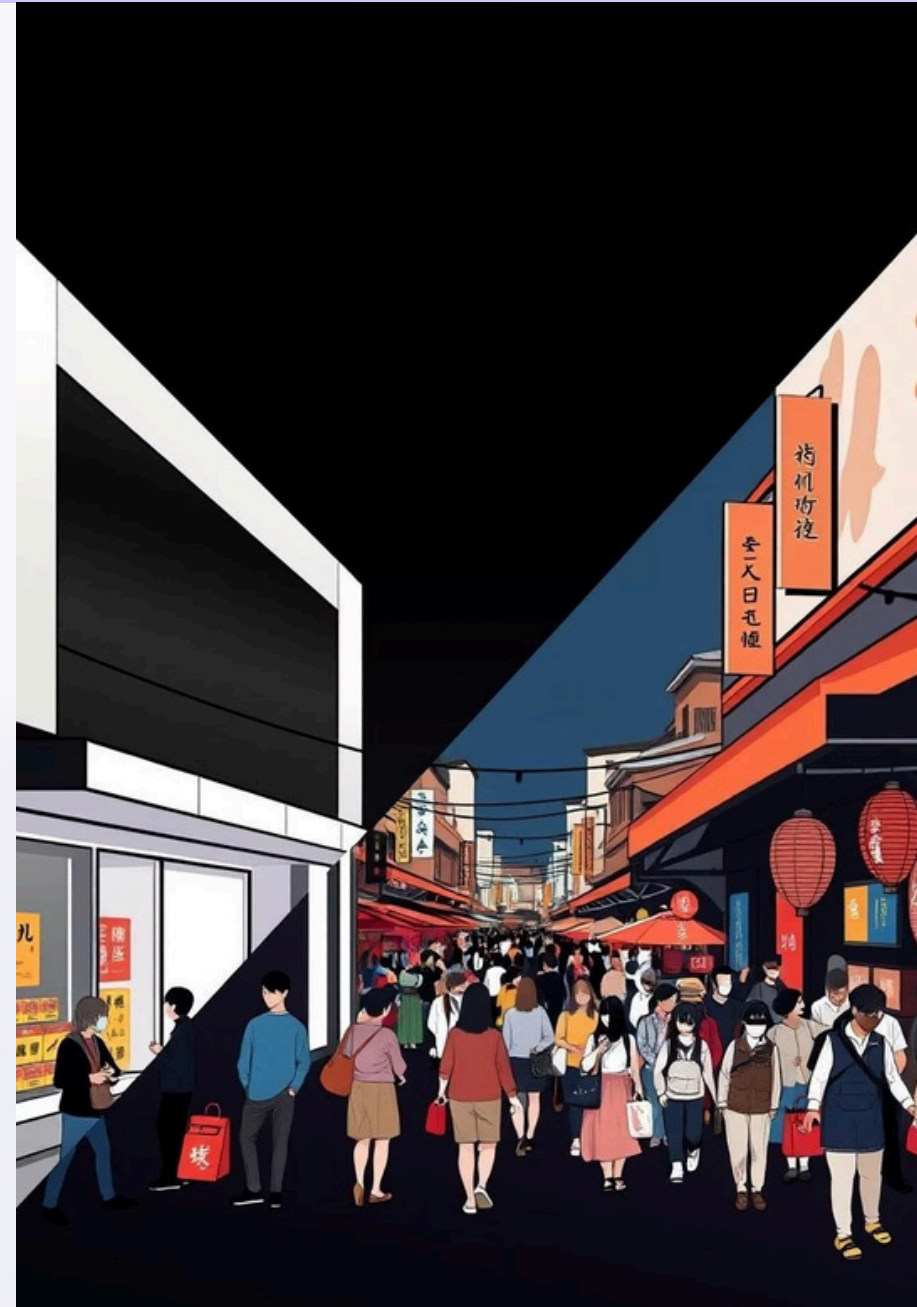


# Market Research: Local Vendors vs. JioMart 3 Strategy & Impact

This presentation summarizes key findings and strategic recommendations from our recent market research project, focusing on the competitive landscape between local vendors and organized retail.



# Project Overview & Scope

Our research delved into the intricacies of local fruit and vegetable vendors in Burhanpur, contrasting their operations with those of organized retail giants like JioMart and BigBasket.

- Conducted field research with 20+ local fruit & vegetable vendors.
- Analyzed competitive strategies of organized players.
- Developed actionable recommendations for local businesses.

