendor at the moment. In some cases, this can play as a vital drawback for more such marketplace in Europe that is recommended to be solved soon.

Moreover, along with suggesting some recommendations for Dokan, Team JOSHi was also praised for its friendly and helpful support team. And expected more innovative features to be added in the armory of Dokan in the future updates keeping the standard and quality intact.



Success Story 04

BidCurios

A Marketplace Success Story: The Incredible Journey of Manish Mohan With Dokan Multivendor

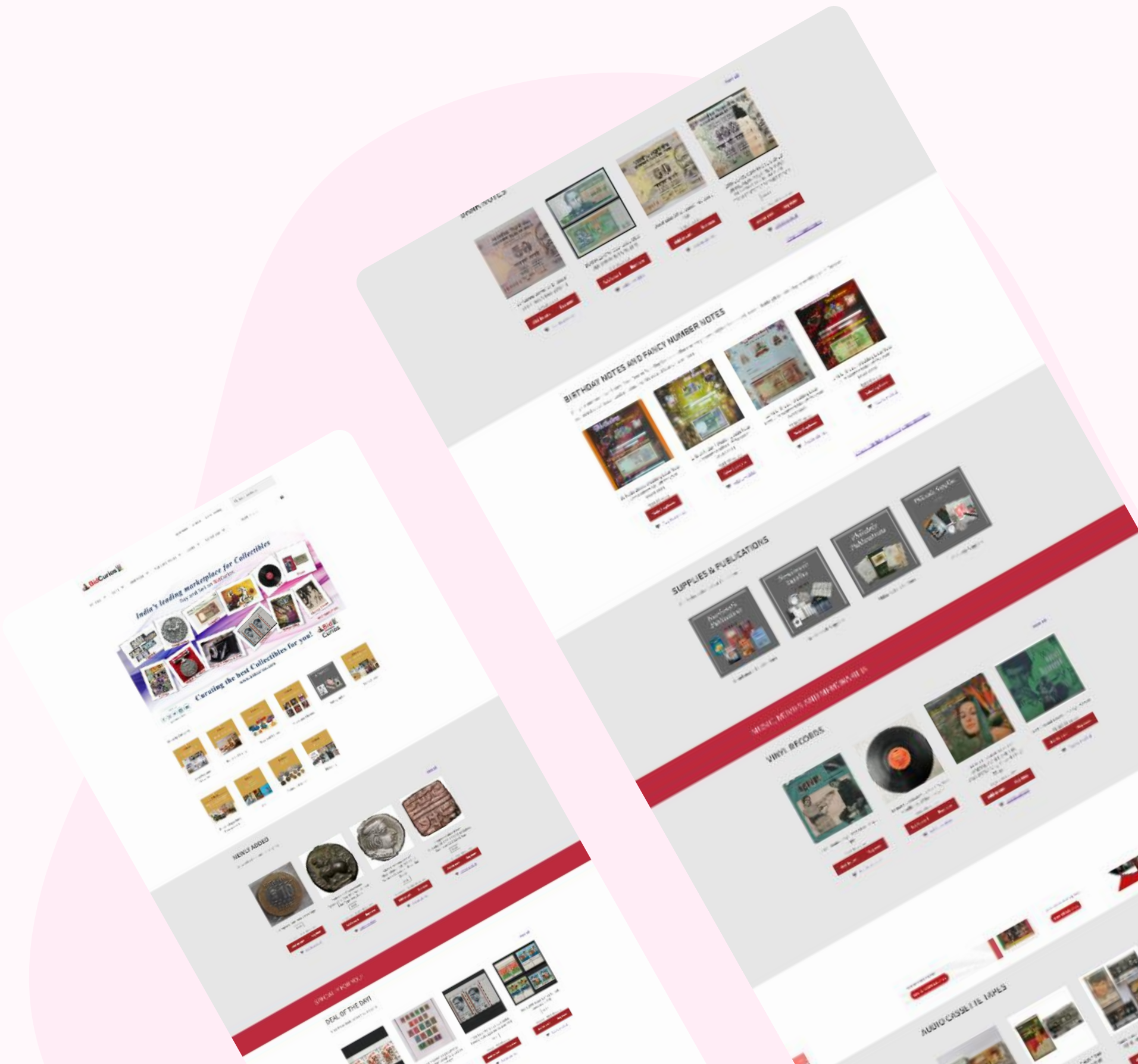
India | Strated: 2020



Many of us have a special feeling for keepsakes and antiques in our hearts. Collecting exotic stamps, vintage books, or a piece of rusted fountain pen and ink-pot can burst our hearts with joy. Yes, some people just love to collect rare things.

Manish Mohan is such a person who calls himself a Philatelist. For many years he has been collecting mail stamps. It's always been his hobby. Though he was working in the corporate world, Manish wanted to do something more, something extraordinary.

Now we are going to explore a marketplace success story of Manish Mohan and his dream venture BidCurios. BidCurios is a multi-vendor marketplace dedicated to collectibles and antiques.



Background Story of BidCurios Marketplace

After many years of corporate experience, Manish thought of taking a break. Start something on his own. It was earlier in 2020 when the Covid-19 pandemic just began.

We've already mentioned that he was a Philatelist. Building a community of like-minded people was his primary idea. Therefore, Manish thought, why not build a place where interested people can easily purchase stamps and sell them to other interested people?

Then, this basic idea expanded. Manish Mohan started dreaming of a marketplace of collectibles. A place where anyone can sell the antique or memorabilia in his/her collection. It could be a signed T-shirt by Amitabh Bachchan, or a vintage gramophone record.

