



# RETAIL: LOCAL → GLOBAL

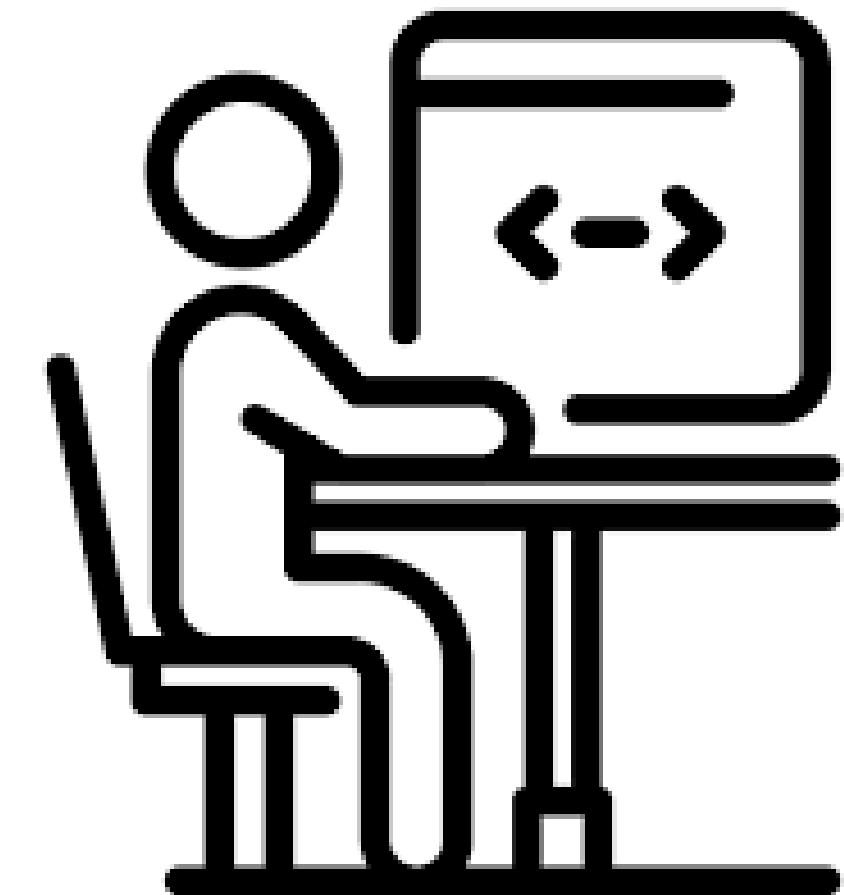
An AT Solutions  
Tech-Business Model

Vertical : App Development

# An E-Commerce App Template for small businesses

FOR THE KIRANA STORE  
NEAR YOU TO GO DIGITAL

We are here to create entrepreneurs in our country today. Unlike other e-commerce retail giants, each shop owner will have his own app with full control over the item they sell and the price of the item.



# WHAT OUR CLIENTS SAY

“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)

~ Mr. Ramalingam,  
Owner of shop no 45, Pantheon Street

“Periya online kadai la romba jaasthi commission vangaranga madam, engalku profit eh kadikadu, veeta epidhi naduthardu?”. (The commission is very high in big online retails, we will not get any profit, how can we run our house on it?)

~ Mr. Fazal Khan,  
Owner of shop no 44, Pantheon Street

**Why didn't you shift  
to an online business  
all these years?**

Small businesses suffered a lot because of the Covid - 19 pandemic. Many had to shut operations and suffer losses because of the same. It created 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.



## REVENUE MODEL

The revenue model for the shopkeeper is very clearly the money he earns selling his products, without outside commissions.

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.

