Web Search and Rationale

## Title:

## Authors: Liam De Rivers, Mark Moerkerken, Seth VanNiekerk

## Faculty Advisor(s): Hetal Shah

## Client/Industry Advisor: N/A

## Keywords: Ex. *eCommerce, C#, ASP.net, HTML 5*

## Abstract

Due to the ongoing COVID-19 pandemic our group Artic Thread felt there was a need for smaller businesses to be able to have a curbside pick-up program without the need to create their own website. Our group decided the best way to go about building our service was to make a website using ASP.NET and HTML5 as it would provide flexibility across all platforms. The potential for commercializing this application is definitely there, as small businesses still need to make money and we would take a percentage of all sales for offering the service.

## Business/Technological Purpose

Our service will allow for business owners to place their products on our website for ordering. Members of the site will then be able to purchase the items for pick up at the store location once they have been prepared*.*

## Our Contribution:

The main strength of our system is that multiple businesses will be able to put their inventories on our website. This way there will be a large assortment of products from many small businesses ensuring that our customers have a wide variety of items to choose from. Our service will also include a notification system to allow customers to know when their order is ready for pick-up.

## Market Analysis

There are some similar websites that could be considered rivals. A lot of much larger companies have their own curbside pick-up services, but they do not include other business. There are several food websites like that offer a similar style of “middle-man” where they facilitate an arrangement between two parties. For example, “SkipTheDishes” and “Uber Eats” are similar, but they offer food service whereas ours is a curbside pickup program for anything a business is trying to sell.

## Competitors

While we could not find any direct competitors however there are indirect competitors such as Walmart pickup or any other large company offering curbside pickup on items in their stores.

## Pricing

There are numerous different methods of pricing we could offer some examples are the following;

We could charge for businesses to post more and more listings. First 20 are free, pay for 50, 100, etc.

We could charge for businesses to post images on their listings.

We could charge for promotional options.

Flat service fee on all purchases, potentially increasing with large orders.

In addition to everything mentioned above we could also take a percentage of each transaction completed through our service.

## Conclusion

Our service would provide fast and easy curbside pick-up from multiple businesses and provide our customers with plenty of options when it comes to buying the things they want.

## References:

<https://www.walmart.ca/en/covid19-response?icid=homepage_HP_Sliver_COVID19_WM>

<https://www.skipthedishes.com/faq>

<https://help.uber.com/merchants-and-restaurants/section/getting-started-with-uber-eats?nodeId=838e8c61-ada8-4c07-9252-904f77ef5bc3>