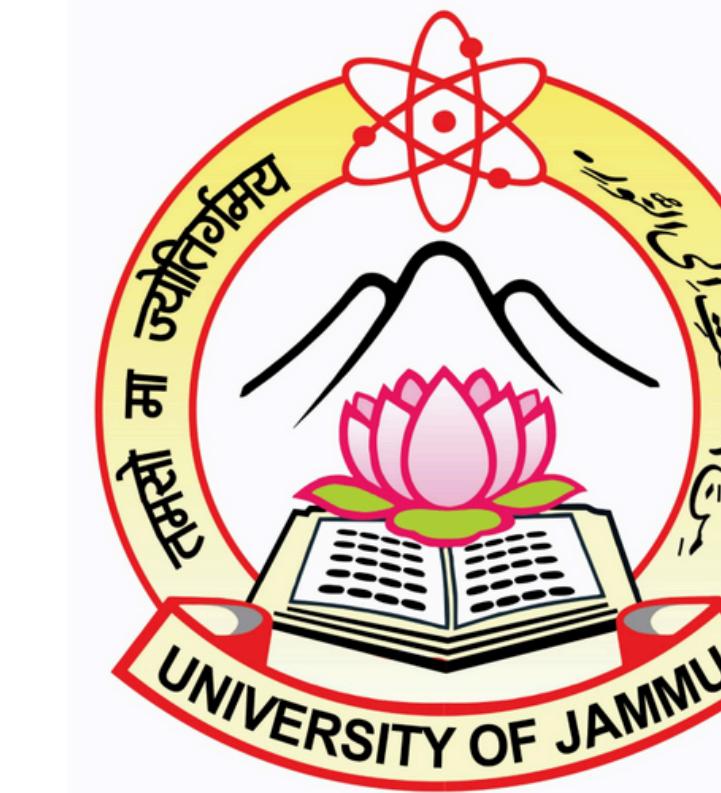


UNIVERSAL BAAZAR: WHERE LUXURY MEETS AFFORDABILITY



World of startups through real life studies

**SEMESTER- II FOUR YEAR UNDERGRADUATE
PROGRAMME (DESIGN YOUR DEGREE)
SUBMITTED TO UNIVERSITY OF JAMMU
SUBMITTED BY THE GROUP : universalbaazar**

**UNDER THE MENTORSHIP OF Dr. Anil Gupta Department of SHTM
Submitted on: _____ September, 2024**



Tavishi Amla
CMO



Radhey Sharma
FINANCER



Adil Mahajan
CTO



Gourav Sharma
PRODUCT MANAGER

Certificate

The work embodied in this report entitled "Universal Baazar: Where Luxury Meets Affordability" has been done by Team universalbaazar including group members- Adil mahajan , Tavishi amla , gourav sharma , radhey sharma as a Major Project for Semester II of Four-Year Undergraduate Programme(Design Your Degree) . This work was carried out under the guidance of Mentor Dr. Anil Gupta for the partial fulfilment for the award of the Design Your Degree, Four Year Undergraduate Programme, University of Jammu, Jammu And Kashmir. This project report has not been submitted anywhere else.

Signatures of Students:

Prof. Alka Sharma

SIIEDC, University of Jammu

Dr. Anil Gupta

Department of SHTM

Acknowledgment

We would like to take this opportunity to express our heartfelt gratitude to all those who supported and guided us throughout our journey.

First and foremost, we offer our deepest gratitude to the Almighty for instilling in us the passion and resilience to overcome this challenge. We are also indebted to our esteemed mentors, Dr. Anil Gupta of the Department of SHTM, University of Jammu, whose visionary guidance, unwavering encouragement, and expert advice have been invaluable. Despite their busy schedules, they provided us with unconditional support, and we feel privileged to have worked under their mentorship.

Our sincere appreciation also goes to Prof. Alka Sharma, Director of SIIEDC (Design your Degree) and member of the advisory committee, University of Jammu, for her insightful counsel and generous assistance. We are grateful for the resources and facilities provided by the department, which facilitated our research.

We extend our warmest thanks to all our respected mentors for their significant contributions to this project. We also appreciate the friendship and camaraderie of our peers, whose enthusiasm, cooperation, and affection made our research experience truly enjoyable.

Lastly, we acknowledge the numerous individuals who have contributed to our success, whether through silent encouragement or constructive suggestions. Your support has been invaluable.

UNIVERSAL BAAZAR: WHERE LUXURY MEETS AFFORDABILITY

The ultimate shopping destination that blends luxury with affordability. Whether you're in search of premium products to elevate your lifestyle or budget-friendly options that don't compromise on quality, we have something for everyone.

At Universal Baazar, we cater to a diverse range of tastes and budgets. Our luxe collection is perfect for those who seek the finest in fashion, tech, and home decor, but we also offer a wide selection of high-quality, budget-friendly products. From trendy tech gadgets to stylish fashion and lifestyle essentials, we ensure that everyone can find something they love.

Why Choose Universal Baazar?

Diverse Collections: Our catalog is carefully curated to include not just luxury items, but also affordable tech, lifestyle, and fashion products that appeal to a wide range of customers. Whether you're shopping for high-end or budget-friendly options, we have you covered.

24/7 Customer Service: Our dedicated team is here to assist you at any time, day or night. We're committed to providing personalized support to ensure that your shopping experience is seamless and enjoyable.

EMI Options for Luxury Purchases: Enjoy the best of luxury without the upfront cost. Our flexible EMI options make it easier for you to invest in premium products while managing your budget.

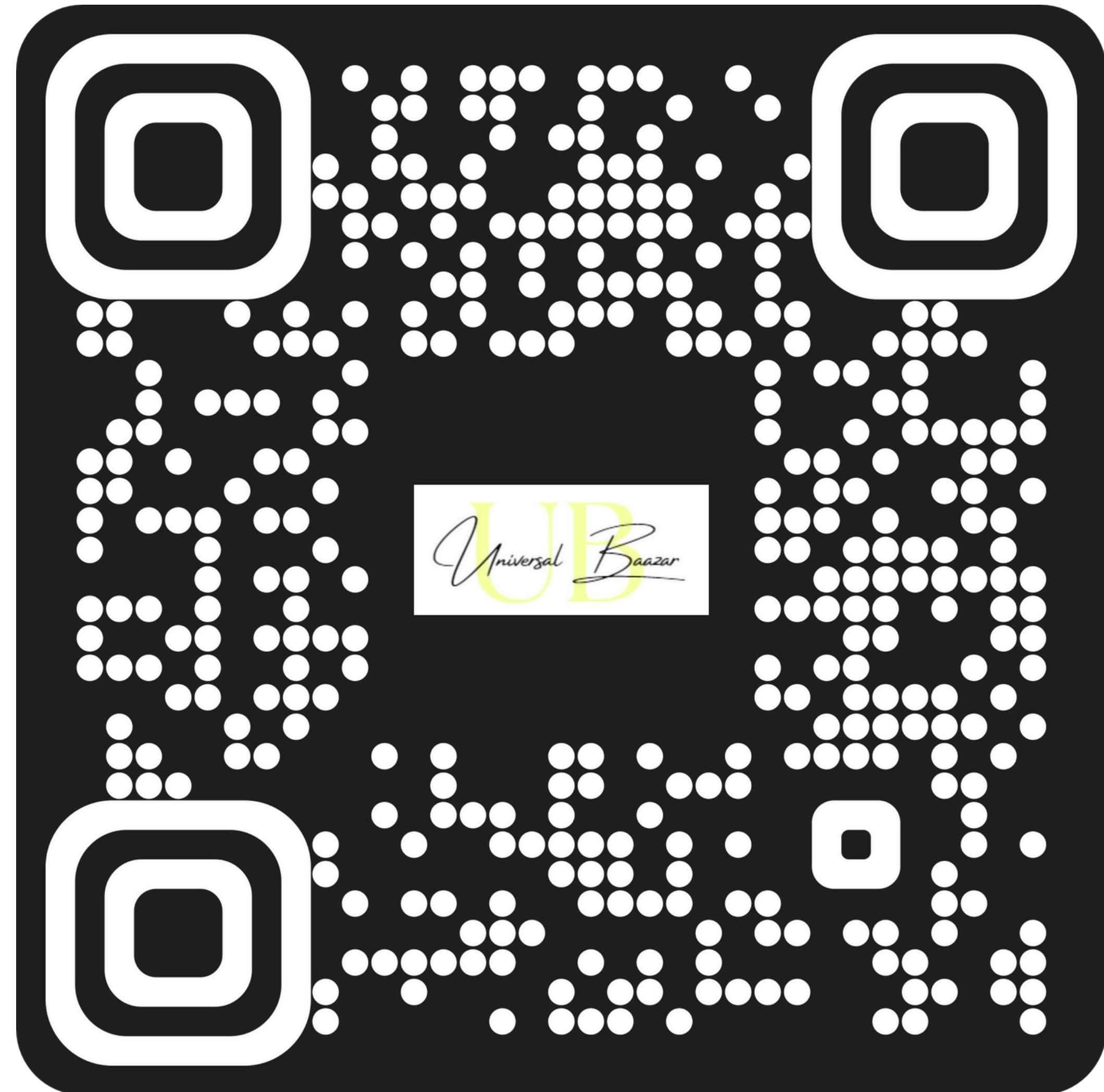
Secured Payment Gateway: Your online security is our priority. Shop with peace of mind knowing that all transactions are protected by our secured payment gateway.

