

## **Food preferred during the specific festivals :-**

As per our culture there are various cultural perspectives based on many regional areas in our country or over all the world. Festival foods are often deeply intertwined with symbolism and rituals. Certain dishes may symbolize abundance, prosperity, or have historical connections to the festival's origin. Rituals around food preparation and consumption can vary widely. For example, communal cooking, sharing meals, or specific ceremonial acts may be associated with different festivals. If we move towards the Indian culture there are mostly specific decided food which is prepared on that specific festival. So lets go through some of the big festivals and their specific food.

We celebrate festivals on the basis of our hindu calendar but, names of festivals varies as per reason .So in below given example ideally given names are used it means mostly used names are taken to describe the food.

### **1. Diwali:**

**Sweets:** Diwali is synonymous with a variety of sweets such as Gulab Jamun, Jalebi, Kaju Katli, Rasgulla, and Barfi.

**Savory Snacks:** Samosas, Kachori, and Chakli are popular savory snacks during Diwali.

### **2. Holi:**

**Gujiya:** A sweet dumpling filled with khoya (milk solids), nuts, and dried fruits.

Thandai: A cold drink made with milk, almonds, fennel seeds, and various spices.

3. Navratri:

Sabudana Khichdi: Tapioca pearls cooked with peanuts, potatoes, and spices.

Kuttu Ki Puri: Buckwheat flour puris often paired with potato curry.

4. Eid-ul-Fitr:

Biryani: A fragrant rice dish with meat, spices, and herbs.

Sheer Kurma: A dessert made with vermicelli, milk, dates, and nuts.

5. Raksha Bandhan:

Peda: Sweet, condensed milk-based fudge often flavored with cardamom.

Gujia: Similar to Karanji, a sweet pastry filled with khoya and nuts.

6. Ganesh Chaturthi:

Modak: Steamed or fried dumplings with a sweet filling, especially popular during Lord Ganesha's festival.

Puran Poli: A flatbread stuffed with a mixture of chana dal, jaggery, and spices.

7. Pongal/Makar Sankranti:

Pongal: A dish made with newly harvested rice, lentils, and black pepper.

Til Ladoo: Sweet sesame seed balls often prepared during Makar Sankranti.

#### 8. Durga Puja:

Khichuri: A savory rice and lentil dish often paired with fried vegetables.

Rosogolla: A popular Bengali sweet made with chhena (cheese) and dipped in sugar syrup.

#### 9. Onam:

Sadya: A traditional feast served on a banana leaf, featuring dishes like Avial, Thoran, and Parippu Curry.

Payasam: A sweet rice pudding made with jaggery, coconut milk, and various flavors.

#### 10. Karva Chauth:

Feni: A special sweet dish made with vermicelli, milk, and dry fruits.

Mathri: Savory snacks often prepared to break the fast.

#### 11. Janmashtami:

Dhania Panjiri: A sweet made with coriander powder, powdered sugar, and dry fruits.

Makhan Mishti: Homemade butter or makhan paired with sweet treats.

#### 12. Gudi Padwa/Ugadi:

Puran Poli (Holige): Sweet flatbreads filled with a mixture of chana dal, jaggery, and coconut.

Ugadi Pachadi: A special chutney with a mix of six tastes representing the different emotions of life.

### 13. Baisakhi:

Langar Wali Dal: A special lentil preparation served in Gurudwaras during Baisakhi celebrations.

Saag with Makki Di Roti: Mustard greens served with cornflour flatbreads.

14. Lohri: Sarson Da Saag with Makki Di Roti: Mustard greens curry paired with cornflour flatbreads.

Gajak: A sweet made with sesame seeds and jaggery.

### 15. Christmas:

Plum Cake: A rich fruitcake with candied fruits, nuts, and spices.

Kulkuls: Deep-fried sweet dough curls often made during Christmas.

### 16. Karva Chauth:

Ghevar: A sweet disc-shaped cake made with flour and soaked in sugar syrup.

