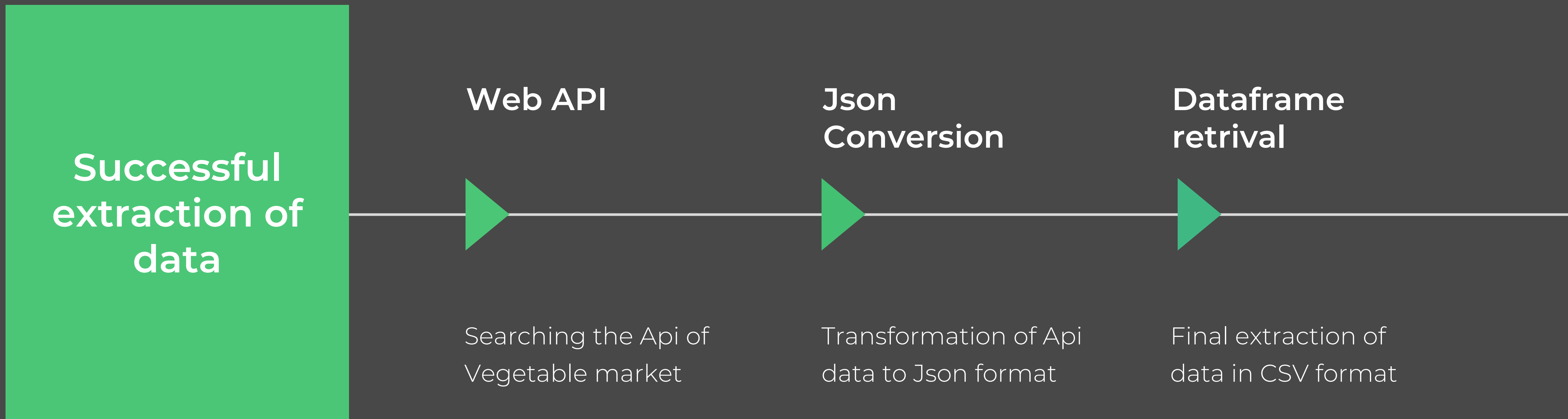


Vegetable Market Analysis



Official Website- <https://vegetablemarketprice.com/>

OUR TIMELINE



END TIMELINE

Price Analysis

Monthly price analysis
in Noida and nearby
market

Vegetable Basket formation

Basket formation for
various Income group

Case Study

Study on Quick
Commerce Vegetable
Business in Delhi

**Successful
completion
of project**

Average monthly price of each vegetable in the Noida Vegetable Market

Row Labels	Average of Avg Retail Price
Amaranth Leaves	21.00930233
Amla	100.2848837
Ash gourd	40.93604651
Baby Corn	105.7593023
Banana Flower	29.03023256
Beetroot	64.11744186
Bitter Gourd	56.90581395
Bottle Gourd	44.94767442
Brinjal	45.56860465
Brinjal (Big)	53.43372093
Broad Beans	67.8627907
Butter Beans	115.6046512
Cabbage	40.67790698
Capsicum	68.79651163
Carrot	78.16162791
Cauliflower	53.16511628
Cluster beans	79.05465116
Coconut	52.05348837
Colocasia	45.08139535
Colocasia Leaves	23.02209302
Coriander Leaves	16.03372093
Corn	46.94418605
Cucumber	35.3
Curry Leaves	56.23488372
Dill Leaves	22.54418605
Drumsticks	145.2290698
Elephant Yam	47.89186047



Fenugreek Leaves	18.19186047
French Beans	79.61744186
Garlic	104.8372093
Ginger	72.70930233
Green Chilli	67.9127907
Green Peas	127.872093
Ivy Gourd	47.41976744
Ladies Finger	57.91395349
Lemon (Lime)	98.64186047
Mango Raw	133.4523256
Mint Leaves	10.57674419
Mushroom	146.7709302
Mustard Leaves	28.71395349
Onion Big	45.87906977
Onion Green	72.39534884
Onion Small	72.35581395
Potato	51.7372093
Pumpkin	44.03372093
Radish	44.95697674
Raw Banana (Plantain)	15.03372093
Ridge Gourd	50.43372093
Shallot (Pearl Onion)	59.13023256
Snake Gourd	47.38139535
Sorrel Leaves	21.15930233
Spinach	23.11046512
Sweet Potato	69.70581395
Tomato	48.94418605



