

GroceryDash





Busy professionals in Nigeria face significant challenges in grocery shopping due to their demanding schedules. Limited time often leads to inadequate access to fresh produce and a reliance on unhealthy meal options. The inconvenience of navigating crowded markets can make it even harder to maintain a healthy diet, resulting in skipped meals or poor food choices.

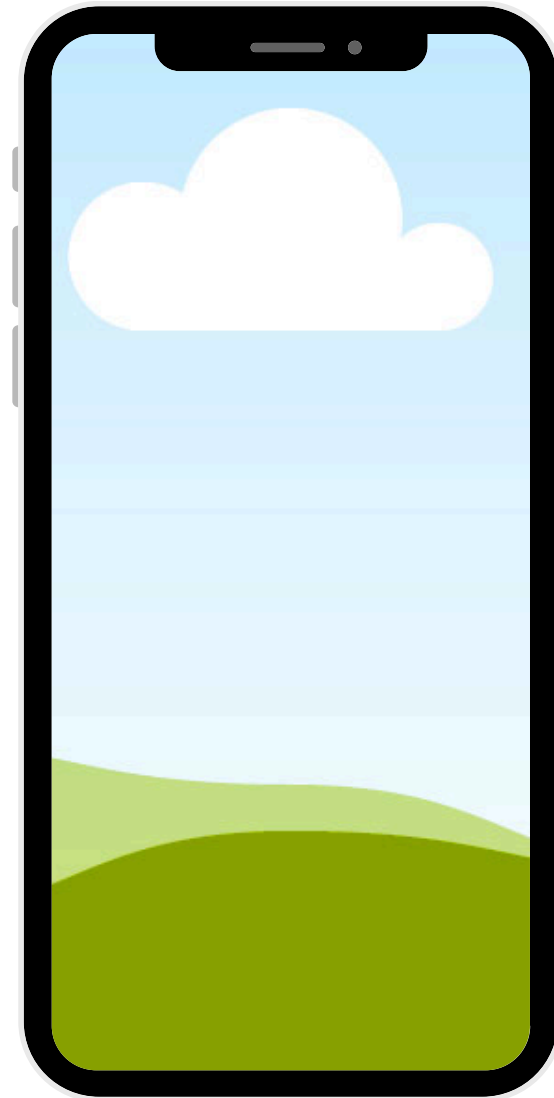
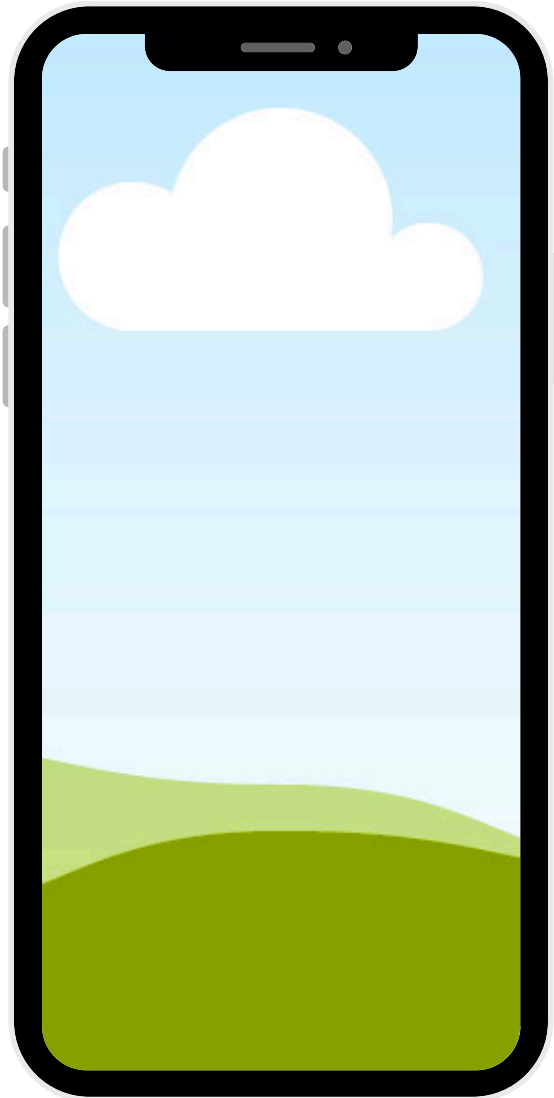


Write Your Solution

GroceryDash addresses these issues by providing a user-friendly grocery delivery app tailored specifically for busy individuals. The app allows users to browse a wide range of fresh groceries and raw food items, making it easy to place orders online. With just a few clicks, users can select their desired products and schedule timely deliveries to their doorstep.



