

MonElo

PARTNER OFFER

The marketplace dedicate to fashion and beauty.

1. Presentation of MonElo

MonElo is a marketplace specializing in **fashion and beauty**, designed to serve as a **structured and reliable e-commerce distribution channel in Cameroon**, prior to regional and subsequent international deployment. Our mission is simple: **to enable brands to sell effectively online**, without operational complexity, while **guaranteeing a customer experience that meets the standards of major retailers**. MonElo positions itself as a **strategic complement to physical stores** and existing digital channels.

2. Why Fashion & Beauty E-commerce in Cameroon is a Strategic Opportunity

The Cameroonian market currently presents **solid fundamentals** for e-commerce development, particularly in the **fashion and beauty** sectors.

- Cameroon has approximately **12.6 million Internet users**, representing over **40% of the population**, with predominantly mobile access. *(Source: DataReportal – Digital 2026 Cameroon)*
- Nearly **38.5% of the population is between 18 and 44 years old**, representing the **core target for fashion & beauty**: young, urban, and connected. *(Source: DataReportal – Digital 2024 Cameroon)*
- The **e-commerce market in Cameroon is projected at approximately USD 811 million by 2025**, with an **annual growth rate of about 11.5%**. *(Source: Econuma)*
- Across the continent, African e-commerce was estimated at **USD 317 billion in 2024** and could reach **nearly USD 1,000 billion by 2033**. *(Source: IMARC Group)*
- Approximately **71% of adult Cameroonians actively use Mobile Money**, facilitating online purchases and conversion. *(Source: Nikulipe)*

Despite these favorable indicators, the current local e-commerce offering remains:

- Highly fragmented (unspecialized),
- Poorly structured,
- And lacks the necessary trust for both consumers and brands.

The Result: A significant demand that remains **largely untapped by major brands** through a controlled local e-commerce channel. **This is where MonElo comes in:** as a **specialized fashion & beauty marketplace**, providing major brands with a **structured, reliable, and high-standard distribution channel** that complements their physical stores.

3. Current Challenges for Major Retailers

Today, a major brand wishing to sell online in Cameroon faces several constraints:

- Over-reliance on social media as a sales channel
- Manual order management processes
- Difficulty in maintaining a consistent customer experience
- Prohibitive technical and logistical investments
- Lack of consolidated data for online sales

MonElo addresses these issues by providing a turnkey solution designed for the requirements of major brands.

4. Our Solution: A Structured and Secure Specialized Marketplace

MonElo provides:

- A **dedicated storefront for your brand**
- A **structured catalog** (products, pricing, inventory)
- An **automated customer journey**
- **Secure payment options** (MoMo, Orange Money, bank transfers, etc.)
- **Integrated logistics**
- **Centralized customer service**

5. An Offer Tailored to Major Brands

Brand Image & Control

- Strict adherence to your **pricing policy**
- Approval of all visuals, descriptions, and promotions
- Premium brand presentation
- Customer experience aligned with your standards

Distribution & Performance

- Direct access to a young, urban, and connected demographic
- Local e-commerce presence without technical investment
- Strategic complement to physical retail
- Ability to test new products or collections

Insights & Analytics

- Real-time sales tracking
- Regular reporting
- Product performance analysis
- Data-driven decision support

6. Logistics & Delivery

MonElo manages the entire delivery chain:

- Fast delivery across all cities in Cameroon via specialized logistics partners
- Planned expansion to other African and European countries

- End-to-end order tracking
- Professional returns and exchanges management

Our Goal: To ensure a **reliable and seamless customer experience**.

7. Business Model

- Transparent and negotiated commission
- No registration fees
- No technical investment required
- Secure payments disbursed after each sale A **simple, transparent, and scalable** model.

8. How It Works

1. The customer orders your products on MonElo
2. The order is instantly sent to your team
3. The product is prepared according to your brand standards
4. MonElo handles the final delivery
5. You receive your payment (sale price minus commission)

9. Marketing Visibility & Support

As a partner, your brand benefits from:

- Premium placement on the platform
- Integration into MonElo's marketing campaigns
- Targeted digital marketing activations
- Opportunities for co-branded actions (product launches, promotions)

10. Why Partner with Us at Launch

- Secure a **first-mover advantage**
- Benefit from maximum visibility during the launch phase
- Test the local e-commerce market with zero risk
- Shape the future of fashion & beauty e-commerce in Cameroon
- Establish a foundation for future regional expansion

11. Growth Perspectives – Pilot Phase & Scale-up

The figures below are based on **conservative and realistic assumptions** designed for a **controlled launch** followed by **progressive growth**. With a **conversion rate** of **1-2%**, we project the following:

Period	Monthly Visitors	Monthly Orders	Average Basket (FCFA)	Monthly Brand Revenue (FCFA)
6 Months	~40,000	~800	20,000	16,000,000
1 Year	~100,000	~2,200	25,000	55,000,000
2 Years	~250,000	~7,000	30,000	210,000,000

By actively participating in MonElo's marketing strategies, brands will benefit from the **exponential growth** of this model. This growth is driven not just by traffic, but by key levers: establishing **consumer trust**, purchase **frequency**, **brand awareness**, continuous **checkout optimization**, and product range expansion.

12. Executive Summary

- ✓ Specialized Fashion & Beauty Marketplace
- ✓ Tailored for Major Brands
- ✓ Brand Image & Price Control
- ✓ Integrated Logistics & Payments
- ✓ Transparent Business Model
- ✓ Incremental Growth Channel

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