

InstantBasket Business Pitch

InstantBasket is an innovative e-commerce platform designed to make grocery shopping fast, reliable, and convenient for busy individuals. Our service focuses on delivering groceries efficiently using a block-wise location management system, allowing customers to enjoy a seamless shopping experience. By hiring local riders and partnering with local shops, we aim to bring convenience to the heart of Karachi.

This business pitch highlights the company's launch plan, marketing strategies, and future goals, as we look forward to growing our services and becoming the go-to platform for groceries in Karachi.

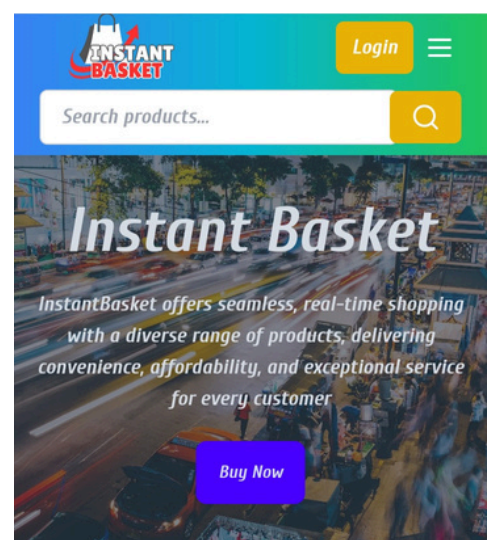
****Target Audience**:** Our primary audience includes busy individuals, working professionals, and families in Karachi who seek a quick and reliable grocery delivery service. We also cater to local shop owners who want to expand their customer base through online sales and delivery.

Initial Launch Areas (Karachi):

1. Naya Nazimabad
2. North Nazimabad Block J
3. North Nazimabad Block S
4. North Nazimabad Block T
5. North Nazimabad Block B

Riders & Marketing Strategy:

- Currently, we have hired 2 riders for delivery.



Our Categories

[view all](#)

snacks



Mobile
Accessories



Fruit



Health & Beauty

Latest Products

- Riders will wear InstantBasket-branded T-shirts and caps for marketing purposes. - Marketing cards will be printed and distributed in the launch areas to spread awareness.

Domain Purchase:

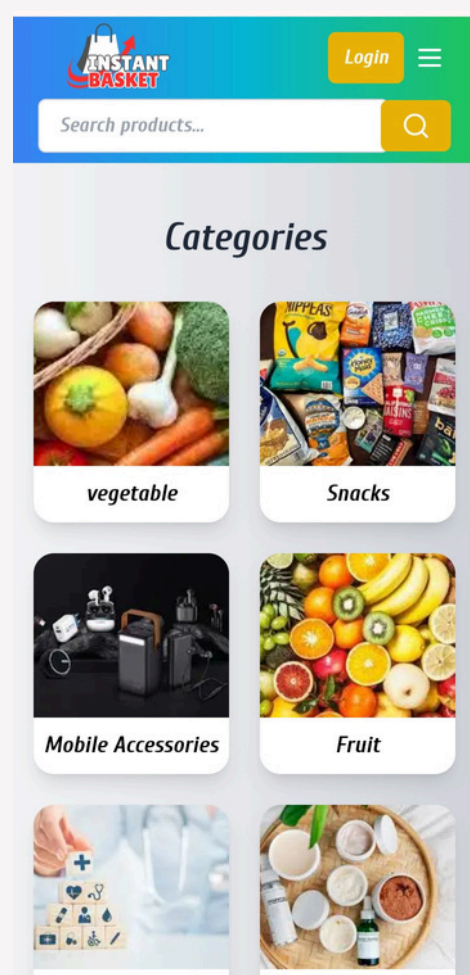
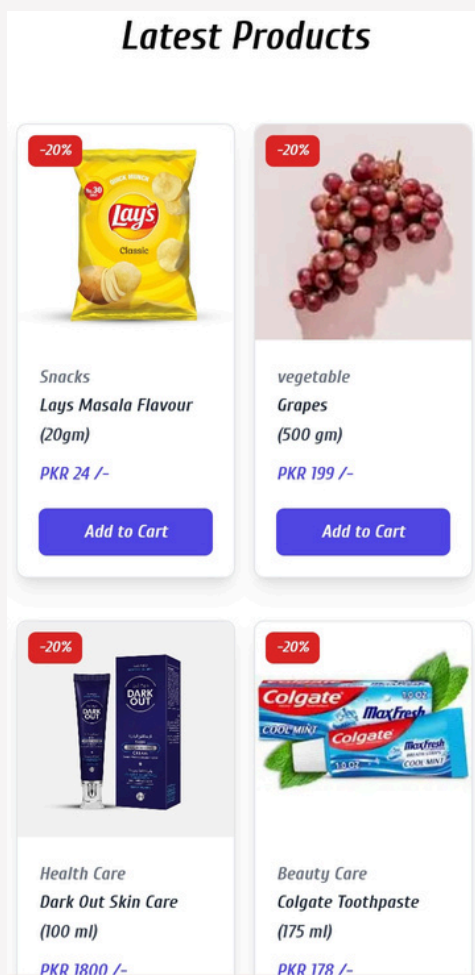
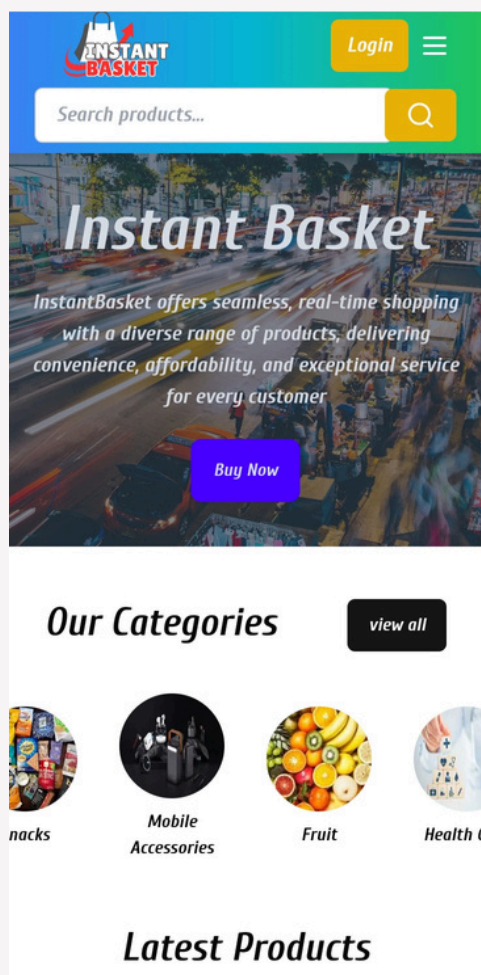
We have purchased the domain www.instantbasket.store to establish a strong online presence for our platform.