Row Labels	Average of Avg shopping Mall Price	Average of Avg Retail Price
Mint Leaves	11.85232558	10.57674419
Raw Banana (Plantain)	16.9755814	15.03372093
Coriander Leaves	18.06511628	16.03372093
Fenugreek Leaves	20.73372093	18.19186047
Sorrel Leaves	23.61395349	21.15930233
Amaranth Leaves	23.94534884	21.00930233
Dill Leaves	25.4755814	22.54418605
Colocasia Leaves	25.99302326	23.02209302
Spinach	26.0627907	23.11046512
Mustard Leaves	32.43604651	28.71395349
Banana Flower	32.81511628	29.03023256
Cucumber	40.13837209	35.3
Cabbage	46.21162791	40.67790698
Ash gourd	46.42906977	40.93604651
Pumpkin	49.9755814	44.03372093
Bottle Gourd	51.01744186	44.94767442
Radish	51.0872093	44.95697674
Colocasia	51.26744186	45.08139535
Brinjal	51.72674419	45.56860465
Onion Big	52.08255814	45.87906977
Corn	53.26744186	46.94418605
Snake Gourd	53.77093023	47.38139535
Ivy Gourd	53.80697674	47.41976744
Elephant Yam	54.37325581	47.89186047
Tomato	55.50348837	48.94418605

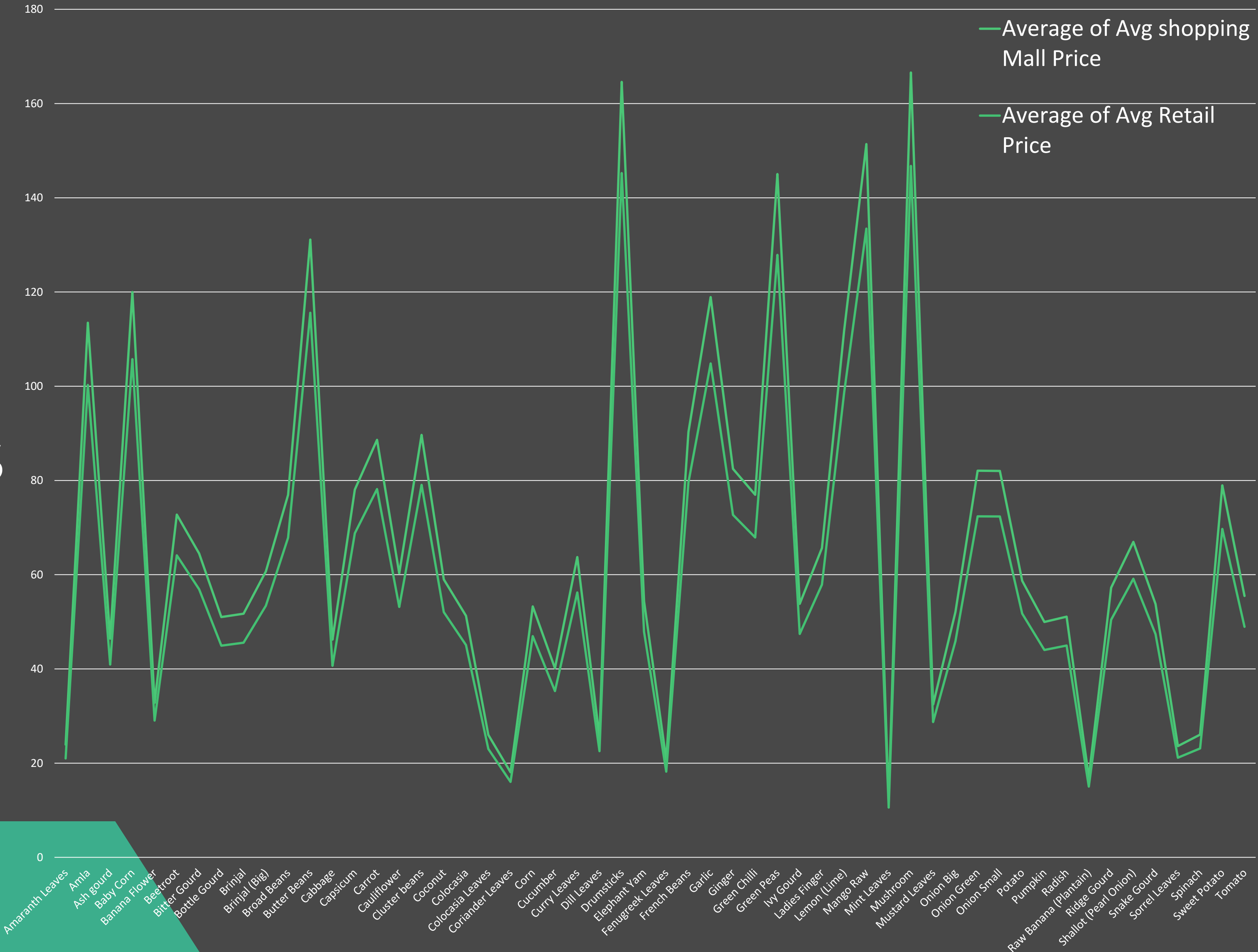
Comparison between Noida Vegetable market and Local Vegetable Market

