**MARMARA UNIVERSITY**



BUS 1003.1

ENTREPRENEURSHIP AND INNOVATION

**VALUE PROPOSITION CANVAS**

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**Due Date**

8.12.2020

**Market Sepetim**

**Business Idea**

Market Sepetim is a mobile and web app to compare, track and analyze prices of foods and other goods which sells in supermarkets and other retailers.

**Team Composition - Skills and Interests of Our Team Members**

Ahmet Hakan has experience in programming and interested in engineering and data scraping. Cem, interested in data science and has persuasive skill. Kerem, very talented in Photoshop and similar apps and he knows what mobile users wants. Kayra has good communication skills and interested in psychology. Kardelen, loves numbers and very open-minded.

**Team Composition - Roles of Team Members**

Ahmet Hakan as a Computer Engineering student mainly will work on development of apps. Cem will use his data science skills on sales and marketing. Kerem will design required graphics (logo, banners etc.) and beautiful user interface of the app. Kayra with his good communication skills will help us to work more organized and make a right choice when hiring. Kardelen and her number love will track our income and expenses. She will work on increasing profit margin and cooperation with brands.

**Team Values**

Our values as a team are to be honest with the users, to work in a planned manner, to do the distribution of tasks fairly, to be respectful to each other, to exchange ideas.

**Customer Segments**

The target group of our application is mostly students, retirees, and families with middle-low income.

Retired people are over a certain age and receive a fixed monthly wage by the state. Students are the group between the ages of 18-26 who generally do not work. Those in the middle-low income group are people with relatively low standards in life.

**Most Important Customers**

For us, the most important customers would be the ones that tend to cut their expenses and not buyers of expensive products. For example, university students and low-mid income range families.

**What are our promises to our customers? (What value do we deliver to the customer)**

For the minimum cost shopping list, we will sort prices from shops. Our application will provide ease of use, broad options to choose from, relatively cheaper prices and reliable customer services.

**What problems do your customers have and how are you solving them?**

They have low-income compared to their expenses. On the other hand, the time spent to earn money is generally higher. By using the app, our customers can reach any product by spending least money in a short period of time.

**How does your product or service meet the needs of your customers?**

We track price of goods and compare those prices. We also pursue the campaigns and discounts for so many shops. By this way, customers can save money and they save time from their shopping.

**What value do you deliver to your customer segments?**

We help them to buy quality products with minimum cost and time.

**What bundles of products and services are we offering? (to each Customer Segment)**

**Students:** Possibility to earn money by sending chips-receipts.

**Families with Low-Normal Income:** Provide access to most of the markets-supermarkets and products with their price tags and promotion, discount notifications.

**Seniors and Retirees**: Possibility of automatic ordering.

**What do you offer that is unique, and why will your customers prefer your solutions to alternatives that might be available?**

Firstly, we offer more product and retailer range then earning money possibility when spending money also ability to be informed special offers of stores and banks.

**Value Proposition**

Our mobile app helps students and low incomes who want to make supermarket shopping with the cheapest cost in minimum time by keeping records of all retail prices of foods and goods.