■ Shoptwer Business Summary (Short Version)

■ Idea: Shoptwer – Simple shop management software for local dukandars (Hindi/Marathi friendly).

■ Goal: Replace Excel/manual entry with automatic, easy-to-use software.

■ Location: Bhandara/Nagpur region focus.

■ Team: Partner-based startup with local support model.

■ Business Model: 3–6 months free trial, ■499–■5,000/month plans.

■■ Core Features: Auto stock update, date-wise reports, offline mode, WhatsApp summaries, simple UI.

■ Unique Angle: Local language, easy UI, offline support, and made specially for shopkeepers (not accountants).

■ Pricing Plans: ■499 Basic (small shops), ■1,499 Standard (medium), ■5,000 Pro (wholesalers).

■ Market Potential: India has 8 crore shopkeepers, 70% still on Excel/registers.

■ Profit Chance: 70–80% (if executed consistently for 1 year).

■■ Loss Risk: 20–30% (if marketing/support weak).

■ Expected Profit Example: 100 users × ■1,000 = ■1,00,000/month → 60–70% net profit.

■ Strategy: Start with software only, later add hardware bundles, and grow via partner/reseller model.

■ Target Expansion: Nearby towns (Gondia, Wardha, Chandrapur, etc.) after Bhandara/Nagpur.

■ Key Message: 'Shoptwer – Excel se aasan, dukandaar ke liye bana.'

■ **Summary: 70–80% chance of success if you stay consistent, focus on local shops first, and build trust through simple features & good support.**