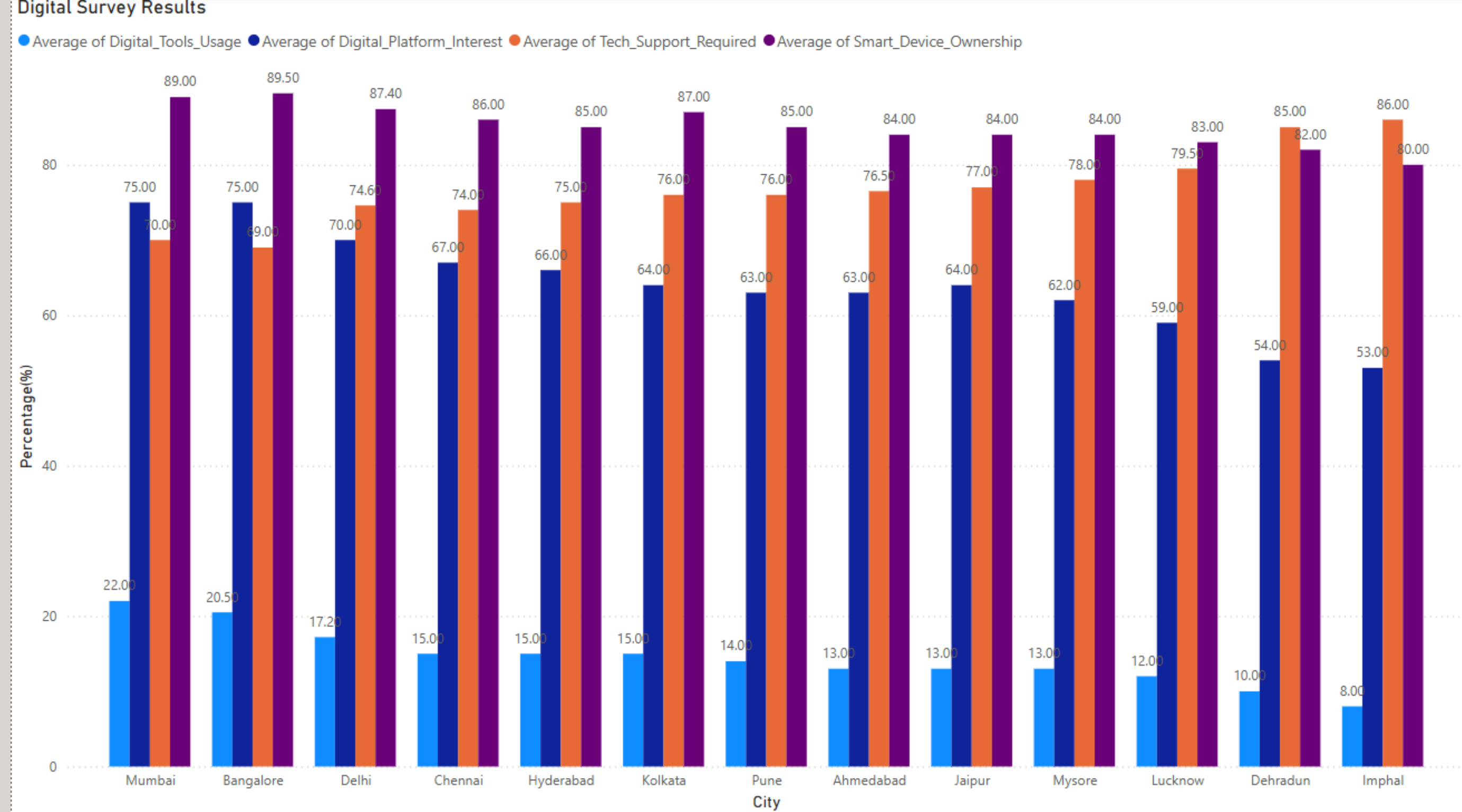# Virtualisation of local market

Presented by The Skyliners

Challenges

- Limited Digital Presence: Despite rich product diversity, local markets lack proper digital representation
- Fragmented Operations: Individual shops operate in isolation, missing opportunities for collaboration
- Manual Management: Inefficient inventory and order handling processes