According to Manish, it is hard to buy or sell collectibles in India. It is always hard to find collectibles from a train of different categories in common marketplaces like Amazon or eBay.

Hence, there was a possibility for his multivendor marketplace that would be focusing on his specific niche.

BidCurios Marketplace at a Glance

BidCurios is a multivendor marketplace. It is designed to help collectors to purchase the items like stamps, coins, souvenirs, and vintage collections. If you are a seller of collectibles, you can start your online shop in BidCurios and start selling.

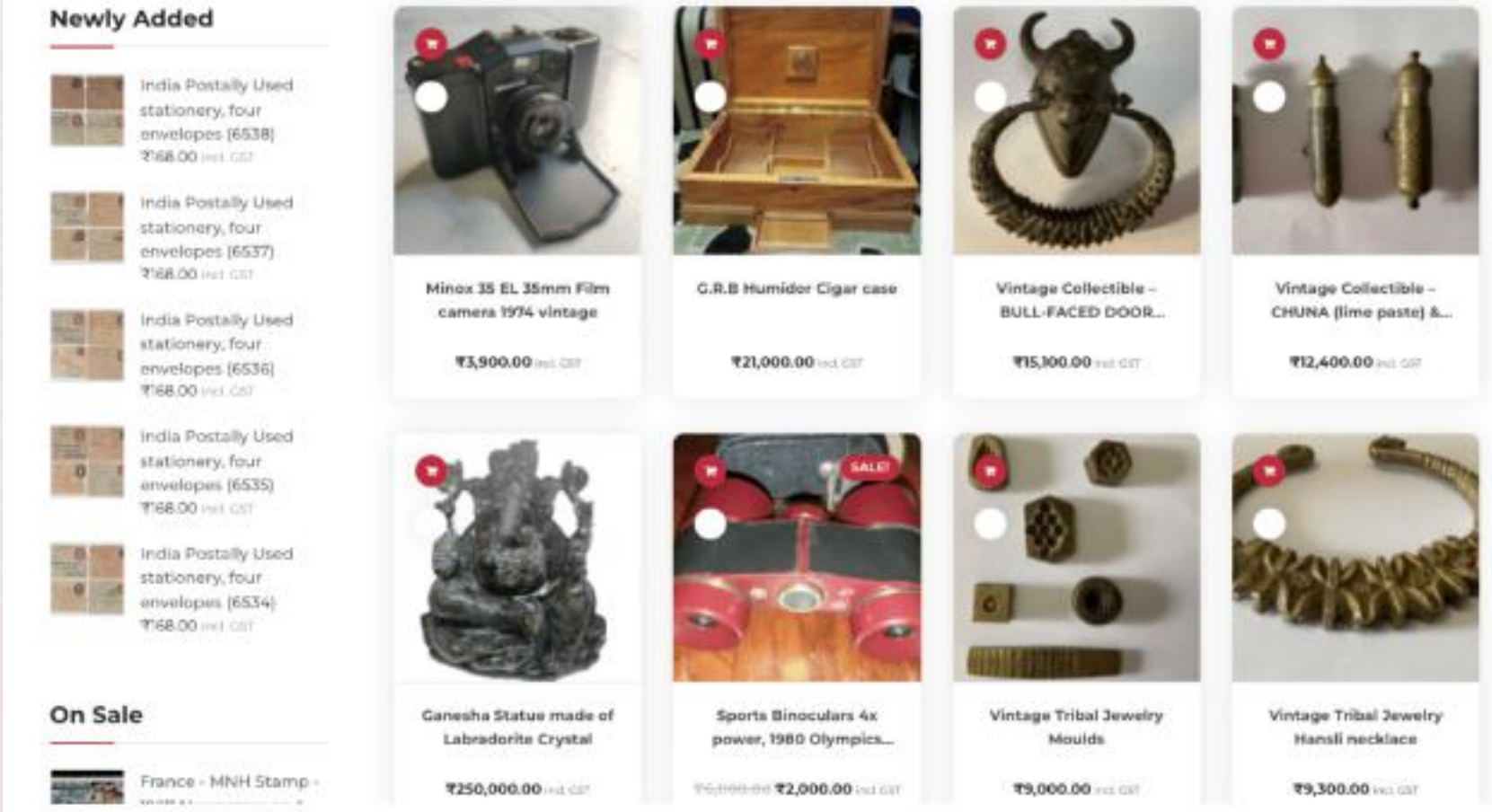
However, BidCurios doesn't buy stamps or coins rather it paved the way for sellers and collectors to do business through the platform. With every transaction, BidCurios only get a commission that should have settled down earlier.



Some of the popular categories of collectibles that you can look for in this marketplace are –

- Philately
- Coins
- Bank Notes
- Art Items
- Antiques
- Memorabilia

For memorabilia, you can purchase unique items like Match Box Labels, Exclusive Bollywood items like signed photographs, classic books or comix, magazine issues, vintage papers, vinyl records, etc.



Why Did **Mr. Manish Mohan** Choose Dokan Solution to Launch the Marketplace?

When asked why he deemed Dokan as the right solution for BidCurios, Manish couldn't point out the particular reason instantly. Then, gradually he revealed that Dokan is comparably feature-rich to other available multi-vendor marketplace builders. Moreover, Dokan is very easy to use.

> Dokan seemed to fit and have all the ingredients that I was looking for.
>
> **--- Manish Mohan, BidCurios**

You may wonder whether he evaluates other products similar to Dokan. Yes, Manish did try out a handful, and Dokan was one of them. At first, he started with the free version. Then he went for the pro version.



