Client website: URL + key quotes from the site:

Goozone is a marketplace in the Caribbean, located in Trinidad. It was born during the pandemic when Faiber (the owner) had to keep his stores closed but he decided not to fire anyone, so he focused his efforts on online and they turned into a marketplace that is the "Umbrella" that contains brands like Do Brasil (a jewelry store), Uptrend (a novelty products store) and Hello Kids (a kids toys and clothing store). Goozone is a website where you can buy products from these brands and recently we are introducing the option to sign up as a seller and start selling online through our website and our own delivery system.

Main site: https://goozone.com/

Key Quotes:

- You sell, we deliver
- Sign up free for and start selling online
- Flexible plans for your business: Free, Basic, and Pro, designed to grow with you
- Designed for small and medium business owners in Trinidad and Tobago who are not selling online yet or only selling minimally
- JOIN NOW and start selling today!
- Take your business to the next level with Goozone

Social links + notes on what you saw

Official IG: https://www.instagram.com/goozoneshop/
Tiktok: https://www.tiktok.com/@goozoneapp
Facebook: https://www.facebook.com/goozoneapp
Linkedin: https://www.linkedin.com/company/goozoneapp/
Google my Business: https://share.google/FT7GNXT6pBc1WlZNO

Notes: Goozone's content has been heavily influenced by the products and promotions from the brands it has. It does not regularly remind the audience about the option of signing up as a seller and sell their products online, nor it explains the audience how to make a purchase or how our delivery works. It also could advertise benefits and categories, not just focus on specific products and their prices.

Top 3–5 competitors: name + website + their core promise

Here are some local competitors. They include other variety brand marketplaces, others are specific brands like D' Best toys which would be a competitor the the Hello Kids brand and all that product

line.

Name	Website	Core promise
Pin.tt	https://pin.tt/	Free Classifieds in Trinidad & Tobago
Tool Tool Bay	https://tootoolbay.com/	Trinidad's Premier Online Shopping Experience
TriniTrolley	https://www.trinitrolley.com/	Online Shopping in Trinidad for tCell Phones, Electronics, Groceries, Toys, Household, Games, Books, As Seen On Tv, Clothing Shoes & Accessories, Rentals
Barter Hutt	https://www.barterhutt.com/	The #1 Online Shopping Marketplace in Trinidad and Tobago
The Up Shop	https://www.veryexcitingthings.com/	Bringing ideas to life
TT Shop Pro	https://ttshopro.com/	Making shopping easy
868 Market	https://868.market/	868.market is T&T's Online Marketplace. Shop from local entrepreneurs & artisans
Trini Store	https://trinistore.biz/	TriniStore.biz Vape Shop & Online Shopping Electronic Store in Trinidad
My Trini Grocery	https://www.mytrinigrocery.com/	Online Caribbean Grocery Store Worldwide.
D' Best Toys	https://www.dbesttoys.com/	D'Best for your Baby at D' Best Prices Free Nationwide Delivery Shop online now
My Excellent Stores	https://myexcellentstores.com/	Discover a wide range of high-quality and affordable products for your home and lifestyle
My Trini Shop	https://www.mytrinishop.com/	Based in the UK we are the first online Trinidadian shop with everything you need, all in one place, for that back home feel.

Here are some international competitors that we look up to:

Name	Website	Core promise
Amazon	https://www.amazon.com/	Spend less. Smile more.
Mercado Libre	https://www.mercadolibre.com.co/	Envíos Gratis en el día
Alibaba	https://aliexpress.com/	Affordable Chinese Stores & Free Shipping
Temu	https://www.temu.com/	Explore the Latest Clothing, Beauty, Home, Jewelry & More
Facebook Marketplace	https://www.facebook.com/marketplace/?locale=es_LA	Buy and sell products in your area

Customer quotes from reviews (copy paste exact words)

Ana gallery
1 opinión • 0 fotos

starstarstarstarstar Hace 36 semanas

I love the lighting of lights and how easy it to use and the my package was right on time.

