* The joint e-commerce portal will increase the number of monthly generated leads by 20% in comparison to the physical stores within 6 months of deployment. This will be attained through the increased exposure of the products among the customers along with the 24/7 shopping zone provided through the portal.
* The e-commerce platform will increase the monthly sales of the joint traders by 15% by 4 months. This can be achieved though increased customer retention and improved ease in shopping for groceries.
* The portal will increase the average user (traders/ customers) satisfaction by 10% measured through surveys before and after the online shopping portal has been deployed within 6 months. This will be achieved through the improved ease of access for the customers to explore the products and ease of product management for the traders.
* The product will reduce the support and management costs used in the physical stores by 15% by the 4th month. This will be realized through the change of customer flow from local physical stores to online shopping as well as automized billing for both the traders and customers.