# Local Vendors vs. JioMart: A Visual Comparison

## Local Vendors



- Personalized service Fresh,
- seasonal produce Community
- connection

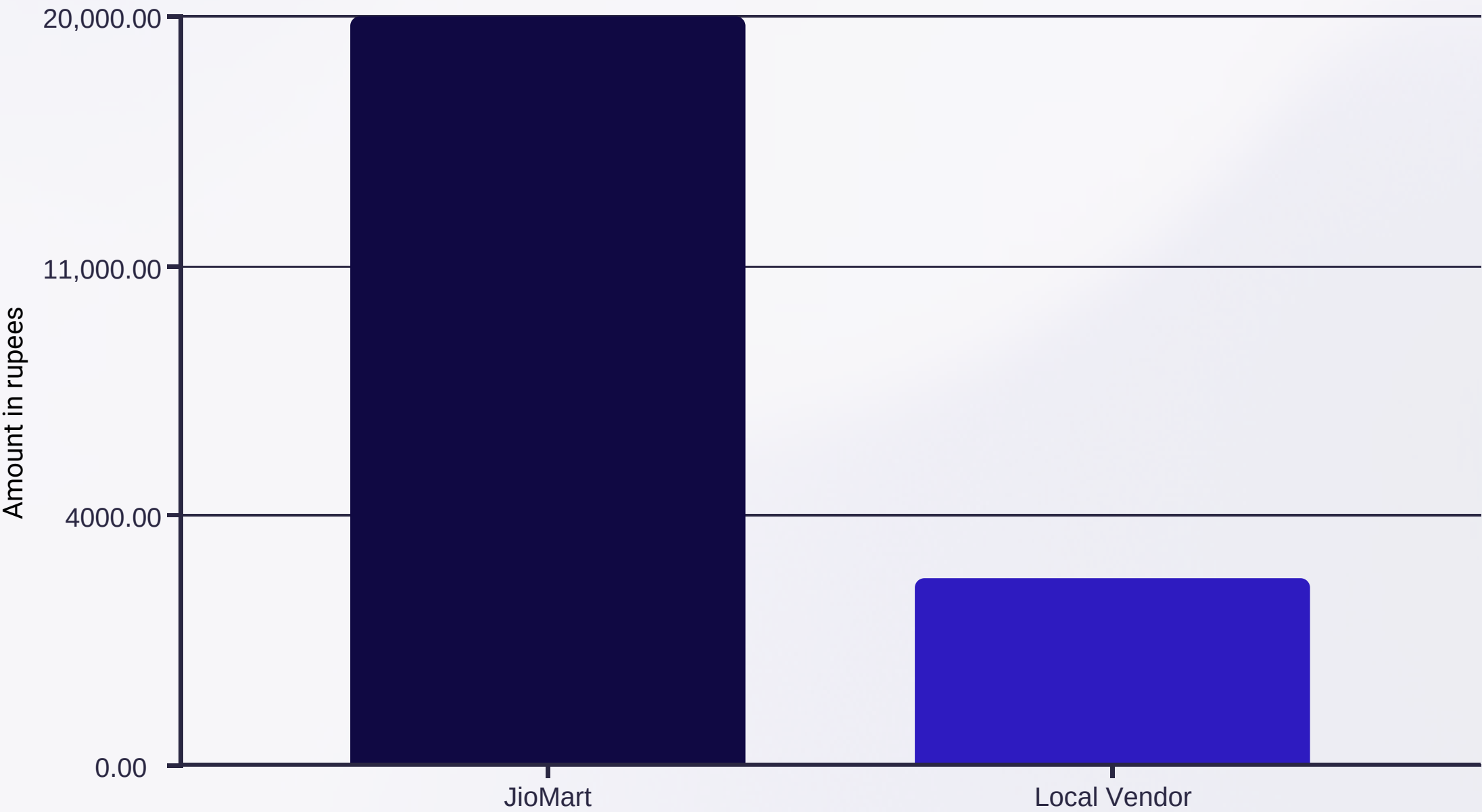
## JioMart



- Convenience & delivery
- Wide product range
- Competitive pricing

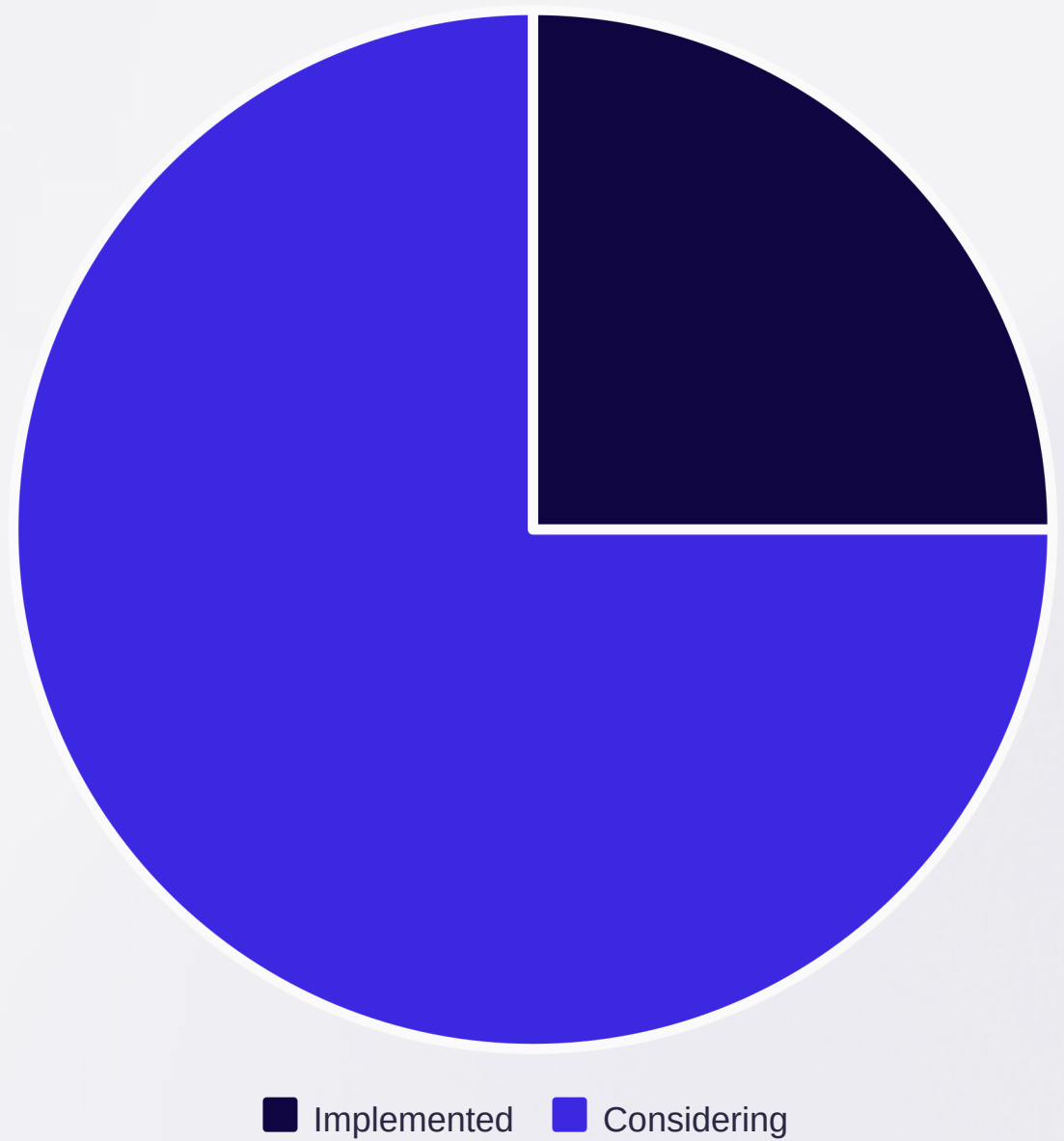
# Daily Sales Performance Comparison

A direct comparison of average daily sales highlights the market dominance of organized retail, yet reveals opportunities for local growth.



# Vendor Adoption of Recommendations

Our recommendations have seen varied levels of adoption among local vendors, indicating both progress and areas for further engagement.



# Key Recommendations for Local Vendors

To thrive in a competitive market, local vendors can leverage digital tools and modern marketing strategies.



## Digital Payments

Implement UPI and other mobile payment options for customer convenience.



## WhatsApp Orders

Enable direct customer orders and communication via WhatsApp for personalized service.