Is Dokan Recommendable to Entrepreneurs?

Absolutely. It's easy to use. There's nothing complicated about it.
--- Manish Mohan, BidCurios

We have asked this question, and Manish didn't hesitate for a moment to answer. He talks highly about Dokan and believes it is highly recommended and helps any aspiring entrepreneurs to start their multi-vendor marketplace.

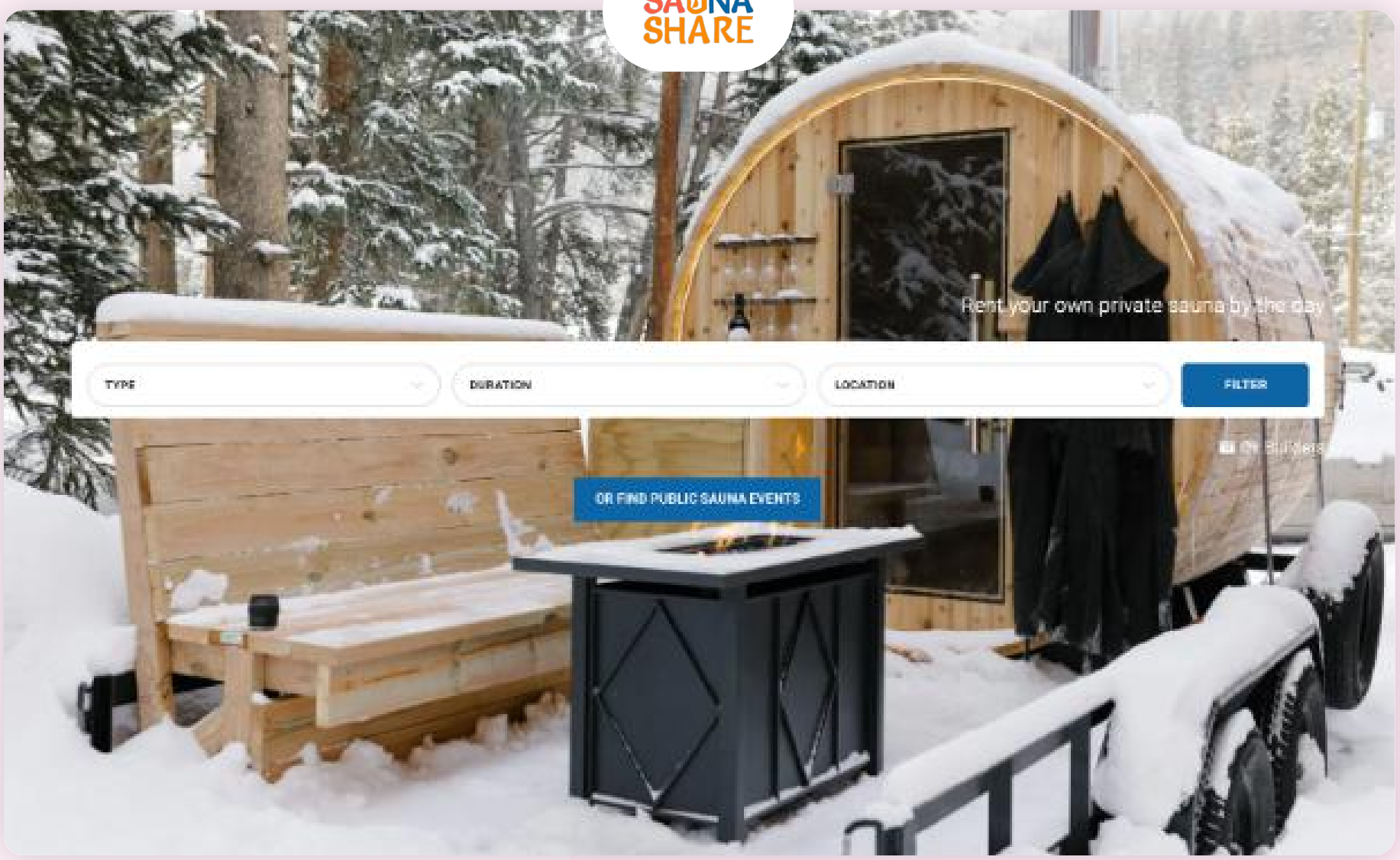


Success Story 05

SaunaShare

An Inspiring Online Marketplace Success Story with WooCommerce and Dokan

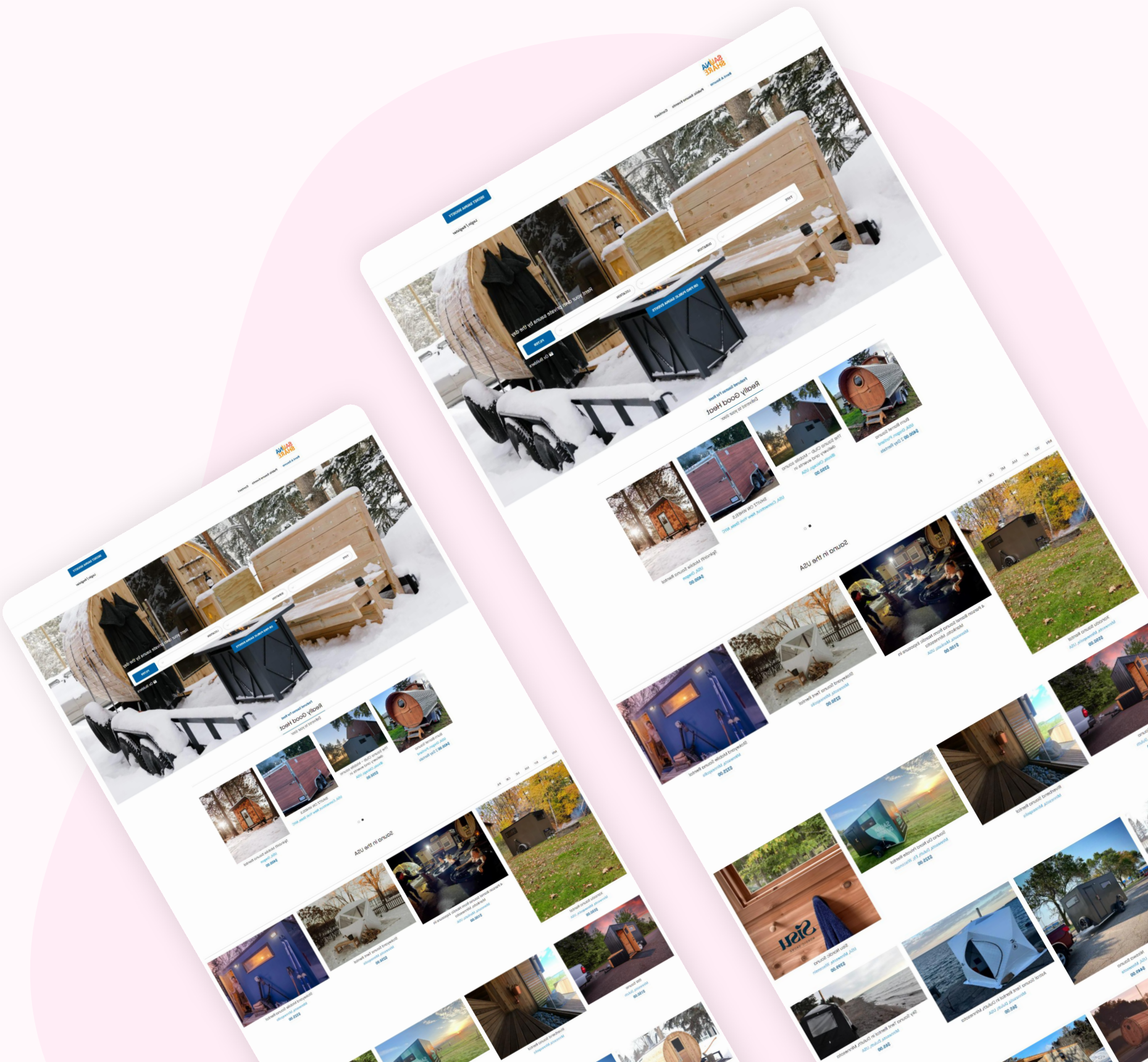
USA | Started: 2021



SaunaShare is an online Sauna sharing platform launched by Mr. Benjamin Burger. That means you can book a sauna from this platform and take a sauna shower as per the booking slot.

