



Entrepreneurship and business modelling  
3<sup>rd</sup> assignment

# Value proposition *SmartRetail*

Adrián Barba Beltrán

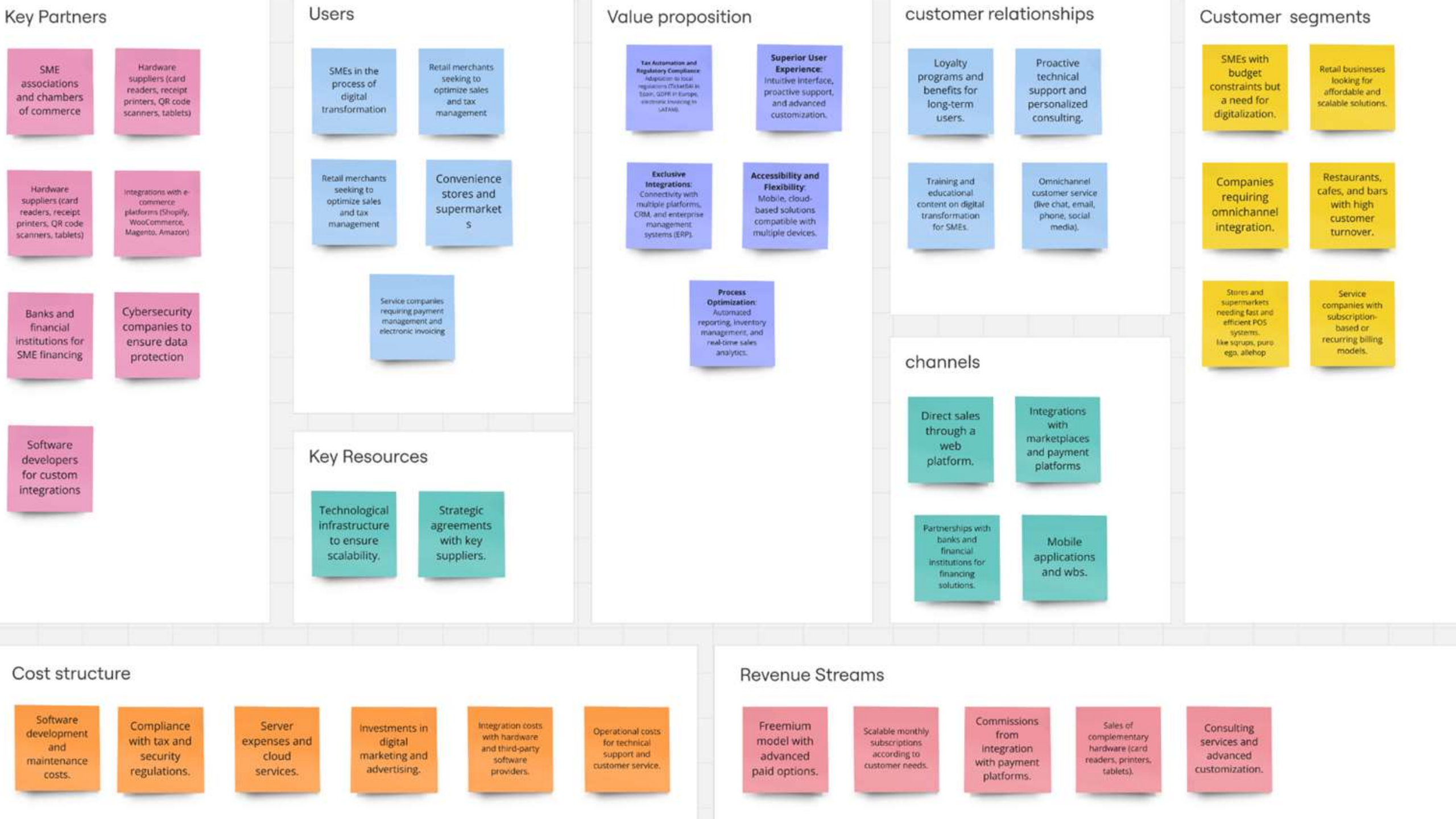
Rodrigo Martín Gómez del Moral Herranz

Álvaro Honrubia Genilloud

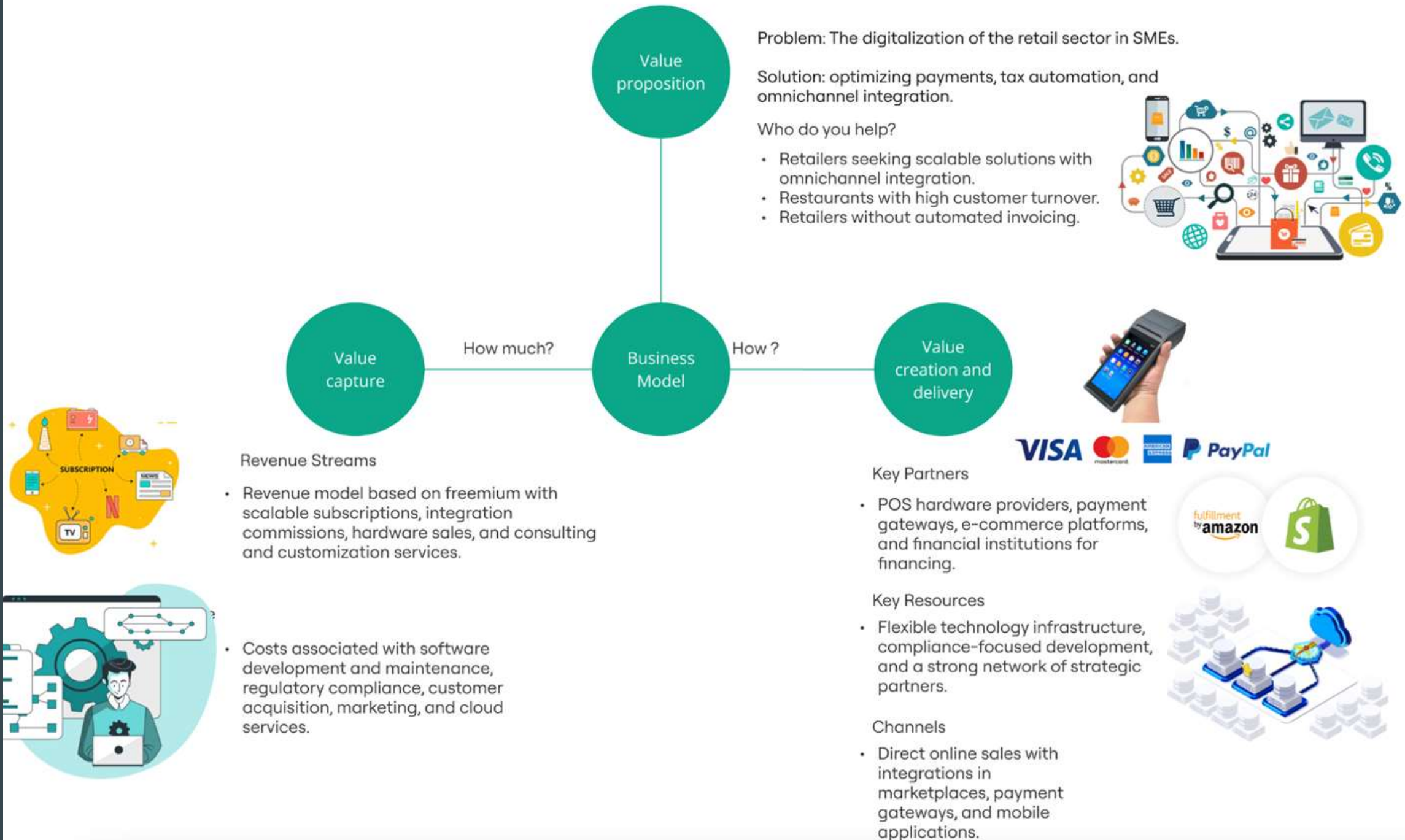
César Pantoja Rosales

Javier Rodríguez García

Jose Antonio Ruiz Heredia



Why? Who? What?



# Problem



## INTEGRATION & VISIBILITY

- **Disconnected systems** for payments, inventory, and customer management
- **Difficult to track** sales, stock, and customer preferences



## SCALABILITY

- Software tied to a **single device**
- Cannot access or manage their business **remotely**



## MAINTENANCE

- Require dedicated **servers**, frequent **updates**, and technical **support**
- Digital transformation is **expensive** and **inaccessible**.

# Solution

## INTEGRATION & VISIBILITY

*All-in-One* platform with all processes in a single system

*Real-time* insights to improve decision making

Synchronization with *E-commerce* platforms

## CLOUD-BASED SCALABILITY

Accessible from *any device*

*Multi-store* & *multi-user* allowing multiple locations and accounts

*Automatic* updates & backup

## COST-EFFECTIVE OPERATIONS

*NO expensive* servers, as it runs on the cloud

*Simple* & *user-friendly* interface

*Subscription-based* model with different plans

# Unique offer

## *What Value Do We Deliver to the Customer ?*

- **Save time** by automating manual processes
- **Increase revenue** through data-driven sales and customer retention
- **Reduce costs** by eliminating IT maintenance and expensive hardware
- **Simplifies management** with remote access and real-time insights

## *Why Would Customers Pay for This ?*

- **Manual error** and **outdated system** lead to financial loss
- No more **wasted hours managing inventory**