Vernessa
1 opinión • 0 fotos

starstarstarstarstar 15 feb 2024

Great customer service. Highly recommend this place. Very affortable and must admit i received my stuff on time. Definitely recommend to anyone

steven mungroo
1 opinión • 0 fotos

starstarstarstarstar 8 sept 2023

It was excellent

Aruna Singh
1 opinión • 0 fotos

starstarstarstarstar 7 sept 2023

I had excellent experience with the driver and the rep would give it 10/10 and would recommend it to everyone and I would order again

Anthony Williams
2 opiniones • 0 fotos

starstarstarstarstar 6 sept 2023

Service was quick, pleasant and prompt delivery.

Shenelle Bonval
2 opiniones • 0 fotos

starstarstarstarstar 2 sept 2023

From ordering to delivery was a smooth quick process. I placed the order, made the payment and sent the proof of payment, Someone then messaged me to organize delivery.

I received my package the day after placing my order.

Will definitely order again!

christine ford
1 opinión • 0 fotos

starstarstarstarstar 25 ago 2023

Excellent

Brian UltraBrio Fyfield
3 opiniones • 0 fotos

starstarstarstarstar 25 ago 2023

Great communication! 10/10

Isaiah Peters

1 opinión • 0 fotos

starstarstarstarstar 10 ago 2023

Good Service, I Have No Issues, No Problems💯

Randy maharaj

1 opinión • 0 fotos

starstarstarstarstar 12 jul 2023

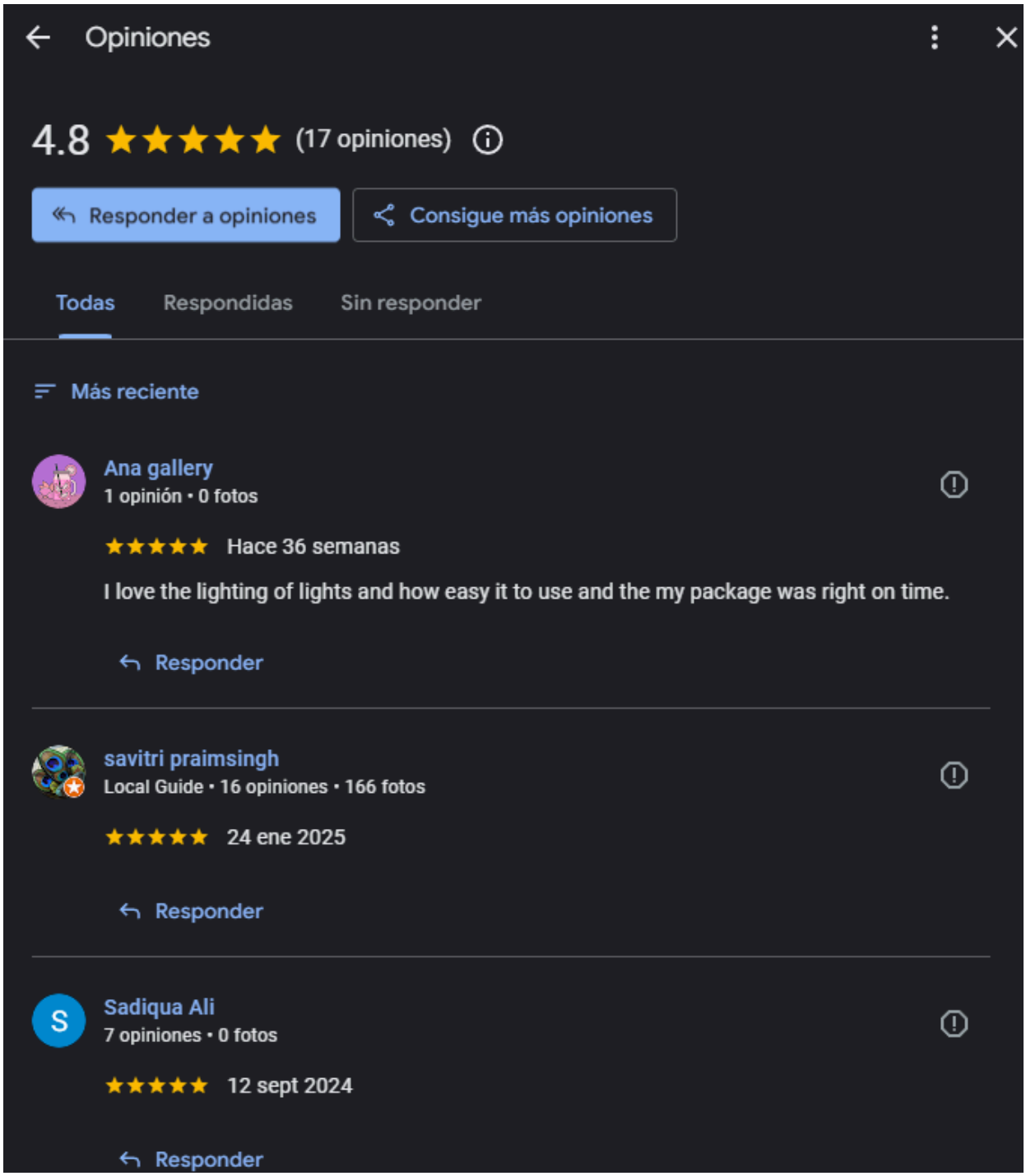
Very professional customer service..I will shop here again and again...thanks Goozone...

