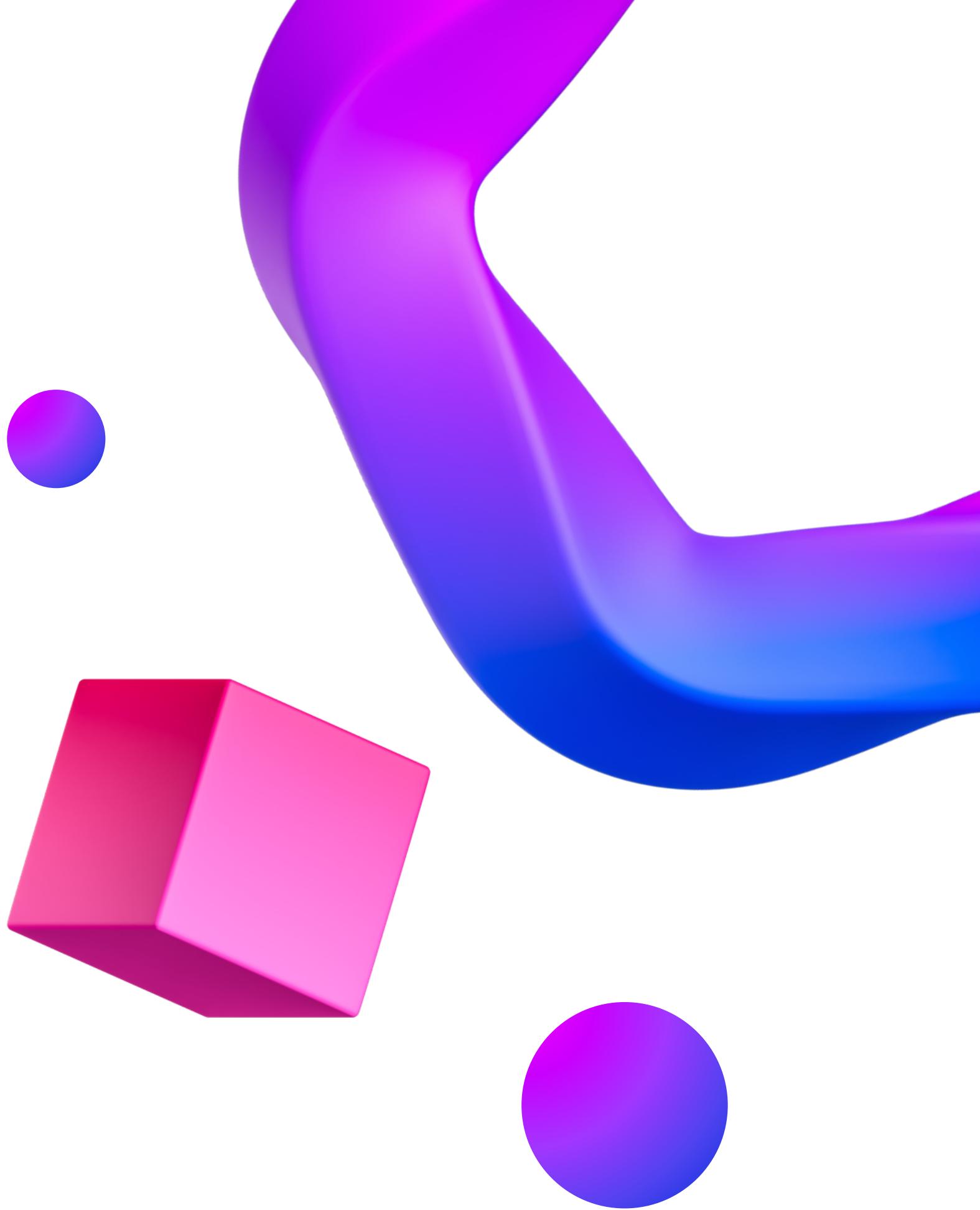




**Presentated by Team M.A.R.S**

**WE MAKE THINGS QUICK !**

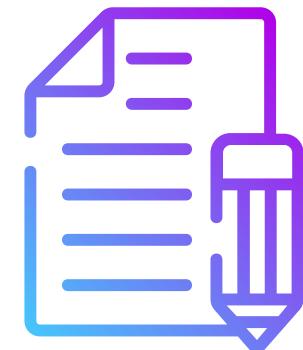


# Introduction



**Think about the apartment you live in and the shops nearby. It's pretty common to order things from these shops, but it's not always easy. You might have to call them or use messaging apps, which can be a hassle. That's where our idea comes in. We will create a special app that makes it way easier for you to order from these shops. It's like a bridge that connects you with the local stores**

# Objectives



**Focusing on enhancing the experience and convenience of our customers.**



**Empowering local businesses and shopkeepers to thrive in a digital landscape.**



**Ensuring the long-term viability and growth of our company through diversified revenue streams and innovation.**

# Problems



## ORDER CONVENIENCE

**Ordering from local shops can be a hassle. You usually have to call them or send messages, and it's not very convenient. Sometimes, you don't even know what they have in stock. For residents living on the top floors, it's even worse as they may have to go all the way down to the shop physically, which is also very inconvenient these days.**



## SHOPKEEPER'S CHALLENGE

**On the other side, shopkeepers have a tough time too. They have to spend a lot of time explaining what they have, item by item. This takes up a lot of their precious time and affects how happy their customers are. Plus, people who shop often don't have a good way to keep track of how much they spend**



# SOLUTION

01

Our solution is a simple-to-use mobile app that acts as a bridge between apartment residents and local shops. It streamlines the ordering process, making it as easy as a few taps on your smartphone. No more hassle of calls or messages; just select what you want and place your order.