- No more **losing customers** due to **slow** or **outdated checkout systems**

Our **Solution** helps businesses **sell more, operate smarter**, and **grow faster**

## *Who do we serve ?*

- **Small & Medium Businesses**
  - Basic Affordable Plan
  - Growth Plan for expanding businesses
- **Large Retail Chains & Franchises**
  - Enterprise Plan
- **E-commerce & Hybrid Stores**
  - Unified online + in-store sales management





# *Unfair advantage*

## **AI-powered Analytics and Predictive Insights**

- Optimize inventory
- Boost sales
- Personalize customer experiences

## **In-Store, Online and Mobile Sales**

- Real-time stock & customer tracking across all channels and platforms

## **Modular and API-Friendly**

- Integrate new tools without costly migrations or disruptions

## **Built for Growth, Not Just Transactions**

- Customer loyalty programs
- Automated marketing tools
- AI-powered business insights

## **Simple, Scalable & Affordable for All**

- Cloud-based model that scales as businesses grow

# Customer segments

## Traditional & Small-Scale Businesses

- **Small local businesses** (bakeries, neighborhood stores, hair salons)
- **Family-owned businesses** with a low technology budget
- **Businesses** that still use **manual cash** registers or Excel for record-keeping
- **Supermarkets, minimarkets, and convenience stores**

## Growing & Tech-Integrated Businesses

- **Businesses** with a **high volume of transactions**
- **Companies** planning to **expand** to new branches
- **Clothing, electronics, and cosmetics stores** that sell both in physical stores and online
- **Businesses** that **operate** with **E-commerce platforms**
- **Cafés, bars and restaurants** with table service and delivery
- **Restaurants** that work with **delivery food apps**