

E-commerce without fraud thanks to the platform of a young entrepreneur

LOCATION: Isla Cristina (Huelva)

DURATION: 1'27"

SUMMARY:

Gladpacks is the project of Enrique López, a young entrepreneur from Isla Cristina, Huelva, eager to end fear of e-commerce transaction: the fear of buyers of not receiving what they orders and the fear of the seller of not being paid. His company is in charge of verifying the state and characteristics of the product before the buyer receives it. In addition, buyers can also receive their products one they have made the payment via credit-card.

VTR:

This entrepreneur from Isla Cristina, in Huelva, has started a new e-commerce platform. That's not new, however there's something revolutionary in it, it avoids fraud in the transaction.

ENRIQUE LÓPEZ
Founder of Gladpacks

"There was always a series of insecurities, fears, inside the buyer, of not receiving the product in good condition or receiving something they didn't order. Whilst the seller is afraid of not being paid".

What you're watching now is what allows them to avoid that the buyer receives something different from what was advertised. A technician checks the condition of the product before the delivery.

PABLO LÓPEZ
Gladpacks Technician

"For example: the model, the memory capacity..."

ENRIQUE LÓPEZ
Founder of Gladpacks

"We compare the technical features, we check if the product's features match those described in the ad, and once these four phases are validated the product is sent to the buyer."

The verification is recorded to bring transparency to the process. But, what if the product fails the test?

ENRIQUE LÓPEZ
Founder of Gladpacks

"It is sent back to the seller, who will assume the delivery expenses."

The seller also has guarantees. Buyers must pay via credit card and, only then, they will receive their order. The payment is made to the intermediary, Gladpacks, who will send the money to the seller once the product is verified.

ENRIQUE LÓPEZ
Fundador de Gladpacks

"In the short term, we will work at a national level, only in Spain, but in the future, in a long-medium term we aim to internationalize the business model and export it to other countries."

Online trade is worth over 15 thousand million euros per year in Spain. Now transactions can be safer.