Zarooriyaat : *Unlocking E-Commerce for Everyone*

Scope:

Our project targets small to medium-sized businesses globally, providing a cost-effective solution for launching online stores. Unlike previous existing tools such as Shopify, which impose monthly fees, our platform will allow businesses to operate freely without initial charges. We aim to serve businesses that want to avoid upfront costs, particularly in their early stages, while introducing a small percentage-based charge only after they surpass a sales threshold of Rs. 40,000.

Objective:

The main goal is to develop an e-commerce platform that is accessible to small businesses without monthly fees. The platform will provide all necessary tools to set up and manage a store, including product management, payment processing, and customer engagement. Sellers will only incur costs once their sales cross the Rs. 40,000 threshold, after which a small percentage of their profits will be charged. This ensures flexibility and supports business growth without financial strain at the start.

Problem Statement and Description:

Many existing e-commerce platforms, such as Shopify, require sellers to pay a monthly fee, which can be discouraging for new businesses with limited initial revenue. These recurring fees present a barrier, especially for startups and small businesses, making it difficult for them to gain traction without additional financial pressure.

Our platform seeks to reduce this issue by removing all upfront costs for sellers. Users can set up their stores and start selling without worrying about monthly subscriptions. Only after reaching a defined sales threshold (e.g. Rs. 40,000 in revenue) sellers will be charged a small percentage of their profits. This model encourages business growth by allowing users to scale at their own pace without financial stress.