Fast & Reliable Delivery: No matter where you are, our fast and reliable delivery service ensures that your orders arrive quickly and in perfect condition.

At Universal Baazar, we believe in making luxury accessible to everyone while also offering a variety of affordable options. Join our community of satisfied customers and discover why Universal Baazar is the preferred shopping destination for people from all walks of life.

STARTUP

Presented by Group-04



INTRODUCTION

Dropshipping is a retail fulfillment method where a store doesn't keep the products it sells in stock. Instead, when a customer makes a purchase, the store buys the item from a third-party supplier who then ships it directly to the customer. This means the store owner never handles the product directly



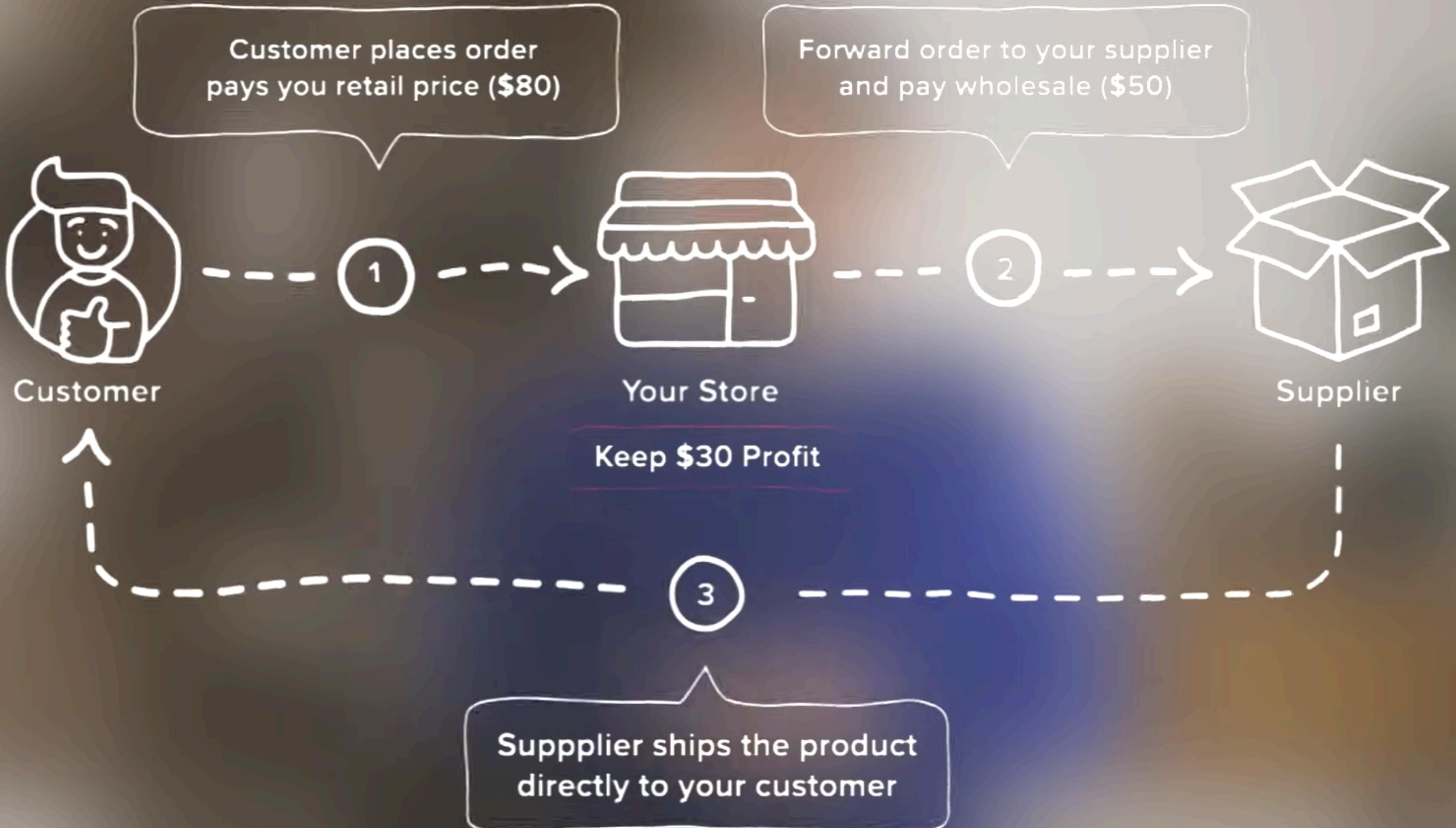
UniversalBaazar

An Indian E-commerce Website
that aims to provide user friendly

 1
erience to its customers on
other hand providing them



Dropshipping is a popular business model for starting an online store without the need to manage inventory or handle shipping.



GO DADDY

GoDaddy is a comprehensive platform that offers domain registration, web hosting, and website building services. It's designed to help individuals and businesses establish an online presence easily. With GoDaddy, you can search for and purchase domain names, host your website, and use their intuitive website builder to create a professional site without needing technical skills. They also provide tools for setting up an online store, professional email services, and marketing solutions to promote your business.



ⓘ You can once again use your locally issued MasterCard and Visa credit cards to auto-renew subscriptions!

[Learn More](#) [Find a domain](#) [Set up a free website](#)

Your business

**universalbaazar**

universalbaazar.com

Domain

All Products and Services

Domains

[Manage All →](#)**universalbaazar.com**Protection Plan: None
[Upgrade Protection](#)

DNS

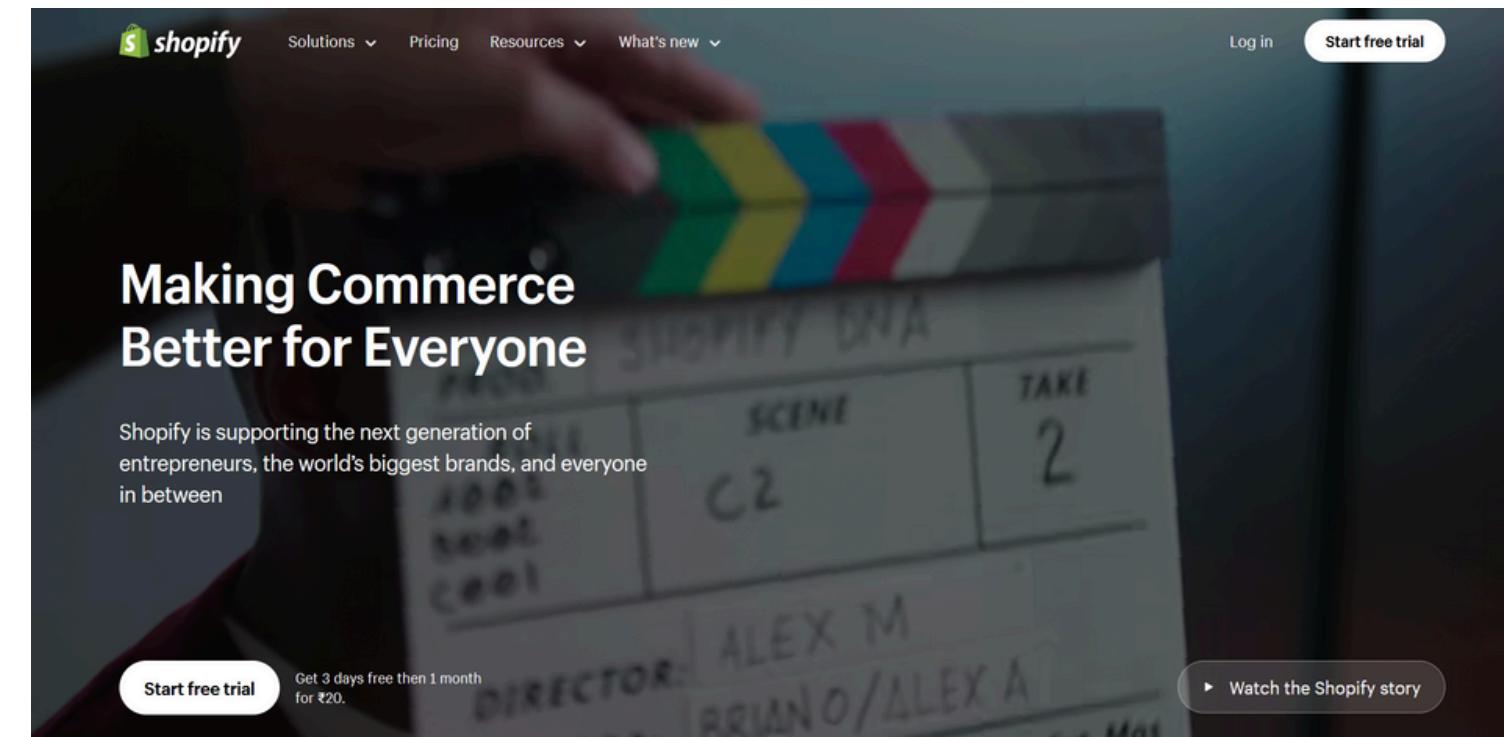
[Manage](#)

Additional Products

 [Contact Us](#)Copyright © 1999 - 2024 GoDaddy Operating Company, LLC. All Rights Reserved. Privacy Policy



Shopify is a user-friendly e-commerce platform that helps businesses of all sizes create and manage online stores. It offers a range of tools to build a customizable online storefront, manage products, process payments, and handle shipping. Shopify also supports selling across multiple channels, including social media, marketplaces, and in-person with its point-of-sale system. With built-in marketing tools, analytics, and a vast app ecosystem, Shopify provides everything you need to start, grow, and manage your online business.



