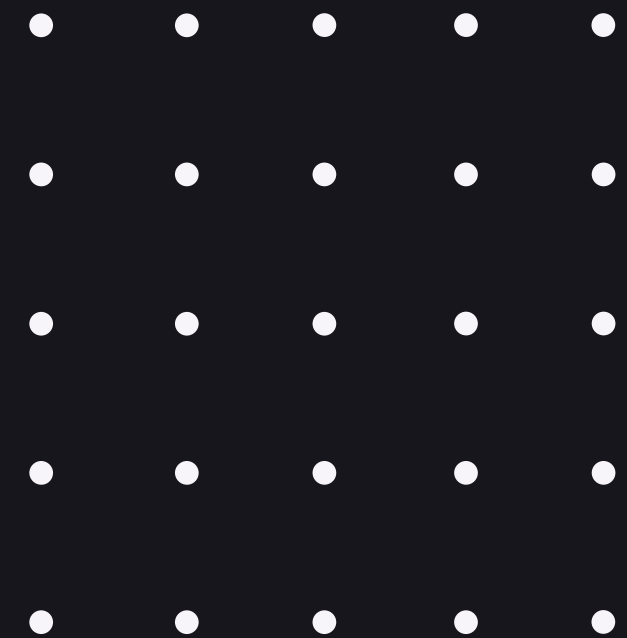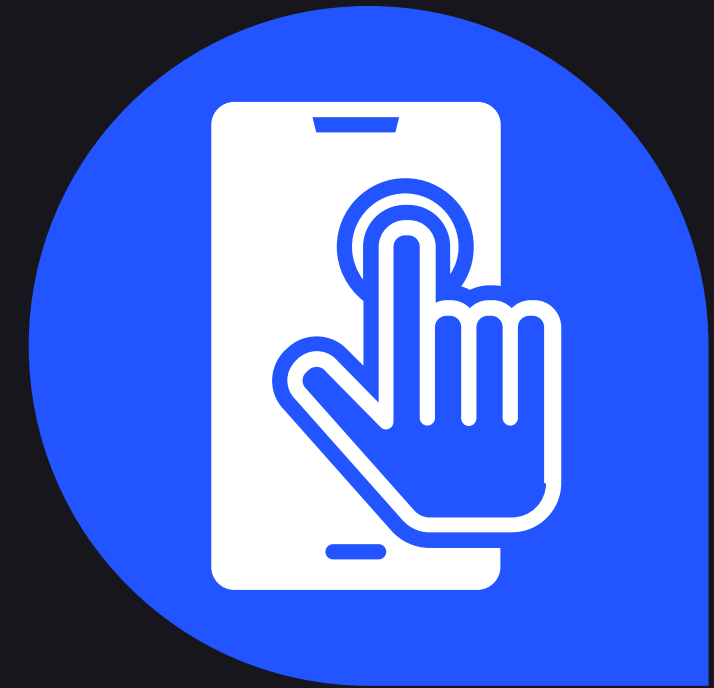# πKART

