

# NIT TRICHY - Datanetiix Hackathon 2023

Team Name : AT Solutions

Team Members :

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## **RETAIL : LOCAL → GLOBAL**

### INTRODUCTION :

Digital India is the 21st century slogan of India's strength. Almost everyone has a smart phone and access to the internet, pan generations and economic status.

We propose a new model for these shopkeepers to transform from *local to global*. Inspired by an ed-tech model where local tutors were able to expand their student circle from colonies to pan-India, we intend to create an app template which can be customised for each local enterprise.

### PLAN OF ACTION :

It is vital for local businesses, small shops to expand their customer base from people in the area they are located in to pan- India. This increases their reach and revenue and its advantage for customers to be able to buy items from local markets situated elsewhere far away.

Existing models that facilitate this swallow a large part of the revenue. Statistics say that big companies like Myntra, Amazon, eBay take away most part of the revenue earned leaving very less profit for the local shopkeepers. That has led small businesses to fear the online space and stay local.

As part of the empathising phase of our project, we spoke to shop owners in Pantheon Street in Egmore in Chennai. We noticed that most of them had smartphones on which they were busy watching youtube videos while there were no customers in the shop. On asking them why they don't shift to an online business, Mr. Fazal Khan, the owner of shop no 44 in the street said, "Romba jaasthi commission vangaranga madam, engalku profit eh kadikadu, veeta epidi naduthardu?". (The commission is very high ma'am, we will not get any profit, how can we run our house on it?). His neighbour Mr. Ramalingam added, "nariya ooru landu customers varuvanga, regular basis la vaanganum nenaipanga aana ela daruve chennai vara mudiyadu la"

(People from various places come to buy from us and express desire to buy from us more but they cannot travel everytime to chennai)



We are here to create entrepreneurs in our country today. Unlike other e-commerce retail giants, each shop owner will have full control over the item they sell and the price of the item. With the help of facilities like RazorPay, there will be ease in the transactions from the customers to the app owner.

We have progressed from cash payments to cashless UPI models, where one qr code scan is sufficient for transfer of money from the bank account of the customer to the shopkeeper, hence making the systems seamless. There are many ways like credit and debit cards, upi based apps for safe transactions.

There can be one common delivery partner associated with the company to arrange deliveries for each of the clients.

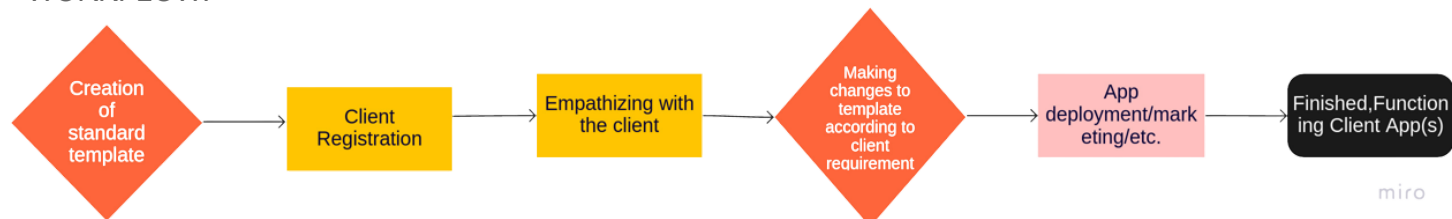
Our company will create a template of an app with all the basic features like :

1. Home page with items to sell
2. Shopping Cart
3. User login
4. Search bar
5. Payment
6. Delivery details

It will be further customised according to the needs of the shopkeeper and they will have an exclusive app loaded on the play store to be installed by the customer. In this way we do not need to repeat the process of app development from scratch for each client.

All the apps will be hosted on a common server and in case of downtime, it will be easier to commonly resolve the issues. Basic app templates can be updated with new features over time which will be reflected to all the app clients we are handling.

#### WORKFLOW:



#### REVENUE MODEL :

The revenue model for the shopkeeper is very clearly the money he earns selling his products. For the company to make up for the app maintenance, it can take a minimalist commission for each purchase made, much less than what big retailers demand. It will work on the less money, more clients model and make its revenue.

#### REFERENCES :

<https://classplusapp.com/> - It is an ed-tech platform valued at 600+ million. It woos teachers teaching students at the colony level and invites them to join their platform. In a time span of over 2 weeks, they create an app for the educator with his/her requirements in the already existing template. It is launched in the playstore/appstore on the common server and students can learn their lessons digitally with the educator, in live or recorded form.

<https://www.shrm.org/hr-today/news/all-things-work/pages/small-businesses-get-creative-to-survive-during-the-pandemic.aspx> - This article talks about how small businesses in the USA suffered because of the covid - 19 pandemic which led to closing of all shops in the cities. Many had to shut operations and suffer losses because of the same. The situation in India was even worse with the corona virus creating havoc in the lives of lower middle class families owning shops in localities hit by the virus. With new variants of the virus emerging every passing day, it is essential for such business models to look for alternate sources of revenue and that is where we come in.

