**TEAM NAME: for(int I=23;I<25;I++){ cout<<"Ideate"; }**

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**PROBLEM STATEMENT ADDRESSED: AMAZON MAKING SELLING FUN.**

**Theme:**

Selling goods simply through a phone call with supportive and fun-filled features added to make the whole process fun, interactive and particularly more addictive than maybe the most trending 'Clash of Clans'!!

**How will this help?**

There are a lot of producers out there who do not have proper or no access to the internet and this restricts them from using the online market but by this add-on, these sellers would also be able to sell their goods on the online market. This system would mainly be beneficial for the farmers who sell their produce at very less price, now would be able to interact with the global market and would be able to make big profits. So, by this application, everyone producing something on some corner of the world can sell it in some other corner of the world by just his/her phone. This will bring a leap of growth in the macroeconomics and thus, will help in global development and globalization.

Normally the sales of Rice/Wheat/Any stuff produced on the farm would be:

    Farmers----->Wholesale Market----->Super Market----->Online Market

But now,

    Farmers----->Online Market

This will help farmers to gain higher profits as their products are directly bought by the consumers without the intermediate sellers, hence this will help to mitigate the debt trap faced by the farmers. So, basically, this application would help the primary producers to gain recognition in the global market. This will also reduce the fuel and energy consumption during the sales process.

**Making the whole thing 'FUN' (ideas):**

1.) Sellers will be encouraged to try different ways to improve their produce of goods and then they would be sharing their ideas with all the other sellers so that the other sellers can in cooperate these ideas and improve their business and the seller with the best ideas at the end of a period of time would be given discounts on referral charges. In this way, sellers would not only be addicted to selling their goods on Amazon but also get to know the various ways to improve their businesses through co-sellers.

2.) A competition would be conducted among the sellers, in which they would be given specific hours to add their goods in the store and exclusive discounts would be given for the first five/ten sellers adding their goods in that time period.

3.) A referral system would be followed in which a seller signing up with other's referral code, the other seller would be given points and will later be credited as money.

4.) Personalized assistance to the sellers regarding their sales trends so that sellers can work on them and improve their businesses.

5.) Loans at low-interest rates would be provided to attract sellers and the interest rates would vary according to the product to be produced with the condition that the products produced by the loan amount should only be sold on Amazon.

**Implementation of the above ideas:**

1.) Any seller with an idea which would help to improve the production standards can send a message to the 'Amazon Seller Centre' which will be using Twilio application to receive the message and send it to all the other

registered sellers. Now after this is done, the other sellers would be giving their feedback and depending on that feedback the owner of the idea would be rewarded.

2.) All the sellers will be given messaged about the time of discount which would be random and the first five sellers listing their products would be given discounts. Even this would be using Twilio messaging application.

3.) Each seller's phone number will act as referral code for the other sellers. So, when a new seller registers with a referral code and if he/she has a valid referral code, the seller who refers would get rewarded.

4.) Using the tools of machine learning and data analysis each seller would be messaged their sales trends by which he/she can improve their businesses. So, basically, this idea would involve retrieving information and then apply the tools of data analysis and again, by using the Twilio messaging application sellers would be guided.

5.) This idea would involve simple phonic conservation and the next required action would be taken.

## PROTOTYPE:

### Algorithm for the basic application:

**Step 1:** Start.

**Step 2:** Receive call from the sellers.

**Step 3:** Record the details of the product said by the sellers.

**Step 4:** Convert the recordings into string or float values as required.

**Step 5:** Estimate the various charges to be paid by the sellers.

**Step 6:** Inform the sellers the profit he would gain.

**Step 7:** Copy all the information into a .csv file.

**Step 8:** Stop.

Various charges applied on goods by Amazon:

1.) Referral Charges

2.) Fixed Closing Fees

3.) Delivery Charges

These charges are calculated by the application and the sellers are informed the profit he/she would be getting.

Further changes can be done to the above algorithm to in-cooperate the interactive, supportive and fun-filled features.

### Scope of Improvement:

1.) To implement the same application in various local languages so that it's accessibility is improved and is made more user-friendly for the primary producers who are not so comfortable with the current language 'US English'.

2.) Similar application can be developed for customers, so that even customers would be able to buy products just through a phone call which would expand the bandwidth of customers.

### CODE:

The codes included in the below links are on the basis of free account of Twilio, so these codes won't get executed.

**Link for Codes:**

https://github.com/VishweshS/amazon_problem_statement

Do you wish to take it up as a Startup: **YES**