Your Local Online Store

PROBLEMS

- Local markets are losing market share gradually due to direct showdown with big E-commerce giants.
- Most local businesses don't have the expertise or funding required to take their business online in this era of digitization.
- Lack of complete trust in online conglomerates among consumers.
- There is no system to check the current availability status and catalogue of products in local stores.
- Due to the covid-19 pandemic, there is a gradual shift in the mindset of people compelling them to buy products online resulting in decrease of customers.
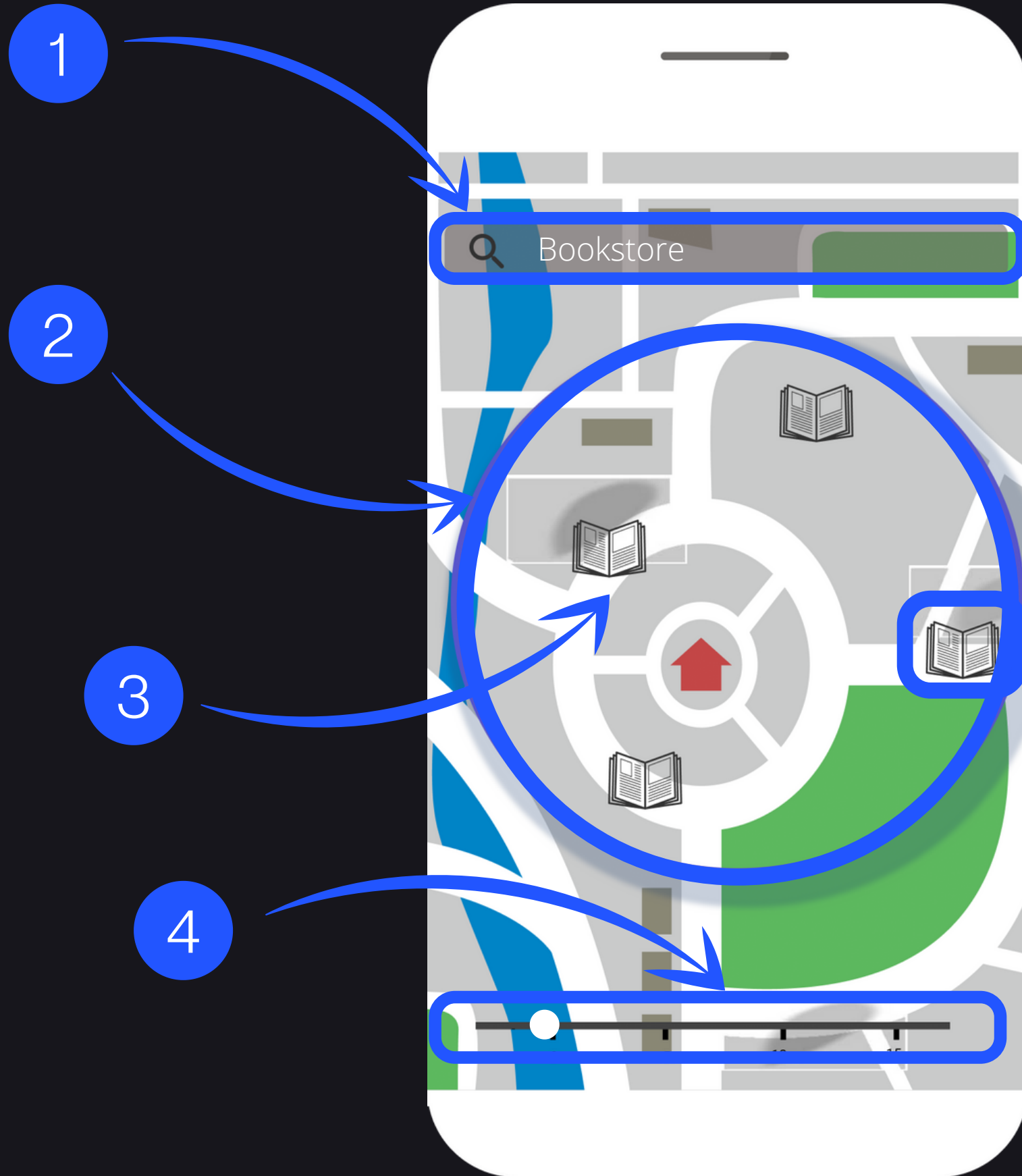
SERVICES

