3)

**Sell most valuable means of transport**

To Begin with, Shopify is a great idea that provides opportunity for many small and medium retail businesses to sell their products. If I have to sell a product based on the flexibility Shopify offers me, I will choose to start a car resale business with special offers to students and middle-class employees. In countries like United States of America or Canada, car transport is more reliable means of transport, and many middle-class families or lower middle-class families couldn’t afford them or have a reliable source of used cars, and comparatively with the market shortage of silicon chip many dealers are taking advantage and increase the prices. However, in these circumstances, considering it as a right opportunity to take lead to include car retail business with investment in trust of vehicle condition by checking the car before handing it over to the customer by standard service providers or creating one at Shopify a huge market can be targeted to build the customer base and stand-out in the business. There can be pros and Cons in the business, but with perfect strategies and iterating back to the mistakes, rectifying the selling strategies would capture a great market.

**Thoughts:**

During my bachelors, I have worked on few real-time projects relevant to IoT sensors and computer vison, last summer in midst of the Covid-19 pandemic there was huge demand for the sanitizer dispensers, I along with my dad designed a Cost-effective sanitizer which in market were around Rs.18,000 but I managed to build a sensor-based sanitizer dispenser of only Rs. 5000 which was a huge difference but lack of proper base in marketing or new to the industry we couldn’t take the cost-effective product further into the market, Shopify could have been advantage for me. However, if young students with these ideas are provided a base or home like Shopify e-commerce to sell products, one good shot might help to boom the business.