Coconut Barfi: A sweet coconut-based confection often prepared for Karva Chauth.

### 17. Easter:

Hot Cross Buns: Sweet, spiced buns with a cross on top traditionally eaten on Good Friday.

Easter Eggs: Chocolate or sugar eggs filled with sweets, exchanged during Easter.

#### 18. Bihu (Assamese New Year):

Pitha: Assorted rice cakes and dumplings with various fillings.

Laru: Sweet ladoos made with sesame seeds, coconut, and jaggery.

#### 19. Guru Nanak Jayanti:

Karah Prasad: A sacred offering made with equal parts of whole wheat flour, ghee, and sugar.

Langar: Community kitchens serving vegetarian meals during the celebrations.

#### 20. Maha Shivaratri:

Thandai: A cold beverage made with milk, nuts, and spices, often infused with bhang.

Sabudana Kheer: Tapioca pudding, a common sweet dish for fasting during Maha Shivaratri.

Above mentioned festivals are celebrated in India as well as various foreign countries. India exported more than \$ 2.14 billion worth of final food products in 2020-21. Since final food products are time saving and readily available, the demand for food items under the categories of RTE, RTC and RTS has increased manifold in recent years.

## STAPLES

**Oil & Ghee**-Cooking oil is a key ingredient in many recipes. It's used for frying, sauteing, and even baking.

Some common types of cooking oil include vegetable oil, olive oil, canola oil, and coconut oil.

Ghee is a type of clarified butter commonly used in Indian cuisine. Ghee is also lactose-free and has a longer shelf life than regular butter.

**Dry fruits** - They have concentrated flavors and nutrients, making them a healthy and delicious choice. You can enjoy them on their own or use them in various recipes. They're a convenient way to get a burst of natural sweetness and a boost of energy.

**Pulses & Cereals**- Pulses, such as lentils, chickpeas, and beans, are protein-rich foods that also provide fiber, vitamins, and minerals. They're great for vegetarian and vegan diets.

Cereals, like rice, wheat, oats, and corn, are staple grains that provide carbohydrates, fiber, and various nutrients.

**Rice & other grains**- Rice, for example, is a versatile grain that comes in different varieties like white, brown, and wild rice. It's a great source of carbohydrates and provides energy. Other grains like wheat, oats, barley, and corn are also commonly eaten. They're packed with nutrients like fiber,

vitamins, and minerals. They're an important part of many cultural cuisines and provide a satisfying and nutritious foundation for meals.

**Atta & flours-** Atta refers to whole wheat flour, which is made from grinding whole wheat grains. It is commonly used in making traditional Indian breads like roti and chapati.

Flours, on the other hand, can refer to a variety of ground grains or legumes, such as all-purpose flour, rice flour, corn flour, or chickpea flour. So, whether you're making a hearty roti or a fluffy cake, atta and flours are essential ingredients in the kitchen.

**Sugar, Salt & Spices-** Sugar is a sweetener that adds flavor to food and beverages. It comes in various forms like granulated, powdered, and brown sugar. Salt is a seasoning that enhances the taste of dishes. It's used in cooking and baking and can be found in different types like table salt, sea salt, and kosher salt. Spices are aromatic substances derived from plants, like cinnamon, cumin, and paprika. They add flavor, aroma, and color to dishes, making them more delicious. So, whether you're satisfying your sweet tooth with sugar, adding a pinch of salt for seasoning, or spicing things up with flavorful spices, these ingredients are essential in the kitchen!



## **ALL PROCESSED FOODS-**

Biscuits & Cakes-Biscuits and cakes are delicious treats that are enjoyed by many. Biscuits are typically small, crumbly baked goods that can be sweet or savory. They're perfect for dunking in tea or enjoying as a snack.

Cakes, on the other hand, are sweet desserts made from a combination of flour, sugar, eggs, and other ingredients. They come in a variety of flavors, shapes, and sizes, from classic chocolate cake to fluffy vanilla sponge cake. Whether you're in the mood for a buttery biscuit or a moist and decadent cake, these treats are sure to satisfy your cravings!