Getting Started YouTube skribbl - Free Multipla... YouTube New Tab e-Yantra MOOC Home - Simplyaweeb

https://admin.shopify.com/store/efd1f7-cc

Shopify Search CTRL K

Last 90 days All channels

Online store sessions Total sales Total orders Conversion rate

867 — ₹2,905.00 — 8 — 0.35% —

Jun 14 Jun 22 Jun 30 Jul 8 Jul 16 Jul 24 Aug 1 Aug 9 Aug 17 Aug 25 Sep 2 Sep 10

Jun 14–Sep 11, 2024 Mar 16–Jun 13, 2024

universal baazar Sep 12, 2024 at 06:57 AM GMT+5:30

Orders Visitors right now

Total sessions 0 Total orders 0

Top locations No locations

Customers No customers

Top products No products

Customer behavior 10 min

0 Active carts 0 Checking out 0 Purchased

Search location

universalbaazar.com



UniversalBaazar

An Indian E-commerce Website that aims to provide user friendly experience to its customers on the other hand providing them with Unique Lifestyle/Fashion products at Reasonable rates.

While it also has its premium range of items.



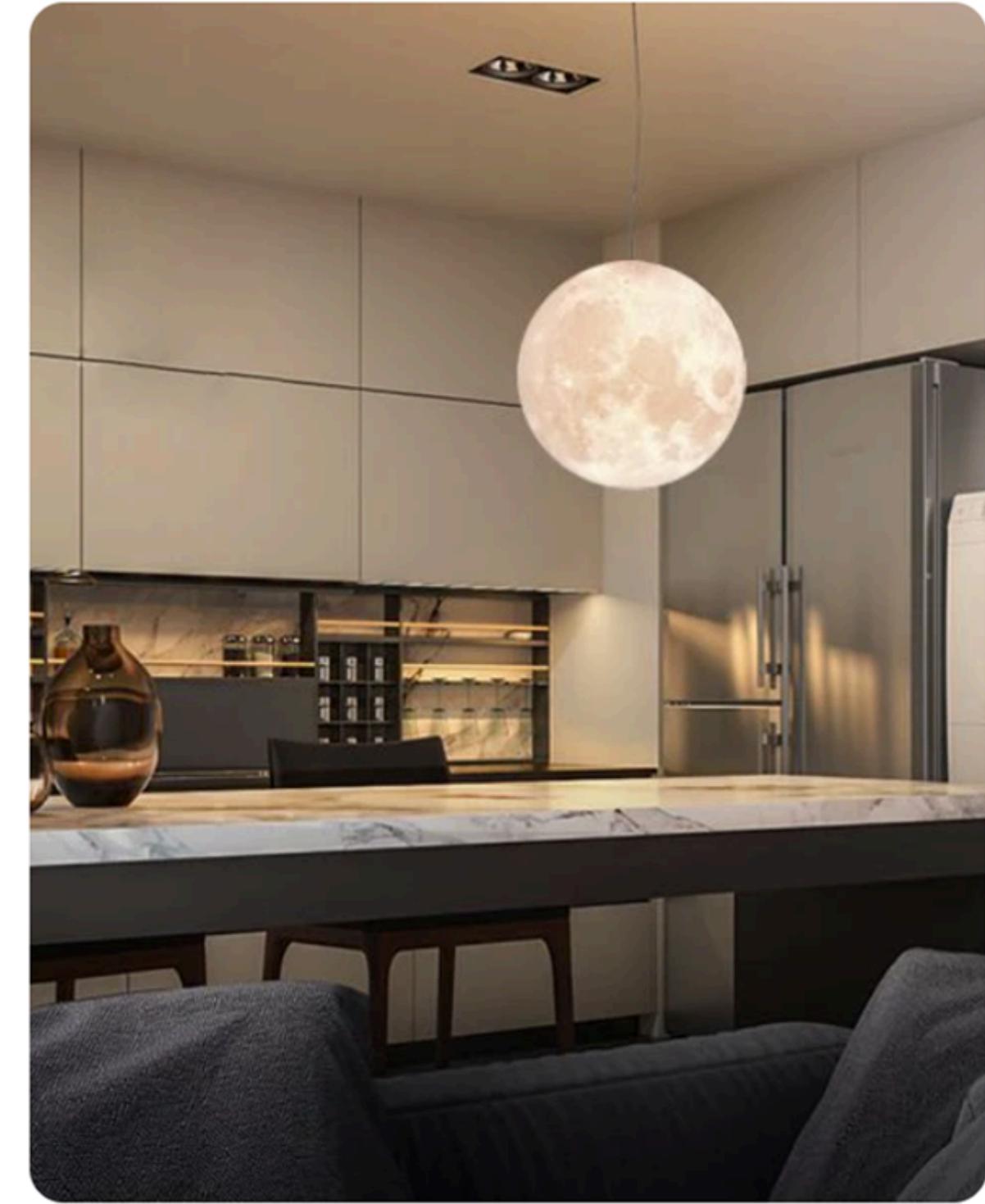
**UB FASHION**

 **Support** A wide line of fashion products and accessories for everyone by Universal Baazar.

universalbaazar.com

**UB GENERAL STORE**

A store by Universal Baazar which can provide you with unique lifestyle products to ease your

**UB LUXE**

Indulge in luxury with our curated selection of high-end products. Treat yourself to quality

Roposo Clout is a dropshipping platform that integrates seamlessly with Shopify, allowing users to source and sell a wide range of trending products across various categories like clothing, home and garden, and health and beauty. It simplifies the dropshipping process by automating order fulfillment, providing real-time inventory syncing, and offering reliable shipping solutions. Roposo Clout also includes robust analytics and reporting tools to help you optimize your sales strategy, along with 24/7 customer support to assist with any issues.



A screenshot of the Roposo Clout Marketplace homepage. The top navigation bar includes a search bar with placeholder text "Search Products (e.g. Magic Book, Bedsheet etc.)" and a "Search" button. To the right are icons for notifications (71), user profile, and search. The left sidebar contains links for "Analytics", "Home" (which is highlighted in black), "Manage Orders", "Manage NDR", "Manage Products", "Source a Product", "RTO Intelligence" (with "High RTO Pincode List" and "RTO FAQs" sub-links), "Reports", "Payments", and "Value Added Services" (with "Clout T&C and Privacy Policy" sub-links). The main content area features a banner for the "roposo clout x shopify" partnership. Below the banner is a grid of category icons: Quirky Home Essentials, Beauty & Personal Care, Car & Bike Accessories, Gym & Wellness, Footwear, Accessories, Jewellery, Kids, and Electronics. A section titled "Newly Launched" shows five product thumbnails with play icons: a blue and white scale-like device, two bottles of "Anti Flies Floor Cleaner", a yellow squeegee, a bunch of green grapes, and a bottle of "JGPPE MACA ENERGY OIL". At the bottom right is a "View all" link and a "View more" button.

UB FASHION

Exclusive line of fashion products and accessories for everyone by Universal Baazar.

[Explore](#)**UB GENERAL STORE**

A store by Universal Baazar which can provide you with unique lifestyle products to ease your burden.

[Explore](#)**UB LUXE**

Indulge in luxury with our curated selection of high-end products. Treat yourself to quality items that exude elegance and style.

[Explore](#)

ive

• SALE is Live**• SALE is Live****• SALE**

UNIVERSALBAAZAR - GENERAL STORE

A store by Universal Baazar which can provide you with unique lifestyle products to ease your burden.



UNIVERSALBAAZAR - GENERAL STORE

A store by Universal Baazar which can provide you with unique lifestyle products to ease your burden.

Indoor temperature display



temperature range
is 15.5°F-122°F



Sale

Alarm Clock, Digital Clock

Rs. 999.00 Rs. 699.00



Tourmaline Neck Brace Neck Massager Magnetic Neck Support

Rs. 649.00



Clean up the car



Clear the ground



Clean up electric cars



Clean glass



RECHARGEABLE
2000 MAH BATTERY

Sale

LAPTOP CHARGEABLE POWER BANK CHARGEABLE CAR CHARGEABLE

Portable Electric USB Juice Maker Bottle | Blender Grinder Mixer

Rs. 999.00 Rs. 799.00

View all



Support

<http://universalbaazar.com/products/portable-high-pressure-water-spray-nozzle>

UNIVERSALBAAZAR - FASHION

Exclusive line of fashion products and accessories for everyone by Universal Baazar.