Ravenne Hibbert

1 opinión • 0 fotos

starstarstarstarstar 8 may 2023

Necklace arrived is great condition. Necklace is exactly as picture is shown


Opiniones
4.8 (17 opiniones)
Responder a opiniones
Consigue más opiniones
Todas
Respondidas
Sin responder
Más reciente
Ana gallery
1 opinión • 0 fotos
Hace 36 semanas
I love the lighting of lights and how easy it to use and the my package was right on time.
Responder
savitri praimsingh
Local Guide • 16 opiniones • 166 fotos
24 ene 2025
Responder
S
Sadiqua Ali
7 opiniones • 0 fotos
12 sept 2024
Responder

V

Vernessa
1 opinión • 0 fotos

★★★★★ 15 feb 2024

Great customer service. Highly recommend this place. Very affortable and must admit i received my stuff on time. Definitely recommend to anyone

Responder



steven mungroo
1 opinión • 0 fotos

★★★★★ 8 sept 2023

It was excellent

Goozone
Propietario
10 sept 2023

Thank you Steven. Hope you enjoy your items :)

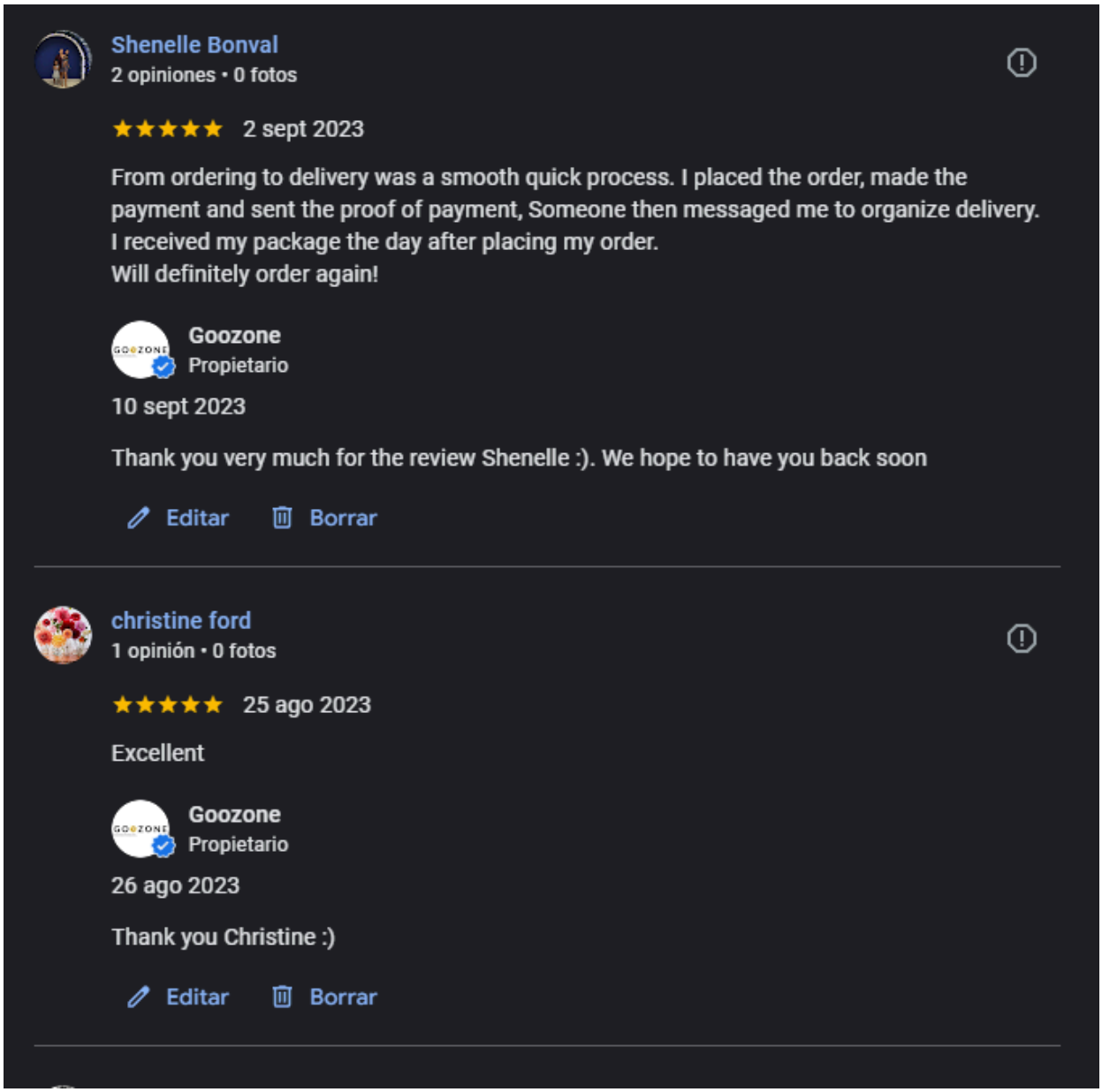
Editar Borrar



Aruna Singh
1 opinión • 0 fotos

★★★★★ 7 sept 2023

I had excellent experience with the driver and the rep would give it 10/10 and would recommend it to everyone and I would order again



Reddit/forum quotes — what real buyers say

https://www.reddit.com/r/TrinidadandTobago/comments/xjte5w/aside_from_facebook_marketplace_where_do_you_guys/

r/TrinidadandTobago • 4y ago
TargetNo5131

Aside from Facebook Marketplace where do you guys make your local purchases.

