

Sanjay : Support Independent Books stores on E-commerce platform

Problem : Post pandemic has pushed many local stores to move either towards **e-commerce platforms** or **start their own website** , In first case the bookstores are troubled with unfair low prices on the online platform , in second case they are forced to create their own website to fight unfair price but they have to arrange their own delivery service and marketing .

Aim : Retailers or book stores can form relationships between customers and have a loyal base of customers on ecommerce sites .

E-commerce platforms provide no channel between users and retailers, e-commerce sites align with the interest of customers and reduce price significantly. The retailer might want to build a relationship between their customers . Retailers might feel they have a lot more to offer to their customers which customers may like . So some build their own website for independence and control .

But ecommerce platforms possess huge organisational ability like delivery systems, displaying their books , connecting with large audiences which stores want to use for their benefits .

Solution

If some user wants to support their local store or fav store , then they can buy books from their local store on e-commerce sites like Amazon , flipkart etc . Using OAN extension we will capture the order and send that order details to the local store , where local stores will send some tokens like loyalty points to customers as reward. I feel this will make customers pay a fair price or little extra in hope of getting tokens .

These tokens can be designed based on the store's needs and preference , these tokens can be redeemed to buy books or buying tickets if the bookstore conducts shows (book reading, debates etc). The point is the store will be in control of designing and their promotional program and when to offer it .

Using blockchained based tokens or customer points will be more flexible, they can be transferred among customers to pool a small amount of tokens , also stores won't have to maintain a record , fraud could be avoided .

Customers might be comfortable about sharing their reading preference with store owners than e-commerce sites because of unethical use of data by big companies . I think local stores can provide better service regarding book recommendations or helping meet people who share your interest . If stores can provide extra service people might become loyal to them and may **buy from the same or preferred retailer on e-commerce sites** .

Limitations

- 1) How many people would actually support their local stores or fav stores .
(Normally i look to buy from cheapest available place)
- 2) Tokens should have a proper governance system , preferably a group of stores that agree on the same tokens for large scale use and service , a book store's collective for token use .
- 3) Reading habits are being reduced or are very low .
- 4) Marketing to store owners and book readers regarding this application will be tough.
- 5) Small market or we might have less number of people who want to avail my service.

I feel book stores offer other services than books which people might want to support and preserve , people may pay fair prices than going to the cheapest option, that's why i think this could be suitable for them .And this idea could be extended to other retail stores on e-commerce by finding out what specific kind of store offers and their business model .