



E-Bazaar

Virtualizing Local Markets, Connecting Global Opportunities

PS - 4: Virtualization of local market

Team: Byte Hacks 2

College: Academy of Technology

SPOC Name: Reashav De

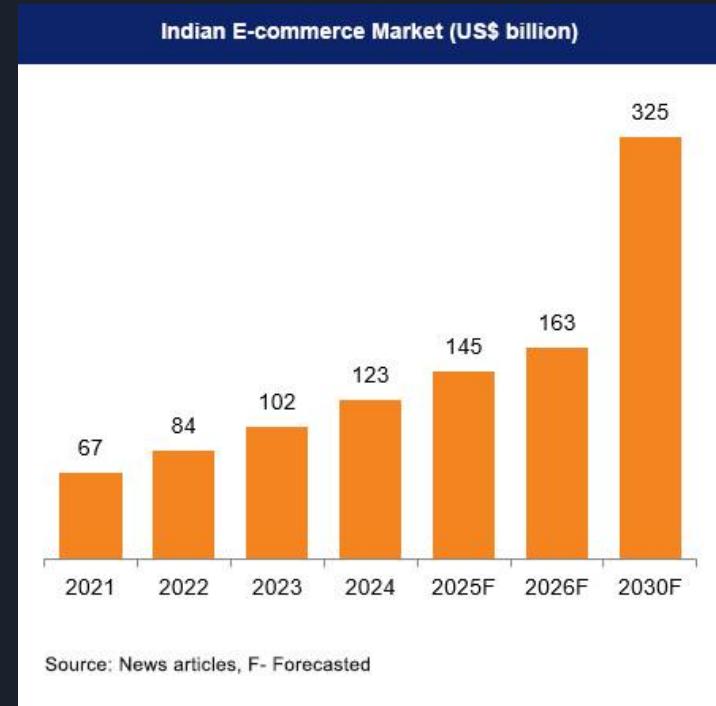


Understanding the problems

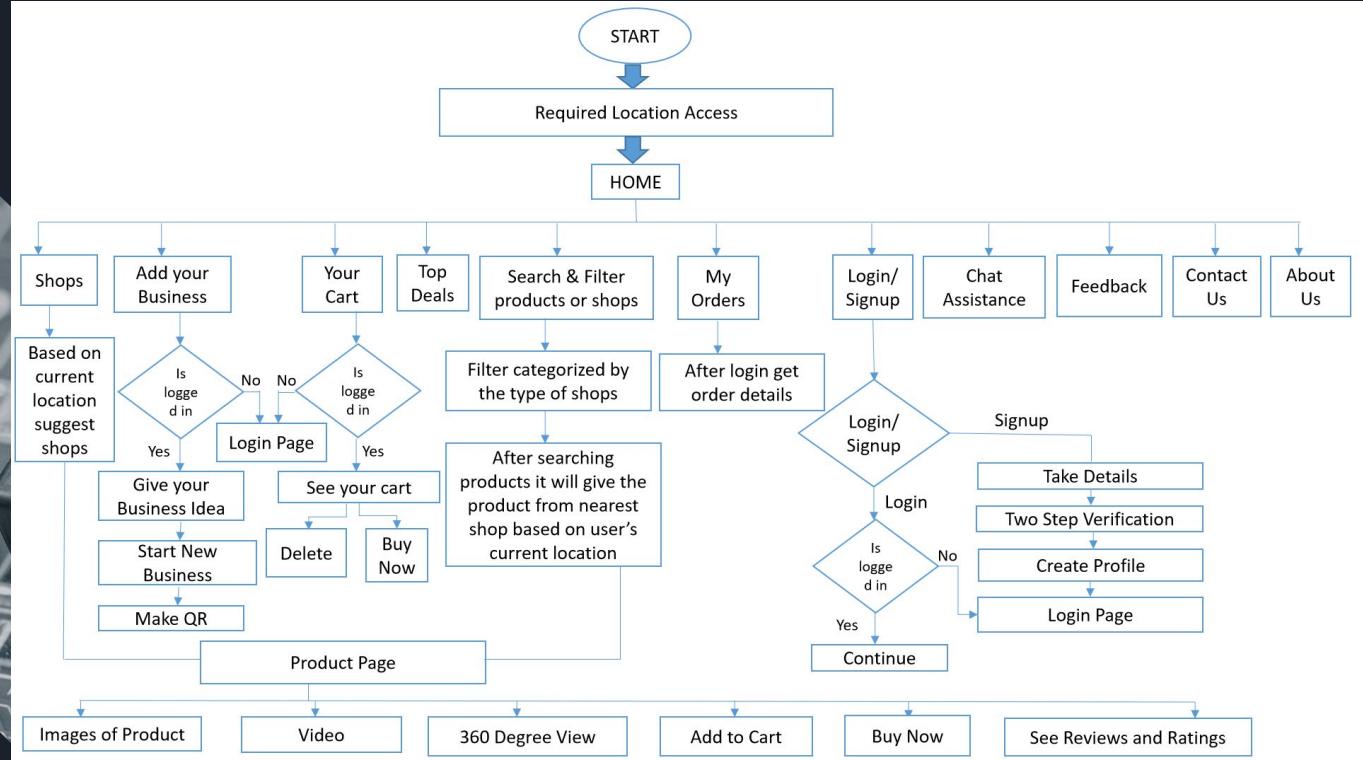
- **Fragmented Market Structure:**
Lack of centralized coordination among shops selling similar or complementary products.
- **Limited Digital Integration:**
Absence of a digital presence restricts traditional markets from participating in the growing e-commerce ecosystem.
- **Inefficient Order Fulfillment:**
Challenges in order aggregation and fulfillment lead to slower deliveries and reduced customer satisfaction.
- **Inefficient Inventory Management:**
Shops struggle with managing diverse inventories, leading to underutilized stock and missed opportunities for broader product offerings.
- **Lack of Technological Support:**
Insufficient access to advanced tools, like SaaS-based POS systems, hampers efficient management of transactions and inventory.

