

## ■ Shoptwer Full Business Q&A; Summary

### **Q: Tumhara business idea kya hai?**

A: Shoptwer – ek shop management software jo dukandaron ke liye bana hai, jisse Excel ke jagah automatic system use ho sake.

### **Q: Target industry kya hai?**

A: Tech – shop management aur small business software field.

### **Q: Investment abhi tak kitna hai?**

A: Zero – khud se development start kar rahe hain.

### **Q: Team structure kya hai?**

A: Partner-based – software banane aur market handle karne wale partners milke kaam kar rahe hain.

### **Q: Location kya hai?**

A: Bhandara ya Nagpur area focus hai initial launch ke liye.

### **Q: Software khud banega ya kharidega?**

A: Khud hi develop kar rahe hain – local dukandaron ke need ke hisab se.

### **Q: Shoptwer kya karega?**

A: Shopkeeper ke liye Excel se easy system hoga jahan stock, sales, aur reports automatic update honge, bina manual entry ke.

### **Q: Pricing plan kya hai?**

A: Pehle 3–6 months free trial, phir ■5,000/month se paid plan start.

### **Q: Business chalne ke chance kitne hain?**

A: 70–80% chance of success, agar 1 saal tak consistent rahe to profit sure hai.

### **Q: Market me existing competitors kaun hain?**

A: Vyapar, Khatabook, myBillBook, Marg ERP, Tally – par sab complex hain, Shoptwer simple aur local language friendly hoga.

### **Q: Shoptwer unique kyun hai?**

A: Local language (Hindi/Marathi), offline mode, simple 3-click system, aur dukandaar-focused design.

### **Q: 10 users se kitna kama sakte hain?**

A: ■10k–■20k/month initially, agar ■5,000 charge kare to ■50k/month tak.

**Q: Market me kya unique features add kar sakte hain?**

A: Voice entry, WhatsApp reports, AI stock alert, customer loyalty tracker, dual user mode, community support.

**Q: Agar voice aur dual-user hataye to kya features bachenge?**

A: Auto stock update, daily report, offline mode, Hindi UI, WhatsApp report, secure data backup.

**Q: Pricing difference between ₹499 & ₹5000 plan?**

A: ₹499 – basic small shop features; ₹1,499 – medium shop; ₹5,000 – wholesaler, multi-branch, analytics, priority support.

**Q: Market me kitna chance hai chalne ka?**

A: Realistically 70–80%, agar support aur marketing consistent ho.

**Q: Agar city chhoti hai to kya kare?**

A: Start local (10–20 users), phir regional expansion (Wardha, Gondia, etc.) aur agent model se growth karo.

**Q: Kapde ke market me sabke paas software hai, ab kya kare?**

A: Focus shift karo – kirana, hardware, stationery, electric, medical jahan abhi software adoption kam hai.

**Q: Kapde ke market me hardware+software dono hai, kya option hai?**

A: 1) Target new categories jahan system nahi hai; 2) Shoptwer as an addon tool de sakte ho (reports, alerts, etc.)

**Q: Software + Hardware dena chahiye ya sirf software?**

A: Start sirf software se (low cost, 80–90% margin), baad me hardware bundle add kar sakte ho (40–50% margin).

**Q: Partner model me kitna faida hai?**

A: Partner ko 20–30% commission, tumhare paas 70–80% profit, aur brand fast grow karega.

**Q: Overall profit vs loss chance kya hai?**

A: Startup phase: 20–30% profit chance; 1 year ke baad: 70–80% profit chance, 20–30% loss risk agar support weak ho.

## ■ Summary

Shoptwer ek real, local-market-focused idea hai jisme 70–80% success chance hai. Agar software simple, Hindi/Marathi friendly aur support strong raha to ye easily regional level tak grow kar sakta hai.