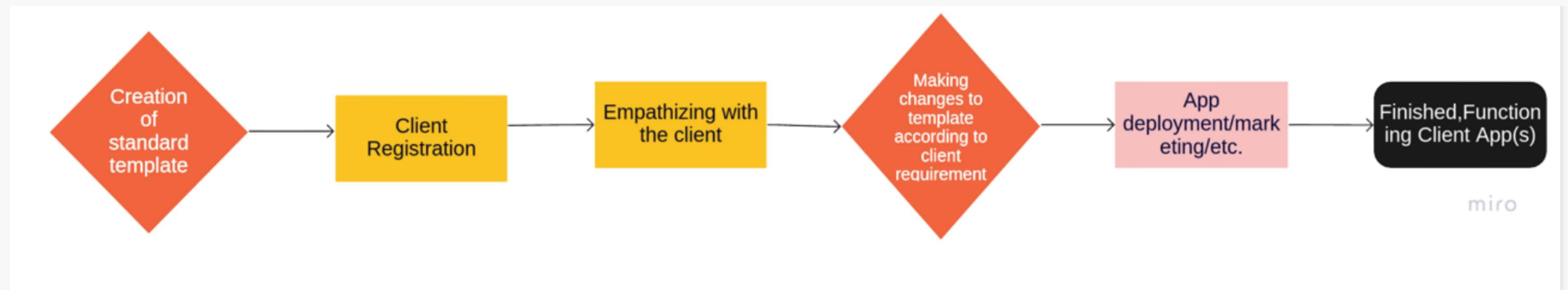
# SUPPORT FROM THE COMPANY

The company has to support the small enterprises in terms of providing a manager to help with the systems, to arrange a professional for photographing products and other such prospects.

The company also has to tie up with an external delivery agency to delivery products systematically.



