

PITCH DECK



PROJECT TITLE:

- E-commerce (Niche)
- CARRY IT
- Owner : WANIA KHAN

PROBLEM STATEMENT:

- I'm trying to solve the performance for the website as the options and products should be loaded faster and users don't have to wait for too long
- The website should be secured and free of all threats as it can be dangerous for both user and owner.
- The shipment tracking are not being completely added in the website and are being in the process for more user friendly process.

Pain Point :

- Users can leave the website if it takes more than 2 seconds to load something in the website resulting in bad user interaction and bad reviews.
- Security should be intact to make the orders and transactions more smoother and easy without any interruption.
- Users should be informed about their products or orders being shipped and the lack of information can make bad user interaction .

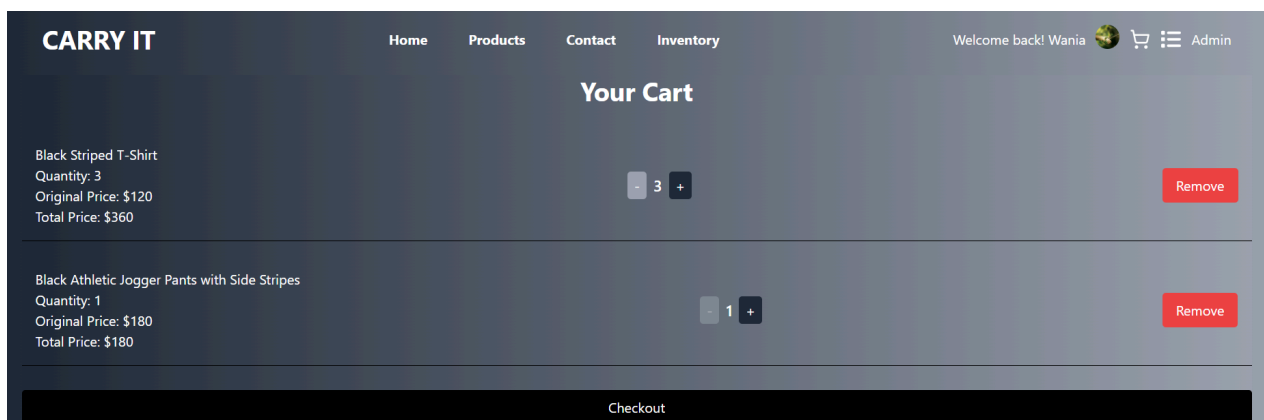
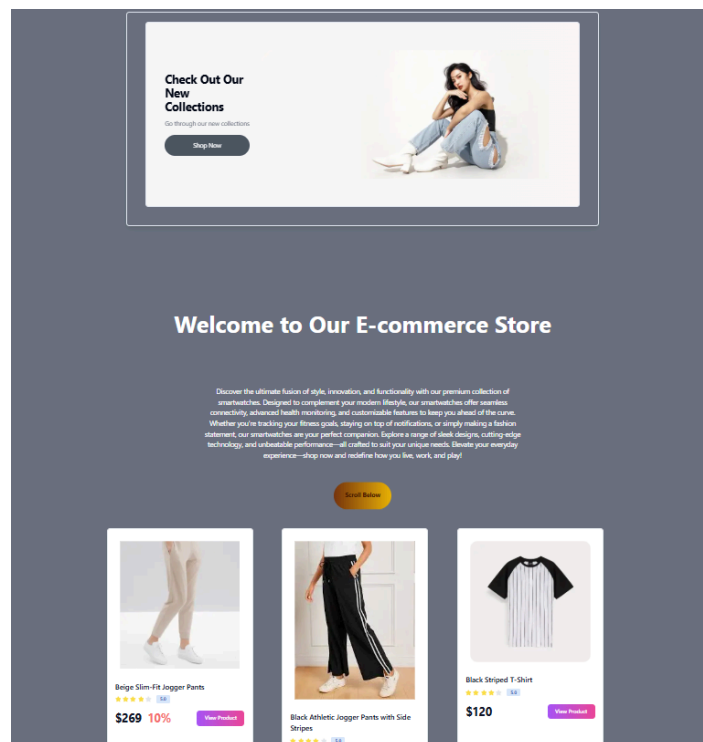
SOLUTION:

- The Carry It marketplace gives you the opportunity to make endless orders with ease and let you know about the orders being proceeded successfully or not.
- The marketplace is secured and the performance is upgraded .

MARKET OPPORTUNITY :

- The target audience will be mostly the females and adults and those who loves shopping , more features will be added for them.

PRODUCT DEMO:



COMPETING ANALYSIS:

- The market place is reliable and easy to use
- AI insights are yet to be added but it is made with potential and gives a comfort for users to use it with ease
- The prices are not too high and are set on cheaper rates so that users can afford with ease.

GOT-TO-MARKET STRATEGY:

- Run campaigning ads on facebook , Instagram and LinkedIn for more user activity.
- Collaborations with famous influencers and teams for promotions and popularity.
- Try to make the marketplace more user friendly to get the top position on google search so that the users can prefer clicking on the website which is ranked the top by Google.

Thank you for Visiting the Market place :

<https://hackathon-050607-git-main-wania-khans-projects-35acee83.vercel.app/>

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