**Project Design Phase**

**Proposed Solution**

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| Date | 26-06-2025 |
| Team ID | LTVIP2025TMID53570 |
| Project Name | ShopEZ:One-Stop Shop for Online Purchases |
| Maximum Marks | 2 Marks |

**Proposed Solution for ShopEZ App**

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| **S. No.** | **Parameter** | **Description** |
| **1** | **Problem Statement** (Problem to be solved) | Small shopkeepers face challenges in bringing their businesses online due to high costs, lack of technical skills, and complex platforms. At the same time, customers struggle to find reliable local products on cluttered e-commerce sites. This gap limits local commerce growth and creates frustration for both sellers and buyers. |
| **2** | **Idea / Solution Description** | ShopEZ is a user-friendly e-commerce platform that empowers small shopkeepers to easily create and manage online stores without technical skills. It connects them with customers seeking local products through a clean, mobile-responsive interface, secure payments, and real-time order tracking—bridging the gap between local sellers and digital buyers. |
| **3** | **Novelty / Uniqueness** | -Specifically built to showcase and support small, local businesses rather than large-scale brands.  -Combines a smooth shopping journey for buyers with a powerful backend for seller - all in one system.  -Features nearby stores and products based on user location, encouraging community-based commerce.  -Minimizes upfront costs and financial risk, making digital selling accessible to micro-entrepreneurs. |
| **4** | **Social Impact / Customer Satisfaction** | - Empowers small and local businesses to go digital affordably.  - Boosts local economies through increased sales and visibility.  - Provides a clean, user-friendly interface for hassle-free shopping.  - Builds loyalty through reliable service and community connection.  -Promotes community-based commerce over corporate monopolies. |
| **5** | **Business Model (Revenue Model)** | **-Freemium Model:** Basic store setup is free with premium features (analytics, custom domains, promotions) behind a subscription  **-Ad Placement:** Featured listings or homepage banners for seller  **-Custom Store**: Offer paid services for custom design, branding, or setup assistance for shopkeepers who want more than the basic template. |
| **6** | **Scalability of the Solution** | -Designed to support multiple vendors with role-based access, making it easy to onboard thousands of small businesses.  -Easily extendable to mobile apps (React Native), AI-based recommendations, or multi-language support to serve diverse markets  -Deployed on scalable cloud platforms (like Vercel, AWS, or Render) to automatically manage traffic spikes and support geographic expansion. |