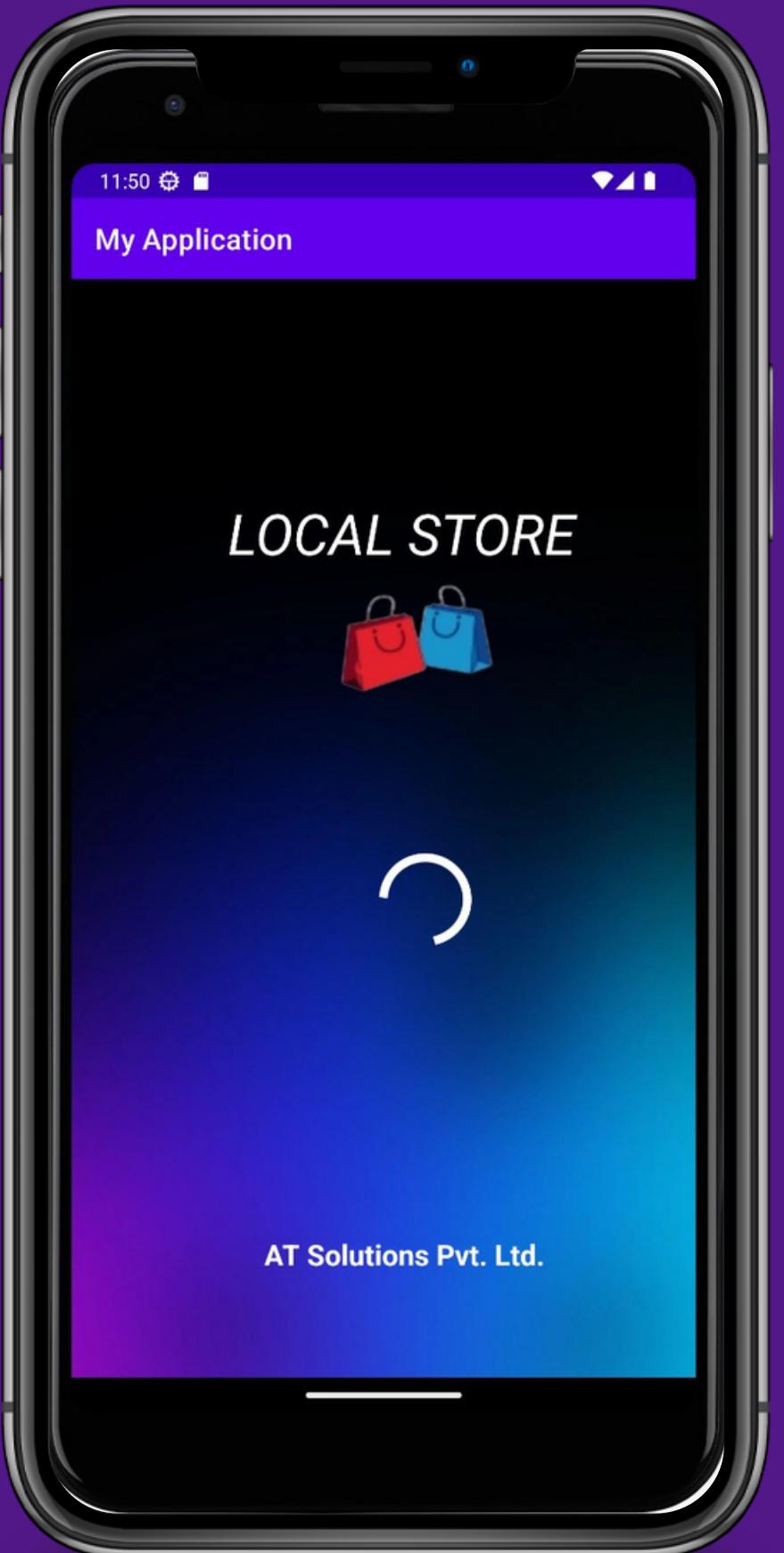
# Workflow of the Model



For app creation ,  
Android Studio using Java to create the front end for the app  
We will show you different instances from our app  
on how we have implemented the different features as UI.

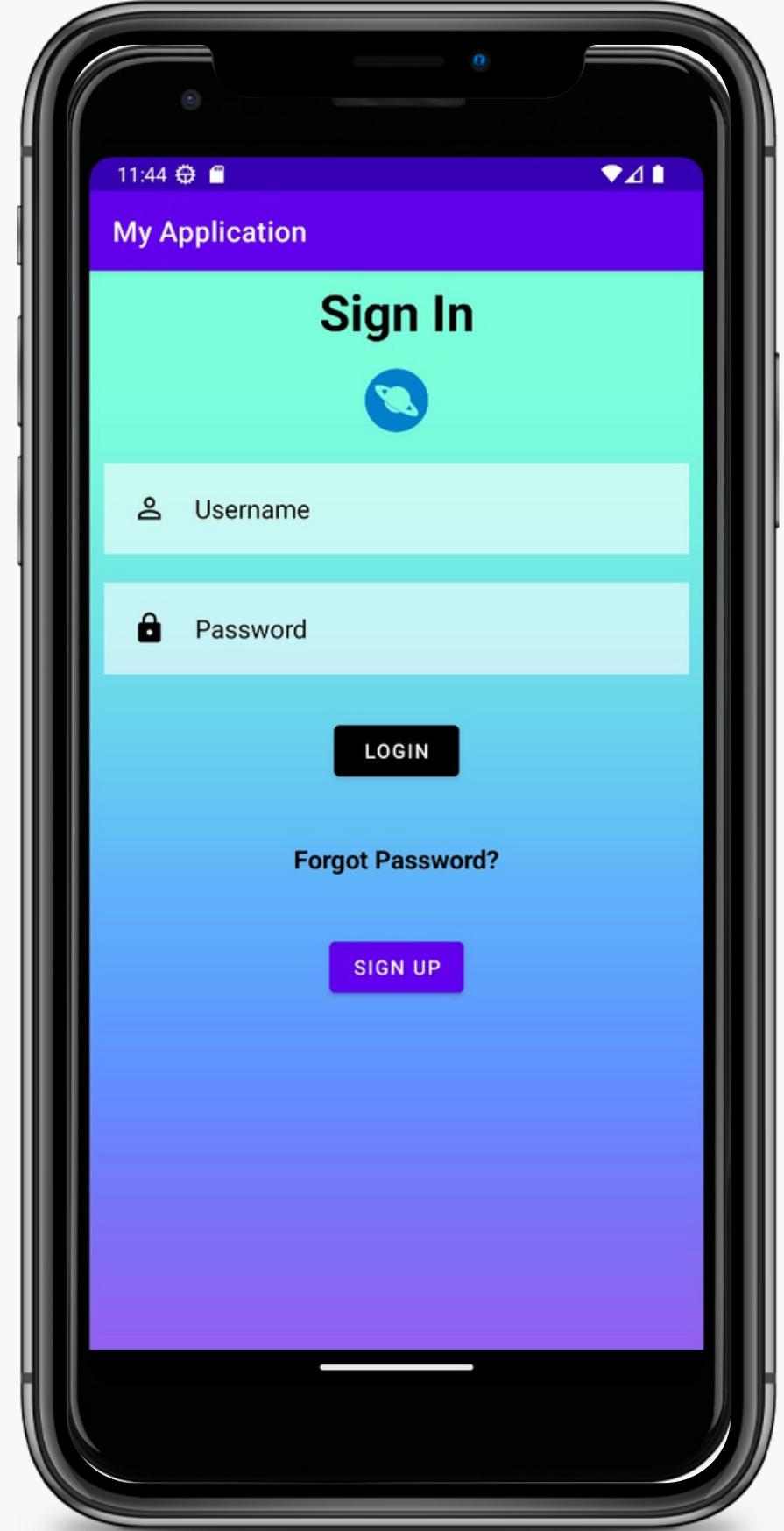
For back end and storing of data,  
Firebase, an open source software is used  
which is connected to our android studio project.