9 · 13

Montanaoxfst • 4y ago
Instagram is where everything seems to be
12

Any_Amphibian2894 • 4y ago
TriniTuner mostly with some IG here and there.
11

[deleted] • 4y ago
Hilo
8

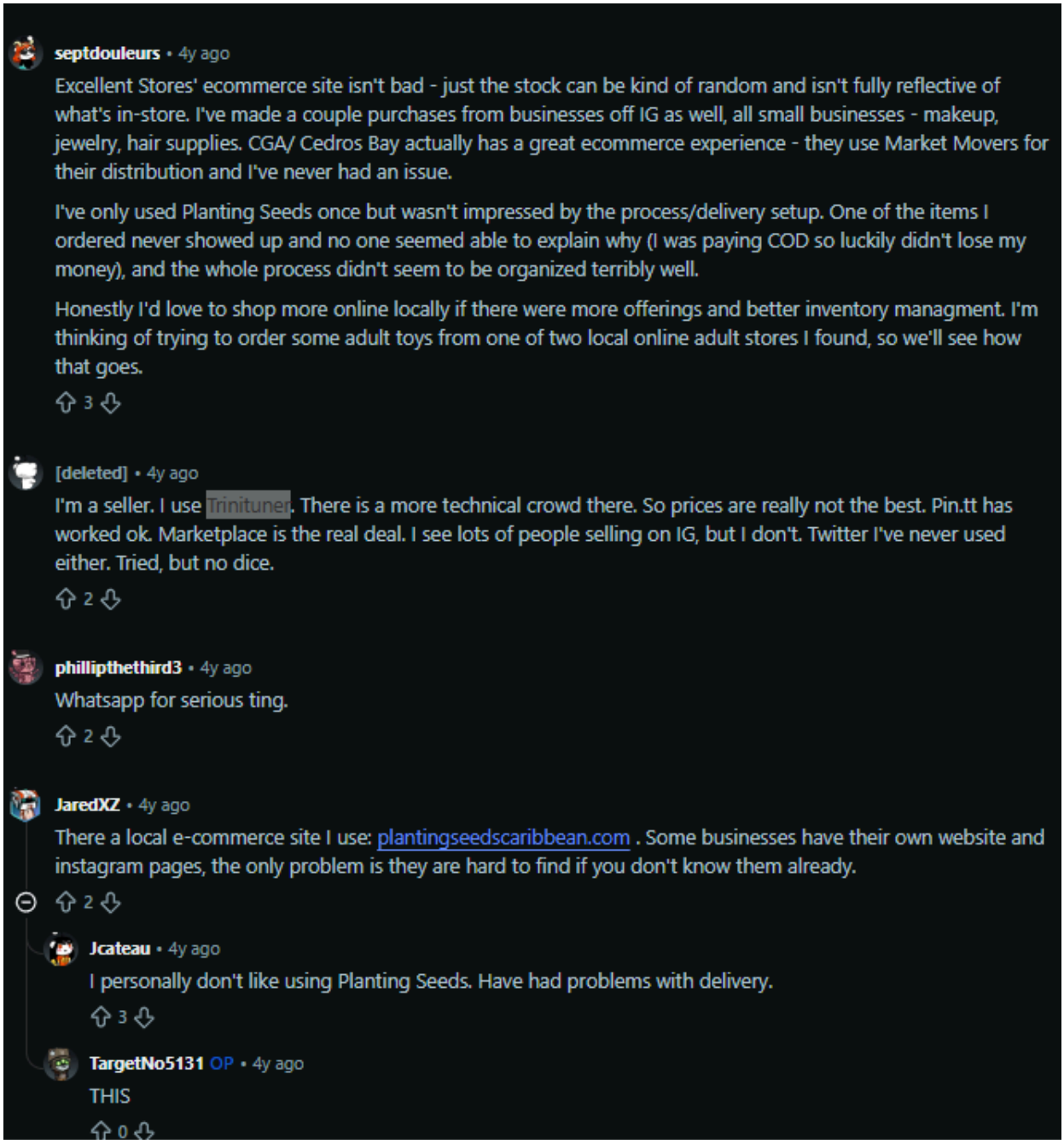
anax44 • 4y ago
Same here, I don't really like to buy things online.
1

Nigoshi • 4y ago
Ig and twitter
4

[deleted] • 4y ago
Pin.tt
3

[deleted] • 4y ago
Pin.tt and trinituner but mostly market place because it's easier.
3

septdouleurs • 4y ago
Excellent Stores' ecommerce site isn't bad - just the stock can be kind of random and isn't fully reflective of what's in-store. I've made a couple purchases from businesses off IG as well, all small businesses - makeup, jewelry, hair supplies. CGA/ Cedros Bay actually has a great ecommerce experience - they use Market Movers for their distribution and I've never had an issue.



https://www.reddit.com/r/TrinidadandTobago/comments/w0taf8/how_to_purchase_things_online/

r/TrinidadandTobago • 4y ago
Key_Spray_1808

How to purchase things online

How do y'all purchase things online off sites like Amazon? I'm a banker with Scotia and it seems to me they only deal with local online payments, what is your process and how do you pay for stuff ?

6 · 17

Chereche • 4y ago

I use my credit card. There is the odd site here or there that will decline the payment as fraud because credit card address is TT and shipping address is US (I know I can register my US address with the bank to override this issue but I don't care to) but Amazon usually has the item anyway so it is a moot point.

7

RaysMummy • 4y ago

I also use my credit card. But with Scotia being international I haven't experienced that issue with declining payment because of the country. I have with FCB tho.

5

Chereche • 4y ago

I am with RBL. Tbf it has only happened once or twice but as a result I just default to Amazon first to avoid the issue.