- Linking local stores to the online infrastructure
- Online catalogue with current availability status of the goods and services*
- Fast delivery due to hyperlocal network between buyer and seller
- Door to Door delivery of goods
- An efficient rating system for local shops
- Follow your friends feature
- Self pickup
- Premium feature (Companion shop feature: Most visited shop)
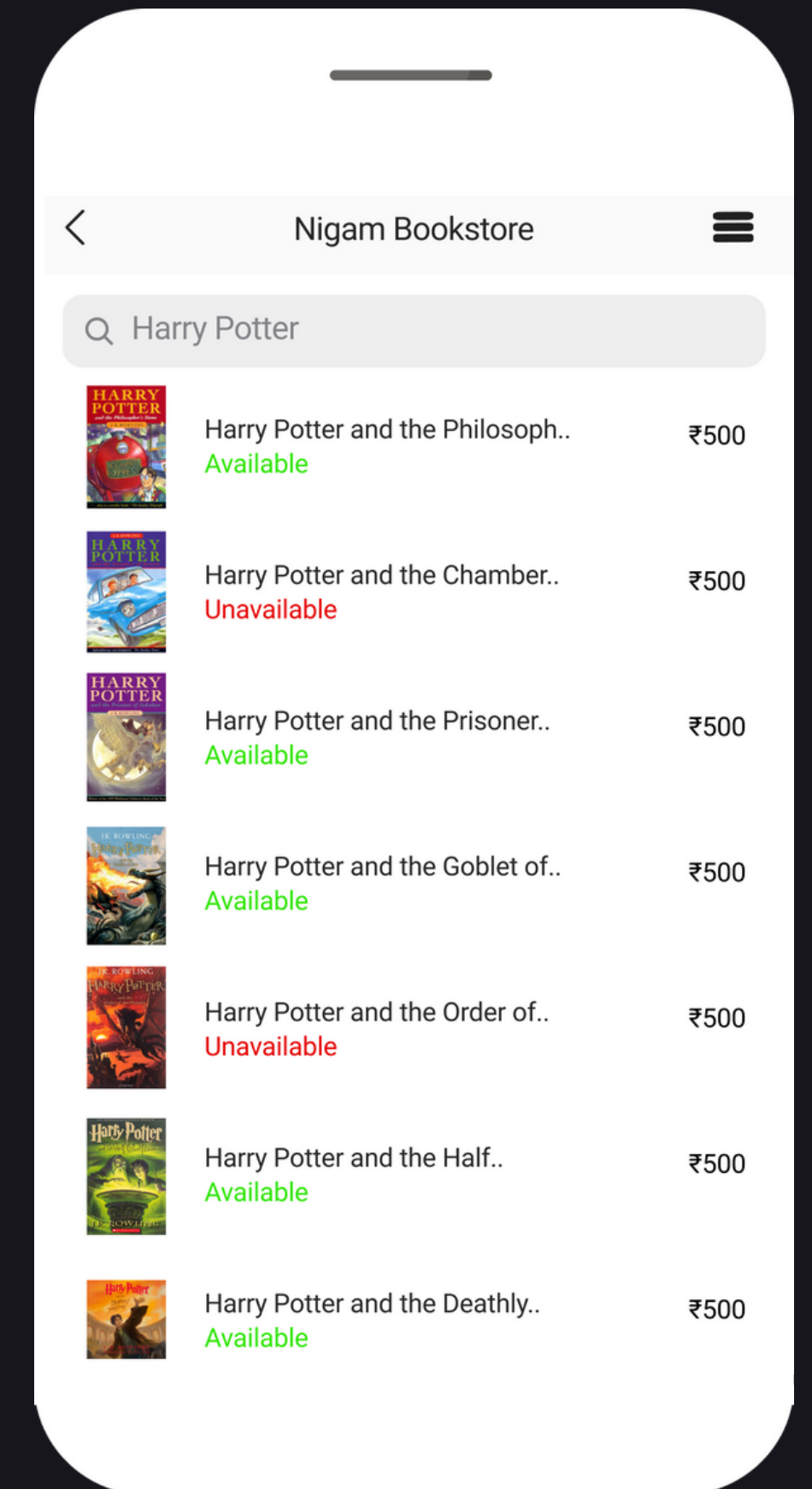
USER INTERFACE >

1. Search Bar

2. Area selected

3. Available shops

4. Radius scroll bar

Bookstore

Nigam Bookstore

Harry Potter

|		
Harry Potter and the Philosoph.. Available	₹500
Harry Potter and the Chamber.. Unavailable	₹500
Harry Potter and the Prisoner.. Available	₹500
Harry Potter and the Goblet of.. Available	₹500
Harry Potter and the Order of.. Unavailable	₹500
Harry Potter and the Half.. Available	₹500
Harry Potter and the Deathly.. Available	₹500

Catalogue

USP

Pi-Kart is a hyper-local network of businesses and their customers based on trust.