**Loading a  
world full of  
opportunities  
for small  
shopkeepers**



## **EXPANDING REACH**

The company can bring on small stores and businesses into the system, provide them with the app, not much time is lost in development as all ventures use a standard template and only basic changes need to be made.



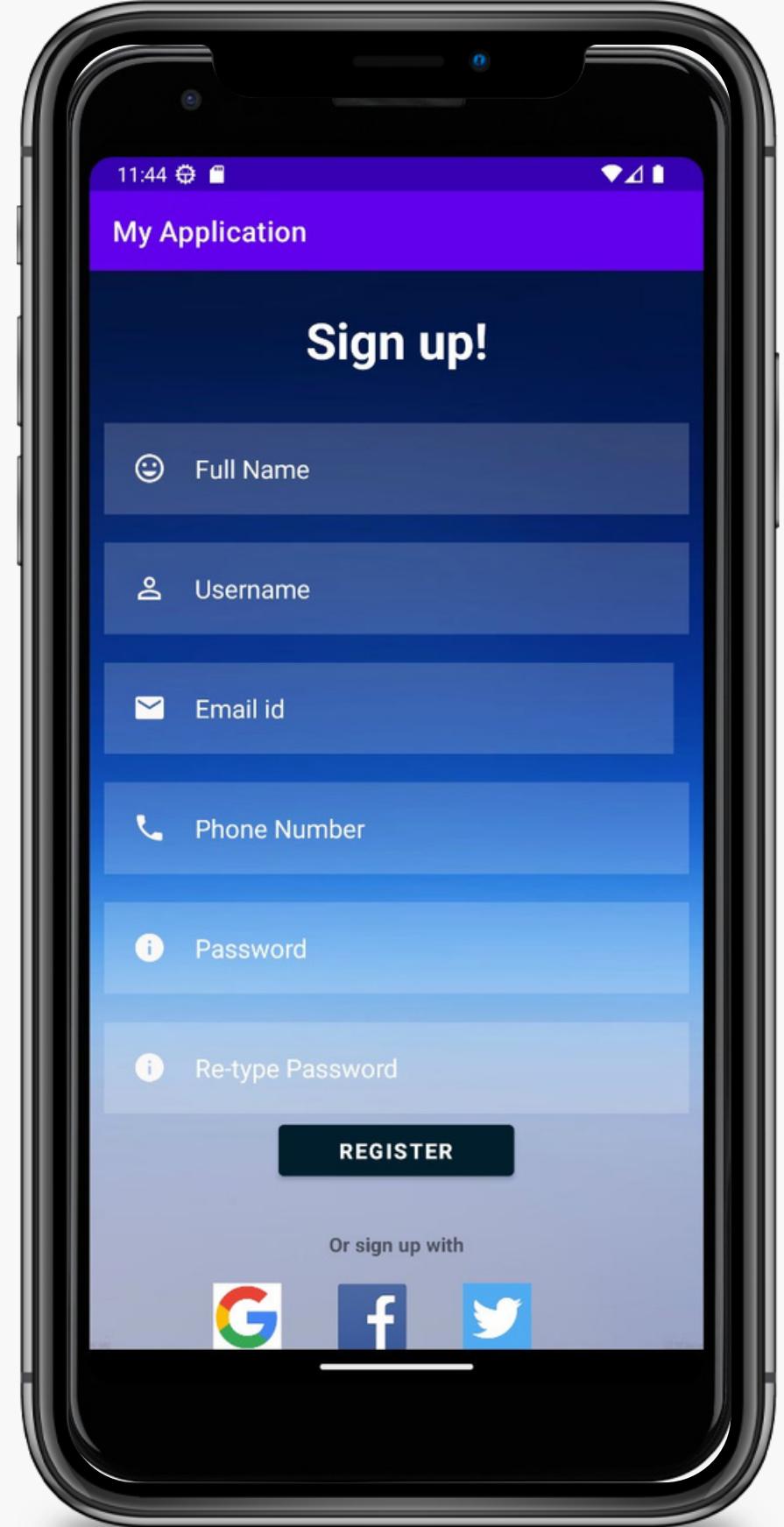
# Logging in to the app

Any customer, from the same locality as the physical shop or miles away, can buy products from the shop at the comfort of their homes with our app.