India's E-Commerce Landscape

- India's consumer digital economy is expected to become a US\$ 1 trillion market by 2030, growing from US\$ 537.5 billion in 2020, driven by the strong adoption of online services such as e-commerce and edtech in the country.
- The Indian e-commerce industry is projected to reach US\$ 325 billion by 2030, experiencing significant growth.
- India's Business-to-Business (B2B) online marketplace would be a US\$ 200 billion opportunity by 2030.
- The Indian e-commerce market is projected to grow from US\$ 123 billion in 2024 to US\$ 292.3 billion in 2028, reflecting a compound annual growth rate (CAGR) of 18.7%.



Technical Architecture



[Our Prototype](#)

[Prototype Explanation Video](#)

Prototype Wireframing

E-Bazaar

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Password:

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E-Bazaar

Hi, TANMOY CHANDA
Welcome to your seller dashboard!

Verify Shop Details

Delhi Delights

208, Ansari's Laxmi Deep, Laxmi Nagar District Centre, New Delhi, Delhi 110092
Get Number: 07200949391GZC
Email: chanda2005tanmoy@gmail.com
ShopType: Retail

Verify

Load More

E-Bazaar

Dashboard

Home Log Out

Hi, TANMOY CHANDA
Welcome to your seller dashboard!

Shop Details

Shop Name	GST Number	Contact Number	Number of Employees	Shop Type
Delhi Delights	07200949391GZC	+91 98765 43210	15	Retail

Shop Address

208, Ansari's Laxmi Deep, Laxmi Nagar District Centre, New Delhi, Delhi 110092

Shop Details

Delhi Delights is a popular retail shop in Laxmi Nagar, known for its wide range of consumer goods, including electronics, clothing, and household items. The shop is well-known for its friendly customer service and competitive prices.

You can't add new products till admin verify your shop profile



Goals of ONDC

1. Enable local retail ecosystems to access and fulfill online demand.
2. Enhance business efficiencies in India by reducing various cost overheads across all businesses.
3. Formalise businesses by creating active digital history and enable easier access to finance options.
4. Economic development and livelihood creation opportunities across the digital commerce value chain including, logistics, packaging, last-mile delivery, and other areas.
5. Enable easy participation in digital commerce coverage to all businesses irrespective of size, location, digital quotient, and other areas.
6. Expand the digital commerce landscape in India by amplifying geographic and socio-economic coverage.
7. Enable increased trade of locally manufactured goods in India, thereby multiplying investment and production of MSMEs.

