

Assignment 1

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Assignment Title: Smart Cart – Helping Small Shops Grow in Pakistan

Introduction:

Many small shopkeepers in Pakistan still rely on traditional methods like manual order tracking and price negotiation. Smart Cart aims to modernize these businesses by offering a simple tech-based solution to reach more customers.

The Idea:

Smart Cart allows shopkeepers to easily create product lists with images, prices, and descriptions, and share them via WhatsApp, SMS, or social media.

Customers can browse items, add them to a cart, and place orders through WhatsApp with a single click. The order details are automatically sent to the shopkeeper.

Payments can be made through mobile wallets or cash on delivery. Smart Cart also tracks orders and sends updates.

Shopkeepers can offer rewards or discounts to loyal customers to boost sales.

Why It Works in Pakistan:

- **WhatsApp Usage:** Most people already use WhatsApp, making it easy to adopt.
- **No Need for Big Shops:** Perfect for small businesses without websites.
- **Customer Convenience:** Saves time and offers easy ordering from home.
- **Competitive Edge:** Helps small shops compete with larger stores.

Challenges and Solutions:

1. Economic Issues

- Problem:* High inflation may make tech adoption hard.
- Solution:* Offer low-cost plans or free trials to start.

2. Limited Internet Access

- Problem:* Rural areas may lack good connectivity.
- Solution:* Support SMS-based ordering for basic phones.

3. Payment Trust Issues

- Problem:* People fear fraud.
- Solution:* Partner with trusted services (EasyPaisa, JazzCash) and allow cash on delivery.

4. Low Digital Literacy

- Problem:* Not all shopkeepers are tech-savvy.
- Solution:* Provide tutorials in local languages and customer support.

5. Supply Chain Problems

- Problem:* Delays due to political or natural issues.
- Solution:* Inventory tracking and suggesting alternatives if items are unavailable.

Conclusion:

Smart Cart is a simple yet effective tool for helping small shopkeepers grow. Despite challenges like limited internet, economic conditions, and low digital awareness, its user-friendly approach makes it a strong solution for modernizing retail in Pakistan.