

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 5th March

www.morningmartlah.com

Covered 1 Condo 532 units

Parkview Apartment

10 Customers4 recurring

Positive Feedback and validates our hypothesis

Market Size







 $https://gain.fas.usda.gov/Recent \cite{Comparison} Aln \cite{Comparison} a pore _Singapore _Singa$

DBS - FnB_SG_Consumer_Midstream_2016-05

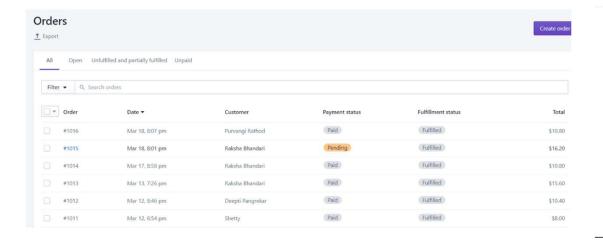
Product

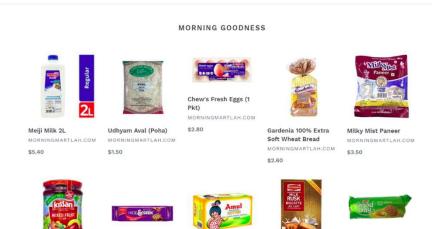






VALUE CHAIN FRAMEWORK





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 10% expense in Margin 5% Technology 5% Profit







Competition

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, CDOChief Digital Officer



Muni Ranjan, CDS Chief Data Scientist



Xiang Xuemeng, CTO
Chief Technology Officer



Geng Hui, Chief HRChief Human resources Officer



Shize Liang, CMOChief Marketing officer

thanks for listening!

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