

FruitKiwi Buyer and Operator Guide

Prepared for the new owner of FruitKiwi.com

1. Product overview

FruitKiwi is a B2B specialty produce sourcing marketplace. It helps food businesses find approved suppliers, request prices, compare replies, and manage supplier conversations. Suppliers use the same platform to present their business, publish seasonal produce, answer buyer requests, and manage paid software plans or promoted listings.

FruitKiwi does not collect payment for produce orders. Buyers and suppliers agree and settle those invoices directly. The platform earns through supplier software plans and paid visibility.

2. What the buyer receives

- The FruitKiwi.com domain, subject to the agreed Flippa transfer.
- The website source code and application package.
- Public marketplace pages and separate buyer, supplier, and owner areas.
- Configurable supplier plans and featured placement products.
- Demo content tools for showing the marketplace before real suppliers are added.
- This operator guide and a separate technical handover guide.
- Up to 30 days of reasonable technical handover support from Codeblix.

Third-party accounts, service fees, legal advice, marketing, supplier recruitment, and daily marketplace operation are not included.

3. Main user roles

- **Visitor:** A visitor can browse approved suppliers, published produce, guides, prices, and public business pages. A visitor signs in before saving items, sending a request, or messaging a supplier.
- **Buyer:** A buyer represents a restaurant, grocer, caterer, juice bar, distributor, or other food business. Buyers create an organisation profile, save suppliers and produce, build buying lists, send requests for quotes, compare replies, message suppliers, and record when an item has been sourced.
- **Supplier:** A supplier may be a farm, importer, wholesaler, or specialist produce business. Suppliers submit their business for approval, publish a catalogue, answer buyer requests, manage quote terms, review lead activity, and manage their software plan.
- **Platform owner:** The owner controls approvals, marketplace content, plans, promotions, users, reports, categories, legal pages, and site settings. The owner is responsible for marketplace standards and daily operation.

4. Step-by-step buyer workflow

1. Create an account and choose the buyer role.
2. Add the organisation name, buyer type, delivery location, usual order size, and produce interests.

3. Search the produce catalogue or supplier directory. Use filters such as origin, certification, season, minimum order, delivery region, and fulfilment method.
4. Save useful listings, suppliers, or a repeat buying list.
5. Start a request for quote. Add each item, quantity, unit, required date, delivery details, notes, attachments, and whether substitutions are accepted.
6. Invite one or more suitable suppliers.
7. Review replies in the quote comparison view. Check total price, unit price, minimum order, substitution, delivery terms, and expiry date.
8. Ask questions in the private request conversation.
9. Choose the preferred sourcing intent, then settle the produce invoice directly with the supplier.
10. Mark the request as sourced when complete. A review can then be left for the supplier.

5. Step-by-step supplier workflow

1. Create an account and choose the supplier role.
2. Complete the storefront with the business description, locations, delivery regions, contact details, certifications, logo, cover image, and gallery.
3. Submit the storefront for owner approval.
4. After approval, add produce listings with category, variety, origin, pack size, minimum order, price range, availability months, stock signal, images, and fulfilment options.
5. Publish approved catalogue items within the current plan limits.
6. Open matched requests from buyers and review the requested produce, dates, location, and terms.
7. Send a quote with line prices, delivery or collection terms, substitutions, notes, and a validity date.
8. Reply to buyer messages inside the request.
9. Review profile views, leads, response activity, and accepted sourcing intents.
10. Use the billing area to manage the current plan, invoices, and paid promotions.

6. Owner and administrator workflow

Daily tasks

- Review new supplier submissions and verify that the supplied business details meet your policy.
- Moderate produce listings, reports, reviews, and buyer or supplier issues.
- Check open requests, quote activity, payment events, failed payments, and the moderation queue.
- Answer contact requests and marketplace support questions.

Weekly tasks

- Review supplier and buyer signups, active listings, open requests, quote response rate, paid suppliers, and promotions.
- Improve categories, regions, certifications, seasonal rules, and suggested alternatives.

- Update guides, FAQs, homepage sections, announcements, and featured marketplace content.
- Contact suitable suppliers and buyers for the chosen launch region.

Plan and content control

The owner can set supplier plan names, prices, limits, display order, and availability. The owner can also manage featured placements and public website content. Test every plan change before promoting it publicly.

7. Revenue model

FruitKiwi currently earns \$0 per month and has no verified paying customers. The built-in revenue model includes:

- Free supplier access with limited catalogue and quote activity.
- Paid supplier plans with larger limits, analytics, team features, and stronger visibility.
- Paid 30-day featured placements for supplier profiles or produce listings.

The owner can change prices and limits for the chosen market. Optional services such as managed supplier onboarding may be offered manually, but they are not automated product features.

8. First-week launch checklist

Accounts and control

- Complete the domain and application transfer through the agreed Flippa process.
- Create buyer-owned service accounts and replace every seller-owned key or credential.
- Change all administrator access details before public use.
- Confirm the public domain, HTTPS, support contact, and legal pages.

Marketplace setup

- Choose a launch country, region, buyer type, and supplier niche.
- Set plan prices, catalogue limits, quote limits, and featured placement prices.
- Review categories, produce varieties, certifications, units, regions, and seasonal rules.
- Remove unwanted demo accounts and clearly label any sample content that remains.
- Approve only suppliers that meet the new owner's published standards.

End-to-end check

- Create one buyer and one supplier test account.
- Approve the supplier and publish one test produce listing.
- Send a buyer request, submit a supplier quote, compare it, exchange a message, and mark it sourced.
- Complete a payment test for a supplier plan and a featured placement.
- Check mobile pages, direct page links, contact forms, privacy requests, and owner reports.

9. Current status and product boundaries

FruitKiwi is sold as a starter business asset. It has no verified revenue, traffic, customers, produce transactions, or production operating history. Demo suppliers, produce, buyers, requests, quotes, reviews, and statistics are demonstration content, not business performance.

The domain was registered on January 23, 2010 and is approximately 16 years old. Domain age does not promise traffic, search rankings, or income.

FruitKiwi supports discovery, storefronts, seasonal catalogues, requests, quotes, comparison, messages, reviews, supplier plans, and promoted visibility. It does not provide produce checkout, escrow, supplier payouts, warehouse stock control, tax calculation, shipping integrations, maps, accounting, SMS, or native mobile apps.

10. Handover and support boundary

Codeblix will provide up to 30 days of reasonable technical handover support after transfer. This covers transfer questions and initial setup guidance. It does not include third-party fees, ongoing marketplace management, supplier recruitment, marketing campaigns, legal or tax advice, unlimited custom development, or guaranteed results.

The buyer owns all accounts, credentials, data, policies, compliance work, backups, security, marketing, and operations after handover.