3

Key_Spray_1808 OP • 4y ago

I most be tripping unless it's because I have a debit card with scotia it usually doesn't work lol

1

2 more replies

Mithura • 4y ago

Ya need a credit card, MasterCard or Visa.. Apply for one through Scotia or just borrow a use from a friend who has one.

There's the one that has a predetermined borrowing amount that you can spend until 0 In which you must repay the amount you borrowed to the card.

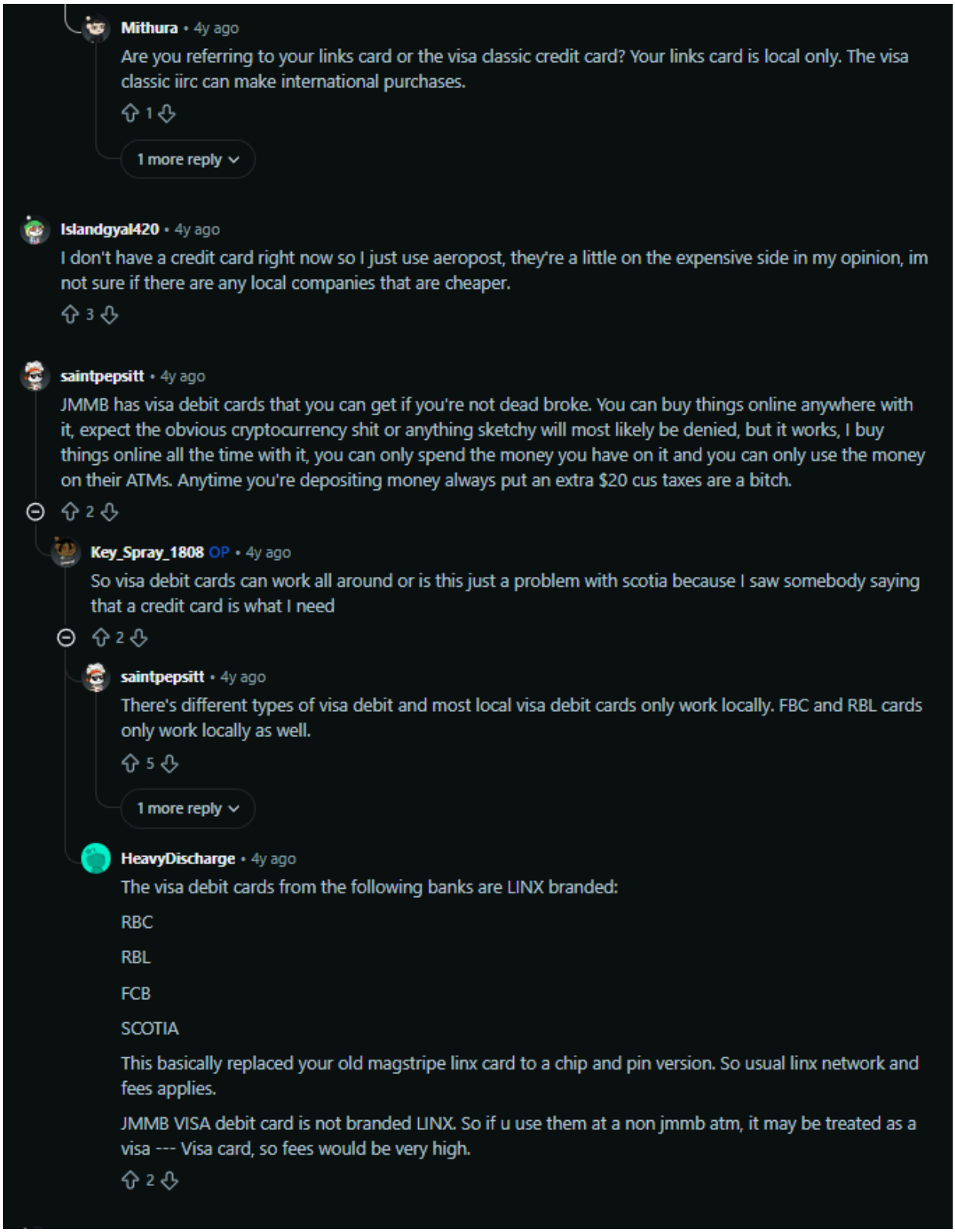
There's the other card that you can only spend money that's been loaded onto it by yourself or anyone else that wants to put money on it.

