

W-Shop

An online shop for women , by women.



Findings

01

According to a survey, **84% of women travel outside** their own village to nearby city or district headquarters to make purchases and bring the products home.

02

For impulse buys, 76% of our survey respondents said they make such purchases in their own village or in a nearby village. But interestingly, **20% reported ordering such products over the Internet.**

Reference:

https://www.indiaonline.com/article/news-top-story/women-consumers-in-rural-india-37-of-the-rural-women-consumers-make-purchases-on-their-own-116022200142_1.html

03

34% of the working women and 35% of the nonworking women feel **cost is the most contributing factor** while purchasing rations.

04

Very few companies are targeting these rural women while others are busy targeting the top 1% of the Lucrative India. So thats a huge opportunity with low competition.

Conclusion from findings

To win and keep rural female consumers in India throughout the entire purchase journey, companies must excel on four fronts:

- **Reliability:** Offering reliable products and services
- **Trustability:** Building networks founded on trust
- **Value Addition:** Emphasizing value for money
- **Network Effects:** Engaging with key retail partners and creating a robust chain

Our Solution

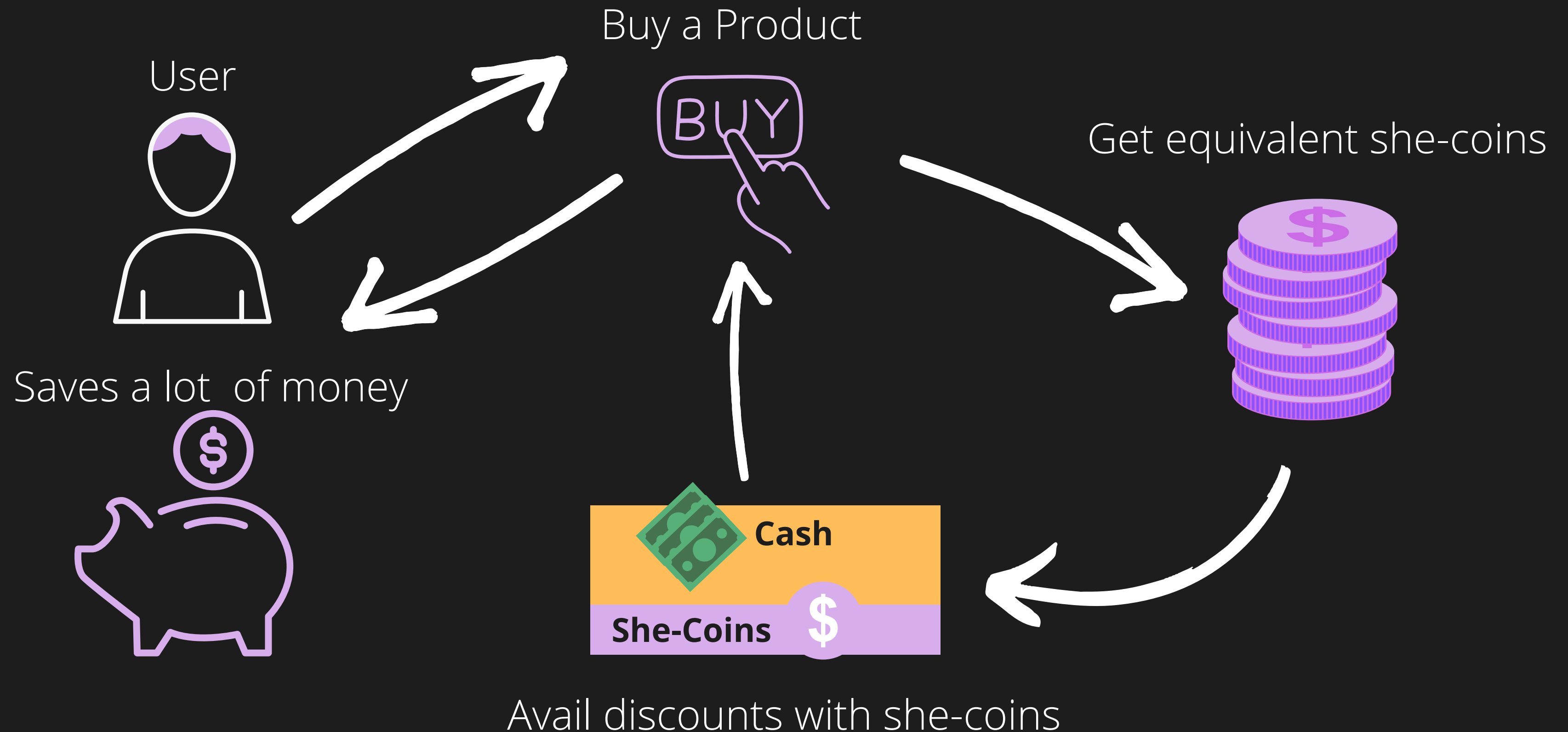
- **Offering essential and everyday goods at an attractive discounted price.**
- **Empowering women with curated content on Financial Literacy**

