

Switch F

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-Go Easy on Cash

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Problem: Difficulty in buying new technology products at reasonable prices which are reliable.
Product: Switch F offers both buying and selling of after sale products.

Initial Prototype:

A basic process of buying and selling of after sale products with instant cash feature and added warranty.

Business:

Per month cost up to 6.5lakhs &
Revenue, profit made on Products
Demand in market.

Visited several malls and contacted general public with a refined questionnaire.

Marketing using the digital
Marketing, Targeting and remarketing
strategy using Email, Sms.

Technology:

- WIX IDE
- WIX CLOUD STORAGE

Customer Stories:

Customers wanted to buy new technology products but can't afford them so they wanted a platform like Switch F to buy them at an affordable price.

Progress:

- Week1: Design of website and basic plan of buying and selling.
- Week2: Refinement of website and marketing strategy.
- Week3: Complete website and making of business model.
- Week4: Refinement of business Model based on feedback of customers.
- Week5: Narrowing of products sold on the site and adding of additional HOLD-ON Features
- Week6: Finalized the business model and sold a Canon EOS 70D -DSLR camera and Vivo mobile.

Contributors:

Dr.Vijaya Kumari suggested the target areas for market research

Mentor Mr. Sandeep Naidu suggested the practical Testing of products and check whether it is profitable or not.

Mentor Dr. Radhika has given tips regarding Delivery and Purchase trends of public

Mentor Mr. Ramana explained us about the marketing cost and Business strategy.