Pick your poison.

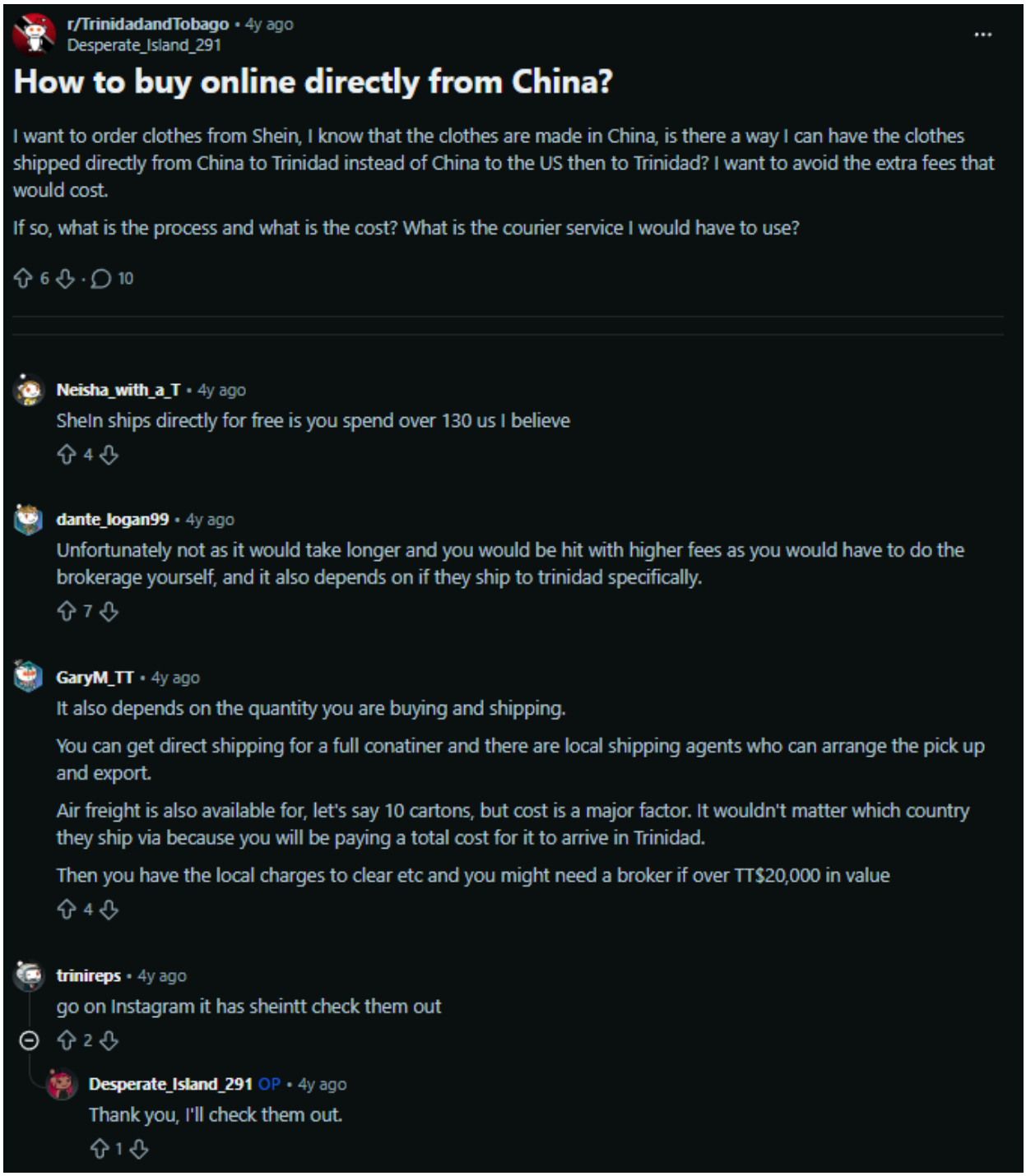
4

Key_Spray_1808 OP • 4y ago

Thanks for the advice, I got a Visa card from scotia but I think it's the local one that you can only use here (I didn't know that) so yeah



https://www.reddit.com/r/TrinidadandTobago/comments/s7vu3k/how_to_buy_online_directly_from_china/



https://www.reddit.com/r/TrinidadandTobago/comments/yw8j6e/is_there_an_app_or_website_i_can_buy_someone_in/

r/TrinidadandTobago • 4y ago
Charlie203P

Is there an app or website i can buy someone in Trinidad groceries while abroad and get it delivered?