Ridge Gourd	57.24186047	50.43372093
Potato	58.71511628	51.7372093
Coconut	59.00116279	52.05348837
Cauliflower	60.29069767	53.16511628
Brinjal (Big)	60.70465116	53.43372093
Curry Leaves	63.72906977	56.23488372
Bitter Gourd	64.50116279	56.90581395
Ladies Finger	65.66046512	57.91395349
Shallot (Pearl Onion)	66.95581395	59.13023256
Beetroot	72.75348837	64.11744186
Broad Beans	76.94767442	67.8627907
Green Chilli	76.95813953	67.9127907
Capsicum	78.05813953	68.79651163
Sweet Potato	78.96046512	69.70581395
Onion Small	82.03372093	72.35581395
Onion Green	82.08255814	72.39534884
Ginger	82.45930233	72.70930233
Carrot	88.60930233	78.16162791
Cluster beans	89.66511628	79.05465116
French Beans	90.29767442	79.61744186
Lemon (Lime)	111.8511628	98.64186047
Amla	113.4616279	100.2848837
Garlic	118.9337209	104.8372093
Baby Corn	119.9930233	105.7593023
Butter Beans	131.1290698	115.6046512
Green Peas	145.0313953	127.872093
Mango Raw	151.405814	133.4523256
Drumsticks	164.6	145.2290698
Mushroom	166.5744186	146.7709302



1. From the above data we can see that the Avg Market price of Shopping malls is always more than that of the Avg Retail price.
2. The main reason behind the price difference is assumed to be maintenance cost, which is always higher as compared to nearby market price.
3. In seasonal goods we can hardly see any price difference in the above graph.
4. Bargaining- In the Nearby Market generally bargaining is possible where as in the Noida Market people do not generally bargain which can create a huge difference in price.

TREND ANALYSIS



Mint Leaves	11.85232558
Raw Banana	16.9755814
Coriander Leaves	18.06511628
Fenugreek Leaves	20.73372093
Sorrel Leaves	23.61395349
Amaranth Leaves	23.94534884
Dill Leaves	25.4755814
Colocasia Leaves	25.99302326
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Mustard Leaves	32.43604651
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Pumpkin	49.9755814
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Colocasia	51.26744186
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Onion Big	52.08255814
Corn	53.26744186
Snake Gourd	53.77093023
Ivy Gourd	53.80697674
Elephant Yam	54.37325581
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Potato	58.71511628
Coconut	59.00116279
Cauliflower	60.29069767
Brinjal (Big)	60.70465116
Curry Leaves	63.72906977
Bitter Gourd	64.50116279
Ladies Finger	65.66046512
Shallot	66.95581395

Seasonal
vegetables
in Noida
Vegetable
Market

Seasonal
vegetables in
nearby Vegetable
Market

		Mint Leaves	10.57674419
		Raw Banana	15.03372093
		Coriander Leaves	16.03372093
		Fenugreek Leaves	18.19186047
		Sorrel Leaves	21.15930233
		Amaranth Leaves	21.00930233
		Dill Leaves	22.54418605
		Colocasia Leaves	23.02209302
		Spinach	23.11046512
		Mustard Leaves	28.71395349
		Banana Flower	29.03023256
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Snake Gourd	47.38139535	Radish	44.95697674
Ivy Gourd	47.41976744		
Elephant Yam	47.89186047		
Tomato	48.94418605		
Ridge Gourd	50.43372093		
Potato	51.7372093		
Coconut	52.05348837		
Cauliflower	53.16511628		
Brinjal (Big)	53.43372093		
Curry Leaves	56.23488372		
Bitter Gourd	56.90581395		
Ladies Finger	57.91395349		
Shallot (Pearl Onion)	59.13023256		



Vegetable Basket





1 Summers

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Inflation Rate

Low-Income Group Avg= 400.46

Middle-Income Group= 627.52

High-Income Group= 952.78

Inflation for Low-Income Group= $(627.52 - 400.46) / 627.52 \times 100 = 36.18\%$

Inflation for Middle-Income Group= $(952.78 - 627.52) / 952.78 \times 100 = 34.13\%$

Inflation for High-Income Group= $(952.78 - 660.25) / 660.25 \times 100 = 44.30\%$

The market size & potential for the quick commerce vegetable business in Delhi is significantly high, Considering the population of Delhi to be over 18 million. In addition to it, the government is also acting as a helping hand to these start-ups by introducing initiatives such as Digital India and Start-Up India have created a favourable environment for the growth of the business itself as well as the Nation. With the steep increase in smartphone penetration, seamless internet connectivity and ease of lifestyle more and more people in Delhi are turning to online quick commerce vegetable business for their convenience and quality products. As a result, there is a tremendous opportunity for entrepreneurs to enter this space and capture a significant share of the market.

1 CASE STUDY

The market size and potential for the quick commerce vegetable business in Delhi

2

Our Competitors



Big basket

Blinkit

Amazon fresh

Swiggy Instamart

Flipkart
Supermarket

Zepto

Competitive landscape

What is the competitive landscape for the quick commerce vegetable business in Delhi?