It requires simple sign in with the credentials given during sign up.

Can be redirected to sign up if you are a new user.

An otp to registered email id or phone number will be sent in case user has forgotten the password.



# Registering new users

Details of new users like their full name, email id, phone number are taken. A unique username and password is set for the user to remember for sign in the next time.

Registering with social media apps like google/facebook/twitter is also possible where the database is retrieved from the stored data there.

All the data entered in the app is stored in a data base which can be created at the backend in an open source like FireBase.

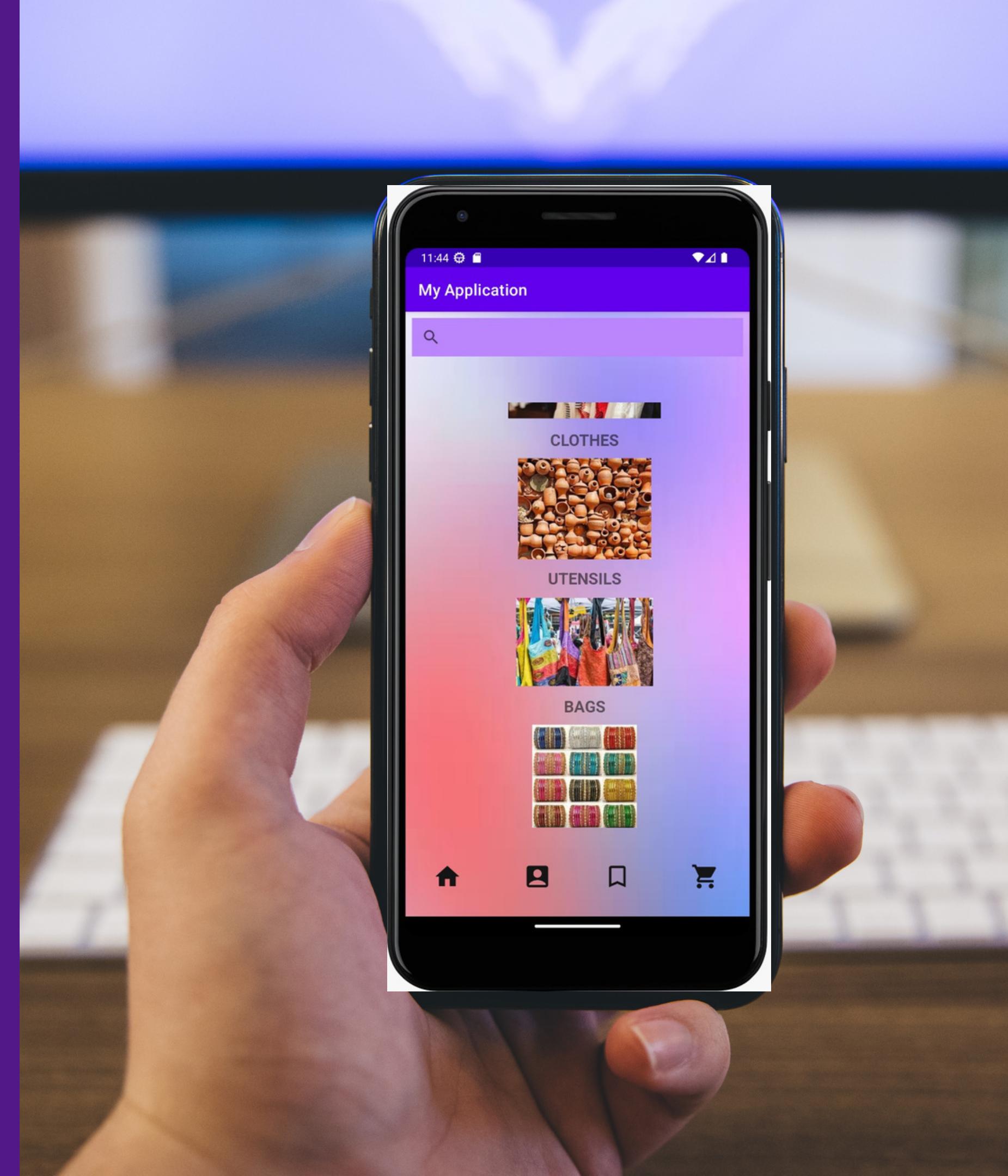
# WELCOME HOME, FOLKS :)

This is the first screen once the user has signed in to the app.

