# Abstract:

Mobile Marketing and Location Based Services is no longer somewhat people just talk about. Location-based services (LBSs) are increasingly popular day by day. LBS provide personalized service to Smartphone/tablet users by exposing users’ location information. These services may be offered on request, such as a list of nearest ATM machines, amusement parks, beaches, hospitals, restaurants, shopping malls or gas stations etc. these services give advantage to delivered

automatically when a certain event occurs.

As we know drinking pure water is essential for healthy life, and day by day finding pure water for drinking purpose is becoming hectic mostly in metropolitan area like Karachi, Lahore, Islamabad, Faisalabad and Sukkur etc.

**Traditional way of buying drinking water from Mineral water Plant:**

First you have to find the mineral water plant which is providing water bottles in your area. Then you have to visit plant personally or make a call to vendor. After bargaining, you will provide your address to them and then they will provide you the water bottles at your door step according to your schedule. This traditional way of buying mineral water bottles from vendor is hectic and is cumbersome to the customers.

**Problem with this traditional way:**

* New resident of a particular city or a certain area of new area will not know the known vendors which are providing the mineral water bottle in his/her area; therefore he/she will face difficulty in finding the vendor.
* Person who wants to buy mineral water services for his/her home will not know which vendor is providing quality and rapid services.
* After getting the known vendors information, he/she may visit all of the vendors in order to know their prices and quality of services which is quite a hectic process.
* Besides the difficulties which are being faced by the customers in this traditional process, the vendors also suffer from the following difficulties:
* Vendor face difficulties in the check and balance of their products and sales persons.
* Vendors face difficulties in finding the correct location of their customer’s address.

**Our Solution:**

Keeping in mind the above-mentioned problems, we have come up with the following solution:

We will provide a platform where vendors will register themselves as a mineral water suppliers and customers can view their profile and services and select the vendor on the basis of their reviews which are given by their customers who have used their services in the past.

Customers will be able to choose a vendor of their choice among several competitive vendors based on their location. After selecting a vendor, customer will place the order via cart. Vendor will receive the order and the customer’s location. Vendor and the customer can track the supplier/sales person.