Hello I have a relative in Trinidad who i would like to get groceries delivered to them while i'm still here in America. Specifically the San Fernando Area. I don't know any apps or websites for that so any help or recommendations would be appreciated.

17 · 16

PurePeach2081 • 4y ago
Doortodoortt.com delivers from Tru Valu. You can select the items that you want and see brands and prices. Pricesmart also delivers

17

blu_vivid • 4y ago
Door to door from Tru Valu supermarket is convenient and you can make payments via credit card.

7

hassan_theitguy • 4y ago
https://belairstore.com/product-category/grocery/

10

GuavaTree • 4y ago
Endorse Belair, good service (this was in Covid times) and their prices aren't ridiculous

7

ClannyRob • 4y ago
Owner and his family are extremely nice and down to earth people as well

7

reesie_b • 4y ago
I've used this them multiple times, 100% endorsed

4

SouthTT • 4y ago
massy had delivery during the pandemic so not sure if its still a thing. It was on their app

6

Puzzled_Intention154 • 4y ago
Bel air store or pricesmart is the way to go.....

6

Puzzled_Intention154 • 4y ago

Bel air store or pricesmart is the way to go.....

6

zenofzai • 4y ago

Check Persads the food king or maybe Price Smart for bulk items

5

Nigoshi • 4y ago

Highly reccomend https://www.dmarketmovers.com/ the cheapest prices and largest local variety, timely delivery and you can even set up subscriptions

3

itsloudinmyhead • 4y ago

They are really very good. I found the process so smooth.

2

itsloudinmyhead • 4y ago

https://www.dmarketmovers.com/

I paid through Paypal and everything was delivered next day with no issues.

2

_SmegmasaurusRex • 4y ago

Pricesmart supposed to have delivery in San Fernando. Of course you'd need that person's membership account and I've experienced bad online services from them, but it's probably the place to get the better grocery options.

1

trinigami • 4y ago

Food drop, you can use pantry or pricesmart via them

1

Effective_Bobcat4044 • 4y ago

Visit www.belairstore.com

1

mikey5204 • 4y ago

You can get in contact with local groceries via their socials, most of them offer deliveries for groceries now post pandemic, you just have to make the list and whatsapp it to them or email, whichever they prefer to use

1

–

Personal Notes: *I can see there is a lot of doubt on payment methods and whether cards from different banks work or not. Also questions like how to shop online and where.*

Any docs the client provided

- **BullEye Campaign Pillars - Goozone 2026.pdf -** This is a Marketing campaign I generated following 6 pillars: the objective, the target audience, the irresistible offer, the thumb-stopping visual/hook, the compelling message and the customer journey
- **Goozone Brand Guidelines.pdf -** This PDF contains the brand guidelines for Goozone and some company rules, we use it to onboard new CSRs into the business, whether they will be working online, at the stores or at the office.
- **Goozone_offer_summary.html -** the offer summary i generated in another claude conversation (in spanish)
- **Goozone_ad_copies.html -** the ad copy messages recommended from another claude conversation (in spanish)
- **Goozone_campaign_kit.html -** The Goozone offer summary + the ad copies turned into one HTML in english
- **Branding Folder -** Contains Logo in different versions and approved backgrounds for the brand

Your own initial observations — first impressions matter

Goozone has to start selling its own seller packages and not depend on the profits from sales of Do Brasil and Uptrend. We have built a successful delivery system that has now become profitable, now is time to turn the Goozone Marketplace into a profitable branch. So we are gonna begin by offering 3 plans to businesses who are already selling and have a physical store but have not made the leap into digital sales.