**Namkeen & Chips-** Namkeen is a savory snack popular in South Asian cuisine. It includes a variety of crispy and crunchy treats like sev, bhujia, and chivda. These snacks are often seasoned with spices like chili powder, turmeric, and cumin, giving them a delicious and tangy flavor. They're perfect for munching on during tea time or as a quick snack on the go. Chips, also known as crisps in some places, are thin slices of potatoes that are deep-fried or baked until they become crispy and golden. They come in various flavors like salted, barbecue, sour cream and onion, and many more. You can enjoy them on their own or pair them with dips like salsa or guacamole.

Whether you prefer classic potato chips or like to try different flavors, they're a tasty and satisfying snack option!



**Noodles & Pasta-** Noodles are a staple in many Asian cuisines and come in different shapes and sizes, like ramen, udon, and soba. They can be served in soups or stir-fried with various ingredients.

Pasta, on the other hand, is a staple in Italian cuisine and comes in a variety of shapes, such as spaghetti, penne, and fettuccine. It's often served with different sauces, like marinara, Alfredo, or pesto, creating endless possibilities for tasty meals.

Whether you're in the mood for a comforting bowl of noodles or a hearty plate of pasta, both are versatile and delicious options to satisfy your cravings!

**Pickles & Sauces-** Pickles and sauces are tasty additions to meals that add flavor and enhance your dining experience.

Pickles are cucumbers or other vegetables that have been soaked in a mixture of vinegar, water, salt, and spices. They can be sweet, sour, or spicy, and are often enjoyed as a side or condiment.

Sauces, on the other hand, come in a wide variety of flavors and textures. They can be creamy, tangy, spicy, or sweet, and are used to enhance the taste of dishes. From classic tomato sauce for pasta to tangy barbecue sauce for grilled meats, sauces can take your meal to the next level.

So, whether you're craving the tanginess of pickles or the saucy goodness of different flavors, both pickles and sauces

are a delicious way to add some zing to your meals!

**Chocolates & Sweets-** Chocolates are made from cocoa beans and come in various forms like bars, truffles, and bonbons. They can be dark, milk, or white, and often have different fillings like caramel, nuts, or fruit.

As for sweets, they encompass a wide range of sugary delights! From gummy candies to chewy caramels, there's something for everyone's sweet tooth. They come in different flavors, shapes, and textures, making them impossible to resist!

So, whether you're a chocolate lover or have a sweet tooth for all things sugary, chocolates and sweets are sure to satisfy your cravings and bring a smile to your face!

**Jam, Honey & Spread-** Jam is a delicious fruity spread made by cooking down fruits with sugar. It's perfect for spreading on toast, pancakes, or even as a filling for pastries. You can find a variety of flavors like strawberry, raspberry, or even mixed fruit jams. Honey, on the other hand, is a natural sweetener produced by bees from flower nectar. It has a unique taste and can be used as a topping for toast, yogurt, or as a sweetener in tea or baking recipes. Plus, honey has some health benefits too! Spreads, in general, come in many forms and flavors. From chocolate hazelnut spreads to peanut butter, there's an endless variety to choose from. Spreads are great for adding flavor to your sandwiches,

crackers, or even as a dip for fruits. So, whether you're craving the fruity goodness of jam, the natural sweetness of honey, or the versatility of spreads, these tasty treats are sure to add a burst of flavor to your snacks and meals !

**Baby Food-** Baby food is specially made for babies who are transitioning to solid foods. It's typically pureed or mashed, making it easier for babies to eat and digest. Baby food comes in various flavors and combinations, providing essential nutrients for a baby's growth and development. It's an important part of introducing new tastes and textures to little ones as they explore the world of food.