There are big giants like BigBasket, Amazon Fresh, Flipkart Supermarket, BlinkIt, Zepto, and SwiggyInstamart. To compete in this crowded market and such big giants, quick commerce vegetable businesses need to differentiate themselves from each other through their pricing, customer service and product offerings. The competition who will offer high-quality products, excellent customer service, competitive pricing and fast delivery are likely to gain a large market share and succeed rapidly in this space. Additionally, businesses can leverage technology to improve their operations, such as using data analytics to optimise inventory management and delivery routes



KEY CHALLENGES

Competition

The quick commerce vegetable businesses in Delhi is highly competitive, with several giants trying to take over the market. Businesses need to differentiate themselves through their product offerings, pricing and customer satisfaction

Sourcing high-quality vegetables

One of the main challenges faced by the quick commerce vegetable businesses is of sourcing high-quality vegetables. The quality of the vegetables can significantly impact customer satisfaction, the business must ensure that they are sourcing fresh and high-quality products

Payment Collection

Collecting timely payments from customers can be challenging, especially where cash-on-delivery is prevalent. Businesses need to have a robust payment collection system in place to ensure timely payment collection and prevent payment defaults.

Managing Inventory

Managing Inventory can be another challenge that can be faced by the quick commerce vegetable business. They need to ensure that they have sufficient stock of all vegetables, while also managing that they don't have excess stock that may go to waste

Sourcing high-quality vegetables

One of the main challenges faced by the quick commerce vegetable businesses is of sourcing high-quality vegetables. The quality of the vegetables can significantly impact customer satisfaction, the business must ensure that they are sourcing fresh and high-quality products.

Infrastructure Challenges

Delhi faces several infrastructure challenges such as traffic congestion and poor road condition in places, which can impact the delivery times and logistics of the quick commerce vegetable business

Ensuring Timely Delivery

Timely Delivery plays a very important role in the success of quick commerce vegetable businesses. Customers expect their orders to be delivered promptly, and any delays can lead to dissatisfaction and loss of customers.



4 Success Factors

- High-quality products
- Competitive pricing
- Efficient logistics and delivery
- Innovative technology
- Customer service
- Brand image

High-quality products

Quick commerce vegetable businesses need to source and deliver high-quality vegetables to their customers consistently.

Competitive pricing

Need to offer competitive prices to attract and retain customers, while also ensuring that their profit margins are healthy.

Efficient logistics and delivery

Need to ensure that they can deliver products promptly and reliably, while also managing inventory and minimizing wastage.

Innovative technology

Quick commerce vegetable businesses can leverage innovative technology to streamline their operations and improve efficiency.

Customer service

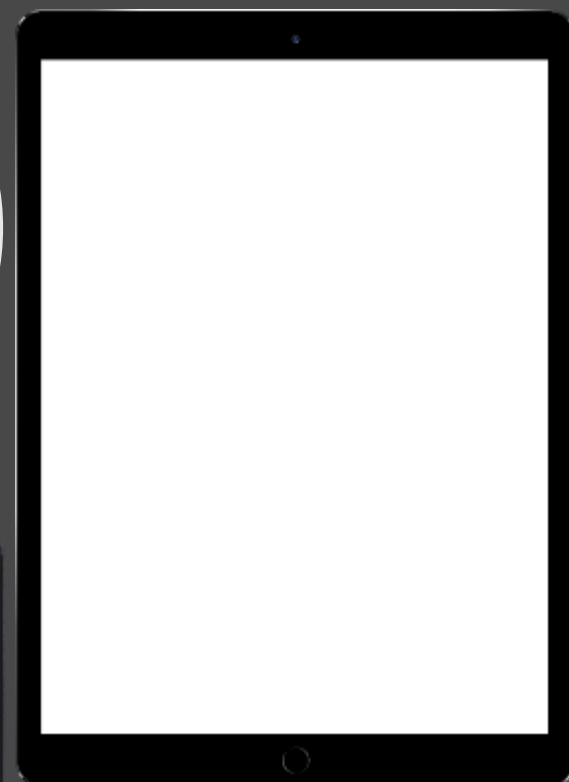
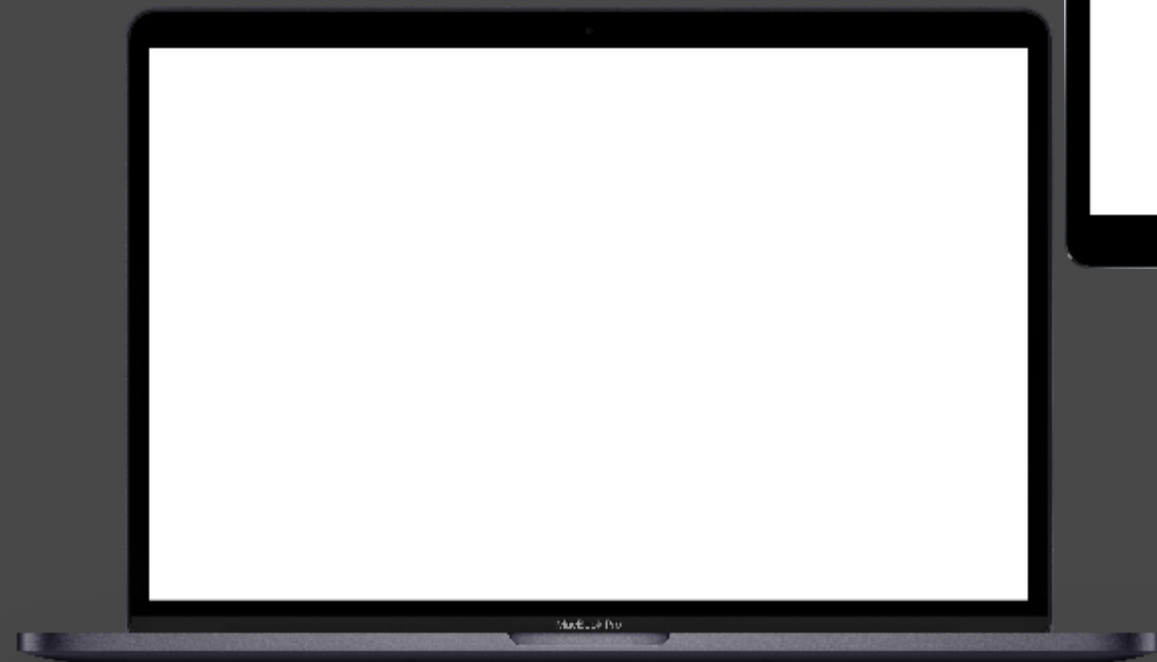
Need to provide excellent customer service to ensure customer satisfaction and loyalty. This includes timely resolution of customer queries and complaints, as well as efficient handling of returns and refunds.