We have divided the shopkeeper's mart into categories.

The user can choose the category from which he wants to buy items. Categories are present in the page in the scrollable form.

In addition to this, search bar on top allows instant search of products in the store.



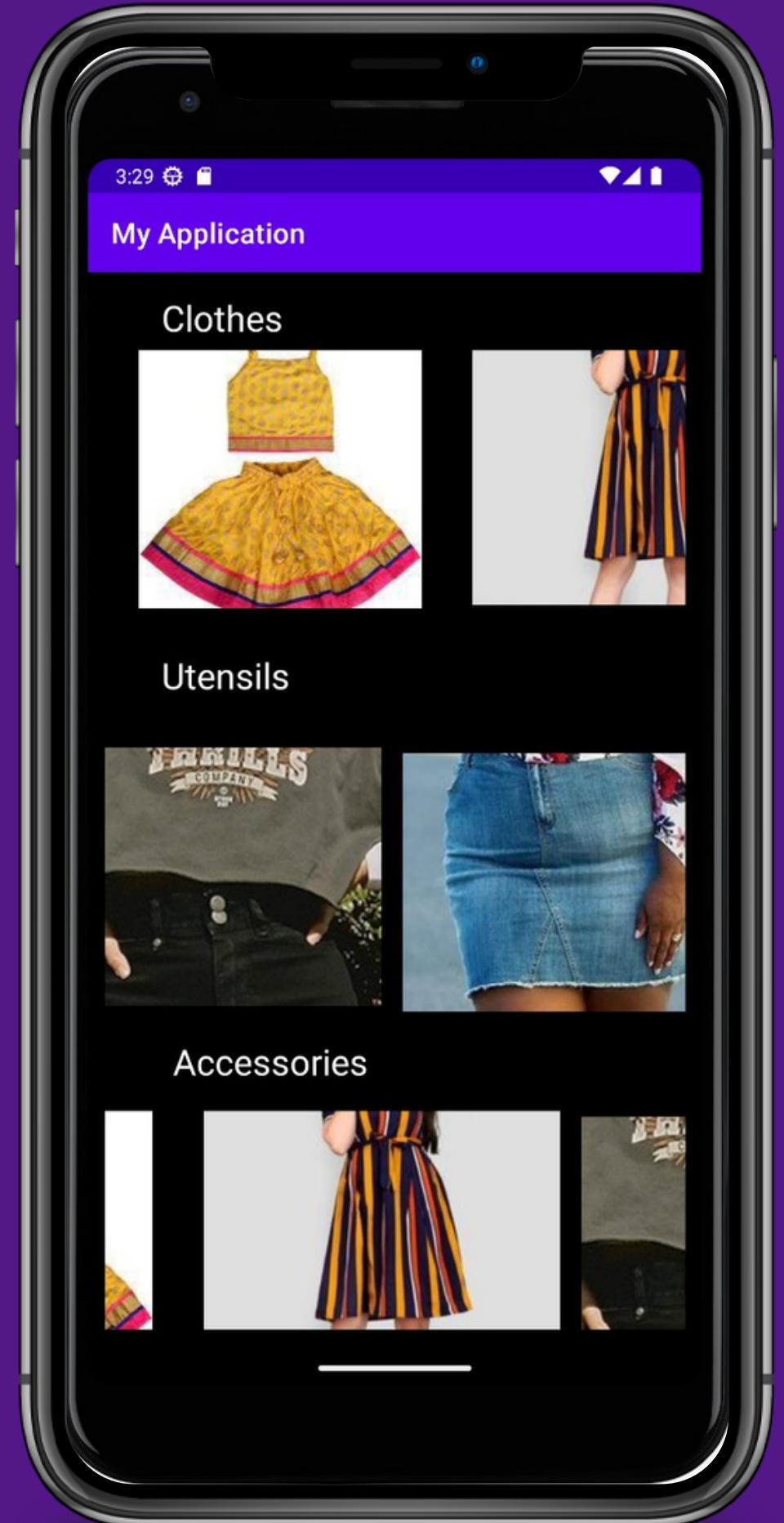
# PICK AND CHOOSE YOUR PRODUCTS

You are being spoilt for choice !