- Scale Limitations: Difficulty expanding beyond local customer base
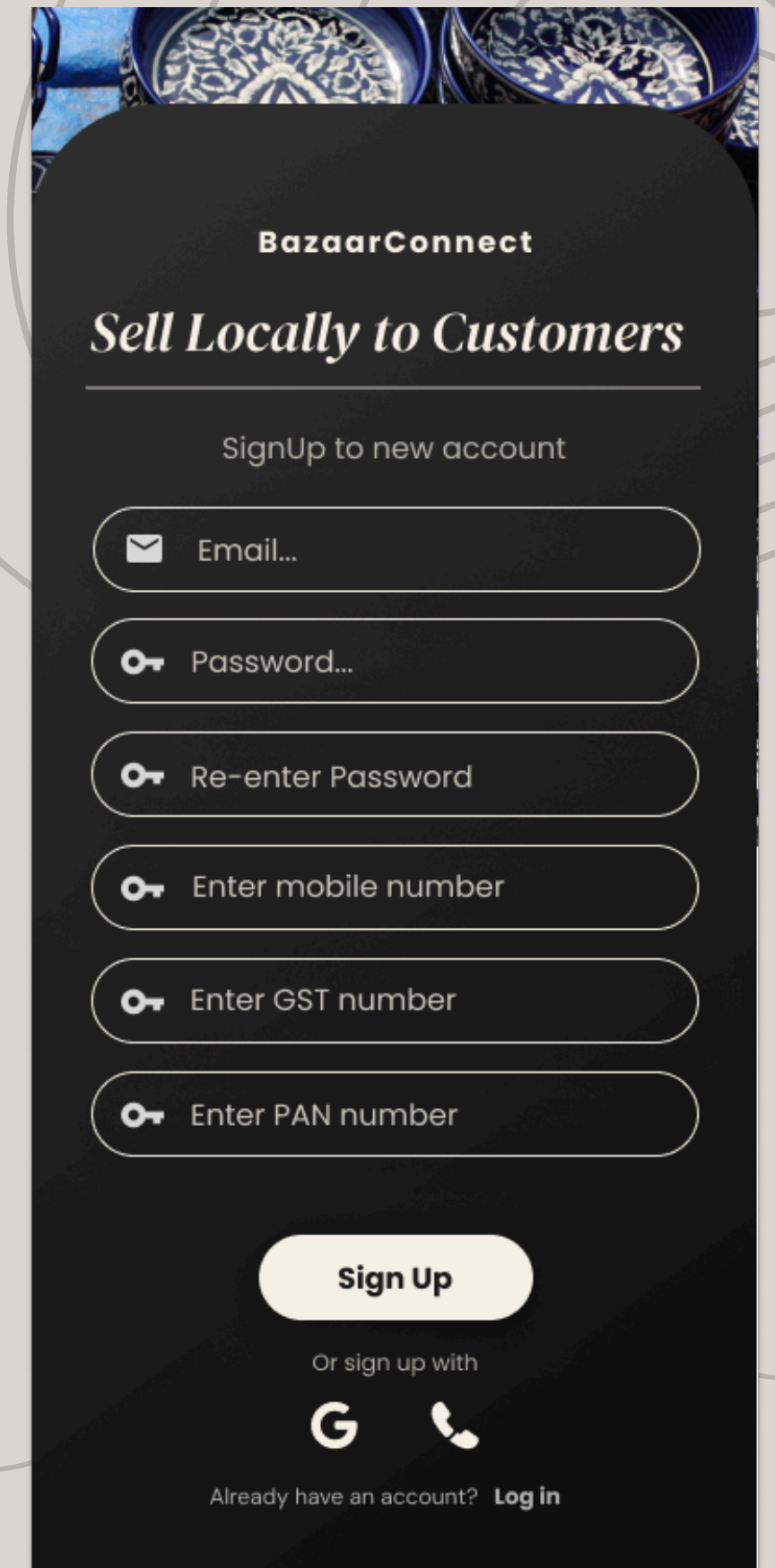- Technology Gap: Lack of proper tools for digital commerce integration

Market Analysis

Digital Survey Results

Legend: ● Average of Digital_Tools_Usage ● Average of Digital_Platform_Interest ● Average of Tech_Support_Required ● Average of Smart_Device_Ownership