Sold out

shop718n845768510.1688.com

Stereoscopic Car Wheel Watch

Rs. 899.00



Men White Cotton Solid Plain Full Sleeve Stylish Short Kurta

Rs. 842.00



Jogging Suits For Women 2 Piece Sweatsuits Tracksuits Sexy Long Sleeve HoodieCasual Fitness Sportswear

From Rs. 2,621.92



Unisex pyaari Hoodie

Rs. 1,999.00

[View all](#)



UNIVERSALBAAZAR - LUXE

Indulge in luxury with our curated selection of high-end products. Treat yourself to quality items that exude elegance and style.



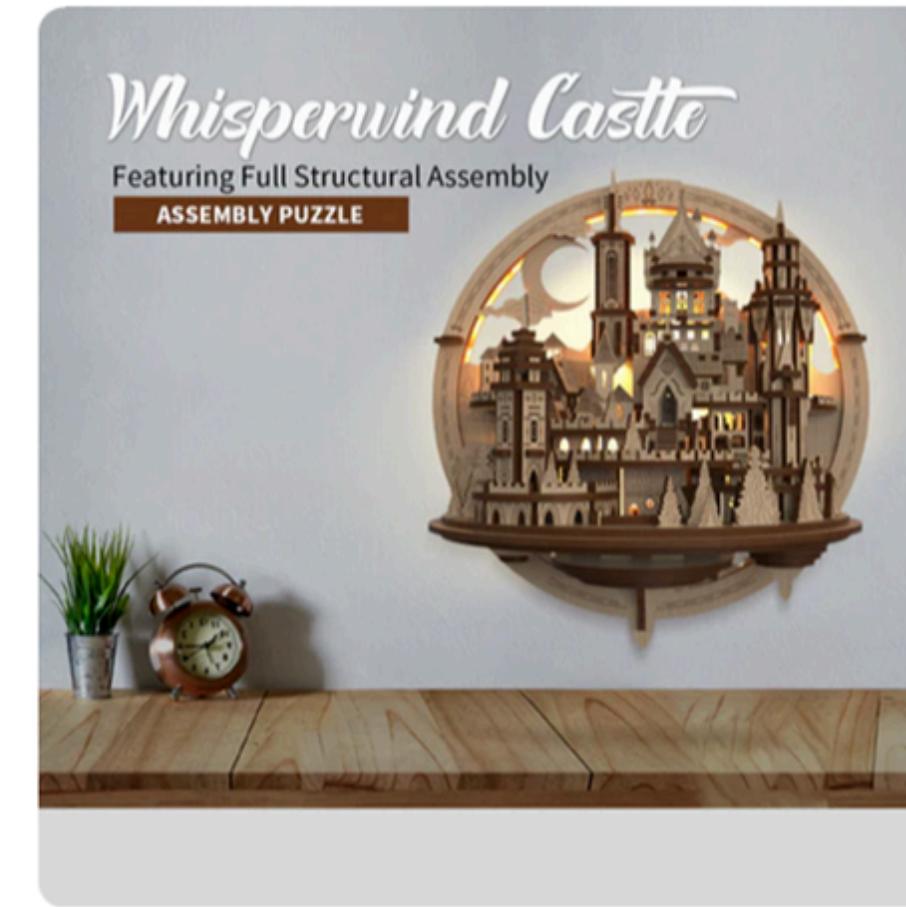
**Robotime Rokr Printing Press 3D DIY
Puzzle Gifts For Boyfriend Family
Wooden Toys With LED Light Building
Block Kit Play LK602**

Rs. 29,999.00 Rs. 19,999.00



**HD Outdoor Sports Camera Student
Party Campus Photography Video Travel
Records**

From Rs. 2,308.10



**Home Fashion Simple Wind Whispering
Castle Puzzle Toys**

Rs. 14,999.00



**Vinyl Record Player Retro Mahogany
Texture Phonograph**

Rs. 19,999.00

[View all](#)



Join the UniversalBaazar Club

Be the first one to hear about our new arrivals and special offers.

Email



mu • An initiative by Design Your Degree(DYD) students of University of Jammu • An i



azaar Powered by Shopify · Refund policy · Privacy policy · Terms of service · Contact information · Shipping policy

Email subscription	Location	Orders	Amount spent
Subscribed	Jammu JK, India	1 order	₹549.00
Subscribed	Jammu JK, India	3 orders	₹730.00
Not subscribed	Jammu JK, India	2 orders	₹579.00
Subscribed	India	0 orders	₹0.00
Subscribed	Jammu JK, India	1 order	₹579.00
Subscribed	jammu JK, India	1 order	₹468.00



Your cart

[Continue shopping](#)

PRODUCT	QUANTITY	TOTAL
 Portable Mini Juice Blender Rs. 849.00	<div style="border: 1px solid #ccc; padding: 2px; display: inline-block; text-align: center;">-</div> 1 <div style="border: 1px solid #ccc; padding: 2px; display: inline-block; text-align: center;">+</div> 	Rs. 849.00

Orders by Payment Mode

4

- 50% COD
- 50% Prepaid

Estimated total Rs. 849.00

Taxes, Discounts and [shipping](#) calculated at checkout **Cash on Delivery****Check out**



Account

[REDACTED]

Ship to

[REDACTED]

Shipping method

Standard · FREE

Payment

All transactions are secure and encrypted.

Razorpay Secure (UPI, Cards, Wallets, NetBanking)



After clicking "Pay now", you will be redirected to



Portable Mini Juice Blender

₹849.00

Discount code

Apply

Subtotal (1 item)

₹849.00

Shipping ?

FREE

*FREE SHIPPING

Total

INR ₹849.00

Billing address

Same as shipping address

Use a different billing address

Add tip

Show your support for the team at universal baazar

10%
₹84.90

15%
₹127.35

20%
₹169.80

Custom tip

- +

Add tip

Thank you, we appreciate it.

Pay now



Portable Mini Juice Blender

₹849.00

Discount code

Apply

Subtotal (1 item)

₹849.00

Shipping ⓘ

FREE

*FREE SHIPPING

Total

INR ₹849.00

universalbaazar

Price Summary
₹849

Using as +91 91034 18123



Secured by 

Payment Options

... X

11:55

Recommended

UPI

Cards

Netbanking

Wallet

UPI QR

SCAN WITH ANY APP



Recommended

UPI - PayTM

Problems Faced

Action Required: Resolve Issues Regarding Website for PayU Onboarding

Team PayU
Action Required: Re... 2024-08-14
Log into your PayU acc... **Inbox**

Team PayU
Action Required: Re... 2024-08-12
Log into your PayU acc... **Inbox**

Team PayU
Action Required: Res... 2024-08-10
Log into your PayU acc... **Inbox**

Team PayU
Action Required: Re... 2024-08-08
Log into your PayU acc... **Inbox**

Team PayU
Action Required: Re... 2024-08-06
Log into your PayU acc... **Inbox**

Team PayU
Action Required: Re... 2024-08-03
Log into your PayU acc... **Inbox**

Team PayU
Action Required: Re... 2024-08-01
Log into your PayU acc... **Inbox**

Team PayU
Action Required: Re... 2024-07-30
Log into your PayU acc... **Inbox**

Salesteam Smb
PayU Onboarding || ... 2024-07-15
Dear Sir/Ma'am, Greeti... **Inbox**

Team PayU
Action Required: Res... Wed 17:17
Log into your PayU acc... **Inbox**

Team PayU
Action Required: Res... Mon 16:17
Log into your PayU acc... **Inbox**

Team PayU
Gentle Reminder - Y... Wed 19:23
Collect payments insta... **Inbox**

Team PayU
Action Required: Res... Wed 17:17
Log into your PayU acc... **Inbox**

Team PayU
Complete the Video ... Tue 19:24
Collect payments insta... **Inbox**

Team PayU
Action Required: Res... Mon 16:17
Log into your PayU acc... **Inbox**

PayU India
Website Verification... 2024-07-13
Need help? Contact us ... **Inbox**

PayU India
Alert: Your documen... 2024-07-12
Need help? Contact us ... **Inbox**

PayU India
Website Verification ... 2024-07-12
Need help? Contact us ... **Inbox**

PayU India
Congratulations! Ba... 2024-07-12
Need help? Contact us ... **Inbox**

PayU India
Congratulations! Ba... 2024-07-12
Need help? Contact us ... **Inbox**

PayU India
Alert: Your website i... 2024-07-12
Need help? Contact us ... **Inbox**

PayU
Verify your email fo... 2024-07-12
Need help? Contact us ... **Inbox**

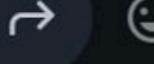
Team P... Yesterday Unsubscribe :
to me ▾

Dear ADIL MAHAJAN,

We hope this email finds you well.

Our team has reviewed the website details you submitted to get onboard PayU Payment Gateway. Please note that there are some critical discrepancies in the submitted details that require your urgent attention to ensure seamless onboarding.

To review these details and take necessary action, please log in to your PayU dashboard.

Reply  

universalbaazar.com

 Home Transactions Settlements Reports Account & Settings

PAYMENT PRODUCTS

 Affordability Payment Button QR Codes[SHOW ALL \(13\)](#)

BANKING PRODUCTS



Good morning, Adil Mahajan!