Our Solution's Alignment

1. By aggregating local shops into a virtual marketplace, our solution empowers retailers to participate in and fulfill online demand efficiently.
2. The SaaS-based POS system and order aggregation mechanism streamline operations, reducing logistical and operational costs for businesses.
3. Digital transformation of traditional markets creates transaction histories, helping businesses build credit worthiness and gain easier access to financing.
4. By integrating logistics, packaging, and last-mile delivery, your solution stimulates job creation and economic activity across the digital commerce value chain.
5. The self-service model and shared resources make it accessible for businesses of all sizes, regardless of their digital expertise or location.
6. Our solution promotes geographic and socio-economic inclusion by bringing traditionally underserved markets into the digital commerce ecosystem.
7. By connecting local shops to broader markets, the solution encourages the trade of locally produced items, supporting MSME growth and increasing investments.



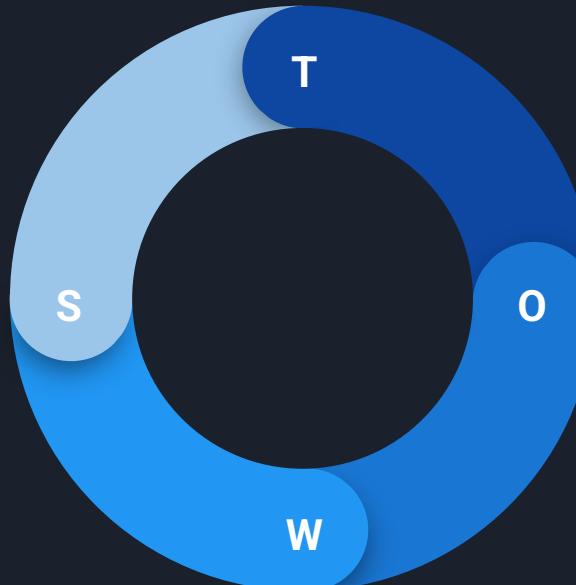
SWOT Analysis

Strengths

- ❑ Transforms traditional markets into competitive digital commerce hubs.
- ❑ Streamlined order aggregation and faster deliveries improve customer satisfaction.
- ❑ SaaS-based POS systems and operational tools enhance seller efficiency.

Weaknesses

- ❑ In-person conversation and connections with each and every business owners or clients



Threats

- ❑ Compliance with laws and regulations may complicate operations.
- ❑ Major platforms may overshadow local digital marketplaces.

Opportunities

- ❑ Leverages the booming e-commerce market.
- ❑ Expands local shops' reach to national and global customers.
- ❑ Collaborates with tech companies for scalability and innovation.



Feasibility

- ❑ **Market Demand:** There is a clear market need for digital transformation in India's traditional markets. The growing e-commerce trend, particularly in tier 2 and tier 3 cities, supports this transition.
- ❑ **Technology Integration:** Integrating a SaaS-based POS system and advanced operational tools is feasible given the current advancements in cloud computing and mobile technologies.
- ❑ **Payment Gateways:** Digital payment systems, such as UPI and mobile wallets, are widely used in India, which supports the payment infrastructure for the platform.
- ❑ **Adaptability:** The platform can be built to be user-friendly for shop owners with minimal digital literacy through intuitive designs and training programs.
- ❑ **Partnership Opportunities:** Potential collaborations with logistics companies, fintech services, and local market associations increase the feasibility of fulfilling the project goals.

Scalability

- ❑ **Expansion to New Markets:** The model can scale to various cities across India, with local adaptation based on the specific needs and characteristics of each region.
- ❑ **Inventory and Order Management:** Real-time updates and bulk upload functionalities ensure efficient inventory and order management, even as the number of vendors and transactions increases.
- ❑ **Technology Flexibility:** The cloud-based SaaS system allows for seamless scaling of resources and can accommodate high traffic and transaction volumes.
- ❑ **Data-Driven Insights:** Analytics and reporting capabilities allow businesses to monitor performance, optimize strategies, and identify top markets for further expansion.
- ❑ **Global Reach:** Once established locally, the platform can scale internationally by supporting cross-border transactions and adapting to global market conditions.

Thank you!

Team Byte Hacks 2

Reashav De

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Asmi Saha