City	Digital_Tools_Usage	Digital_Platform_Interest	Tech_Support_Required	Smart_Device_Ownership
Mumbai	22.00	75.00	70.00	89.00
Bangalore	20.50	75.00	69.00	89.50
Delhi	17.20	70.00	74.60	87.40
Chennai	15.00	67.00	74.00	86.00
Hyderabad	15.00	66.00	75.00	85.00
Kolkata	15.00	64.00	76.00	87.00
Pune	14.00	63.00	76.00	85.00
Ahmedabad	13.00	63.00	76.50	84.00
Jaipur	13.00	64.00	77.00	84.00
Mysore	13.00	62.00	78.00	84.00
Lucknow	12.00	59.00	79.50	83.00
Dehradun	10.00	54.00	85.00	82.00
Imphal	8.00	53.00	86.00	80.00

Percentage(%)

City

Key Insights:
- High smartphone penetration but low digital tool adoption
- Strong interest in digital platforms
- Significant need for technical support and training
- Opportunity for collaborative digital infrastructure

Our Solution: BazaarConnect

A comprehensive platform that transforms traditional markets into digital commerce hubs:

1. **Unified Digital Presence:** Single platform representing entire market
2. **Smart Inventory Management:** Real-time stock tracking across stores
3. **Collaborative Fulfillment:** Shared resources for order processing
4. **Automated Operations:** SaaS-based POS system for seamless management
5. **Analytics-Driven Growth:** Data insights for better business decisions

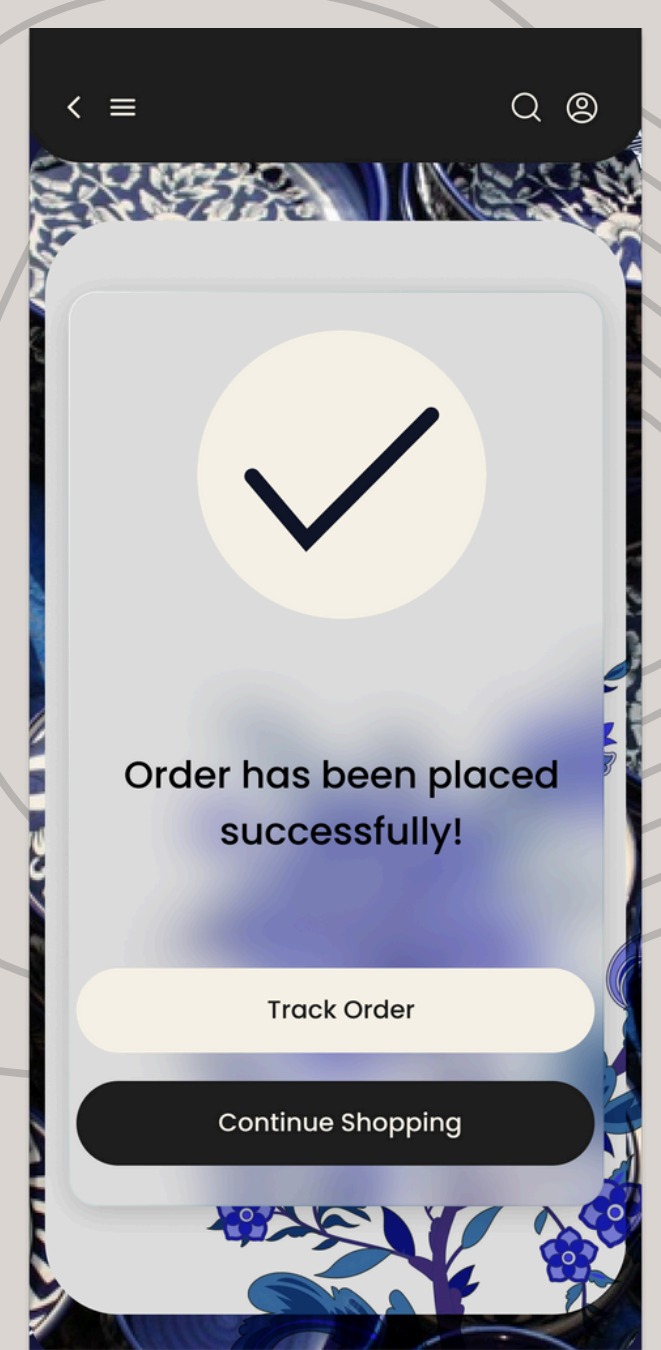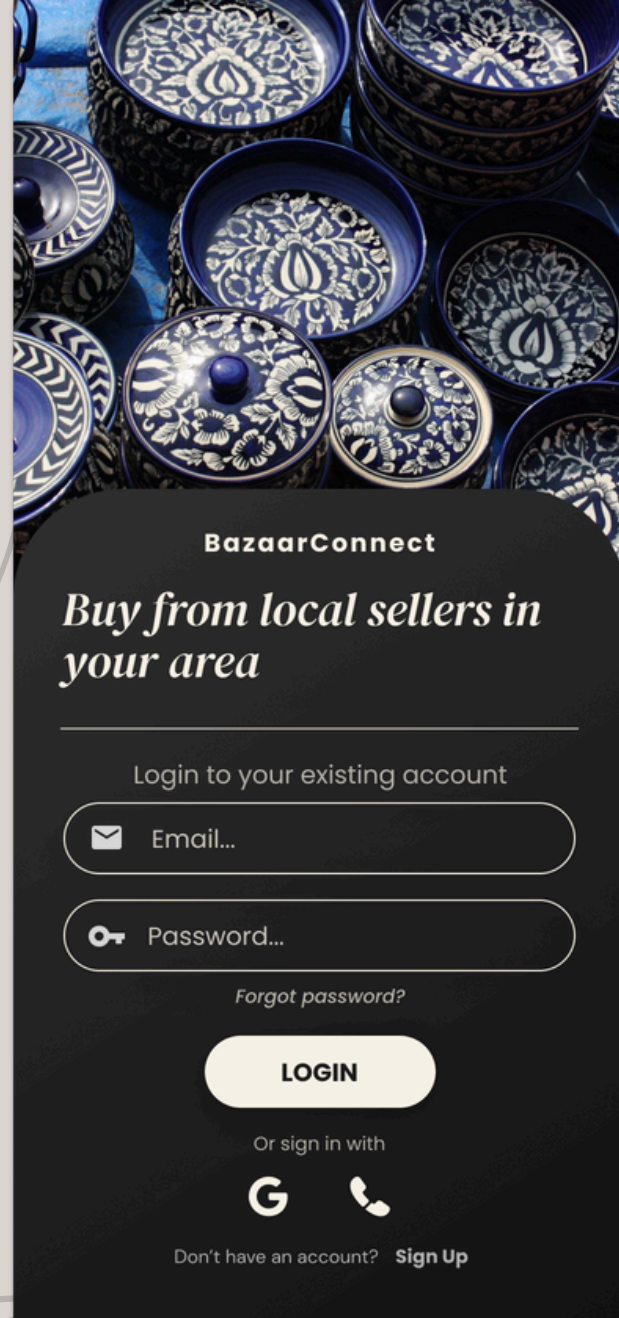# Core Features