Thu, Sep 12

 Current balance 

₹0.00

 Last settlement

₹536.04

Processed • Deposited in your bank account on September 2 • [View all settlements →](#)

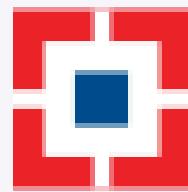
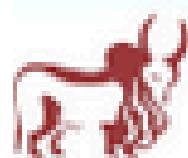


Key Updates - You're all caught up!

Razorpay is a leading payment gateway in India that supports various payment methods, including cards, UPI, and net banking. It offers easy integration, robust security, and a comprehensive dashboard for managing transactions. Additionally, Razorpay provides solutions for automated payouts, subscriptions, and working capital loans.

EMI

Credit/Debit cards, Zest money & more

Debit Card EMI[Documentation ↗](#)**HDFC Bank**[Request](#)**IndusInd Bank****REJECTED**

This instrument is not allowed for your business.

**Amazon Pay****Wallets**

-  Home
-  Transactions
-  Settlements
-  Reports
-  Account & Settings

PAYMENT PRODUCTS

-  Affordability
-  Payment Button
-  QR Codes

[SHOW ALL \(13\)](#)**Offers**[Need help? Take a tour](#)[Documentation !\[\]\(3271ad3f963d2e9d60af4e824e455014_img.jpg\)](#)[+ Create New Offer](#)[+ Create No & Low Cost EMI](#)

There are no offers yet!!
Start creating new offers now.

Home

Transactions

Settlements

Reports

Account & Settings

PAYMENT PRODUCTS

Affordability

Payment Button

QR Codes

SHOW ALL (13)

BANKING PRODUCTS

Loans

Customers

Offers

API Keys and Plugins

Developers

Apps & Deals

Payments

Orders

Last 90 days

Status: All

Payment method: All

Payment ID

Search



Payment ID	Bank RRN	Customer detail	Created on	Amount	Status	
pay_OrCuMQGxd2ZHsW	424388196996 UPI	+91 6006 631087	Aug 30, 11:49pm	₹ 549.00	Captured	Details >
pay_OnsAasNxVyni57	423556191057 UPI	+91 8492 989575	Aug 22, 1:35pm	₹ 399.00	Captured	Details >
pay_OlYAHl4otbjP4p	459583964604 UPI	+91 6006 631087	Aug 16, 4:43pm	₹ 321.00	Captured	Details >
pay_OffDfdROKvDCt1	-- UPI	+91 6006 631087	Aug 1, 7:43pm	₹ 1,001.82	Failed	Details >
pay_OffD33OGIAfdRj	-- UPI	+91 6006 631087	Aug 1, 7:42pm	₹ 1,001.82	Failed	Details >

Showing 1 - 5

Cards

Visa, Master, Amex

Domestic Cards

VISA Visa Cards

ACTIVATED

MasterCard

ACTIVATED

RuPay Cards

ACTIVATED

Amex Cards

Request

Diners Club

Request

Wallets

ⓘ merchants. We will keep you updated on when the onboarding resumes.



Airtel Money

ACTIVATED



Freecharge

ACTIVATED



Jio Money

ACTIVATED



Ola Money

ACTIVATED



Mobikwik

ACTIVATED



Bajaj Pay Wallet

Request

Netbanking

All Indian Banks

Retail Netbanking

Direct Netbanking with customers

Corporate Netbanking

Netbanking with businesses and corporates

Available Banks

Active Banks

Add more Banks

AU Small Finance Bank

ACTIVATED

Airtel Payments Bank

ACTIVATED

Allahabad Bank

ACTIVATED

Bank of Baroda

ACTIVATED

Bank of Maharashtra

ACTIVATED

Canara Bank

ACTIVATED

Catholic Syrian Bank

ACTIVATED

UPI/QR

GooglePay, PhonePe, BHIM & more

UPI

UPI

Documentation

ACTIVATED

6:27 : 1:40:22

6:27 : 1:40:15

6:27 : 1:40:29

Juspay (Breeze - One Click Chec...

AUG 30

Friday, 30 August 4:00 – 4:30 pm

Anamika Sharma (organiser)

4:00 pm Juspay (Breeze - One Click C...

This event isn't in your calendar yet
You haven't interacted with anamika.sharma@juspay.in before. Do you want to automatically add this and future invitations from them to your calendar?
[Add to calendar](#)

Join with Google Meet

Meeting link
meet.google.com/mko-tqep-asy

Invitation from an unknown sender: Juspay (Breeze - One Click Checkout)
<> Universal Bazaar @ Fri Aug 30, 2024 4pm - 4:30pm (GMT+5:30) (mahajanadil0220@gmail.com) [Inbox](#)

Anamika Sh... 30 Aug to me

This event isn't in your calendar yet
You haven't interacted with (anamika.sharma@juspay.in) before. Do you want to automatically add this and future invitations from them to your calendar?
[Add to calendar](#)

Reply for mahajanadil0220@gmail.com
Yes No Maybe
More options

Meeting link
meet.google.com/mko-tqep-asy

Join by phone
(US) +1 502-518-3164
PIN: 808902336

More phone numbers

When
Friday Aug 30, 2024 · 4pm – 4:30pm (India Standard Time - Kolkata)

Guests
Anamika Sharma - organizer
mahajanadil0220@gmail.com

[View all guest info](#)

Reply for mahajanadil0220@gmail.com
Yes No Maybe
More options

Hello Adil 10:05 am
I'm Anamika from Juspay 10:06 am
We had one demo calls scheduled yesterday, so can we reschedule it for today? 10:06 am

Message

23 August 2024

Messages and calls are end-to-end encrypted. No one outside of this chat, not even WhatsApp, can read or listen to them.
Tap to learn more.

~ Anamika

Not a contact • No common groups

[Safety tools](#)

[Block](#) [Add](#)

99+

99+



EFD1F7-CC

Alarm Clock, Digital Clock

★★★★★ (1)

Rs. 999.00 Rs. 699.00 Sale

[Shipping](#) calculated at checkout.

Quantity

- 1 +

[Add to cart](#)

[Cash on Delivery](#)

1. Product Name : Alarm clock, digital clock, table clock for Students, watch timer for study, Home, Office, Bedroom, kitchen, loud desk alarm clocks for heavy sleepers with Automatic Sensor, Time, Date & Temperature

A	B	C	D	E	F	G	H	I
Go to "File > Make a Copy" and then edit the new sheet. Please don't request for access to this sheet.								
			ACTUAL	RECOMMENDED			Do Not Edit	
Selling Price			799	799			Can Edit	
Roposo Clout Price			322	322				
Ads Cost Per Purchase (CPP)			70	150				
True Cost Per Purchase (TCPP)			146	300				
Cancellation %			2	10				
RTO %			50	40				
GST %			18	18%				
RTO Charges			75	58				
NET PROFIT/LOSS			223					
Pricing Calculator Sheet Made by Rito for Bizathon 10 https://www.flyingstartonline.co								
GST								
Output			122					
Input - Ads			26					
Input - Product			49					
Input - RTO			14					

	Order	Channel	Total	Payment status	Fulfillment status	Items	Delivery status	Delivery method	Tags
<input type="checkbox"/>	#1008	Online Store	₹549.00	Paid	Fulfilled	1 item	Tracking added	Standard	
<input type="checkbox"/>	#1007		₹0.00	Voided	Unfulfilled	0 items		Shipping	cod easysell_cod_form
<input type="checkbox"/>	#1006	Online Store	₹399.00	Paid	Fulfilled	1 item	Tracking added	Standard	
<input type="checkbox"/>	#1005	Online Store	₹331.00	Partially paid	In progress	1 item		Standard	
<input type="checkbox"/>	#1004		₹468.00	Payment pending	In progress	1 item		Shipping	cod easysell_cod_form EASYSELL_VERIFIED
<input type="checkbox"/>	#1003		₹0.00	Voided	Fulfilled	0 items	Tracking added	Shipping	cod easysell_cod_form
<input type="checkbox"/>	#1002		₹579.00	Payment pending	Overdue	Fulfilled	1 item	Tracking added	Shipping
<input type="checkbox"/>	#1001	Online Store	₹579.00	Payment pending	In progress	1 item		Standard	



Hey Adil, Ab Karo Local Deliveries With Rates Starting At Just ₹10/Km | [Download The App Now](#)

X



Whatsapp Communication

Email & SMS Communication

Co-Pilot

Quick Actions

₹1,600

Recharge Wallet

20

Profile

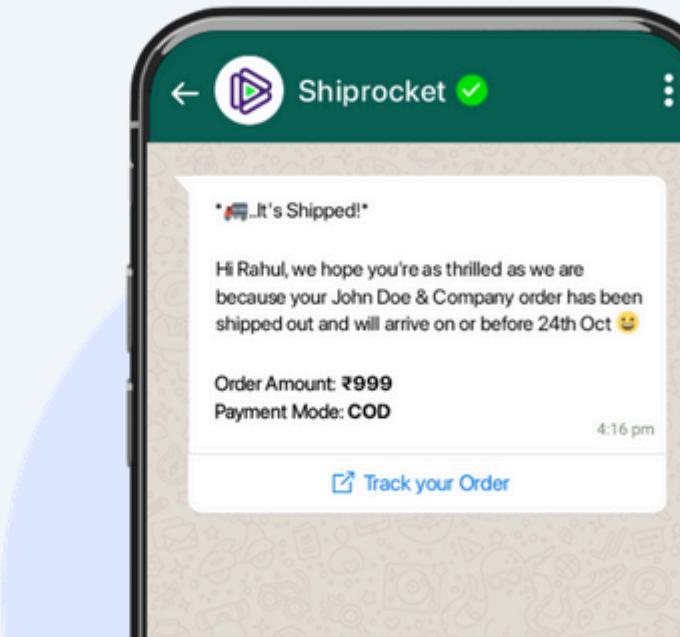
Introducing Whatsapp Communication

Send Live Updates to your buyers with **93%** read rate

₹0.99* per message

Activated

*Note: Customise real time tracking update to share with your buyers, per status just @ ₹0.99. To avail all statuses, pay just ₹6.93 per order. By Default all statuses will be selected. (Prices are exclusive of GST & Non refundable)



How is Whatsapp Communication helping you?