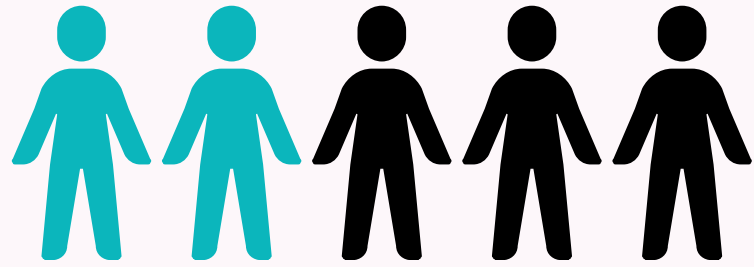
Product



1. Online Grocery Shopping
2. Convenient Ordering
3. Scheduled Deliveries
4. Fresh Produce Sourcing
5. User-Friendly Interface
6. Secure Payment Options
7. Customer Support

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Target Market



- Busy Professionals
- Health-Conscious Consumers
- Families
- Students
- Elderly Individuals
- Urban Dwellers
- Tech-Savvy Consumers



Competitive Advantage

- Local Sourcing
- User-Centric Design
- Customizable Orders
- Flexible Delivery Options
- Focus on Healthy Eating
- Community Engagement
- Customer-Centric Support

Business Model



- **Delivery Fees:** Charging customers a fee for delivery services.
- **Subscription Model:** Offering a subscription plan for unlimited deliveries or discounts.
- **Markup on Products:** Adding a markup on groceries and raw food items sold through the app.
- **Partnerships with Local Suppliers:** Collaborating with local farmers and suppliers, potentially earning commission on sales.
- **Advertising Revenue:** Allowing brands to advertise products within the app for a fee.
- **Promotional Offers:** Creating partnerships for promotional deals, earning revenue through affiliate marketing.
- **Data Analytics Services:** Selling insights on consumer preferences and shopping trends to suppliers and brands.



Go To Market

- Social Media Marketing
- Influencer Partnerships
- Search Engine Optimization (SEO)
- Email Marketing
- Content Marketing
- Mobile App Promotions
- Referral Programs
- Local Advertising
- Community Engagement Events
- Collaborations with Local Businesses



Social Impact

- Goal 2: Zero Hunger
- Goal 3: Good Health and Well-Being
- Goal 8: Decent Work and Economic Growth

Our Ask

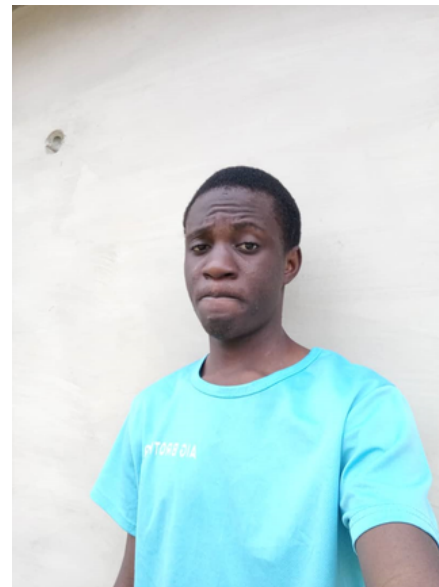
- Total Funding Needed: \$50,000
- **Usage of Funds:**
- App Development: \$20,000 for building and launching the mobile app.
- Marketing and Promotion: \$15,000 for initial marketing campaigns and user acquisition.
- Operational Costs: \$10,000 for logistics, delivery setup, and partnerships with suppliers.
- Legal and Administrative Fees: \$5,000 for business registration, licenses, and legal consultations.
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Team Members



ABDULHAFIZ

CEO



ABDULQUDDUS

SOFTWARE
ENGINEER



RAHIMATU

CFO



HAUWA

SALES
DIRECTOR

Thank you!

- Facebook: @GroceryDashNigeria
- Instagram: @grocerydash_ng
- Twitter: @GroceryDashNG
- LinkedIn: /company/grocerydash
- TikTok: @grocerydashng
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