Catalog Management:
- Bulk upload capabilities
- Category organization
- Product variant management
- Real-time progress monitoring

Store Management:
- Multi-store setup and management
- Order tracking and complaint resolution
- Real-time inventory updates
- Time-based inventory publishing

Business Tools:
- Payment processing
- Settlement reports
- Performance analytics
- Multi-channel notifications

BazaarConnect

Buy from local sellers in your area

Login to your existing account

Email...

Password...

Forgot password?

LOGIN

Or sign in with

Don't have an account? Sign Up

Order has been placed successfully!

Track Order

Continue Shopping

How It Works

For Market Associations:

- Register market and verify credentials
- Set up shared resources and logistics
- Monitor overall market performance
- Manage collaborative operations

For Individual Stores:

- Simple KYC and digital onboarding
- Upload and manage inventory
- Process orders through unified system
- Track sales and settlements
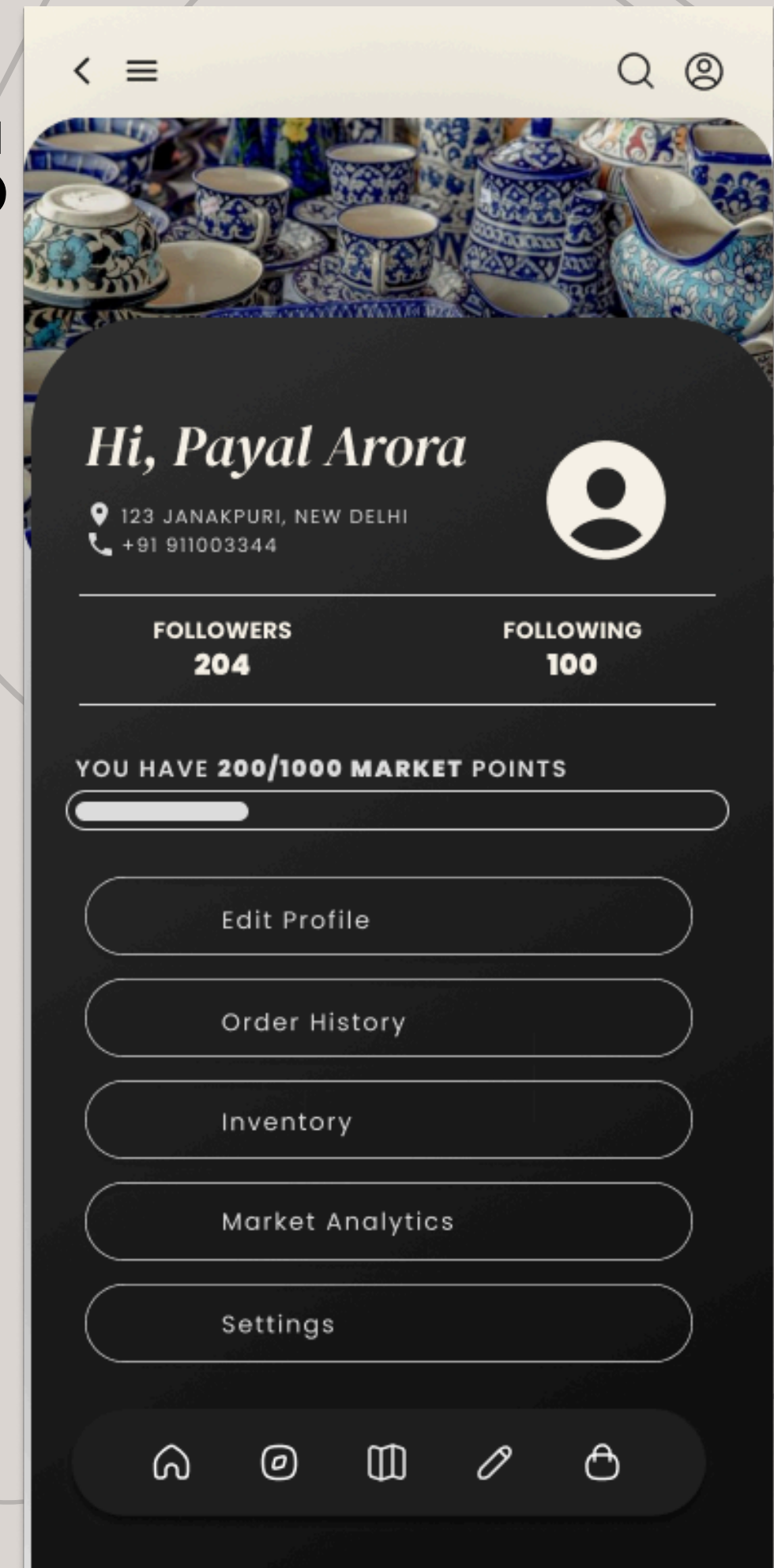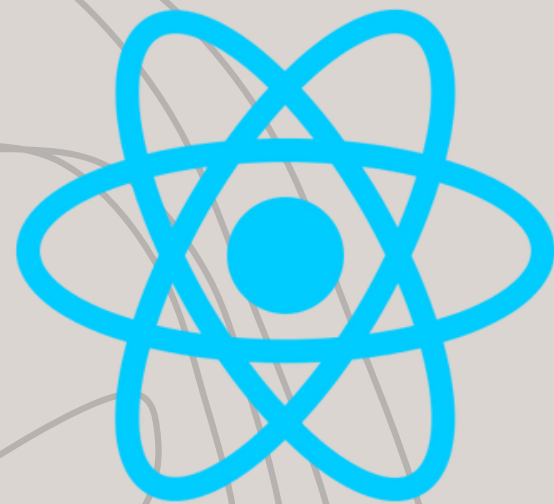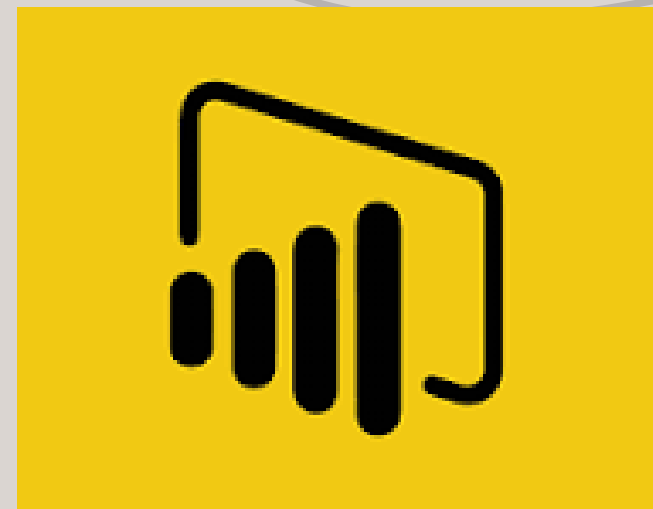
Technology Infrastructure

