**Instant Grocery Price Comparison & Deals App**

**Market Overview**

The grocery industry is highly competitive, with consumers constantly looking for ways to save money. The rise of e-commerce grocery delivery services like BigBasket and Blinkit has made shopping easier, but local offline stores often offer better prices and discounts. The biggest issue is that customers do not have access to real-time price comparisons for nearby supermarkets, leading to overpaying for groceries.

**Trends**

1. **Price Sensitivity:** Consumers actively look for deals and discounts to reduce their grocery bills.
2. **Rise of Quick Commerce:** People are shifting towards convenient, time-saving shopping experiences.
3. **Hyperlocal Market Growth:** Local supermarkets and Kirana stores still dominate in many regions, but lack a digital presence.
4. **Consumer Awareness:** People are becoming more conscious about their spending and actively compare product prices across platforms.

**Loopholes in the Market**

* **No single platform provides real-time price comparisons for offline stores.**
* **Most people assume online grocery platforms offer the lowest prices, which is not always true.**
* **Consumers have to manually check different stores or apps for deals, wasting time.**
* **Retailers have difficulty promoting their discounts to a wider audience without expensive advertisements.**

**Startup Idea**

**A hyperlocal price comparison app that allows users to compare grocery prices from different nearby supermarkets, kirana stores, and online platforms in real time.**

* Users can enter a product name, and the app will display prices from multiple stores in their area.
* A section for ongoing discounts and best deals from each store will be featured.
* The app will also allow users to order directly from the store or get walking directions for in-store purchases.

**Step-by-Step Execution Plan (5 Hours)**

**Hour 1: Setting Up the Data Collection System**

1. **Create a Google Form** to collect grocery prices from local stores.
   * Fields: Product Name, Price, Store Name, Location, Date Updated
   * Share it with friends, family, and local groups for data entry.
2. **Link Google Form to Google Sheets** to store submitted price data.
3. **Enable Public Access** to the Google Sheet (as read-only) for real-time data retrieval.

**Hour 2: Building the Backend**

1. **Set up Firebase (Firestore Database)**
   * Create a free Firebase project.
   * Add Firestore Database and create a “GroceryPrices” collection.
   * Enable Firestore public read access (for now) so the app can fetch data.
2. **Write a Simple Node.js Backend (Optional, if time permits)**
   * Use Express.js to create an API that fetches grocery prices.
   * Deploy on **Vercel** (free hosting).
   * **If skipping this step**, fetch data directly from Firebase or Google Sheets using JavaScript.

**Hour 3-4: Developing the Frontend**

1. **Create a Simple Web Page (React.js or HTML/CSS/JS)**
   * Input field for users to search for a grocery item.
   * Display search results in a table format with columns: Product Name, Store Name, Price, Distance.
   * Include filters (e.g., sort by lowest price, nearest store).
2. **Connect to Firebase or Google Sheets API**
   * Fetch grocery price data from Firebase or Google Sheets.
   * Use **JavaScript Fetch API** or **Axios** to pull data dynamically.
3. **Add Basic UI Features**
   * **Search Bar:** Users enter product names.
   * **Table View:** Show product prices from different stores.
   * **Store Distance (Manual for Now):** Add an input field where users can enter their pin code to filter nearby stores.

**Hour 5: Hosting & Testing**

1. **Deploy Frontend** on Netlify / GitHub Pages.
2. **Deploy Backend** (if built) on Vercel.
3. **Test the App** with sample grocery prices and share with friends.
4. **Collect User Feedback & Improve UI** (if time allows).