NayaGaadi Group Buying – Community – Social-Buying Project Scope

1. **Objective:** The objective of the project is to build a platform where customers can join as group or community to buy certain brands and models at a discounted price compared to the market price. The main reason for building the platform is to take the advantage of the Technology platform to digital connect, consolidate, communicate and complete the deal within a prescribed time frame. Also in reality, it is impossible for the customers to find out who is buying which brand in which city in the non digital world. Hence the need for building the platform

2. **Stake Holders:** The following are stake holders identified in this project scope : NayaGaadi as Technology platform, Customers (Mainly Urban and corporate Employees), Dealers and Automakers / AUTO OEM's of High end Bikes, Cars, Commercials vehicles and Tractors etc, Banks, Insurance companies.

3. **Technologies:** We planned to use all the open source technologies for building the technology platform. The platform is a scalable in nature. Listing the technologies : MongoD, MySQl, HTML5, Django, CSS, Java Script, Boot Strap, Mobile App – Android, IOS, Hybrid/Progressive Apps

4. **Time frame:** We plan to build this MVP (Minimum Viable Product) in about 45 days to introduce to the limited set customers for the fine tuning and for further features.

5. **Platform Type – Web / Mobile App model :** Though we would like to go with Mobile First Strategy, we are building Web application first and later planning to introduce Mobile App as well sooner

6. **Customer Module:** This module will focus on the basic features like on Registration, Update his KYC, Buy the Subscription, Join the Group Program - ie On boarding and ability to place group buying orders, update and receive communication from the dealers, platforms. These are the fields 1. Name 2. Mobile 3. Send OTP 4. Update OTP 5. E MAIL 6. Gender (M/F) 7. Date of Birth 8. State 9.District 10. Area (Urban/Rural) 11. Need Bank Loan (Y/N) 12. Category 13. Brand 14. Model 15.Variant 16. Color 17. Fuel Type 18. Transmission (Manual and Auto) 19. Group Name 20. Expected Delivery date (Minimum One Month). 21. Share his Group Joining details to Social Media (Facebook, Twitter, Instagram etc) 22. Invite others to join the group.

7. **Dealer Module :** This module is to focus on Registration of the dealer, Update his profile and KYC documents, List out the locations and

Showroom details, See the list of the Group buying order details, List the table of Discounts (upto 25 Vehicles - % commission, upto 50 Vehicles - % commission, Upto 75 Vehicles - % commission, 100 + Vehicles - % commission)

8. **Bank Module :** This module is to focus on Registration of Bank, List out the Vehicle Interest rates, List out Loan Documents List, Approve Loans for the Requested Profiles, Process the Loans and Update the Status.

9. **Admin :** This module will focus on all the administrative activities. NayaGaadi Admin will monitor the activities and control all the activities from this module. The following are expected features for this module. Registration of the Profile, KYC Updates include company KYC details and documents, Add Categories, Brands, Models, Variants, Colors, Group Names.

10. **Franchise Module :** This module is to focus on Registration of the Franchise, Update his Profile and KYC details, View the List of the Group Buying Order details.

11. **Assumptions:** The following are the assumptions made in this project, however as we progress and experiment we will revise these assumptions and update the list. 1. The customers who are coming for this platform is educated, urban working class, IT Professionals, Business class, working couples, early stage second time buyers who knows what model they want to buy but they are not able bargain as individual but ready to join to get price advantages as a group deal.

12. **Not in Scope :** Currently Bank, Insurance companies are not directly bidding for the loans and insurance. But in future they might join the group deals with clear less Rate of interest to the Groups compared to individuals.

13. **Terms and Conditions:** The following are the initial terms and conditions considered. 1. All un successful group deals are cancelled and returns their deposits / fixed payments. 2. The yearly Subscription gives them to participate as many groups as the customers wanted to. 2 The Subscriptions are not transferable to others at any point of time 3.