

Empowering Local Indie Retail

Local Indie Retail Struggling to Survive

- Lack of visibility to potential customers
- Limited communication with customers and potential customers
- Lack of online sales channels
- Lack of any delivery options
- Manual Inventory Management and Spoilage control
- Digital Marketing Gap
- Limited data about customers to plan marketing activities
- Unawareness among customers about stores' new assortment
- High pricing
- Missing loyalty programs

Customers

New expectations

- Looking for healthy, local products
- Socially aware, willing to support local market/local communities and groups
- Choosing bikes and foot over cars to commute
- Looking for convenience/Searching for convenience
- Local products demand
- High quality products demand/Looking for high quality and unique products

Global Market

Acceleration in every direction

- Global grocery market growth - CAGR 6,53%*
- Global grocery e-commerce market growth - CAGR 26,8%**
- Growing organic products market - CAGR 13,9%***

* <https://www.benchmarkintl.com/insights/2024-global-consumer-food-retail-industry-report/>

** <https://www.grandviewresearch.com/industry-analysis/online-grocery-market>

*** <https://www.grandviewresearch.com/industry-analysis/organic-foods-beverages-market>

Solution

Lightly-managed Marketplace

With Fairr customers get:

- ✓ Ability to search and browse local stores
- ✓ Loyalty program
- ✓ Ability to place an on-line order
- ✓ Community engagement
- ✓ New delivery options
- ✓ Products source and details awareness
- ✓ Assortment awareness
- ✓ Eco friendly commerce
- ✓ Access to local products
- ✓ Updates on business and products
- ✓ Competitive prices

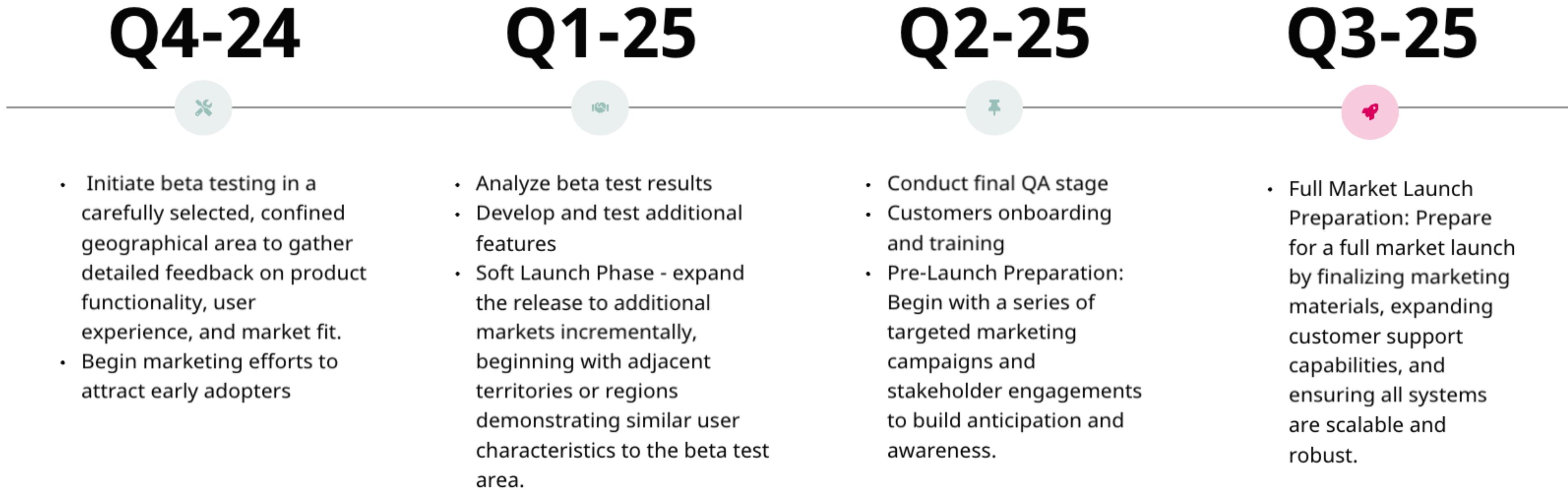
Solution

Omnichannel Commerce Enabling CRM

Fairr equips local stores with the technology in their workers' pockets to compete effectively in today's market

- ✓ New approach to sales, delivery and marketing
- ✓ New Sales Channels
- ✓ Tool to improve operations
- ✓ Community engagement tool
- ✓ Smart analytics insights
- ✓ AI powered Inventory Management

Go to Market Plan



Competitive Analysis

	Inventory management	Online sales	Digital marketing	Geo visibility	SMM
 Facebook Groups	✗	✗	✓	✗	✓
 Google Maps	✗	✗	✓	✓	✓
 Website builders	✓	✓	✗	✗	✗
 Glovo	✗	✓	✗	✗	✗
 FAIRR	✓	✓	✓	✓	✓

Competitive Analysis

	Assortment visibility / predictability	B&M/ Walking distance	Competitive prices	Products quality (stability)	Online visibility	Loyalty program
 Auchan	✓	✗	✓	✗	✓	✓
 Biedronka	✓	✓	✓	✗	✓	✓
 Glovo	✓	✗	✗	✗	✓	✗
 FAIRR	✓	✓	✓	✓	✓	✓

The Team



**Vadzim
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CEO



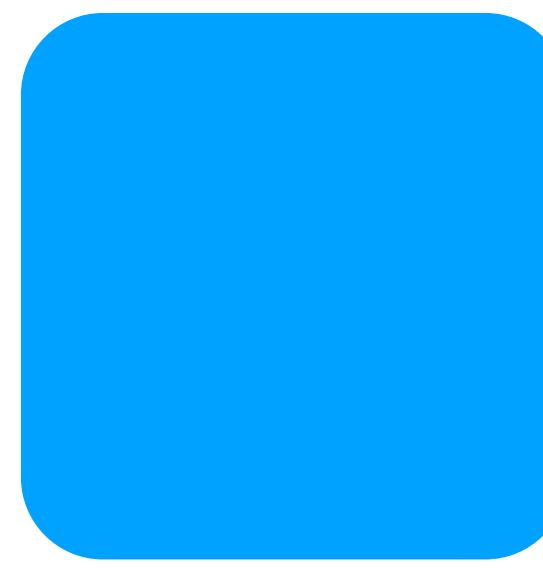
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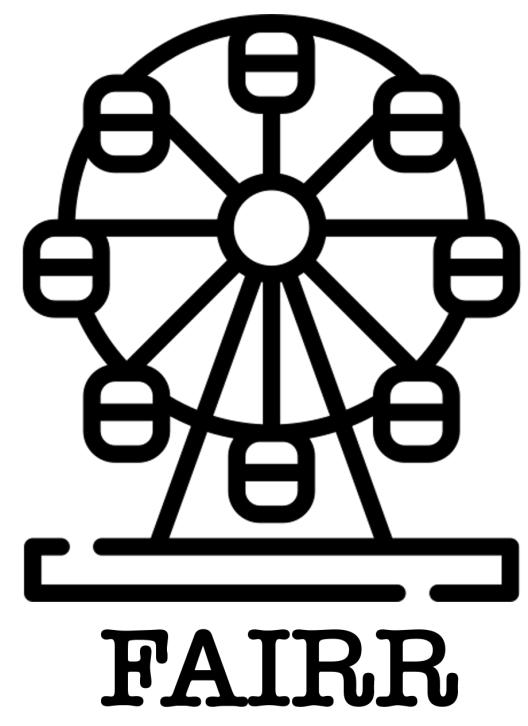
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