Stepping into a hot sauna after a session at the gym can be relaxing and detoxifying for your body. In the Scandinavian countries, the sauna has a culturally significant role. In the USA, it’s also not uncommon for coworkers to bond in a sauna after hitting a happy hour, and many homes are built with an at-home sauna.

Sauna shower is gaining popularity in Asia and other continents as well. People nowadays want to take sauna showers after a gym session or sports event like football.



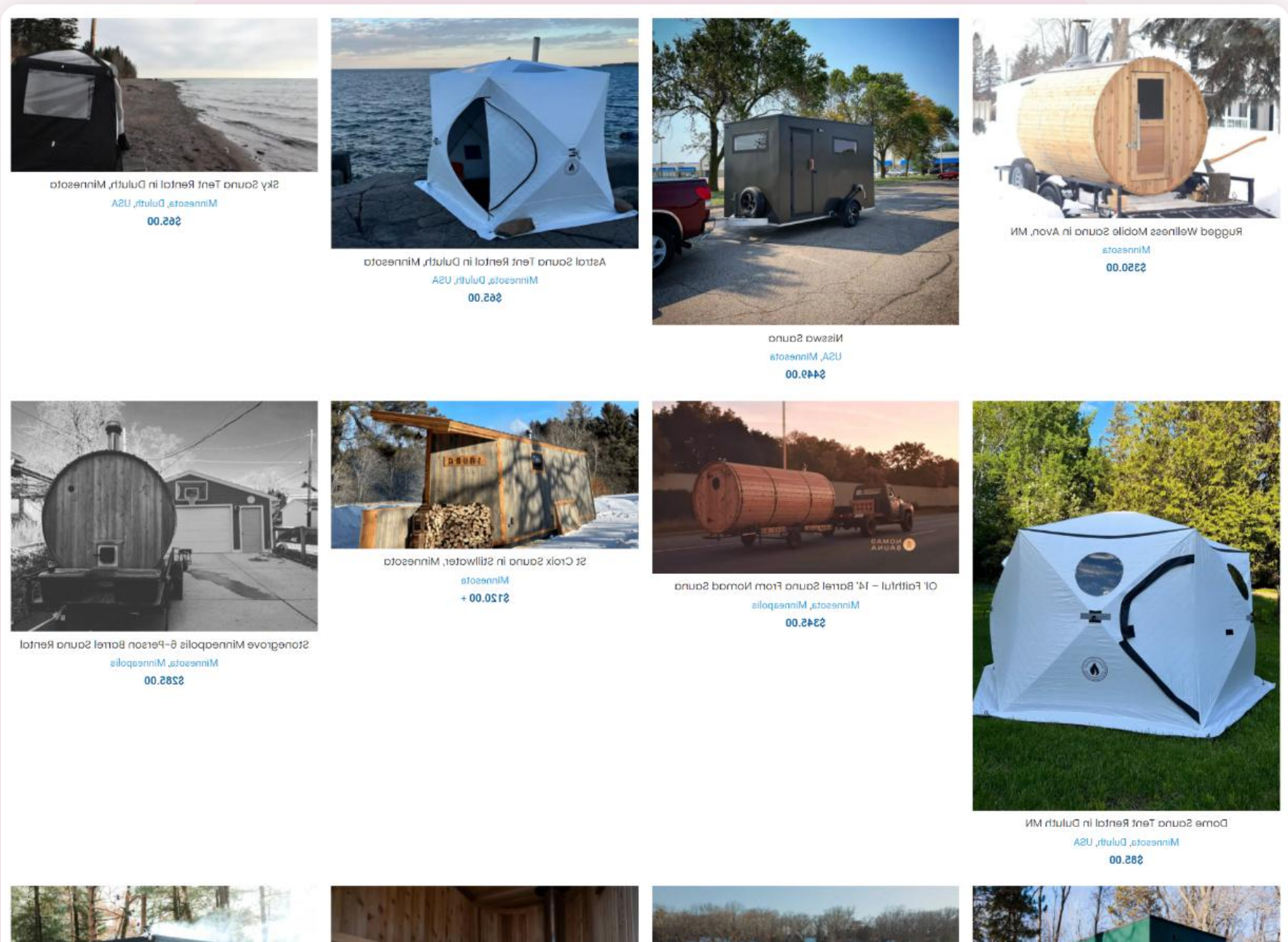
Background Story of SaunaShare Marketplace