- A system aided by reviews from frequent customers ensures the credibility of businesses.
- Faster delivery speeds as compared to e-commerce giants.
- Easy returns and replacements thanks to the local nature of the businesses.
- Enabling the digitization of the local businesses which do not possess the expertise and funding to do so.

SWOT ANALYSIS >
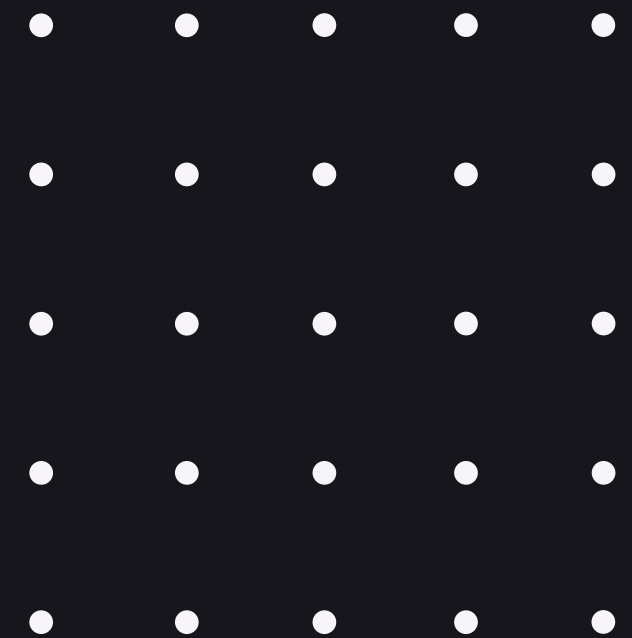
STRENGTHS

- **Evergreen nature** of the local market
- **Faster delivery** due to **hyperlocal** network
- **Local customer-based review system** based on mutual connections
- Availability of **shop catalogs**
- Service is **trustworthy** due to its **hyperlocal** nature
- **Faster replacement and after-sale services**: Due to its hyperlocal nature, the complexity involved in the after-sale services would be significantly less than other competitors.

WEAKNESSES

- **Slow Retention Rate:** It will take a considerable amount of time to expand in a city.
- **Small community:** There already exist a lot of other e-commerce companies for domains like food, groceries ,etc
- **Stiff competition from other E-Commerce giants.**
- **Slow database collection** data collection from primary customer will be a slow and gradual process therefore it takes us longer time to expand

OPPORTUNITIES

- **Increasing online users**: With the upcoming digital age, people are switching to the online market
- **Scope of expansion**: Starting from tier 2 cities, Pi-kart can expand its reach to all cities across India
- **Partnerships**: We can explore other domains by partnering with other startups

THREATS

- **Google's schema module:** One of the major threats Pi-kart faces right now is the Schema module of Google wherein google locations itself is getting in restaurant recommendations. Even the google homepage shows the google maps page where you can search for restaurants within your locality.
- **Less price given by competitors like Amazon**: Amazon manages to give huge discounts due to its cost cutting nature.
- **Fragile business model**: In this industry, it is very easy to replicate
- **Government policies:** Government's approach to try to keep privacy laws in check can be a threat for us in coming time.

BUSINESS MODEL >

The **3 pillars** of Pi-Kart's business model - Customers who wish to view/buy products in their locality, the Pi-kart platform, and shop owners who wish to catalog their products