Hundreds of products sitting thousands of miles  
from you waiting to reach your doorstep!

The products are systematically arranged according to the category of the product. Price and description of the product can be accessed by moving over the image of the product

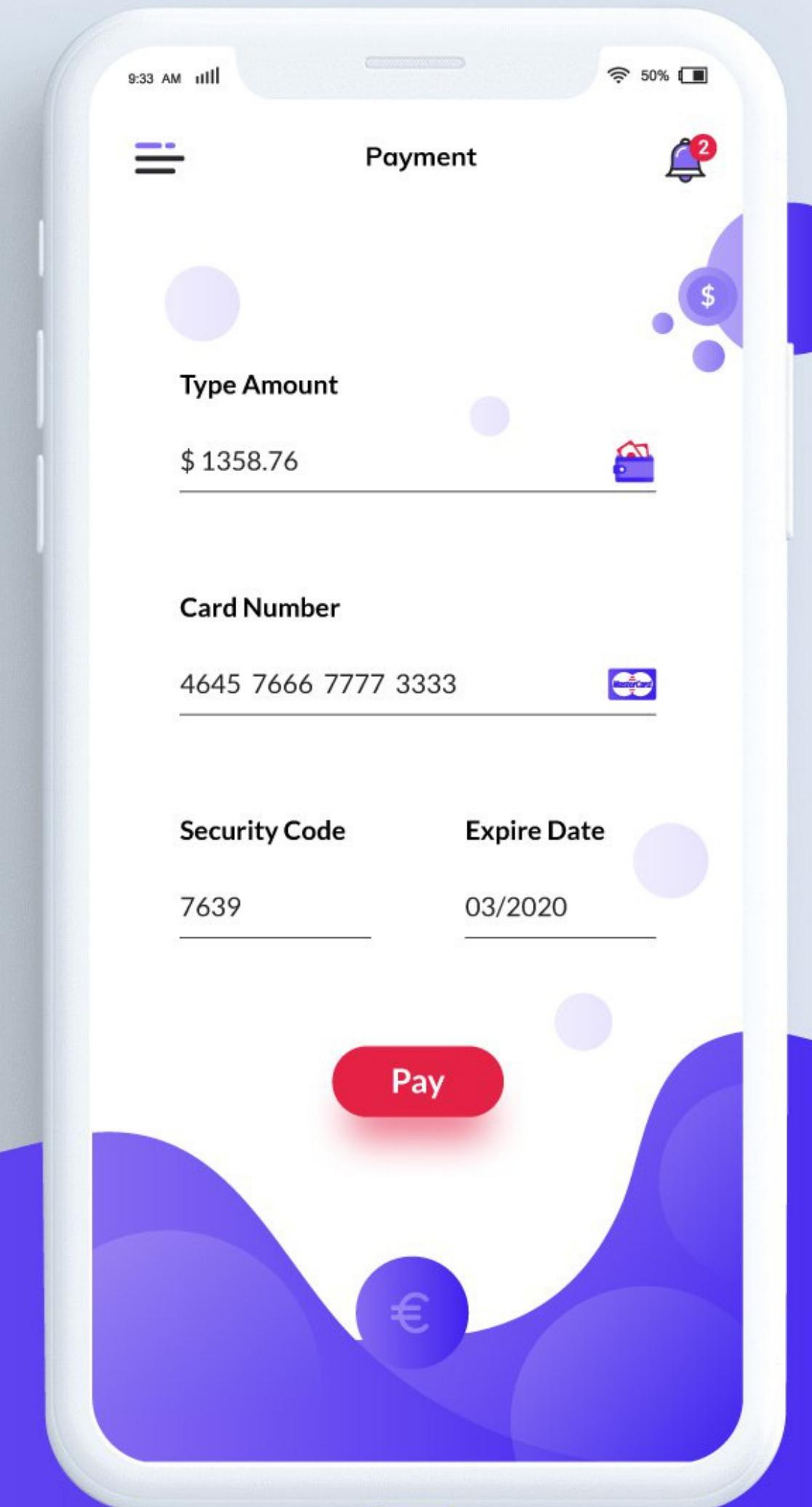
We have used a slider and scroller for the user's convenience to stroll and choose products, be it for window shopping or actual purchase.



# Payment Gateway

Like other apps,  
our app local store is  
connected via RazorPay  
for safe payments.