## **BEVERAGES**

**Tea & Coffee-** Tea is made by steeping leaves from the *Camellia sinensis* plant in hot water. It comes in different varieties like black tea, green tea, and herbal tea, each with its own unique flavors and benefits. Coffee, on the other hand, is made from roasted coffee beans. It has a rich, bold flavor and is often enjoyed for its energizing effects. Coffee can be brewed in various ways like drip brewing, espresso, or French press, and can be customized with milk, sugar, or other flavors. So, whether you prefer the soothing warmth of tea or the invigorating kick of coffee, both beverages offer a delightful way to start your day or relax with a comforting cup!

**Cold drinks-** Cold drinks are refreshing and perfect for hot weather or when you need a thirst quencher. They can be

fizzy like soda or sparkling water, or non-carbonated like iced tea or lemonade. Some popular cold drinks include iced coffee, smoothies, milkshakes, and slushies. They're a great way to cool down and enjoy a tasty beverage!

**Health drinks-** Health drinks are beverages that are specifically designed to promote good health and provide various nutrients to the body. They can come in the form of smoothies, juices, protein shakes, or herbal teas. Health drinks often contain vitamins, minerals, antioxidants, or other beneficial ingredients that can support overall well-being. They can be a convenient and delicious way to supplement your diet and stay hydrated while nourishing your body. Cheers to good health!

**Dairy Products-** Dairy products are food items made from milk, such as cheese, yogurt, and butter. They are a great source of calcium, protein, and other essential nutrients. Dairy products can be enjoyed on their own or used in various recipes to add flavor and richness. So whether you're sipping on a glass of milk or enjoying a cheesy slice of pizza, dairy products are a delicious and nutritious part of many people's diets.

**Soaps & Skin Care** - Soaps are cleansing agents that help remove dirt, oil, and impurities from the skin. They come in different forms like bar soap, liquid soap, or body wash.

Skincare products, on the other hand, include a wide range of items like moisturizers, serums, masks, face wash, talcum

powder, lip balms and bleaches that are used to nourish and care for the skin. They can help hydrate, soothe, and improve the overall appearance of the skin. Taking care of your skin with the right products can help keep it healthy and glowing!

**Hair Care-** Hair care products encompass a wide range of items that cater to different needs. It's important to choose products that suit your hair type and address specific concerns.

- **Shampoo-** Shampoo is a cleansing product used to remove dirt, oil, and product buildup from the hair. It comes in various formulas for different hair types and concerns.
- **Conditioner-** Conditioner is a product used after shampooing to moisturize and detangle the hair, leaving it soft and manageable. It helps to restore moisture and smooth the hair cuticles.
- **Hair Oils-** Hair oils are lightweight, nourishing oils that can be applied to the hair to add shine, reduce frizz, and provide hydration. They can be used on damp or dry hair to help improve its overall health and appearance.

## **FEMININE HYGIENE**

- **Sanitary Pads-** Sanitary pads, also known as menstrual pads, are absorbent materials worn by women during their periods

to collect menstrual flow. They come in different sizes, thicknesses, and absorbency levels to suit individual needs.

- Intimate washes- Intimate washes, on the other hand, are specially formulated cleansers designed for the delicate skin in the intimate area. They help maintain the pH balance and hygiene of the area while providing a fresh and clean feeling. It's important to choose products that are gentle, hypoallergenic, and free from harsh chemicals. Taking care of your menstrual hygiene and intimate health is essential for overall well-being!

## **Oral Care**

- Tooth brush- A toothbrush is a tool used for cleaning our teeth. It has bristles that help remove plaque and food particles. Toothbrushes come in different sizes and bristle types, so you can choose one that suits your preferences.

- Toothpaste- Toothpaste is a paste or gel that we use with our toothbrushes to clean our teeth. It contains ingredients like fluoride to help prevent tooth decay and freshen our breath. There are various flavors and types of toothpaste available, so you can find one that you like.

- Mouthwash- Mouthwash is a liquid solution that we use after brushing and flossing. It helps freshen our breath and kill bacteria that can cause bad breath and gum problems. Mouthwash can come in different flavors and types, such as ones that focus on fighting plaque or providing extra



protection for sensitive teeth. Remember, it's important to brush your teeth twice a day, use toothpaste with fluoride, and consider adding mouthwash to your oral care routine for a clean and healthy smile!