Customers

Many people would love the convenience of looking up products from the local shops that they trust, online, and getting those delivered to them. Frequent buyers of a shop would get discounts and benefits.
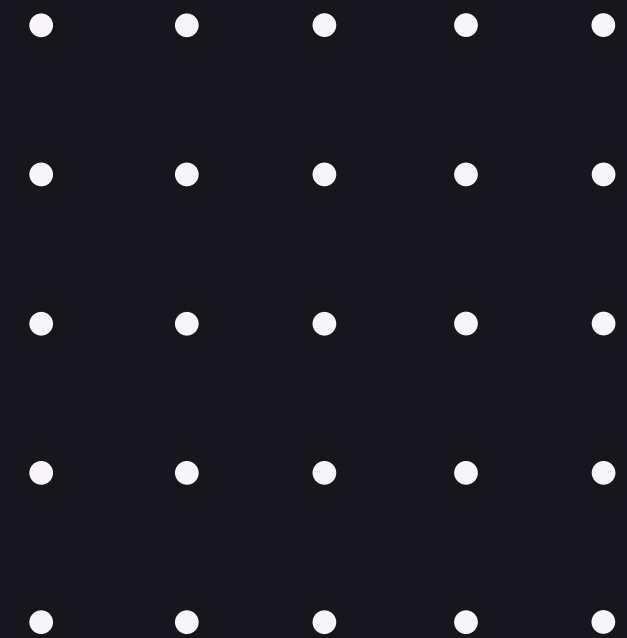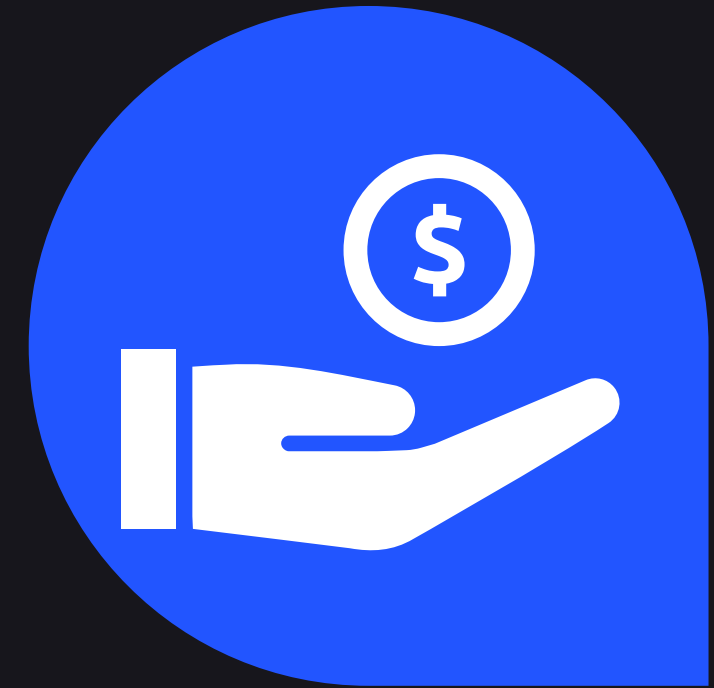
Pi-Kart platform

The app allows users to sign up and browse through the products/services offered by shops in their region – buy and get products delivered at their doorsteps.

Local businesses

Pi-kart provides small and large local businesses the reach and visibility they need for their business by listing their products on the platform.

REVENUE MODEL >

Pi-kart has 3 main revenue sources-

1. Pi-Kart provides businesses visibility by listing their products on the platform. Pi-kart receives a fee for each transaction performed on the platform from the sellers.
2. Pi-Kart also levies an initial payment from the seller at the time of registration.
3. Sellers will be provided with the option to advertise their products/offers on the platform on payment of a fee.

