



# PURCHASE BUDDY

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# PURCHASE BUDDY: SMART SHOPPING ASSISTANT (SaaS)

## Objective:

Design and develop a SaaS-based web application that:

- Helps customers find the best prices and offers for any product across multiple online marketplaces.
- Provides automated, relevant accessory suggestions with verified, low-cost links.
- Ensures trust and transparency by sourcing only from verified and secure websites.

# B U S I N E S S   N E E D   &   M A R K E T   G A P

## **Problem Statement:**

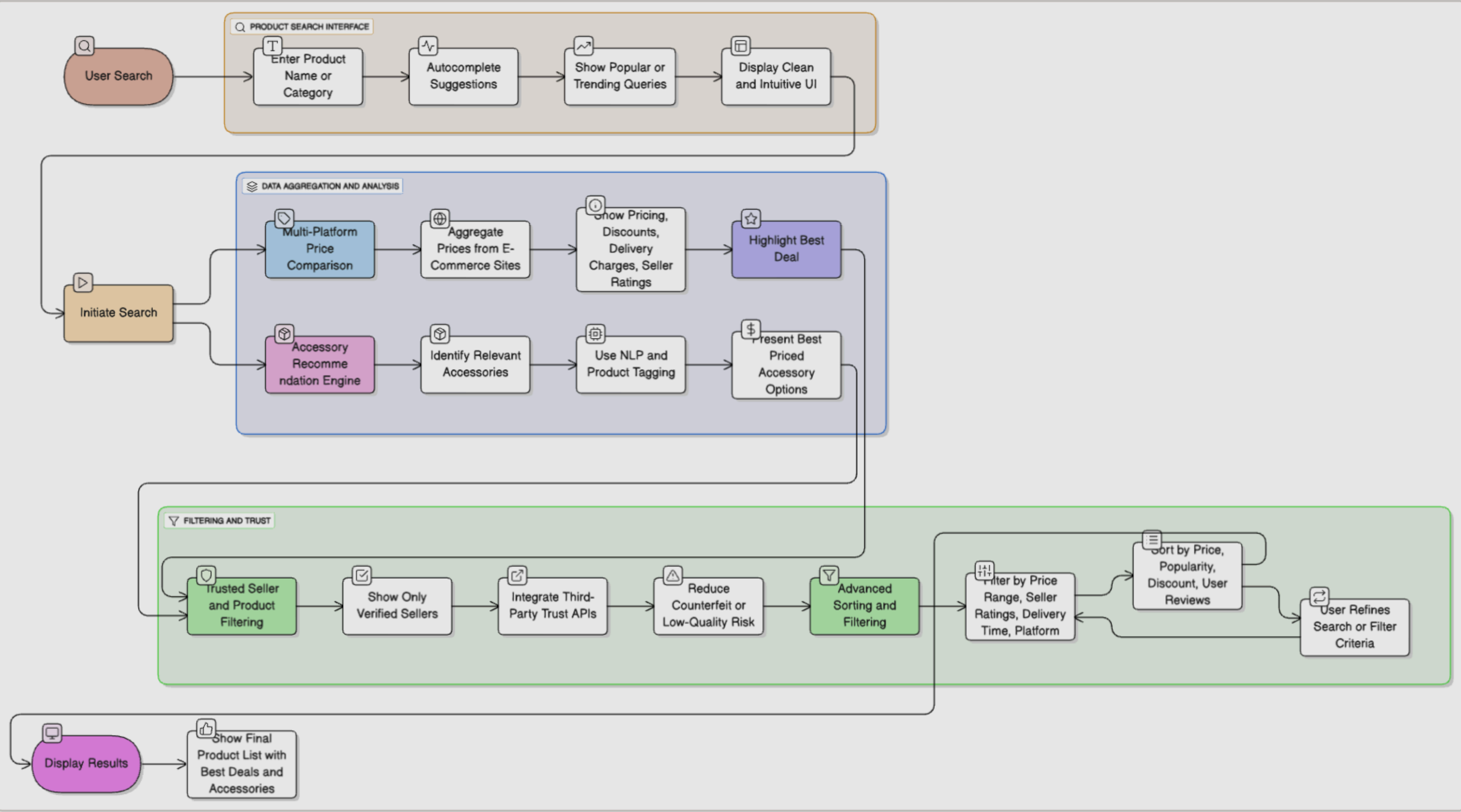
Consumers often spend excessive time comparing products and prices across multiple e-commerce platforms. There is also a lack of reliable systems that recommend compatible accessories from trusted sources at the best prices.

## **Opportunity:**

By consolidating this process into a single intelligent platform, Purchase Buddy will:

- Increase consumer convenience and decision speed.
- Improve shopping trust through curated, verified deals.
- Enable future affiliate revenue models and user retention mechanisms.

# CORE FUNCTIONAL CAPABILITIES



# TECHNICAL ARCHITECTURE (HIGH-LEVEL)

## Frontend:

- Built using React.js or Next.js
- Responsive UI/UX with filter controls, cards, and models

## Backend:

- Node.js / Django / Flask for core logic and orchestration
- Modular services: search, price comparison, accessory mapping

## Data Layer:

- MongoDB/PostgreSQL for metadata storage
- Redis for caching and performance enhancement

## Integrations:

- APIs (Amazon, Flipkart, etc.)
- Scraping frameworks (Selenium, Puppeteer)
- NLP libraries for accessory classification (spaCy, HuggingFace)
- Trust APIs for verifying seller credibility

## Infrastructure:

- Containerized with Docker
- Deployed via AWS/GCP (with CI/CD pipelines and monitoring tools)

# REVENUE & BUSINESS STRATEGY

## Target Audience:

- Value-conscious online shoppers
- Tech-savvy consumers who compare before buying
- Affiliate partners and e-commerce platforms

## Revenue Channels:

### Freemium SaaS Model

- Free tier with daily search limits
- Premium subscriptions (unlimited access, faster results)

### Affiliate Marketing

Redirect-based monetization via e-commerce commissions

### Data Insights as a Service (future scope)

Anonymous purchasing trend data for market analysis

# DATA SOURCES

## 1. Official E-Commerce APIs

### Amazon Product Advertising API

- Limitation: Strict approval, must generate some affiliate sales first.

### Flipkart Affiliate API

- Limitation: Data limits per day, some outdated products if not filtered.

### eBay Buy API

- Limitation: Mostly US/EU focused.

## 2. Web Scraping

### Trustworthy Sites to Scrape:

- Croma
- Reliance Digital
- Tata Neu
- Google Shopping

Use BeautifulSoup / Selenium / Playwright to extract data

## 3. Google Custom Search API

- **Use it to:** Search multiple e-commerce platforms via Google itself.
- Pass product query like "**Buy iPhone 14 site:flipkart.com OR site:amazon.in**"
- Parse the top links and titles.