

## **Kilo in a Basket!**

Yes! You heard it right....

Hii Team, Its Harsheet, a Bachelor- Software Dev. I'm gonna present you a idea/business segment for your platform that would be very convenient for most of the middle class families living in urban areas and mainly my segment of people that is bachelors. This idea doesn't only hold utility value for customers but a mind-blowing profitable business opportunity- Kilo in a basket!

Brief of the idea is basic- You need to put any veggies of your choice in a kilo and that's it! you pay a static, predefined charge for it! Pick any veggie in any quantity right from 50 grams to 500gms you want from the list defined for particular predefined charge and you take it.

Let me explain you with an example.

List A contains veggies 1.Tomato 2.Onion 3. Garlic 4. Green Chilly 5. Peas 6....7...8..9.....20

I am a customer who wants to eat dinner prepared with only fresh items but what do I do, I need only one tomato for just garnishing but minimum I will have to take 250 gms which contains 4-5 tomatoes, now that will be stored in fridge for the week and I need to eat only those or Lets say I am a bachelor, I need 1 tomato, 2 Onion and 50 gm Chilies but I need to buy 3 times amount of that, I don't want to store it as I don't cook often. What Do we do???

We take basket put everything from the list according to need, make it 1Kg and voila I'll pay 80 Rs(Assumed), and I got variety of veggies otherwise for which I needed to stock every veggie in double-triple proportion.

I know by if you are still here then you have captured the essence of idea and if you relate correctly, you would probably thinking how could I manage to make this viable to customer and my company in regards with price point/cost and setting up proper price for particular list of veggies.

Its simple you don't! You just make analysis of the combos of veggies that are generally sold together and the most expensive among list sets the price of kg so that even customer takes full kg of expensive one it doesn't create a loop whole, although this can be argued as proper analysis can be done for deciding this as this would be not the case in general way.

Now comes how would you handle execution if you are delivering online, Take bunch of street vendors/ or probably by this time your org. should have experienced staff who have experience to know how many tomatoes can be there in 120 grams and vice versa, this will improve in fast packing of different veggies in quick manner. Also Levy of 10% charge can be done just for using

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this basket by kilo! Feature. It is already presumed that you have supply chain already working. You just need to have good UI/UX and done!

This quick fix and feature can change your whole landscape... If you can see long picture you can imagine the customer retention will be increased as customer ordering for whole week now will come twice/thrice. And remaining I know you are capable to compute all those analysis of customer acquisition and increased cart size and visibility.

Please work on this feature, I love Kanda-Poha and aalo pyaaz ki sabji and bhindi but I can't order 200 gm Onion, 30 grams coriander, 70-80 grams bhindi and other stuff ☹ .

And now if you are till here, in your mind you can imagine like what all different things can be tried on same concept because I can see a long-long product lines with this same conceptual strategy