Mr. Benjamin Burger who lives in Minnesota, USA used to take sauna showers regularly from a rental sauna. But all of a sudden his favorite sauna went out of business. Then the sauna share business came to his mind. He wanted to make it a sustainable business model for sauna owners to rent their saunas to the community.

He thought if sauna owners could easily get set up online and list their saunas on a central website – like Airbnb for mobile saunas, it would be a profitable business. That's how the SaunaShare online marketplace was born.

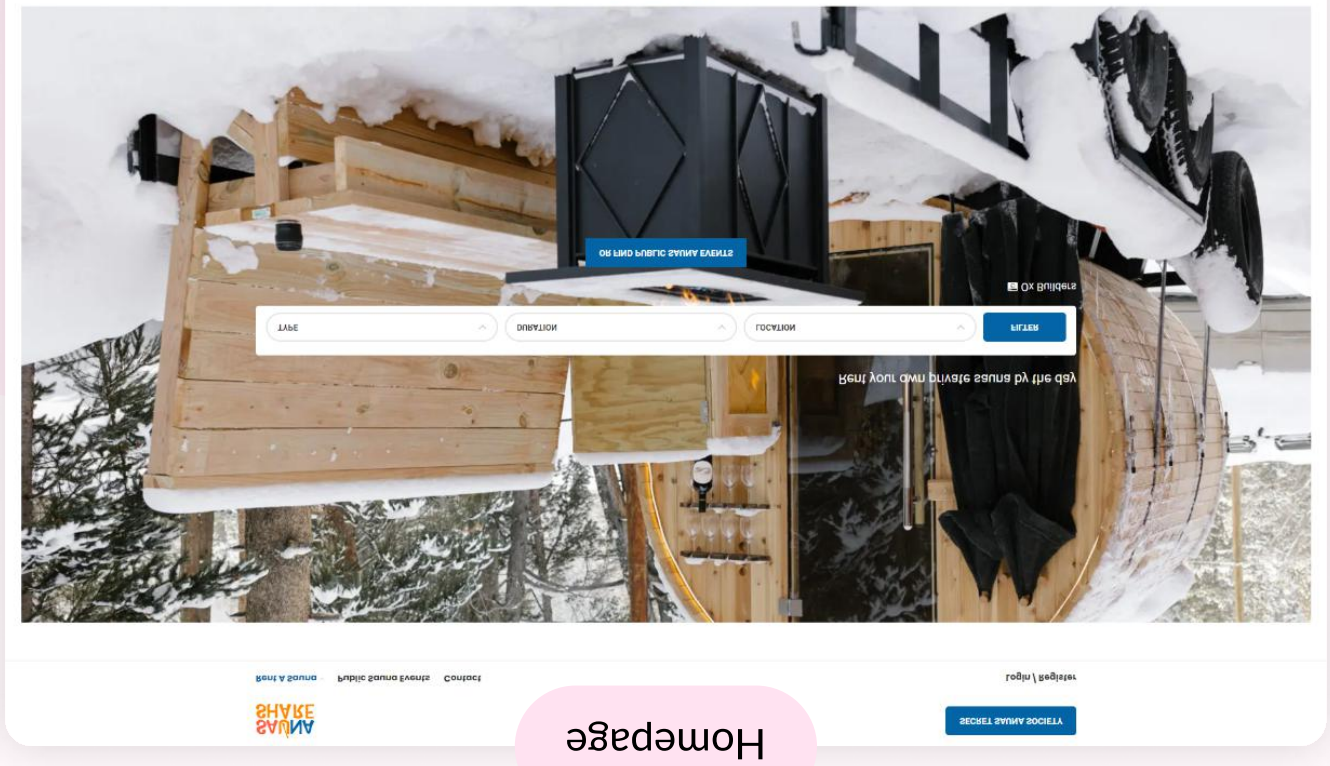
SaunaShare Marketplace at a Glance

Mr. Benjamin started this platform with only 18 saunas listed for rent. Now it has managed more than 100 Saunas for its users. People now can book and use saunas from all around the world, especially from the USA, UK, Canada, Europe, Japan, Mexico, and Australia.