Brand image

Building a strong brand image is critical for the success of quick commerce vegetable businesses.

They need to establish themselves as a reliable and trustworthy brand that offers high-quality products, competitive prices, and excellent customer service.

5



Technology

And

Operations

100
90
80
70
60
50
40
30
20
10

One

Two

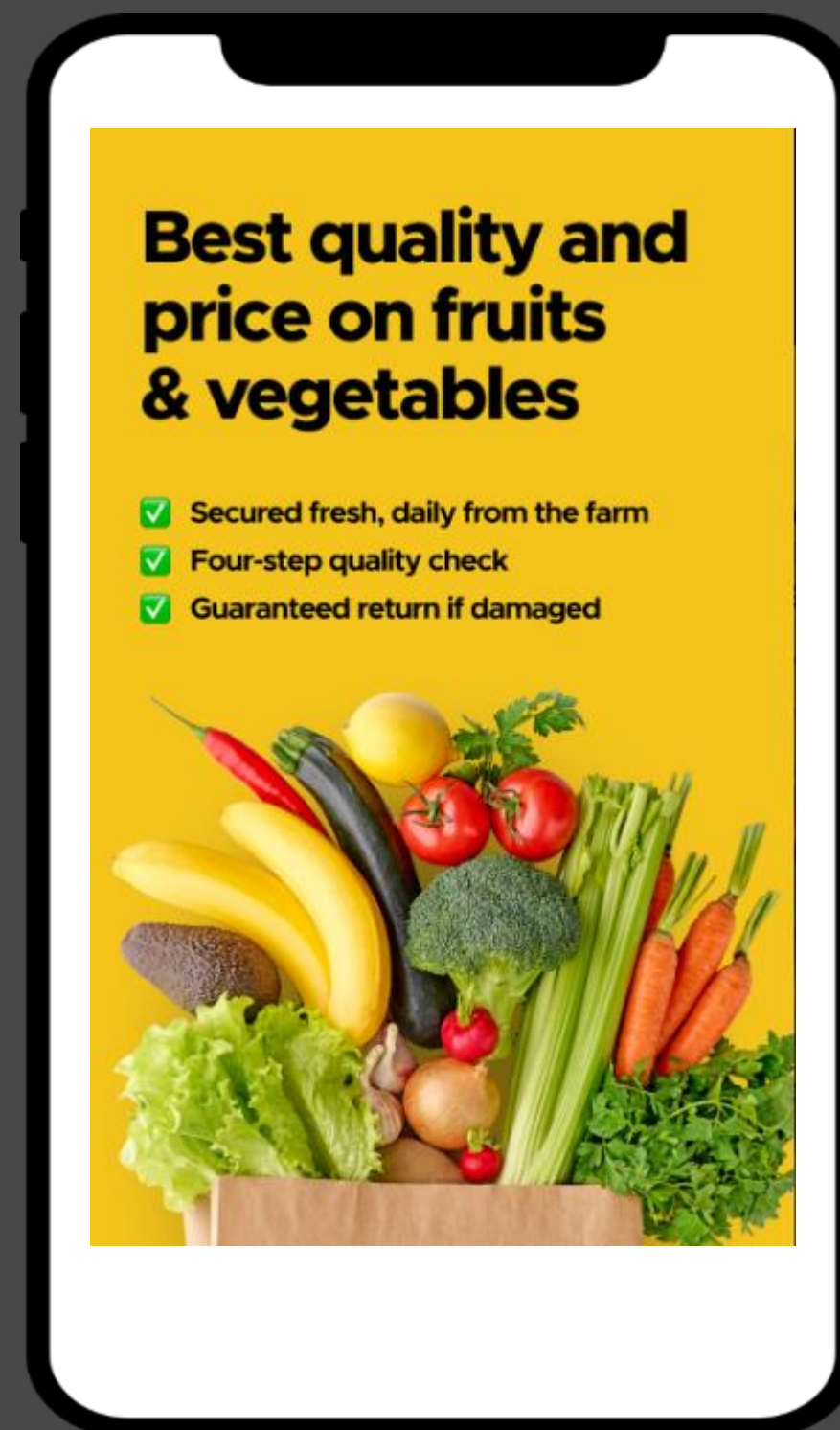
Three



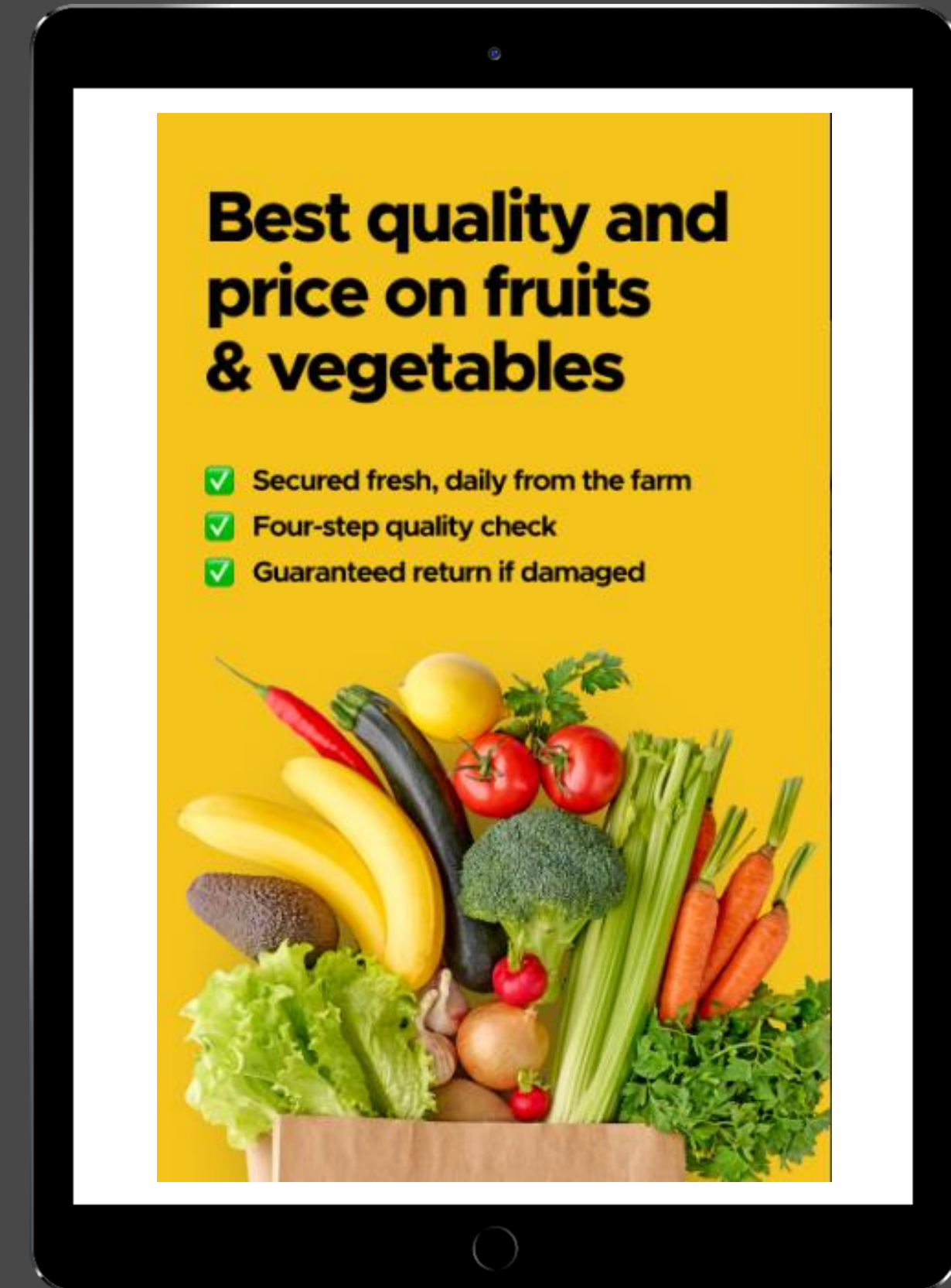
How can the quick commerce vegetable business in Delhi leverage technology to improve their operations and customer experience