Increase customer delight as we send real-time information to the buyer



With Brand Information, make the delivery easy and on time.



Decrease in customer queries due to increase in visibility of shipment information

[Home](#)[Go Back](#)[Transactions](#)[Settlements](#)[Reports](#)[Account & Settings](#)

PAYMENT PRODUCTS

[Affordability](#)[Payment Button](#)[QR Codes](#)[SHOW ALL \(13\)](#)

BANKING PRODUCTS

[Loans](#)[Customers](#)[Offers](#)[API Keys and Plugins](#)[Developers](#)[Apps & Deals](#)

Refunds Today ▾

Refunded ⓘ

₹0.00

from 0 processed refunds

Processing ⓘ

₹0.00

from 0 refunds

Failed ⓘ

₹0.00

from 0 refunds

Refunds

Last 30 days ▾

Status: All ▾

Batch Refunds

Refund ID

Search



Refund ID	Payment ID	Created on	Amount	Status	
rfnd_OnsX2CPsv2nnD9	pay_OIYAHl4otbjP4p	Aug 22, 1:56pm	₹ 300.00	Processed	Details >

Showing 1 - 1

Pay Later

Buy now and pay later with ePay Later

PayLater [Documentation ↗](#)

 **Flexipay** [Request](#)

Flexipay has paused onboarding of new
i merchants. We will keep you updated on when the
onboarding resumes.

 **Simpl** [Request](#)

Simpl has paused onboarding of new merchants.
i We will keep you updated on when the onboarding
resumes.



LazyPay

Welcome to LazyPay!

No preview is available.

Thu 08-22



Welcome to LazyPay!

We are thrilled to have you on board! LazyPay lets you buy today and pay later for your purchases. Select LazyPay as your payment mode and have fun shopping.

LazyPay is a popular “Buy Now, Pay Later” (BNPL) service in India that allows users to make purchases and pay for them at a later date. It offers instant personal loans and a pay-later option, making it convenient for users to shop online or offline without immediate payment. LazyPay provides a credit limit that can be used across various merchants, and users can repay their dues in 15 or 30 days without any interest.

Use LazyPay to transact with 100+ online merchants.



Analytics

Total sales

₹2,905.00 —

₹1K

₹500

₹0

-₹500

Jun 12 Jul 1 Jul 20 Aug 8 Aug 27

— Jun 14–Sep 11, 2024 ··· Jun 12–Sep 12, 2024

Sales by channel

₹2K

₹1.5K

₹1K

₹500

₹0

Online Store

EasySell COD Form

Online store sessions

867 ▲ 0.1%

300

200

100

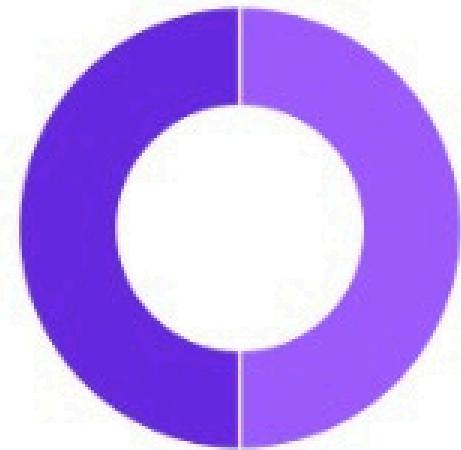
0

Jun 12 Jul 1 Jul 20 Aug 8 Aug 27

— Jun 14–Sep 11, 2024 ··· Jun 12–Sep 12, 2024

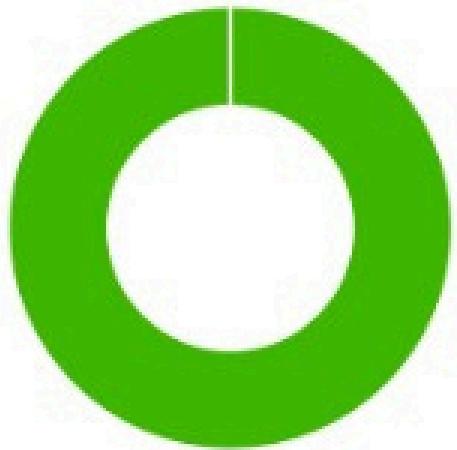
Orders by Payment Mode

4



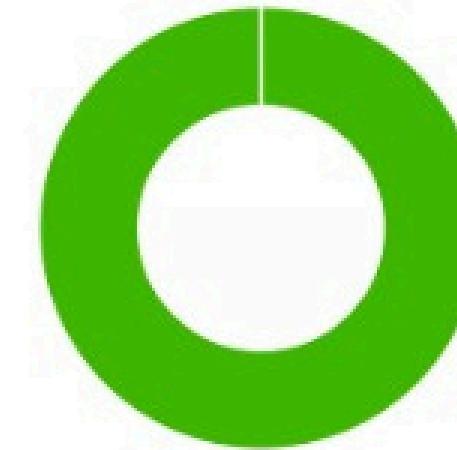
Orders by Confirmation Status

4



Confirmed Orders by Order Status

4

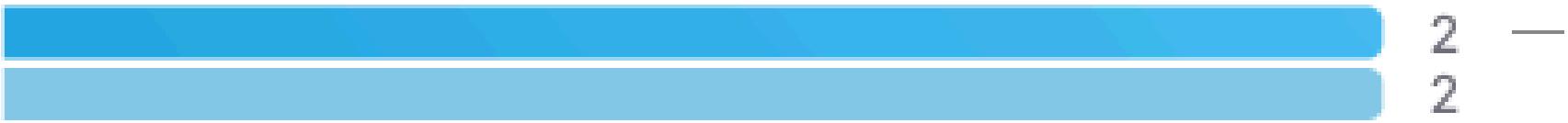


Top selling products

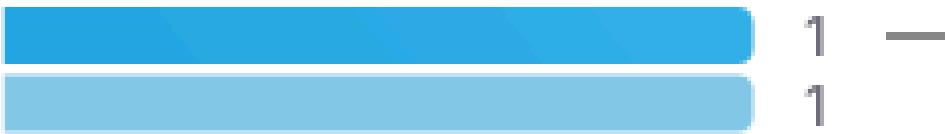
Mini Massager



Alarm Clock, Digital Clock



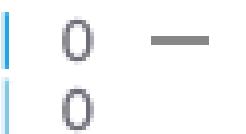
Portable High-pressure Water Spray Nozzle



Stereoscopic Car Wheel Watch



Robotime Rokr Printing Press 3D DIY Puzzle Gifts For Boyfriend...



