

# BUYING PROCESS FOR STORES

The full sales cycle and decision making process  
on the store front



## DETERMINE NEED

The factors that will push stores to explore our offering would be:  
The high churn rate caused by customers who are not willing to wait in line  
The need to adopt new technology to prevent being obsolete

## PRODUCT DISCOVERY ~ 4 MONTHS

Stores hear about Pay and Go through the following sources:

- In person marketing campaigns around campus regions
- Become acquainted with adaptivity in the mid-sized business community - as user base grows word of mouth marketing develops
- Product demos and data points on how problems are solved at the store front

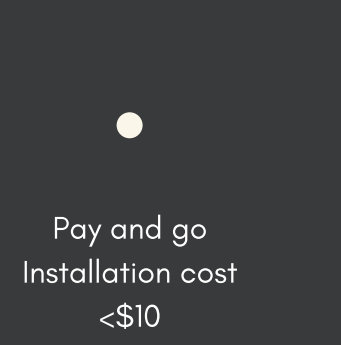
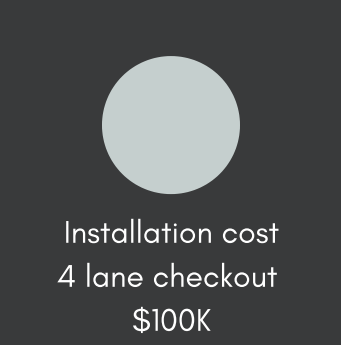
## ANALYSIS ~ 2 MONTHS



- Cost benefit analysis by the managers and consider exchanging data for better sales
- What is the cost involved with onboarding
- Estimate the potential sales through Pay and Go
- Quantify the ROI
- Estimate the decrease in operational costs
- Assess the positive influence on target-customer community

## INSTALL ~ 1 MONTH

Create an extension to the existing inventory system to allow seamless billing  
Connect to their billing management system to continuously showcase the latest product data



## PAY

The revenue model for stores would be a SaaS based subscription model. Stores after evaluating existing options, and deciding to adopt the platform would then pay an upfront fee to be added onto Pay and Go. Going forward they will pay a month on month fee.

### COMPETITIVE ADVANTAGE

Easy to adopt in terms of low switching costs, tangible network effect