**Perfumes & Deos-** Perfumes are stronger and more concentrated, so they tend to last longer on the skin. They come in different scents and intensities, and you can find perfumes for both men and women. Deos, on the other hand, are specifically designed to control body odor and keep us feeling fresh throughout the day. They usually come in spray or roll-on form and are applied directly to the underarm area. So, if you're looking for a long-lasting fragrance, go for a perfume. But if you need something to keep you smelling great and feeling confident, a deo is the way to go!

**Hand wash & Sanitizer-** Handwash is a liquid soap that we use to clean our hands. It helps remove dirt, germs, and bacteria from our skin. Handwash is usually used with water, and it's important to wash our hands for at least 20 seconds to ensure proper cleanliness. Hand sanitizer, on the other hand, is a gel or liquid that contains alcohol to kill germs and bacteria on our hands. It's a convenient option when water and soap are not readily available. Remember to wash your hands regularly and use hand sanitizer when needed!



## **Health & Wellness**

- **Pain relief balms-** Pain relief balms are topical ointments that we apply to the skin to help alleviate muscle aches, joint pains, and even headaches. They usually contain ingredients like menthol or camphor, which create a cooling or warming sensation to provide temporary relief .
- **Cold & Cough Syrup-** As for cold and cough syrups, they are medicines that help relieve symptoms associated with the common cold and cough. They can help soothe a sore throat, reduce coughing, and alleviate congestion. Cold and cough syrups often contain ingredients like antihistamines, decongestants, or cough suppressants. Remember, it's always important to read the instructions and follow the recommended dosage when using any medication.

**Antiseptic Liquids-**Antiseptic liquids are great for keeping things clean and germ-free! They are commonly used to disinfect wounds, cuts, and scrapes to prevent infection. These liquids contain ingredients like alcohol or hydrogen peroxide, which help kill bacteria and other harmful microorganisms.

## **Detergents & Laundry**

- **Detergent Bars-** Detergent bars are solid bars that contain soap and other cleaning agents. They are typically used for handwashing or spot-cleaning clothes.

- **Detergent liquids-** Detergent liquids are liquid forms of detergent that are commonly used in washing machines. They are easy to measure and pour, and they dissolve quickly in water to effectively clean your clothes.
- **Detergent Powders-** Detergent powders are dry, powdered forms of detergent. They are also used in washing machines and dissolve in water to remove dirt and stains from your clothes. All three types of detergents are designed to remove dirt, stains, and odors from your clothes, but they may differ in terms of their effectiveness, fragrance, and ease of use. It's important to choose the one that works best for your laundry needs. Happy washing!

### **Household cleaners**

- **Floor Cleaners-** Floor cleaners are specifically designed to remove dirt, grime, and stains from various types of flooring, such as tile, hardwood, or laminate. They come in different forms like liquids, sprays, or concentrates, and they often have specific instructions for use depending on the type of floor you have.
- **Bathroom cleaners-** Bathroom cleaners, on the other hand, are formulated to tackle the tough stains, soap scum, and bacteria that can accumulate in your bathroom. They come in various forms like sprays, gels, or foams, and they are designed to be used on surfaces like sinks, toilets, showers, and bathtubs.

Remember to always follow the instructions on the packaging and take necessary precautions, such as wearing gloves or ensuring proper ventilation when using these cleaners. With the right products, your floors and bathroom will be sparkling clean in no time!

## **Freshners**

- Air freshners- Air fresheners come in various forms, such as sprays, plug-ins, or diffusers. They release pleasant scents into the air, eliminating unwanted odors and creating a more inviting atmosphere in your home or office.

- Car freshners-Car fresheners, as the name suggests, are specifically designed for vehicles. They come in different shapes and styles, like hanging air fresheners or vent clips. They help combat any unpleasant smells and keep your car smelling great during your travels.

