**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 .