Payments can be made  
by the user in the form of  
UPI, card etc

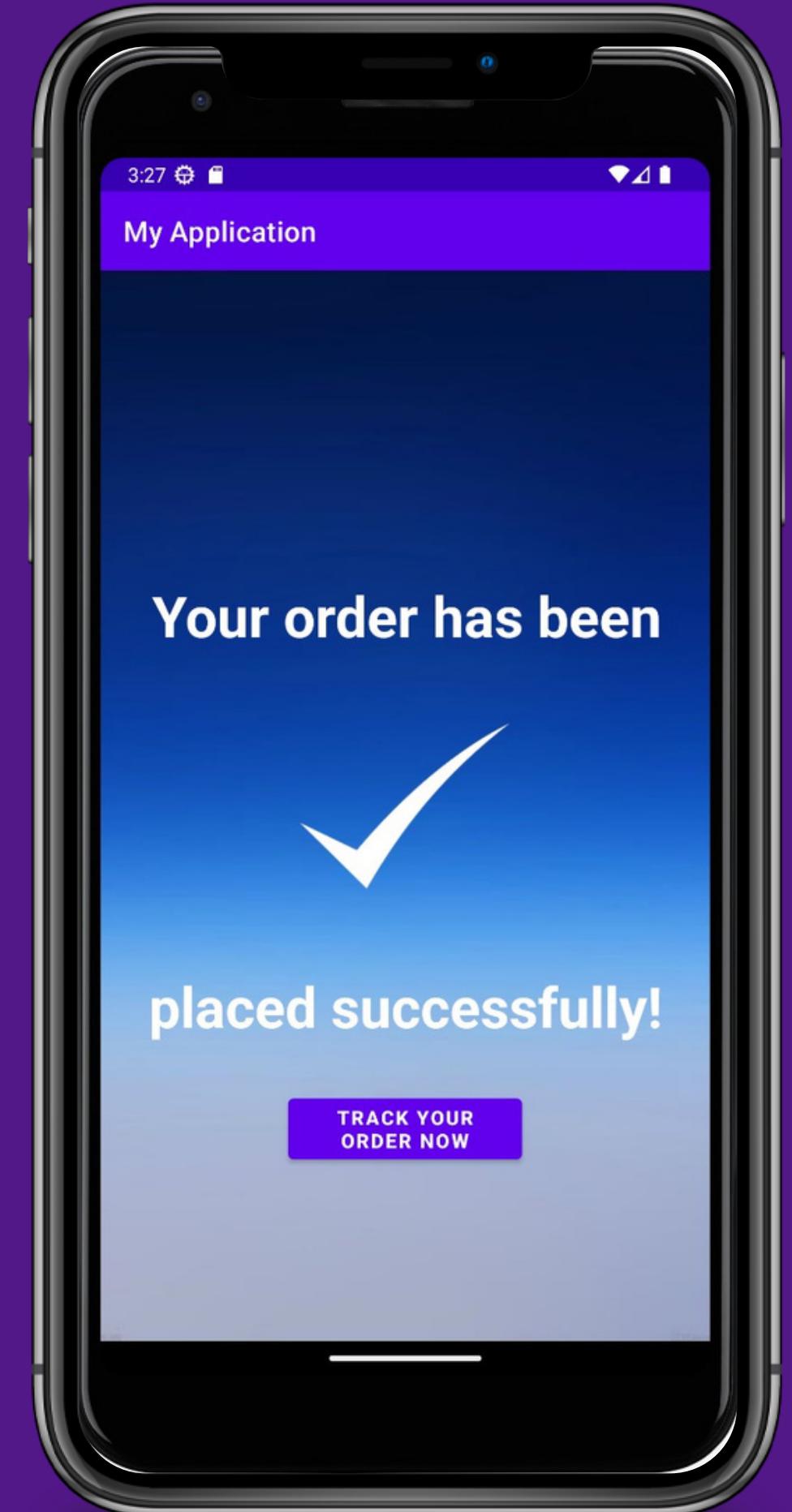


# CONGRATULATIONS ON YOUR FIRST ORDER

You, one step away from receiving your favourite product  
Us, for helping you get till there :)

The order gets placed and a system has to be put in place for a message/email alert to the user about the order.

The track your order button takes you to a google maps enabled page where current status and location of package is shown to user.



# THANK YOU FOR YOUR TIME :)



Need to work on some  
features of app  
(yet to code)

At the execution level,  
company support :  
technical and marketing teams  
required