**Introduction**

**Summary**

Switch F is a platform which enables a seller to sell his/her products online and avail instant cash for their products and buyers to buy used products which are serviced and warranted at a reasonable price.

**Background**

Recently most of the start-ups and middle class people are opting for second hand goods due to peaking prices of the products. Reasonable prices are not awarded to second hand goods and buyers are not given any type of warranty or add on services to those goods.

**Existing Solution:-**

Several websites like olx, cars24 which employed peer to peer strategy for selling goods.

**Our Solution:-**

We provide expertise validation to your goods and ensure a good price for them including an instant cash trait and also provide warranty and services to the buyers.

**Definitions, Acronyms and Abbreviations:**

ADI: Artificial Design Intelligence is a concept which combines the implementation of AI with website building.

Design Overview:

**Requirements:**

A website for interaction between users and the firm. A large pool of buyers and sellers.

Good Quality Maintenance of the goods.

Availability of instant cash.

**Minimum Viable Product:**

Product is considered viable if it is able to sell products in good numbers at a reasonable price while bringing in buyers at a good pace.

**Stretch Goals:**

To provide reviews and suggestions to customers based on budget and previous purchases.

**Future goals:**

To sell products in pretty less time period providing instant cash to all the products and extend the services to offline stores also.

**User Interface:**

URL: kranthisahhu.wix.com

**Service Operability:**

**Key Project Indicators:**

Proper working of the serviced and warranted products with minimal complaints with large amount of sales.

**Project Overview:**

**Communication and Tracking:**

Distribution lists:

Sellers to Company, Company to Buyers using of mobile numbers.

Wix.com and ADI of Wix code

**Risks:**

Failure of warranted products can result in huge damage due to failure of proper validation. Lack of sellers and potential buyers.

**Milestones:**

Considerable amount of goods bought and sold.

**Project Phases:**

**Cost:**

* **Equity shares: 30 lakhs.**
* **Loan under govt. scheme: 30lakhs.**
* **Total expenses: 22lakhs.**
* **Startup total budget: 60 lakhs.**
* **1st year Revenue: 20 .5 lakhs.**
* **2nd year (based on the rotation): expected to reach BEP till ending 40 lakhs.**
* **3rd year revenue: up to 50 lakhs.**