

■ 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 hogा 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 hogा.

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 bachege?

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 saka hai.