SaunaShare

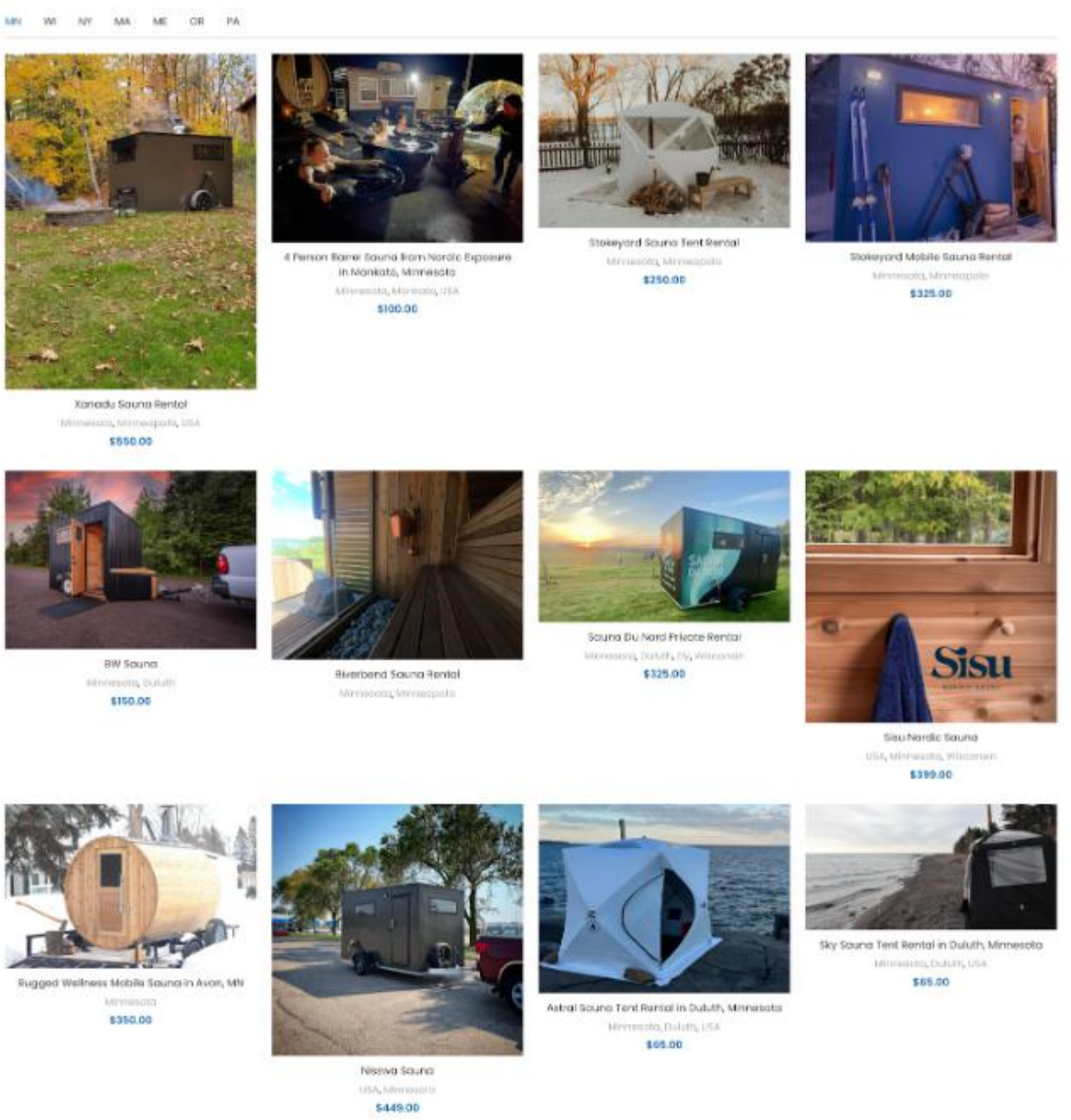
Homepage





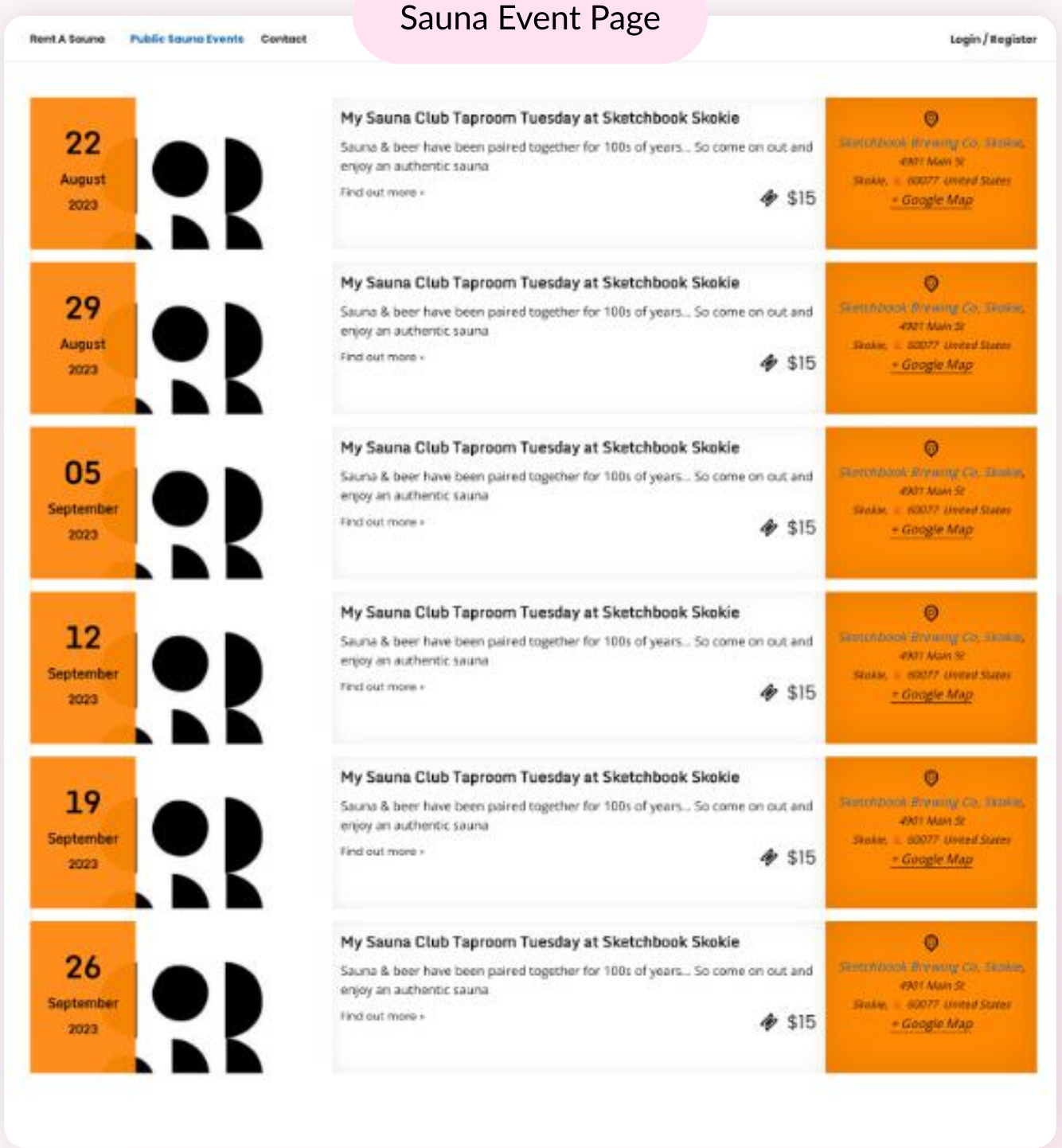
SaunaShare

Sauna Listing Page



SaunaShare

Sauna Event Page



Why Did Mr. Benjamin Burger Choose Dokan Solution to Launch the Marketplace?

During the first two years of SaunaShare, Benjamin switched frequently between Dokan and other multivendor options. Basically, he was looking for a perfect solution that would help him to be settled. Finally, he came to the decision to stick with the Dokan multivendor plugin for the SaunaShare marketplace.

Why?

Let's check his statement!

> Dokan always had a cleaner look and more options than the others, but for us, it came down to integrations. We had to make our backend function seamlessly with powerful plugins for booking, add-ons, currency switching, PDF invoicing, etc.

Apart from Integrations, Dokan also comes with 35+ modules, step-by-step documentation, a 24/7 support system, and a reasonable price. All these drove Mr. Benjamin Burger to choose the Dokan solution.



Benjamin Burger's Message to New and Struggling Entrepreneurs

As the SaunaShare is a multivendor marketplace, so dealing with taxes, currency switching, vendor payouts, etc is really challenging for Benjamin Burger. But Dokan makes these tasks easier for him to handle.

So, we asked a question to him if he would like to recommend Dokan to other entrepreneurs. And here is his answer:

> “Absolutely. The Dokan ecosystem saved us years of development and allowed us to go to market with our idea quickly.”

He thinks whoever entrepreneur is out there struggling with so many responsibilities related to managing a marketplace, he can choose Dokan to get rid of these unnecessary liabilities and give his time and energy to grow his marketplace.



How Does

Dokan Empower Entrepreneurs to Get The Success