- Naphthlene balls- Ethylene balls are small, round balls that are used to absorb and neutralize ethylene gas. Ethylene gas is naturally released by fruits and vegetables as they ripen, and it can cause other produce nearby to spoil faster. By placing ethylene balls near your fruits and veggies, you can help extend their freshness and prevent premature spoilage.

So, whether you want to freshen up your living space, keep your car smelling nice, or preserve the freshness of your produce, these products are here to help!

**Pooja Essentials-** Pooja essentials are items that are commonly used during religious rituals and ceremonies. They can include things like incense sticks or cones, which are lit to create a fragrant smoke that is believed to purify the surroundings and create a serene atmosphere. Other essentials may include camphor, which is burned to symbolize the burning of worldly desires and the purification of the mind and soul. Candles or oil lamps, known as diyas, are also commonly used to symbolize the presence of light and the dispelling of darkness.

Pooja rituals can be a beautiful and meaningful way to connect with your spirituality and show reverence.

## **Push notification to the user about new offers and discounts:-**

If you're searching for ways to keep your grocery store top of mind, then you should consider mobile push notifications. This delivers your messages directly to the customer's smartphone anytime—no need to have your grocer e-commerce app open. It's "direct mail" at its finest, yet it's widely underused by grocers.

You can change this today. Here's a look at how you can use push notifications to improve customer engagement, retention, and sales?? Why grocers should adopt a push

notification marketing strategy ?this all questions we are going to discuss below.

Push notifications aren't just for smartphones and tablets—they also work on desktops (browser push notifications). This increases the odds of more customers seeing the messages you send. Note that push notifications get a medium of 81% of the subscriptions from mobile users. But how effective are push notifications, anyway? Here are a few push notification stats from the Business of Apps to pique your interest:

- Push notifications increase app retention rates by 3x to 10x
- Push notification subscriptions can reach as high as 15%
- Click-through rate for push notifications is 13% (or 30% for special offers)
- Cart abandonment notifications have a 16% click rate
- Adding a call to action (CTA) to push notifications increases campaign outcomes by 40%
- ROI for push notifications can be as high as 3500%

So not only are push notifications welcomed by loyal customers, they also increase conversion rates. let's explore how you can use push notifications in your campaigns.

The best mobile push notification campaigns are personalized. So as you're designing push notifications, segment them, so they appear to the right customers at the right time. Here are different types of push notifications:

- ✓ Location-based push notifications: Send deals and coupons to customers within specific zip codes
  - ✓ Loyalty programs: Use gamification to get mobile app users to stay on your app longer (e.g., send a push notification offering rewards points if they complete an online order by X date)
  - ✓ Share recipes: Use customer purchase history to send personalized recipes (e.g., glutenfree, vegan, etc.)
  - ✓ Personalized messages: Show customers you “see” them by sending personal messages on their birthday, along with a special deal
  - ✓ Pickup and delivery updates: Keep customers informed of their orders with timely push notifications with updates about their delivery and pickup times
  - ✓ Weekly promotions: Give customers a reason to shop in your stores (or online) each week by sending price cuts and discounts
  - ✓ Coupons: Send virtual coupons customers can use at checkout or online shopping (QR codes) for better convenience
- How to execute an effective push notification strategy ?

Push notifications aren’t about being “pushy.” So don’t overdo it with your push notification frequency. For instance, sending notifications twice per week. Also, the goal is to offer

a gentle nudge in your push notification messages. Do this by sharing personalized product recommendations, shopping list ideas, and coupons for customer favorites. You can do this and more using stor.ai, a grocery e-commerce software that brings brick and mortar grocers online.

We should use push notifications to keep grocery customers engaged. Getting and keeping the attention of consumers today is challenging. But one advantage grocers have is that people have to eat—and they do so frequently. So push notifications are welcomed, especially if they come with personalization and with discounts each week.

Remember to be mindful of user preferences and privacy. Ensure that users have explicitly opted-in to receive push notifications, and allow them to control notification settings within the app.