Sessions by location

United States



India



Netherlands



Ireland

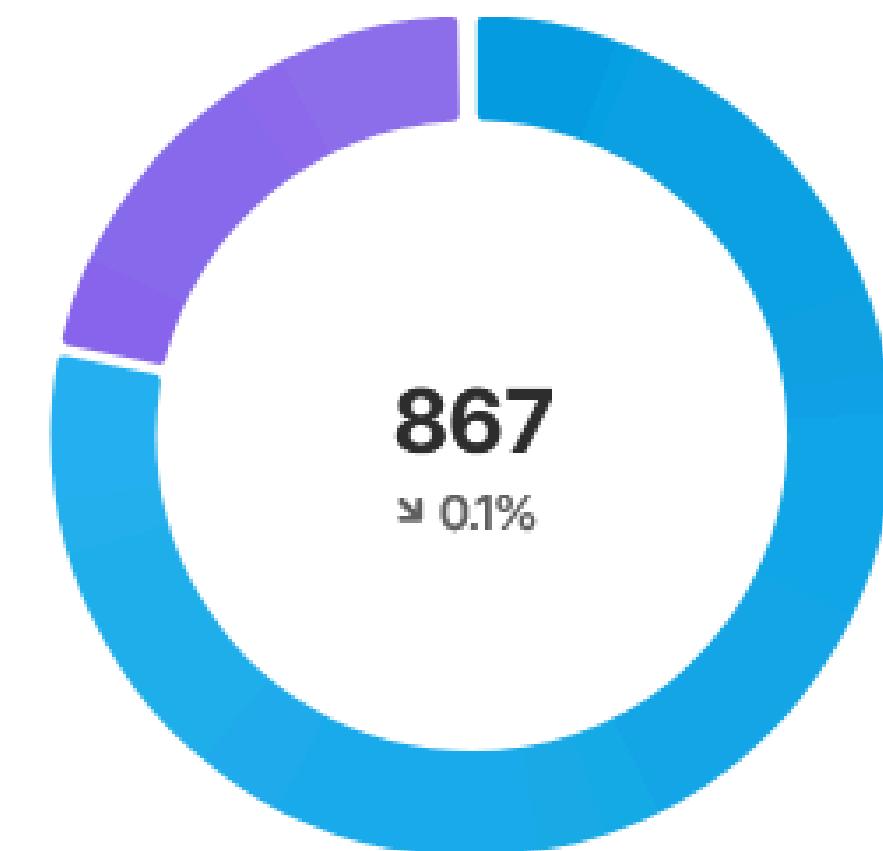


Canada



Sessions by device type

Desktop	679	≈ 0.1%
Mobile	185	—
Other	3	—



Online store conversion rate

0.35% ↗ 0.1%

Added to cart

13 sessions

1.50% ↗ 0.1%

Reached checkout

7 sessions

0.81% ↗ 12%

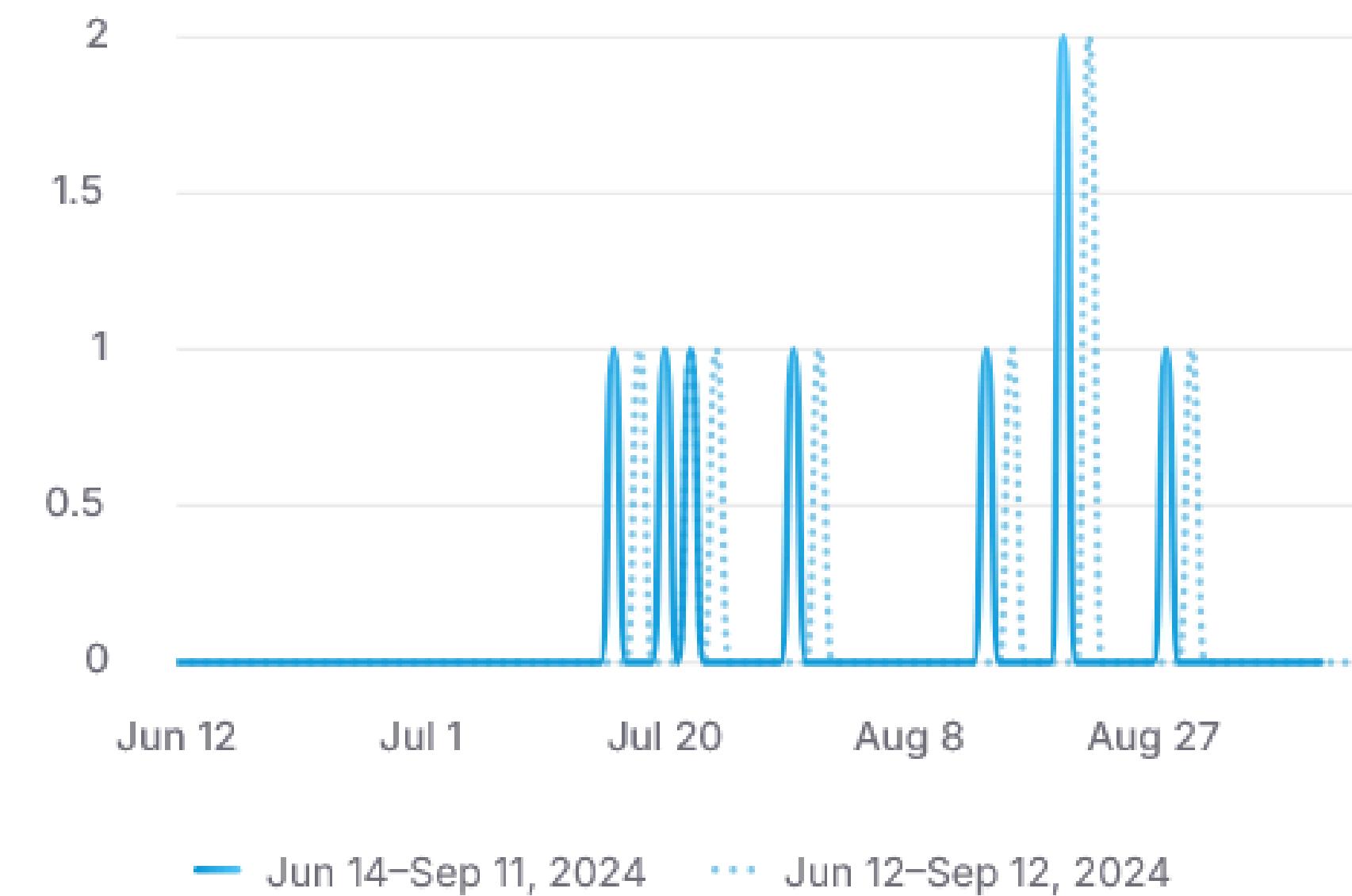
Sessions converted

3 sessions

0.35% ↗ 0.1%

Total orders

8 -





ⓘ Cost, click, and impression metrics are now available for [supported marketing apps](#)



Reporting is based on your UTM parameters and connected app activities to your online store. Reported with a 30-day attribution window.

[Learn more](#)

Channel	Type	Sales	Sessions	Orders	Conversion rate	ROAS	CPA	CTI
Shopify	organic	₹1,269.00	0	3	—	—	—	—
Direct	direct	₹0.00	108	0	0%	—	—	—

[View channel report](#)

Marketing

6:28 : 1:41:00

6:28 : 1:41:05

6:28 : 1:40:56

6:31 : 1:44:40

Quantity: 1

Items left in shopping cart



Continue checkout

Visit our store

universal baazar
a/4 bharat nagar
talab tillo jammu
180006 jammu JK
India

Unsubscribe

© 2024 universal baazar

You left items at checkout

Inbox

universal... 28 Aug Unsubscribe

to me :

universal... 3 days ago Unsubscribe

to me :

universal baazar

Your cart is ready for checkout

Items left in shopping cart

Share your recent experience to help others

You recently bought Alarm Clock, Digital Clock from our store, what do you think about it?