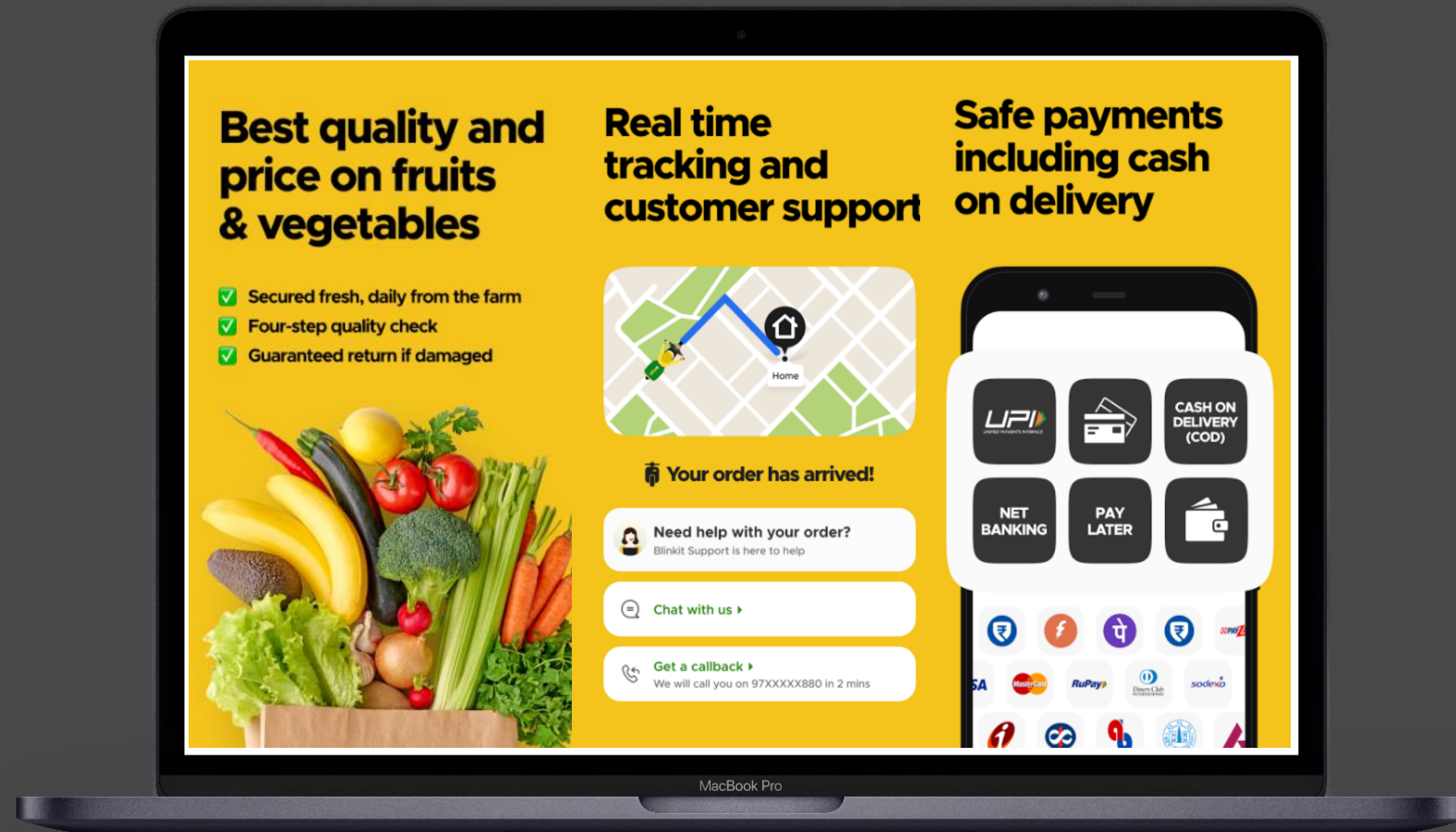
PHONE PREVIEW SAMPLE



Quick commerce vegetable businesses can develop mobile, tablet and laptop applications that allow customers to browse products, place orders, and track deliveries. This can improve the customer experience by making it more convenient for customers to shop and receive their orders.