MARKET SIZE
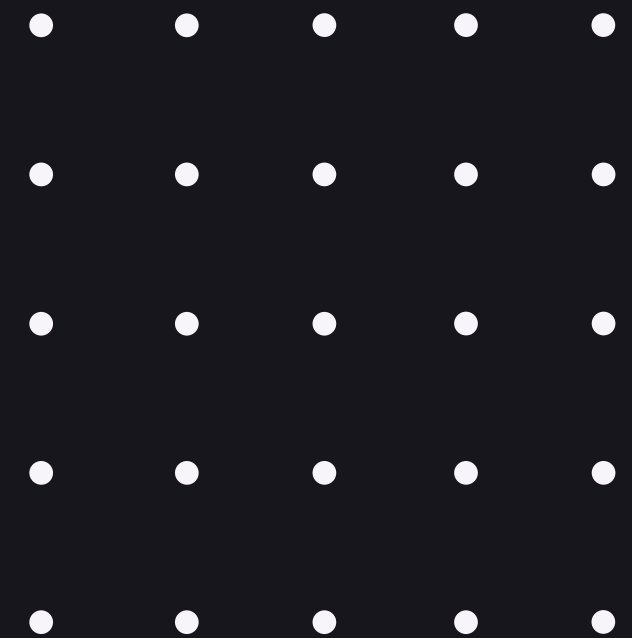
The Indian Retail Market Size
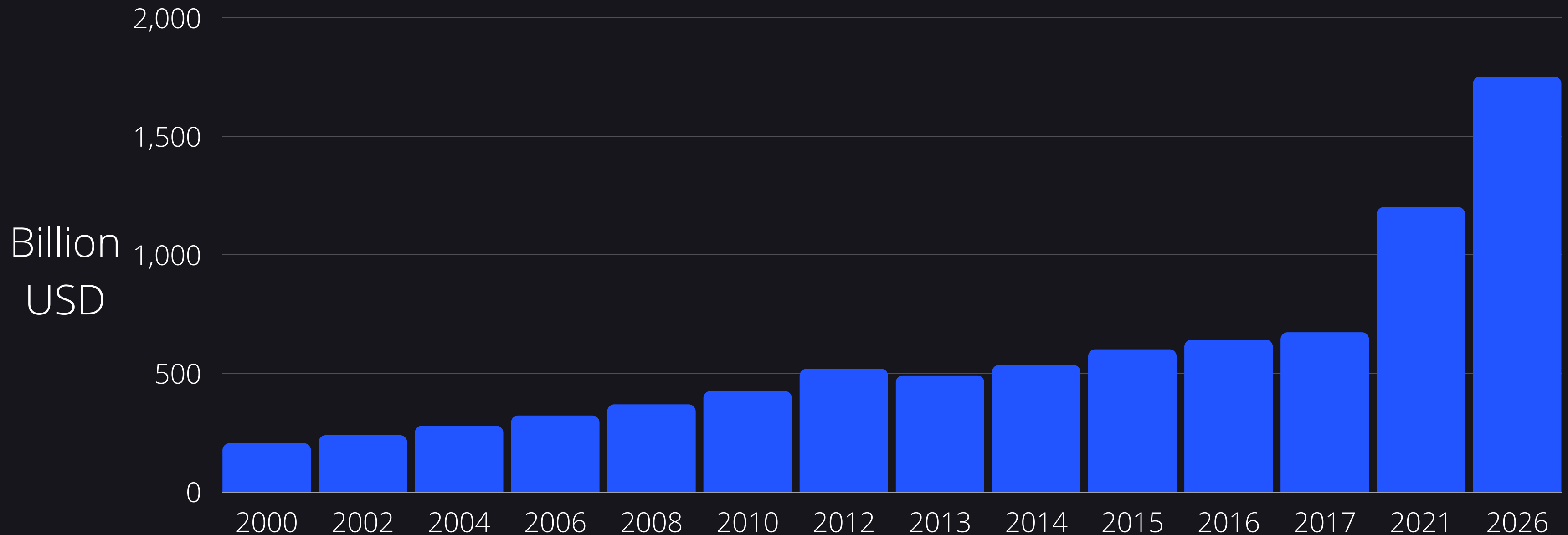
While 65% of discovery happens online, 97% of shopping takes place offline.

India's unorganized retail that stands at 90 percent is critical towards digitizing and providing access to new products.

COMPETITIVE ANALYSIS

Amazon

- Delivery takes on average 1-2 days

- Destroying local shops' livelihood

- Many people still don't trust online retailers

- No direct communication between buyers and sellers due to the increasingly complex nature of protocols

Pi-Kart

- Our product is hyperlocal, so it provides delivery within half an hour.

- Enhances local shops' business by providing access to the online infrastructure directly to the shops without any intermediate warehouses.

- Pi-Kart provides trust between the shops and consumers and is a hyperlocal service.

- We directly link the local shops to the consumers so that there is communication between the two

UrbanCompany

- Only provides luxury services

- Employees of UrbanCompany routinely go on strikes due to the exploitative nature of the app

- Costs are very high

Pi-Kart

- Pi kart offers a wide array of services mirroring the local market.

- We just ensure the connectivity and help the local markets go online, so the shopkeepers are also satisfied with our services.