System Architecture

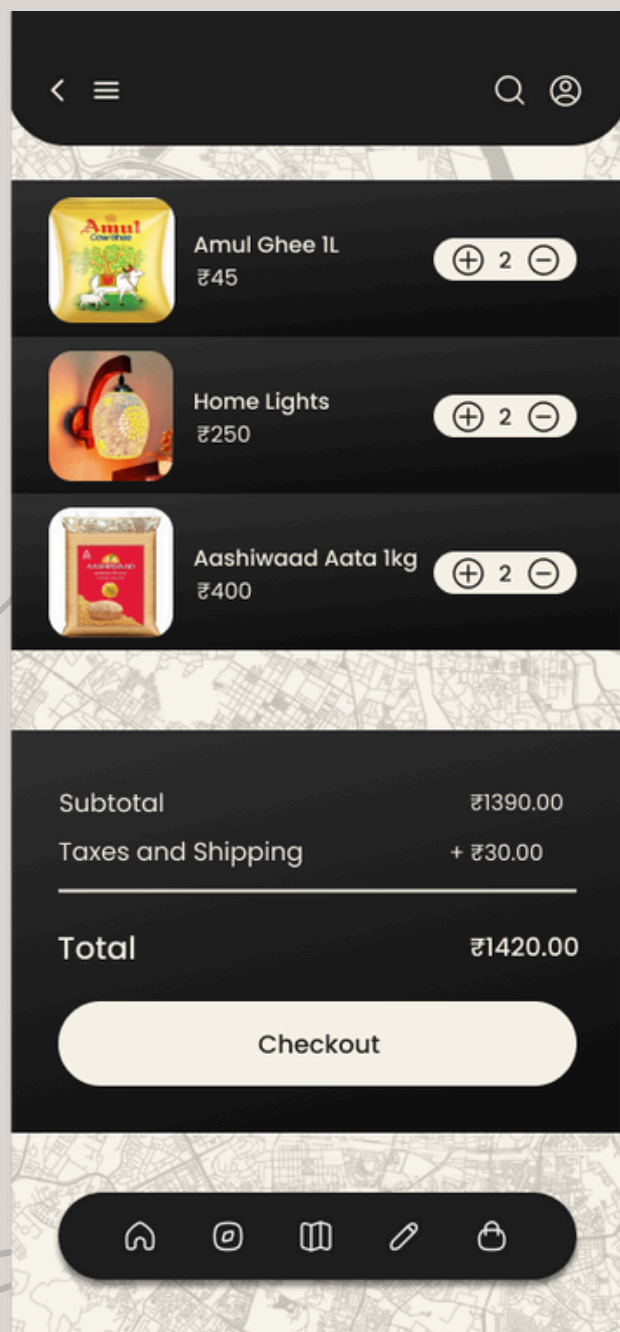---

Frontend :   React Native (Mobile + Web)
Backend: Node.js + Express
Database :   MongoDB + Redis
Cloud Services: AWS
Analytics: Custom Dashboard + Reports
Security: End-to-end encryption(Using Azure)

Impact and Benefits

For Customers:
- Wider product access
- Better shopping experience
- Quick order fulfillment
- Transparent transactions

For Markets:
- Increased visibility and reach
- Improved operational efficiency
- Enhanced competitiveness
- Data-driven decision making

Future Roadmap

Phase 2 (6-12 months):

- Advanced analytics integration
- AI-powered inventory optimization
- Cross-market networking