## **What are shopping carts?**

Online shopping cart is software that simplifies the purchase of a product or a service. It accepts payments from the customers and manages the transfer of that information to the payment processor, online seller, and other associated bodies. In other words, an online shopping cart resembles a physical shopping trolley you find in the malls; but with more



advanced features and not to mention, the former is a virtual feature integrated into the online shopping websites.

In the online shopping carts, people can put all their to-be-purchased products, review them, choose to purchase or delete them from the cart if needed.

#### TYPES OF ONLINE SHOPPING CARTS:-

##### 1. Readymade online shopping carts

These kind of shopping carts are generally SAAS or Software As A Service products whose features can be borrowed by subscribing to a monthly or annual plan. It is a pre-built shopping cart that lets an online seller build, host, and manage their online store.

##### 2. Custom made online shopping carts

As its name says, this kind of online shopping carts is custom made or bespoke. The online seller can customize the features to be availed in these online shopping carts.

##### 3. Open source online shopping carts

The open-source online shopping carts can be described as a free version of the readymade shopping carts. However, unlike the latter, in open-source online shopping carts, the sellers get access to the source code and customize it as per their needs.

## **How do they work?**

As an online seller, you must be well-known to the way shopping carts work, its features, and the benefits awarded. Irrespective of the type of shopping carts you choose, there is a generalized way on how these shopping carts actually work. We are making it simple for you; below is a step by step guide to show how these online shopping carts actually work.

## **Adding Products to the Shopping Cart**

When online shoppers browse through an ecommerce website, it is the primary stage of the searching process that can potentially convert a visitor into a buyer. By providing an 'Add to Cart' button on every product you sell on your website, your potential customers can easily add the products they liked to the shopping carts for further review. Creating and providing an easy-to-use tool to assist customers in purchasing the products they like is the most essential step to grab their attention and motivate them to take the next step and complete the purchase.

## **Processing in the Cart**

Integrating a user-friendly online shopping cart to a website is crucial for the customers to decide whether they actually need that particular product(s) or not. The more convenient it is to make alterations in the shopping cart, the higher the chances of shoppers being ready to complete the purchase

by making the required payment. The alteration facilities provided must mainly include adding new products, deleting the selected products, changing the number of products, selecting the size of the products, altering the materials, and the list goes on. The customers must be able to carry out all these actions within a few clicks. In the cart, the total amount of the products, even after the alterations is automatically calculated in order to help the customers shop according to their budgets. When the customers click on the Checkout button, it leads them to the next step in the shopping cycle.

## **Purchasing**

This is the checkout procedure wherein the customer must provide the personal and payment details including their name, billing address, shipping address, phone number, credit/debit card number, and other details if required. However, this information required to purchase a product, especially on a recurring basis can be quite frustrating.

## **Additional Purchasing**

The function of an online shopping cart does not end by successfully converting a visitor into a customer. Every online seller will want to retain their already existing customers by motivating them to purchase more even after they have completed a purchase.

# Multi language support

## Introduction:

The grocery retail sector has witnessed a digital transformation with the advent of mobile applications, enabling the users to conveniently shop to groceries online. As these apps strive to reach a global audience, the need for multi-language support becomes paramount.

The role of multi- language support in grocery store apps, focusing on the benefits, challenges and the best practise for successful implementations.

Benefits of multi-language support:

1. Market expansion: Supporting multi language enable grocery store apps to reach a border audience, tapping into new marketers and demographics.
2. Improved user satisfaction: Users are mostly likely to engage with an app that speakstheir language, leading to increased satisfaction and loyalty.
3. Inclusivity: Multi language support fosters inclusivity accommodating users with varying linguistic background and preference.

### **Best practises for multi-language support:**

1. Internationalization: Implementing Internationalization from the early stages of app development provides a solid foundation for future language additions.
2. User drive in language selection: Allow users to easily select their preference language, either manually or automatically based on device setting to enhance the overall user experiences.