Dokan, the leading marketplace plugin, has established itself as a pivotal tool in propelling entrepreneurs towards success, backed by an array of statistics and features that highlight its efficacy.

Impressive User Base:
With over 60,000 active installations, Dokan has garnered an extensive user base. This substantial adoption rate signifies its appeal and value within the entrepreneurial community, reinforcing its role in driving success.

Comprehensive Feature Set:
Dokan's 35+ modules contribute to its allure by offering a comprehensive suite of tools. This expansive array of features ensures that entrepreneurs have the resources needed to fine-tune their online marketplaces, setting the stage for differentiated, niche-specific ventures.

Integration Opportunities:
Dokan's availability of multiple integrations further augments its capabilities. These integrations provide entrepreneurs with tailored functionalities, allowing them to adapt their marketplace to suit their specific needs, consequently enhancing their chances of success.

User-Friendly Interface:
Dokan's ease of use is a critical aspect of its empowerment strategy. Entrepreneurs, regardless of technical expertise, can navigate the platform seamlessly, ensuring swift marketplace setup and efficient management. This empowers entrepreneurs to allocate more time towards strategizing and growth, key factors in achieving success.

Affordability:
The reasonable pricing model of Dokan solidifies its position as a solution that caters to entrepreneurs at varying stages. Accessibility to such a powerful tool at a reasonable cost reduces financial barriers, enabling budding entrepreneurs to invest more resources into business development.

dokan.co

How to Get Started with Dokan

Getting started with Dokan multivendor is quite easy. All you need is a live WordPress website.