## Social Media Marketing

Utilize platforms like Facebook and Instagram to showcase fresh produce and engage customers.





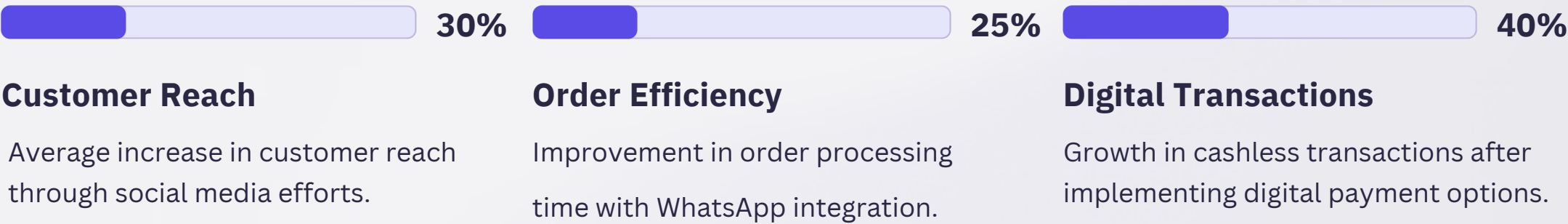
## Impact & Outcomes

The initial implementation of our recommendations has yielded promising results for participating local vendors.

5 vendors implemented suggestions, resulting in increased customer engagement and improved sales trajectories.

# Success Stories: Increased Engagement

These success stories highlight the tangible benefits of embracing digital transformation for local businesses.





# Key Takeaways & Next Steps

The research underscores the importance of strategic adaptation for local vendors. Continued support and broader adoption of digital tools are crucial for sustained growth and competitiveness.

- **Empowerment:** Digital tools enable local vendors to compete effectively.
- **Community Impact:** Supporting local businesses strengthens the economy.
- **Future Outlook:** Expand outreach to more vendors for wider adoption and collective growth.