02

But that's not all. We've added a special feature that lets you pay at the end of the month if you prefer. So, you can order now and settle your bill later, making it much more convenient for your budget.

03

On the other side, shopkeepers benefit too. Our app provides them with valuable insights, helping them understand what customers like and which items are popular. This means they can serve you better and keep their stock updated. It's a win-win for everyone involved.

# Target Market

- **Individuals and families living in apartments or housing communities. Especially those who prefer the convenience of ordering from local shops but find the current process inconvenient**
- **Shop owners and businesses located in proximity to residential areas. Particularly those interested in expanding their customer base and improving their ordering and delivery processes.**
- **Tech-savvy individuals who are comfortable using mobile apps for their daily activities, including shopping. People who value and support local businesses and are interested in fostering community connections.**



## MONETIZATION STRATEGY

01

One part of our revenue strategy involves placing strategically located advertisements within our app and on our website. These ads provide a revenue stream, allowing us to offer our services for free to both customers and shopkeepers.

02

Another key aspect is generating income through shopkeeper subscription fees. Local shop owners will be required to pay a subscription fee to list their shops on our platform, granting them access to a broader customer base\*

03

- Additionally, customers can opt for premium features, such as the "Pay at Month End" option, for a nominal fee. This not only enhances their shopping experience but also contributes to our diversified revenue stream.

# ROADMAPS



- 1 We will build the front end of Main Page , User's Page, Shopkeeper's Page and other relevant pages with minimalistic approach**
- 2. We will then work on back-end servers to connect the database of users and shopkeeper with our front end**
- 3. We will integrate AI to recommend items to add in shop as well as for customers to give them more insights about their order**

# TECH STACK

01

HTML/CSS

02

BOOTSTRAP/REACT

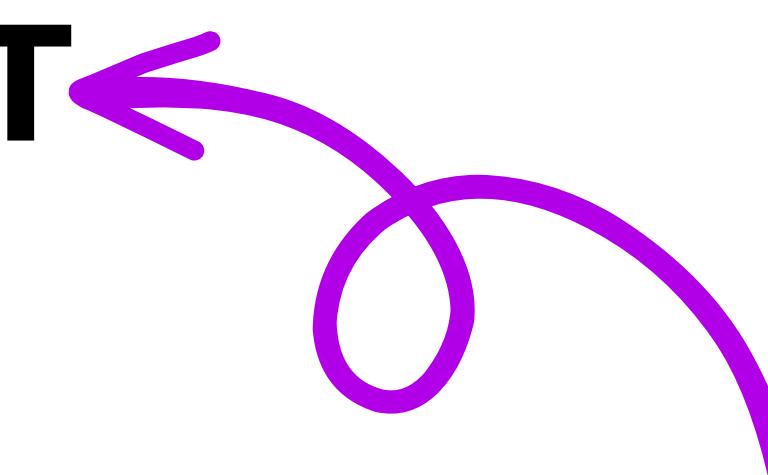
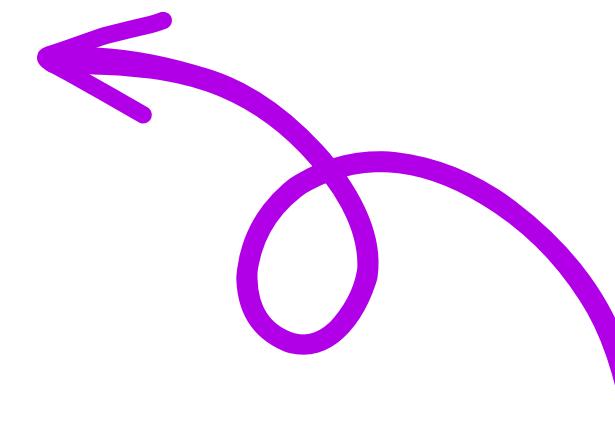
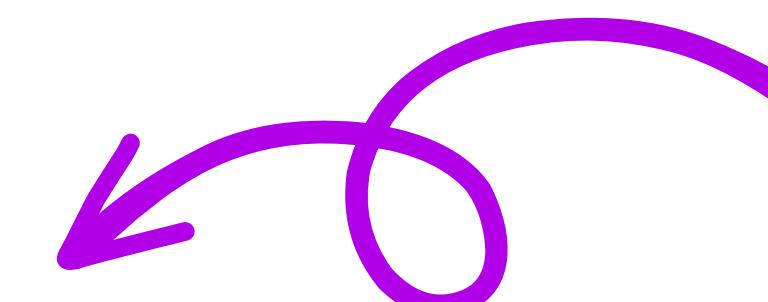
03

JAVASCRIPT

MARKUP

FRAME  
WORKS

BACK-END





# Thank you

## Contact Us

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