### **Challenges in implementing multi language support:**

1. A technical complexity: Adapting the app to support multi language may introduce technical challenges related to text rendering, data management, and overall performance.
2. Content localization: Accurate translation and adaptation of product information, user interfaces, and other content require carefully consideration to culture nuances.
3. maintenance: Regular updates and addition to the app necessitate ongoing efforts to keep all languages up to date, posing challenges in maintenance.

### **Conclusion:**

Multi language support in grocery store apps is a pivotal element for catering to a diverse user base and ensuring a positive user experience. By addressing the challenges and following best practices, developers and stakeholders can create app that resonate with users worldwide, contributing

to the success and growth of the grocery retail industry in the Digital era.

## **BARCODE SCANNER**

### **1.What is barcode scanner?**

A barcode consisting of bars and spaces, is a machine-readable representation of numerals and characters. Today, stripes as shown below on packages of products sold at supermarkets, convenience stores and other stores are ubiquitous, these are barcodes.

Barcode scanners record and translate barcodes from the image you recognize into alphanumeric digits. The scanner then sends that information along to a computer database, either through a wired connection or wirelessly (depending on the model).

### **2. What are the benefits of a dedicated barcode scanner?**

a. Integrates into your system: Barcode scanners are essentially keyboards that are connected directly to your existing systems; smartphones likely require bluetooth adapters and/or drivers to connect to your point of sale (POS) system.

b. Has few software issues: Barcode scanners don't get viruses and don't generally need software updates, nor are they interrupted by texts or calls from other scanners.

c. Functionality: They can read codes quickly and read the codes from a distance, leaving behind other typical dilemmas of non-readers, like balancing battery life and slow operating systems.

### 3. Four key barcode benefits

a. Efficiency

b. Error reduction

c. Tracking

d. Data collection

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## **CUSTOMER SUPPORT**

### 1. What is customer support?

It is a team of people who provide help when customers have trouble with a company's product's services. It's ultimately about making sure customers are successful in solving whatever issues they came to your business to help solve.

### 2. What is customer support skill?

It's about the taking the time to truly understand a customer issue and then letting them know you're paying attention. It



mean simply rephrasing the issue in you own words and asking a customer if that sounds right is enough to make them feel like you really understand them.

3. How customer support interacts with customer service and customer success?

Customer support, service, and success are all customer-facing team critical to your business's prosperity and growth- but these teams are often confused and referred to interchangeably.

4. What is the most important aspect in customer support?

- a. Patience
- b. Effective listening
- c. Attentiveness
- d. Time management
- e. Willingness to improve
- f. Knowledge
- g. Ability to admit you don't have the answer
- h. Thick skin

5. Conclusion

Customer services has a significant impact on customer referrals and word-of-mouth marketing.

By providing excellent customer service and consistently meeting customer needs and expectation, a business can increase customer satisfaction and build strong, loyal relationships with its customers.

## **PAYMENT OPTION**

### **1. What is payment option?**

A payment option is the various method for customers to make payment when purchasing a product or service.

Whether in a physical or online store, payment methods cover a range of choices.

commonly accepted payment methods include credit card, gift card, and mobile payment.

### **2. Types of payment option?**

- a. Credit card
- b. Debit card
- c. Automated clearing House (ACH)
- d. Transfers
- e. Cash
- f. Paper checks
- g. E-Checks

h. Digital payments

i. Money order

**NOTE:-** Credit card are the best payment method because they are convenient, widely accepted, and offer enhanced fraud protection.

### **3. What is the payment option in India?**

The top three payment methods consist of card(master card, visa, American Express, RuPay(local debit card), netbanking(online bank transfers UPI) and wallet payment(payment Freecharge).

### **4. How to create a payment option?**

a. Choose a payment gateway. the first step is to select a payment gateway that aligns with your business needs.

b. Set up a merchant account.

c. Integrated the payment gateway into your website.

d. Obtain API keys

e. Test the payment gateway.

f. Go live

### **5. Why is payment option important?**

It important because business can meet the need and preferences of their diverse customer base, resulting in improved customer satisfaction.

**NOTE:-** mortgage or rent payment is most important payment.



