



**MorningMartLah!**

EARLY MORNING FREE DAILY  
NEED DELIVERIES

# About Us

**Need** to separate daily needs like Milk, Eggs, Bread than other groceries

**RedMart, Honestbee** deals in Minimum purchase order and no subscription option

**Minimum Order** makes it difficult for customer to manage daily needs

**Stock up** is the only option and fairly cumbersome

# Problem

**Need** to separate daily needs like Milk, Eggs, Bread than other groceries

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# Solution

**A technology-driven retail store** which orders, delivers, manage inventory in a seamless manner

TAKE DELIVERY ORDER TILL  
10 PM

DELIVER NEXT MORNING  
BEFORE 8 AM

NO DELIVERY CHARGES

# Market Validation

**Launched  
Website  
On 5<sup>th</sup> March**

[www.morningmartlah.com](http://www.morningmartlah.com)

**Covered 1  
Condo  
532 units**

Parkview Apartment

**10 Customers  
4 recurring**

Positive Feedback and  
validates  
our hypothesis

# Market Size



[https://gain.fas.usda.gov/Recent%20GAIN%20Publications/Retail%20Foods\\_Singapore\\_Singapore\\_6-29-2018.pdf](https://gain.fas.usda.gov/Recent%20GAIN%20Publications/Retail%20Foods_Singapore_Singapore_6-29-2018.pdf)  
DBS - FnB\_SG\_Consumer\_Midstream\_2016-05

# Product



## VALUE CHAIN FRAMEWORK

Orders

Export


Create order

AllOpenUnfulfilled and partially fulfilledUnpaid


FilterSearch orders

<input type="checkbox"/>	Order	Date	Customer	Payment status	Fulfillment status	Total
<input type="checkbox"/>	#1016	Mar 18, 8:07 pm	Purvangi Rathod	Paid	Fulfilled	\$10.80
<input type="checkbox"/>	#1015	Mar 18, 8:01 pm	Raksha Bhandari	Pending	Fulfilled	\$16.20
<input type="checkbox"/>	#1014	Mar 17, 8:58 pm	Raksha Bhandari	Paid	Fulfilled	\$10.80
<input type="checkbox"/>	#1013	Mar 13, 7:26 pm	Raksha Bhandari	Paid	Fulfilled	\$15.60
<input type="checkbox"/>	#1012	Mar 12, 8:46 pm	Deepthi Pangrekar	Paid	Fulfilled	\$10.40
<input type="checkbox"/>	#1011	Mar 12, 6:54 pm	Shetty	Paid	Fulfilled	\$8.00


MORNING GOODNESS




Meiji Milk 2L  
MORNINGMARTLAH.COM  
\$5.40




Udhya Aval (Poha)  
MORNINGMARTLAH.COM  
\$1.50




Chew's Fresh Eggs (1 Pkt)  
MORNINGMARTLAH.COM  
\$2.80




Gardenia 100% Extra Soft Wheat Bread  
MORNINGMARTLAH.COM  
\$2.60




Milky Mist Paneer  
MORNINGMARTLAH.COM  
\$3.50




Kissan Mixed Fruit  
MORNINGMARTLAH.COM  
\$5.40




HIDE & SEEK  
MORNINGMARTLAH.COM  
\$1.50



Amul Milk Biscuits  
MORNINGMARTLAH.COM  
\$2.80



Milk Rusk Biscuits  
MORNINGMARTLAH.COM  
\$2.60



Good Day  
MORNINGMARTLAH.COM  
\$3.50

# Business Model

**We make** profit by charging the margin in wholesale price v/s retail, card discounts by able to convince customers to **subscribe** to the **daily, twice a week, once a week, ad-hoc delivery options**

20% Purchase  
Margin

10% expense in  
delivery

5% Technology

5% Profit





# Competition

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# Competitive Advantage

Solves current  
challenges with  
Competitors

Unique Optimized  
Supply Chain  
Solution

Easier than now  
for Customers

Empower Small  
Marts/Store

# Team



**Pradeep Kumar, CPO**  
Chief Product Officer



**Akshay Hire, CEO**  
Chief Executive Officer



**Apurv Garg, CDO**  
Chief Digital Officer



**Muni Ranjan, CDS**  
Chief Data Scientist



**Xiang Xuemeng, CTO**  
Chief Technology Officer



**Geng Hui, Chief HR**  
Chief Human resources Officer



**Shize Liang, CMO**  
Chief Marketing officer

# thanks for listening!

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