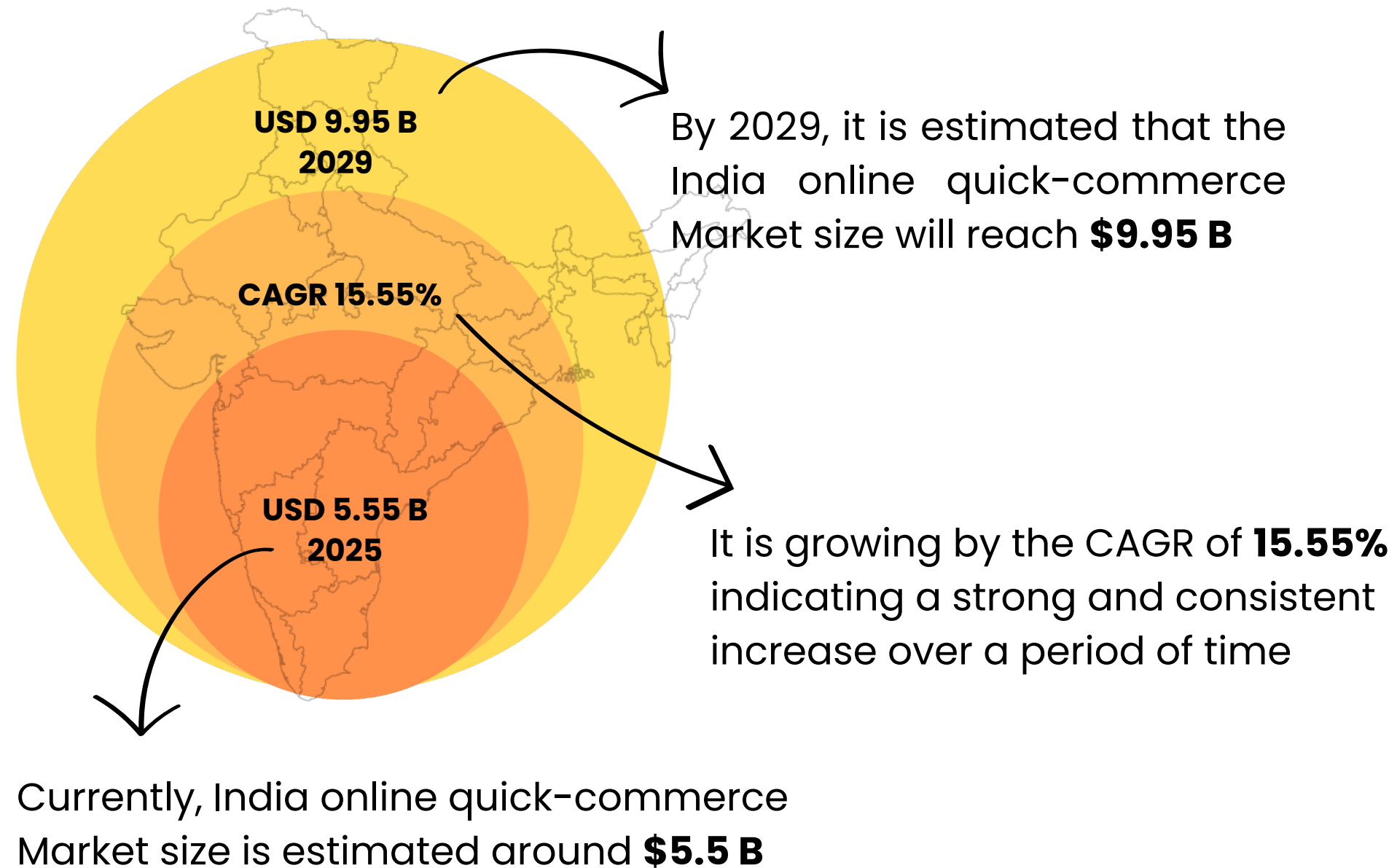




## Overview

[Problem Analysis](#)[User Research](#)[User Personas](#)[User Journey](#)[Pain Points](#)[Solutions](#)[Metrics](#)[Strategy](#)

## MARKET ESTIMATION



## Zepto's Product Strategy

### QUICKHUB NETWORK

Leveraging an extensive network of strategically placed dark stores to ensure operational efficiency and rapid delivery.

### PRIME PLACEMENT

Positioning micro-warehouses in high-demand neighborhoods to minimize delivery distances and times.

### INTELLISTOCK

Utilizing advanced inventory systems to keep popular items in stock and enable quick packing and dispatching.

### OPTIRoute OPERATIONS

Integrating human and technological resources for optimized delivery routes and real-time tracking.

### PREDICTIVE PROFILING

Analyzing shopping patterns to personalize the customer experience and anticipate needs.