BHACHATH

SAVE MONEY, SAVE MANY

THE **IDEA:**

- Internet Shopping(e – Shopping), is a trend now-a-days.
- **Being Online Store**,
  - **For Company:**
    - NO need of a physical shop space
    - NOT a much of electrical bill
    - MORE availability to customers
  - **For Customer:**
    - LESS effort
    - BEST price
    - DOOR DELIVERY

PROBLEMS

For Customer:

1) In the vast online market, It is hard to find best pricing from various E-commerce websites.

2) As many sites provide various offers, it would be hard to find offers from various categories from various sites

3) Also it would be hard to browse all e-commerce websites for a customer to get the best deal.

4) For a deal from a specific company, might face a problem in delivering the product in-time due to the unavailability of product at its warehouse.

For Company:

5) Being online, there would be customers on various platforms. So, advertising or business from ine site(web address) decreases the market size.

SOLUTIONS

For Customer:

1) In the vast online market, BACHATH can provide a ONE STOP SHOP for many best deals.

2) As many sites provide various offers, BACHATH collectivley put them before its customers to avail a best deal.

3) In BACHATH, for a deal from a specific company; whose warehouse is nearer to the customer can be issued the order to deliver the product without latency in time.

For Company:

4) Being online, there would be customers on various platforms. So, advertising or business from in a price comparision site like BACHATH would increase the market size.

WHY NOW?

Among the world nations, Indian market is the second largest market. Being an Indian start-up, BACHATH(a product) can inspire many others to know the indian market capacity.

REASONS FOR "NOW", as the right time :

- The Digital Revolution in the world market.
- The "DIGITAL INDIA" movement & "MAKE IN INDIA"
- As the problem discussed earlier, the shopping on internet suits as the absolute solution for it.
- With such digital revolutions in a nation, makes citizens as netizens; increasing the market size on internet.
- Many students are looking towards enterprenurship considered as the right time for a start-up movement.

MARKET SIZE

Being online, the ways for a customer accesing the internet are many
So, obviosly the size for any internet bussiness market is larger than a traditonal shopping approach.

Customer with a smart device has more chances to shop online,
more number of customers with such smart devices
has many **more chances of a success** in making bussiness.

COMPETITION

- **YES,** online shopping having many benefits has a huge competition insdie it.
- **THE WAYS TO SUSTAIN :**
    - A Direct association with the retailers/ vendors of various products.
    - Assuring the trusty worthness of a smart delivery to the customer
    - Promotion of BACHATH(a product), using social ways into the society
    - Operational points/ Customer Care at the customer's place(refund/enquiry)
    - Seaonal Offers
    - Cash Backs
    - Combo Offers
- Updations of our bussiness model as per the existinig market trends.
- Quality assurance and Delivary fastness.

PRODUCT

BACHATH(our product)

Features:

- This is a 2 step simple shopping process model (select : shop).
- This is associated with indian e-commerce sites for best deals.
- Simple and Friendly UI technology, encourages customer to shop.
- Displays a large range of products.
- Filters the large range of products with the best price offered by the indian e-commerce sites.

BUSINESS MODELS

OUR BUSSINESS WAY :

- Being associated with some of the giants(snapdeal, homeshop18,etc.,), They offer a good percentage of commision for selling their deals on our site.

- From Snapdeal, it provides us 12% of commision os sale of a deal.

- From Local market, we can also be paid for providing their deals online.

- How ever, post digital revolution era makes all the netizens over the world connected as one. Implying the market form a region to over the world.

TEAM

1) Strengths of **TEAM**:
- Good Coordination
- Being ONE for ONE'S idea
- Knows each other's capabilities
- A complete skill set (Hacker/programmer, Market analyst, Promoters)

2) Past Acheivements of **TEAM**:
- Deployed various website for a Dept. Of CIVIL, MVGR college
- Deployed a web application for fleet managment for BOB Tech, Banglore
- Worked for e-Swecha Operating System with FSMI,swecha
- Exposure towards open hardware, deployed a product for farmers
- A "e-kirana" (an e-commerce site) for Vizianagaram
- Being a Mozilian Community, Devloped Firefox OS apps

3) **WHY** this **TEAM** is best suited for this product?
- The intial preference for this TEAM is having an exposure on internet business.
- This is a Complete TEAM with a complete skill set(Technical, marketing skills).
- On Experience, WE built a great coordination among US.
- More Over, WE are favorite towards facing challenges and cracking them.

FINANCIALS

- At the earlier stages, BACHATH needs to be taken into the people.

- Promotion is considered high at its priority to serve the netizens.

- For promotion, WE planned to publisize it through social media.

- Also with an investment, WE can even get to the root level of customer interfaces(Retailer, Market areas, other online stores/ sites).

- After a Creative advertisement into the market, BACHATH would start in filling the bucks into an investor pocket assuring the investment-back, profit.
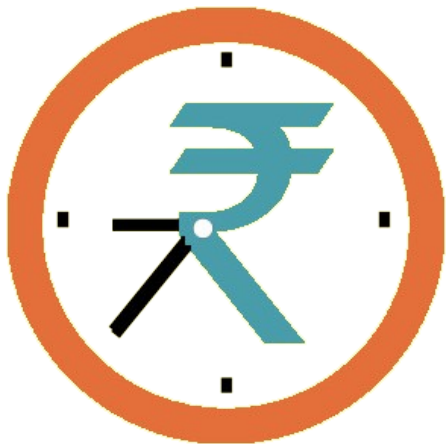
Thanking You ...
TEAM
K Naveen Sai kiran (founder)
Bhargav Reddi(Hacker/programmer)
Abhshree Sinha(Programmer/Promoter)
Gopi Prashanth(Programmer/Marketer)
R Harsha(Programmer/Promoter)