Phase 1 (0-6 months):

- Basic platform launch
- Essential features deployment
- Initial market onboarding

Phase 3 (12+ months):

- National market integration
- International shipping capabilities
- Blockchain-based trust system

View your analytics here

Total Orders

400

↗ 10% vs last month

Total Sell

₹42.5L

↘ 5% vs last month
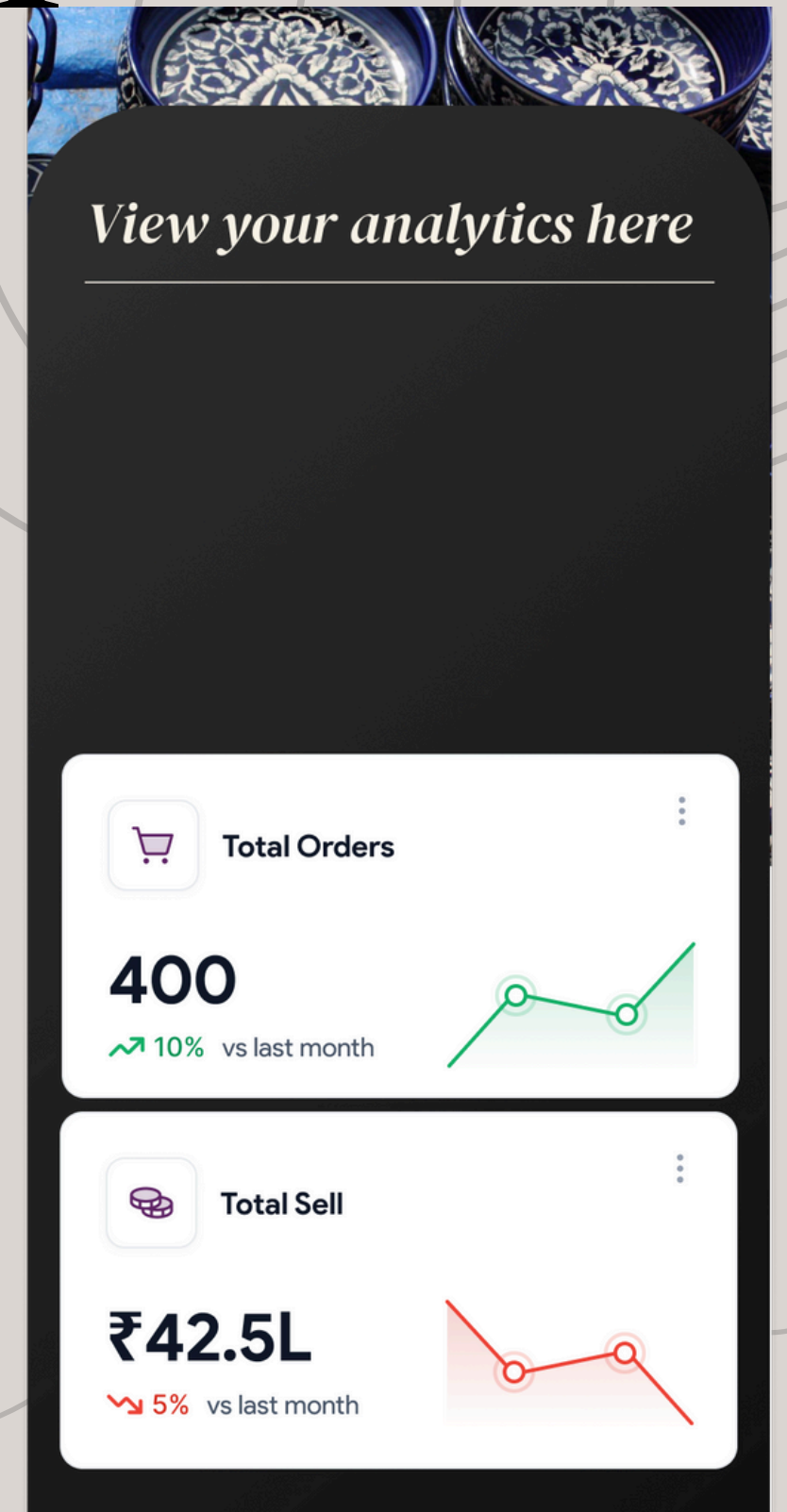
Thank You

SURVEY SHEET: Market_Survey