E-Commerce



Offering essential and everyday goods at a discounted rate.

Architecture

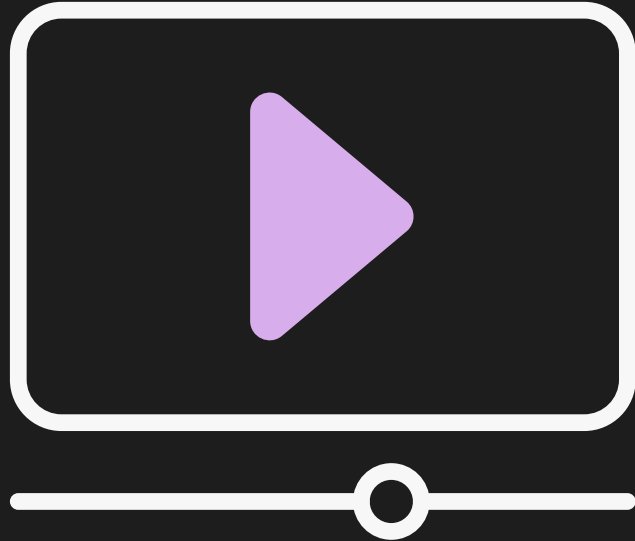


Financial Education

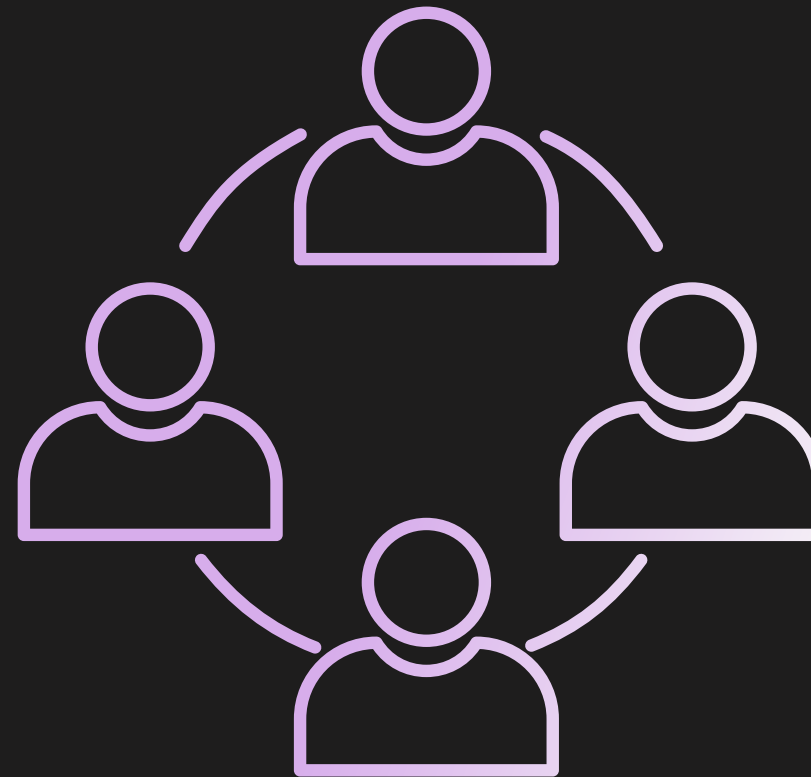


Offering financial literacy targeted towards rural women's economy.

Features



Video content
curated by experts



Community of highly motivated
women to enable peer learning



24/7 Assistance for any
major financial decisions

Thank You

Team Enigmatic