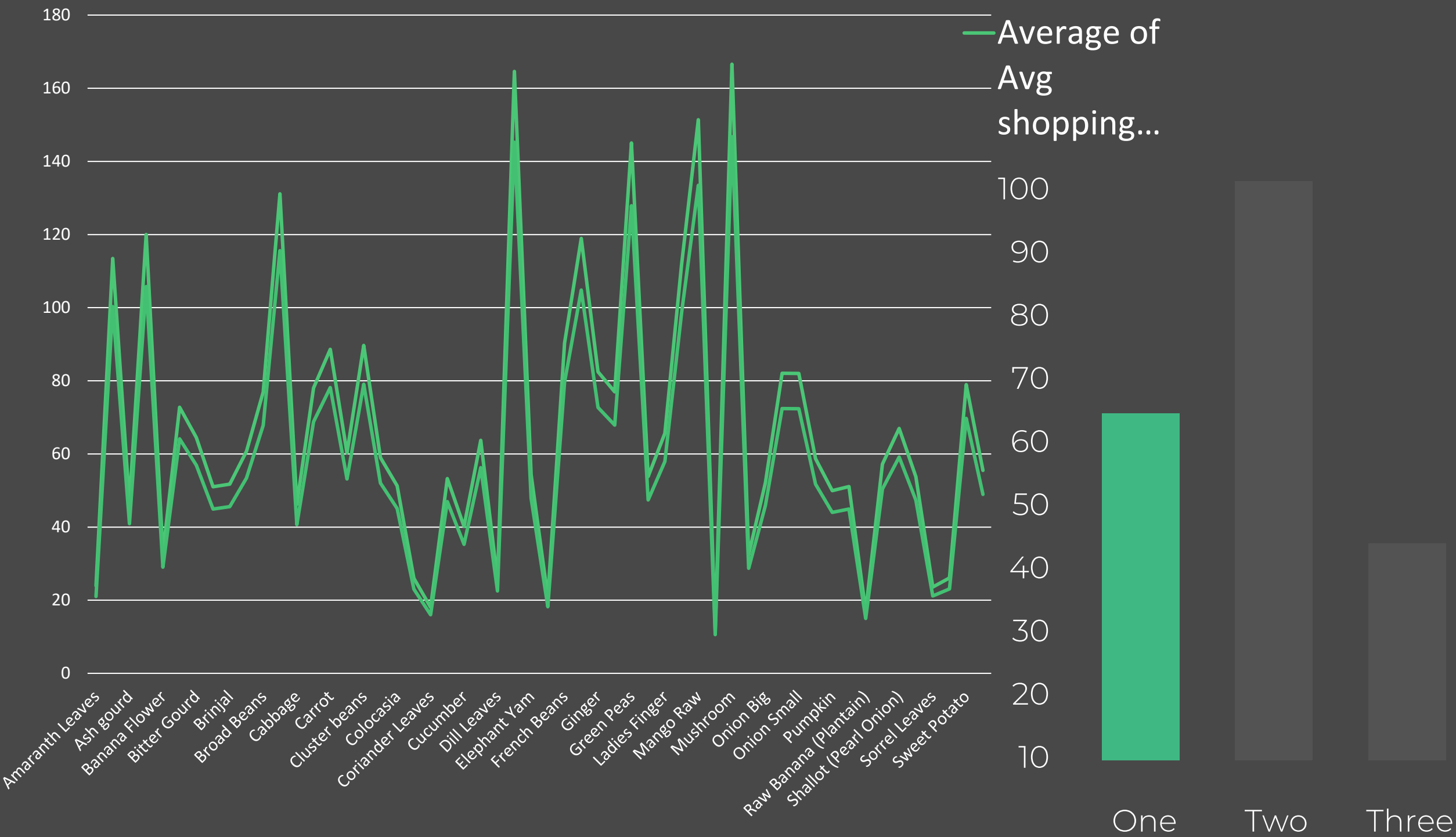
TABLET PREVIEW SAMPLE



LAPTOP PREVIEW
SAMPLE

Data analysis

Quick commerce vegetable businesses can use data analytics to optimize their operations. For example, they can analyze data on customer preferences and buying patterns to optimize their inventory management and supply chain.





GPS tracking

GPS tracking technology can be used to track delivery vehicles and optimize delivery routes. This can improve delivery times and reduce transportation costs.

Automated Inventory Management

Automated inventory management systems can help quick commerce vegetable businesses manage their inventory more efficiently. These systems can track inventory levels, predict demand, and generate alerts when inventory levels fall below a certain threshold.

Inventory Management Process

1

Goods are
Delivered

**2**

Goods are reviewed,
sorted and stored

**3**

Inventory levels are
monitored

**4**

Stock orders are
placed

**5**

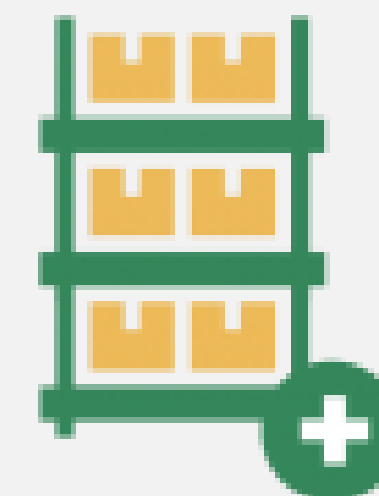
Stock orders are
approved

**6**

Goods are taken
from stock

**7**

Inventory levels
are updated

**8**

Low stock levels
trigger purchasing



Electronic payment systems

Electronic payment systems, such as mobile wallets and online payment gateways, can make it easier for customers to pay for their orders. This can improve the customer experience by reducing the need for cash transactions.



Challenges Faced and our Learnings

Web Scrapping
Time Management
Extraction of Insights
Comparative analysis with nearby market



THANK YOU