- Pi-Kart mirrors the local market as it is just a link between the local shops and the online market, so the costs also resemble the actual prices in our localities
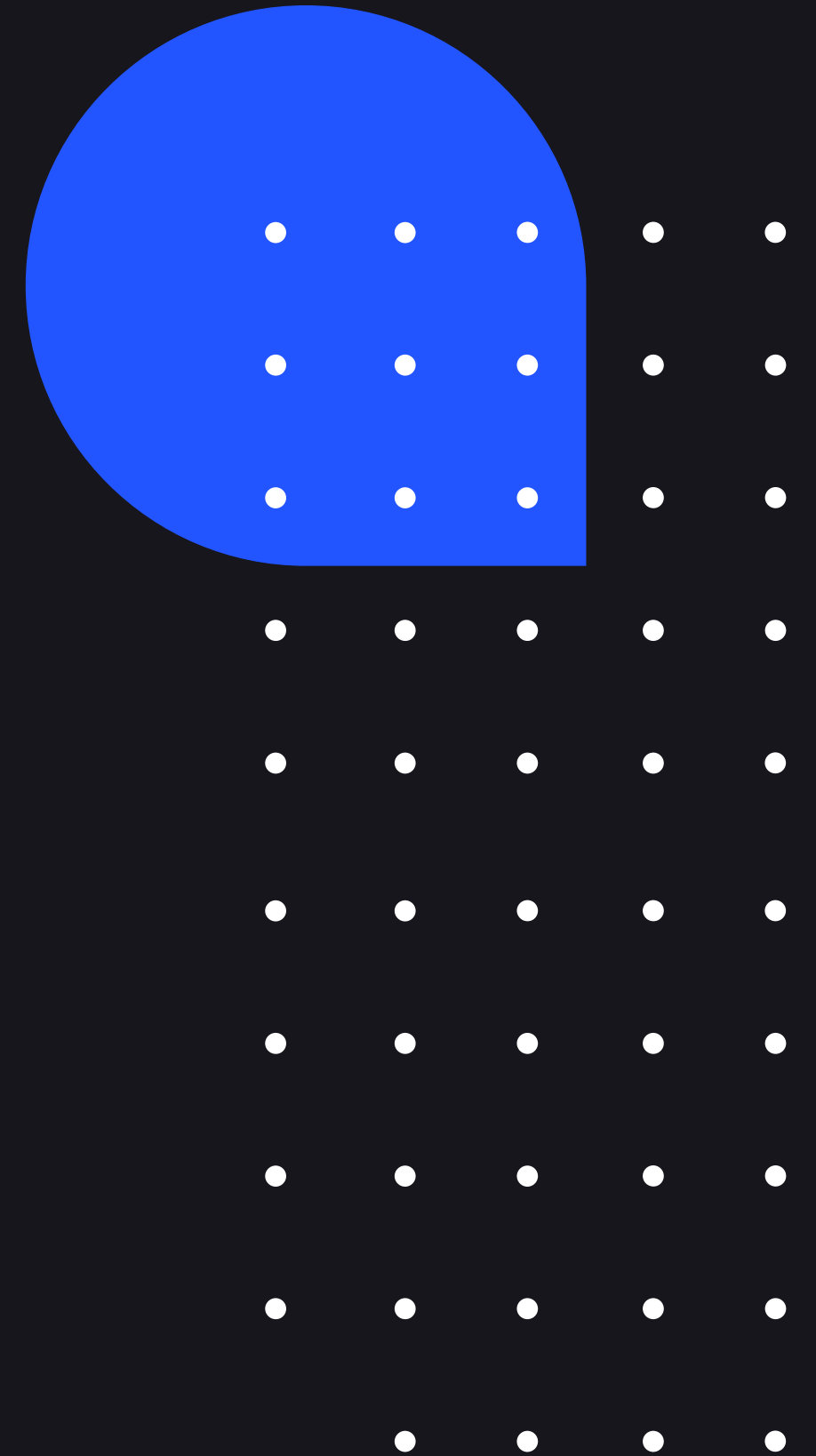
MARKETING STRATEGY