Future Plans:

- Expand operations across all of Karachi. - Partner with local shops to offer a wider range of products.

Support Request:

We are looking for your support to help us grow InstantBasket and reach more customers. Your involvement will enable us to scale our operations and make grocery shopping more convenient across Karachi.




Grapes added to cart!

vegetable

Vegetables are parts of plants that are consumed by humans or other animals as food. The original meaning is still commonly used and is applied to plants


-20%



vegetable
Fresh Onion
(1000 gm)
PKR 114 /-


Add to Cart

-20%



vegetable
Grapes
(500 gm)
PKR 199 /-

Add to Cart




View Cart

INSTANT BASKET

Login

Search products...

Shopping Cart




Lays Masala Flavour Snacks
Price: PKR 24

- 1 +

Subtotal: PKR 24

Remove



Dark Out Skin Care Health Care
Price: PKR 1800

- 1 +

Subtotal: PKR 1800

Remove

Order Summary

Items: 2

Delivery: PKR 90 /-

Total: PKR 1914

num-guppy-71.accounts.dev

Create your account

Welcome! Please fill in the details to get started.

Continue with Google

or

Username

Email address

Password

Continue

Already have an account? Sign in

Clerk is in development mode. Sign up or sign in to continue.

t-basket.vercel.app

INSTANT BASKET

Login

Search products...

Rider Login

Rider ID

Enter your Rider ID

Select Block

Choose your block

Login

Join as a rider? Contact Us

t-basket.vercel.app

INSTANT BASKET

Login

Search products...

Rider Login

Rider ID

AK001

Select Block

Block J

Login

Join as a rider? Contact Us

INSTANT BASKET

Login

Search products...

ORDERS FOR BLOCK: J

Ahmedshah

Order ID: user_2s2FF7RcJk2mB4uyhPjnzRqH9Uk

Address: Nusrat butto colony house #b616 north nazimabad karachi

Contact: 03052442228

Delivery Note: Rehmat hospital wali gali may

Product Price: PKR 260 /-


Delivery Charges: PKR 90 /-

Total Price: 350

Status: Pending

Status: Thursday, January 23, 2025 at 8:25:26 PM

Products:



Fresh Apple - PKR 130/-

Mark as Delivered

Mark as Pending