5.0 ★★★★★

Based on 1 reviews



Anonymous x

12 days ago

★★★★★

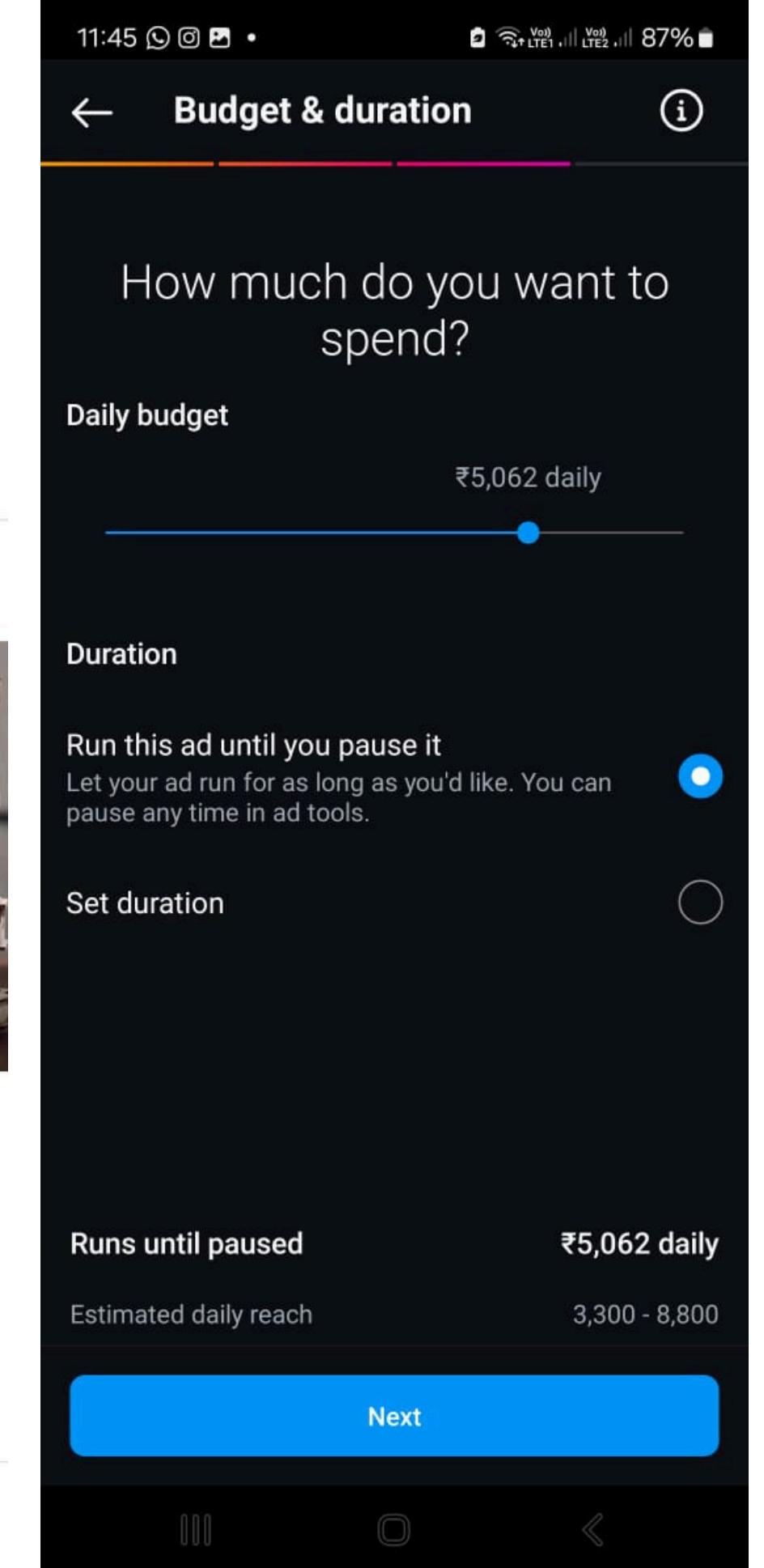
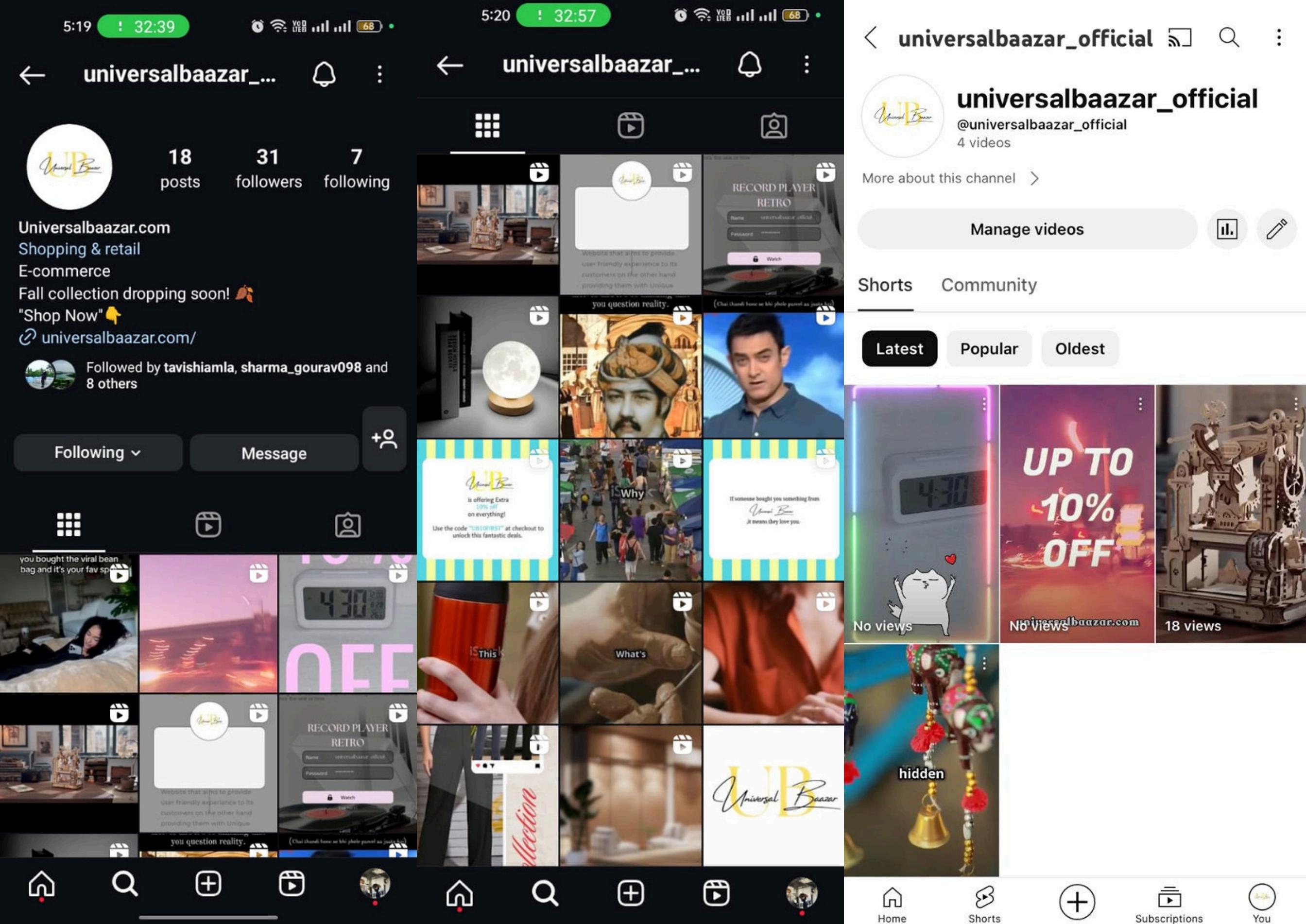
Amazing must buy

5.0 ★★★★★

Based on 1 reviews



Customer Reviews



universalbaazar.com

jtowncl0wn

5.4K followers · 135 posts

You don't follow each other on Instagram

[View profile](#)

5 Sept, 6:44 pm

Quote the price for reel and story

6 Sept, 9:22 am

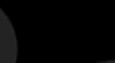
2k for reel 1k for story



Message...



Message...



alphanativ



alphanativ



alphanativ



6 Sept, 13:00

Promotion service 🤝

Hey 🙋

Please send me what do you wanna promote !

Hello

Regarding the previous Promotion negotiation

-ub marketing

6 Sept, 14:46

How can we help you ?

6 Sept, 16:11

Contact information

Can you please share it

-ub marketing



4 Sept, 6:44 pm

Promotion service 🤝

Hey 🙋

Please send me what do you wanna promote !

Quote the price for story and reel

Story is just for

Reel is based on temporary or permanent

Which one are you looking for ?

Temporary

for 24hrs

for a week

Alright sure

Message...



the reel here

Just wanna see

It's getting ready

Yeah but just wanna have a look at that

Let me connect

You to site owner he will contact you

It's an e-commerce website

universalbaazar_official
Universalbaazar.com



Oh alright

Just make sure to send me the reel once before posting okay



Professional dashboard

Insights Aug 12 - Sep 10

 **Your reel is getting played more**
Congrats, this reel received 4017% more plays than any of your last 5 reels.

Views 204 >

Interactions 23 >

Total followers 31 >

Content you shared 4 >

Your tools See all

-  Achievements >
-  Learn with Instagram New >
-  Inspiration >
-  Ad tools >
-  Branded content >

Home Search Create Reels Profile

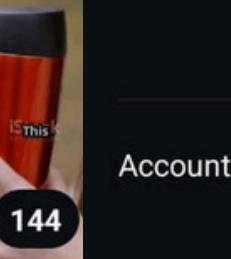
Insights



The viral bean bag is HERE🔥...This bean bag is so ...
11 September · Duration 0:16

23 1 0 3

By top content

 2,564 Sep 11	 1,202 Aug 3	 164 Aug 2	 144 Aug 2
--	---	---	---

Views Aug 1 - Sep 10

Custom ▾

Followers Non-Followers

See all

Views 2,715 Views

2.9% Followers • 97.1% Non-followers



Accounts reached 1,835

Watch time 2h 44m 54s

Average watch time 5 sec

Audience

 Audience demographics are not available for custom time periods.

Profile activity 238 vs Jun 21 - Jul 31 0%

Profile visits 195

External link taps 43

Interactions 37

19% Followers • 81% Non-followers



SUMMARY

USP

- *Premium Quality*
- *Fast and Safe Delivery*
- *Secure payments*

Expenses

Date	Account	Description	Ref.	Debit	Credit
09-Jul	Online Transaction	Purchase of Domain	Tran 2	1660	
09-Jul	Radhey,Adil,Tavishi,Gourav	Payment Recived	Tran 2		1660
25-Jul	Online Transaction	Razorpay software Pvt Ltd [Company Changed]	Tran 3	199	
25-Jul	Radhey,Adil,Tavishi,Gourav	Payment Recived	Tran 3		199
03-Aug	Online Transaction	Delivery Company	Tran 4	1600	
03-Aug	Radhey,Adil,Tavishi,Gourav	Payment Recived	Tran 4		1600
22-Aug	Online Transaction	Product Purchase [Testing]	Tran 5	399	
22-Aug	Radhey,Adil,Tavishi,Gourav	Payment Recived	Tran 5		399
10-Aug	Online Transaction	Shopify Monthly Charge	Tran 6	2400	
10-Aug	Radhey,Adil,Tavishi,Gourav	Payment Recived	Tran 6		2400
11-Sep	Online Transaction	Collaboration Expense [Insta.]	Tran 7	650	
11-Sep	Radhey,Adil,Tavishi,Gourav	Payment Recived	Tran 7		650
11-Jul	Online Transaction	Shopify Monthly Charge	Tran 8	2400	
11-Jul	Radhey,Adil,Tavishi,Gourav	Payment Recived	Tran 8		2400
28-Jul	Online Transaction	Product Purchase [Testing]	Tran 9	399	
28-Jul	Radhey,Adil,Tavishi,Gourav	Payment Recived	Tran 9		399
....	Online Transaction	Miscellaneous Expense	Order	293	
....	Radhey,Adil,Tavishi,Gourav	Payment Recived	Order		293
Total				10000	10000

STAY IN
TOUCH

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THANK YOU