1. During the initial stages of the app, we will offer discounts to attract the initial base of customers which in turn will increase the visibility among shops and buyers.
2. Add an option in the UI for buyers to select 3 shops they shop from and then target those shops to come to our platform
3. Using shops connected to our platform to advertise our app for it.
4. Target ads on Google Adsense towards middle-aged and elderly people
5. Put billboards in locality meeting spots promoting the trustable relationship developed using our app
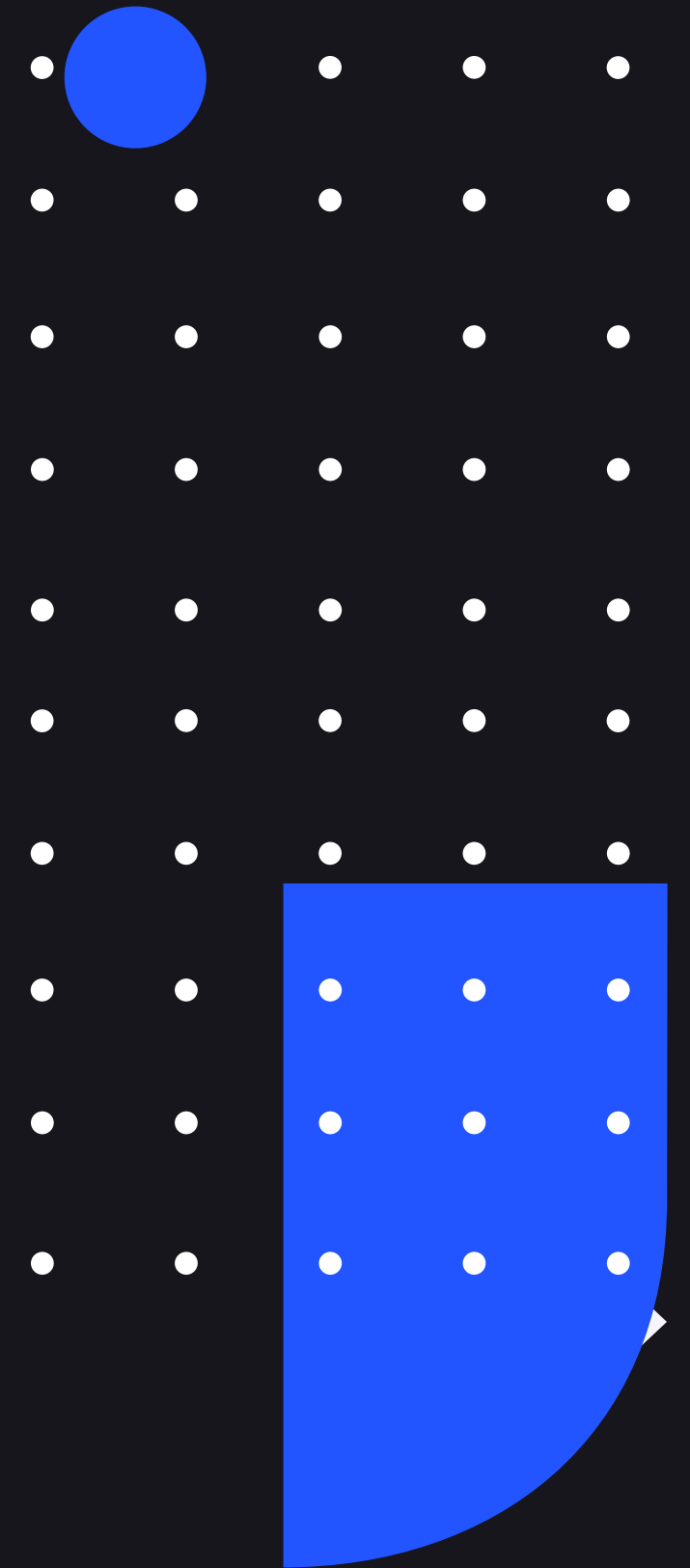
FUTURE PLANS

- Domains which contains already existing Giant Start-ups like Zomato, BigBasket could explored once we feel comfortable.
- Further , we can directly supply the local shops their requirements
- Incorporate Blockchain in the app for security when the technology is feasible.

THANK YOU