If you don’t have a WordPress website, follow these steps to create your own WordPress website:

1. Buy a domain name and a hosting plan
2. Install WordPress (free) on your cPanel.

That’s all! That’s how you can prepare a website to get started with the Dokan multivendor plugin.

That being said if you already have a WordPress website, simply install the Dokan multivendor plugin to use this plugin.

To make this process easier, you can check these resources:

1. Explore Dokan Demo
2. Check Documentation to Set up Dokan Easily

You can also join the Dokan community to get real-time updates on Dokan multivendor from the Dokan users:

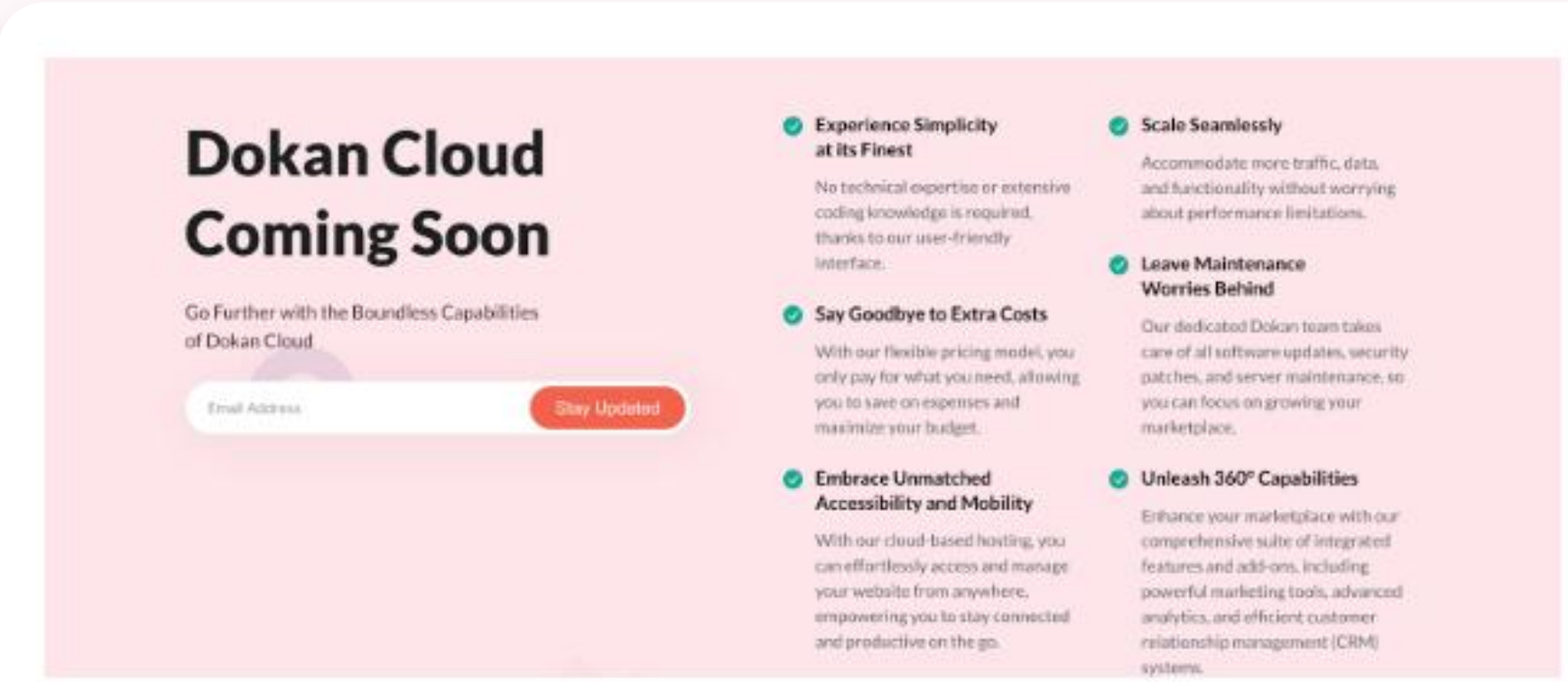
1. Dokan Facebook Group
2. Dokan Twitter



Let’s Sneak Peek at Dokan Cloud!

You might be wondering if Dokan Cloud is really coming. The answer is, yes, Dokan Cloud is almost ready to launch.

Even we have an announcement on the weDevs homepage. So, if you want to get a sneak peek at Dokan Cloud, don’t forget to insert your Gmail ID and get the opportunity to test Dokan Cloud from the announcement section of the weDevs homepage.



Get Ready with Dokan and Turn Your Marketplace Creation Dream into Reality!

We have shared these 5 success stories of creating multivendor marketplaces with you only to motivate you to follow your dreams.

If you have ever dreamt of creating your own online marketplace, this is high time to do that. Because now you know what you need to turn your dream into a reality. Also, you have come to know about the people like you who had the dream, faced a lot of difficulties, but eventually, succeeded.

So, what are you waiting for? Start working on your dream, become successful, and let us share your success story with our audience!

Till then, take care!

Helpful Resources:

weDevs blog - https://wedevs.com/blog/
Dokan Features - https://dokan.co/wordpress/features/
Dokan Pricing Plans - https://dokan.co/wordpress/pricing/
Dokan Documentation - https://dokan.co/docs/wordpress/
Dokan Demo - https://dokan.co/wordpress/demo/
weDevs Twitter - https://twitter.com/weDevs
Dokan Twitter - https://twitter.com/DokanTweets
Dokan Community - https://www.facebook.com/groups/1130202610420322

Thank You

for your patience