

BUSINESS PROPOSAL

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CampusMart – Smart Marketplace for Students

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1. Executive Summary

CampusMart is a dedicated **student-to-student e-commerce platform** designed for college campuses. It enables students to **buy, sell, and exchange used books, handwritten notes, lab coats, stationery, and hostel essentials** conveniently through a web or mobile application.

The aim is to provide a **cost-effective, eco-friendly, and community-driven solution** to reduce student expenses while promoting resource reuse.

2. Problem Statement

- CampusMart is a dedicated **student-to-student e-commerce platform** designed for college campuses. It enables students to **buy, sell, and exchange used books, handwritten notes, lab coats, stationery, and hostel essentials** conveniently through a web or mobile application.
- The aim is to provide a **cost-effective, eco-friendly, and community-driven solution** to reduce student expenses while promoting resource reuse.

3. Proposed Solution

CampusMart: A **student-centric e-commerce app/website** where students can:

Features:

1. **User Authentication:** Sign up with student ID/email to ensure security.
2. **Product Categories:**
 - Used Books
 - Handwritten Notes
 - Lab Coats & Equipment
 - Hostel Essentials (mattresses, buckets, utensils, etc.)
 - Stationery & Gadgets
3. **Search & Filters:** Find items by subject, semester, or price range.
4. **Buy & Sell:** Students can list items with pictures, price, and description.
5. **Chat & Negotiation:** In-app chat for price negotiation between students.
6. **Delivery/Pickup:** Peer-to-peer handover within campus or hostel.
7. **Payment Options:** UPI, COD (Cash on Delivery), or in-app wallet.
8. **Eco-Badge System:** Promote sustainability by rewarding frequent sellers with badges.

4. Qualifications

Qualifications

1. Technical Expertise

- Skilled in **web and mobile app development** using modern frameworks (React Native, React.js, Node.js, Firebase/MongoDB).
- Experience with **secure payment gateway integration** (UPI, Razorpay, Paytm).
- Knowledge of **cloud hosting & database management** to ensure scalability and performance.

2. Domain Understanding

- Familiar with **student needs** such as affordable books, notes, lab materials, and hostel essentials.
- Understanding of **peer-to-peer marketplace models** (similar to OLX, Quikr, and niche apps).
- Focus on **campus-specific use cases** like semester-based book demand and hostel utilities.

3. Past Experience / Pilot Projects (if applicable)

- Successfully built [insert example: small apps, websites, or hackathon projects].
- Worked with **college communities** on projects promoting **sustainability and student welfare**.
- Experience in **digital platforms** that enhance collaboration and sharing among users.

5. Timeline

<i>Phase</i>	<i>Activities</i>	<i>Duration</i>
<i>Phase 1</i>	<i>Requirement analysis, UI / UX design</i>	<i>2 weeks</i>
<i>Phase 2</i>	<i>Backend & frontend development</i>	<i>5 weeks</i>
<i>Phase 3</i>	<i>Integration of payments & chat</i>	<i>2 weeks</i>
<i>Phase 4</i>	<i>Testing (Beta with select students)</i>	<i>2 weeks</i>
<i>Phase 5</i>	<i>Full Launch</i>	<i>1 week</i>
<i>Total Duration: ~12 weeks</i>		

6. Pricing

<i>Expense</i>	<i>Details</i>	<i>Estimated Cost (INR/USD)</i>
<i>Server & Maintenance</i>	<i>Cloud hosting, database, SSL</i>	<i>₹40,000 - ₹60,000</i>
<i>Technical Support</i>	<i>Developer for bug fixes, updates</i>	<i>₹80,000 - ₹1,20,000</i>
<i>Marketing & Promotions</i>	<i>Posters, digital ads, campus events</i>	<i>₹50,000 - ₹1,00,000</i>
<i>Customer Support</i>	<i>Handling queries, complaints</i>	<i>₹30,000 - ₹50,000</i>
<i>Total Annual Ops Cost</i>		<i>₹2,00,000 - ₹3,00,000 (~:2,500 - :3,000)</i>

7. Terms and Conditions

- 50% advance payment upon project approval, balance upon completion.
- Warranty of 12 months for hardware and 6 months of free software support.
- Any additional customization outside agreed scope will be billed separately.
- Client responsible for providing access to premises and existing energy infrastructure.
- Confidentiality will be maintained on all shared business data.

8. Agreement

This proposal serves as a formal agreement between **[Your Company Name]** and **[Client's Name]**.

Both parties agree to the outlined scope, pricing, and terms.

Authorized Signatory (Company): _____

Date: _____

Authorized Signatory (Client): _____Date:
