Hyperlocal Quick Commerce Field Research Questionnaire & Competitor Overview

A. Questionnaire for Retailers / Shops / Supermarkets / Kirana Stores

- 1. What type of shop is this? (Supermarket / Grocery / Provision / Slipper/shoe store / Departmental store / Others)
- 2. Size of shop: approx number of employees / shop floor size / monthly turnover / how many customers per day.
- 3. How long has this shop been operating?
- 4. Are you currently enrolled on any e■commerce / hyperlocal delivery / marketplace platforms? (e.g. Flipkart, Amazon, local delivery apps)
- 5. If yes, which ones, and how long have you been using them?
- 6. What proportion of your sales comes from offline vs. online / via delivery apps (if applicable)?
- 7. How do you currently receive orders (walk■in, phone call, WhatsApp, delivery app, etc.)?
- 8. Do you know about quick commerce / ultrafast delivery services in your city?
- 9. Is your shop participating in any quick commerce fulfillment?
- 10. If yes: what has been the effect so far? If not: why not (barriers)?
- 11. Would you be willing to enrol / partner with a local quick commerce platform?
- 12. What incentives or support would you need to do so?
- 13. What are the main concerns you have about joining a quick commerce platform?
- 14. How well do you think your shop is placed to handle digital orders?
- 15. Do customers in your area ask for delivery / quick delivery?
- 16. Are there existing local delivery services already fulfilling similar demands?
- 17. What is the cost for your shop to fulfil small frequent delivery orders?
- 18. Do you have stock & variety to meet instant order demand?
- 19. What delivery radius is feasible for your shop?
- 20. Does anyone in your family or among your staff help with digital tasks?
- 21. Are you comfortable using mobile / apps for order / payment?
- 22. What margins do you get on typical products?
- 23. Would you be able to absorb additional costs or require higher selling price?
- 24. How do you see the future of quick commerce / hyperlocal delivery in your area?
- 25. What changes would make it more viable?

B. Questionnaire for Consumers / Users

- 1. Age / Gender / Income / Profession / Household size
- 2. Where do you live and how far are shops from your home?
- 3. Do you have internet access / smartphone / use apps regularly?
- 4. Do you currently use any platforms for buying groceries / essentials?
- 5. Which platforms, how often, and what do you buy?
- 6. Are you aware of quick commerce services? Which ones?

- 7. Do any of these services currently deliver to your area?
- 8. In what situations do you feel quick delivery is useful?
- 9. What item categories would you buy via quick commerce?
- 10. What concerns do you have about using quick commerce?
- 11. What delivery time would you find acceptable?
- 12. How much extra are you willing to pay for fast delivery?
- 13. What factors affect your trust in a seller or delivery platform?
- 14. Have you had bad experiences with delivery / online orders?
- 15. Would you prefer shopping from local kirana stores if they offer delivery?
- 16. Would you use a quick commerce platform if one sets up in your area?
- 17. How likely are you to be repeat customer if service is good?
- 18. How do you plan your big grocery vs small urgent purchases?

C. Competitor Overview in Tier■2 & Tier■3 Cities (India, 2025)

- Major quick commerce players nationally: Blinkit, Zepto, Swiggy Instamart, BigBasket Now, Dunzo, Flipkart Minutes. - These platforms are expanding into Tier■2 & Tier■3 cities (e.g., Blinkit in 40+ Tier■2 cities). - Flipkart Minutes plans to open 800 dark stores nationwide with deep reach into smaller cities. - Zepto and Swiggy Instamart have limited but emerging presence in Madurai and similar cities. - Competition is moderate; local logistics and onboarding of small retailers are still under■developed, leaving a market gap.

Hyperlocal Vendor Registration – 4 Form Structure

Form 1: Basic Details (Account Setup)
• Full Name
• Mobile Number (OTP verification recommended)
• Email Address
• Password / Confirm Password
• Business Type (Select: Grocery / Fruits & Veg / Bakery / Medical / Others)
• Business Experience (Years)
• Referral Code (optional)
• Checkbox: I confirm the above details are true and correct.

Form 2: Shop / Business Information
• Shop / Business Name
• Shop Address
• Google Map Location Pin (optional)
• Pincode / Area Name
• GSTIN (if registered)
• FSSAI License No. (for food vendors)
• Shop Type (Dropdown: Grocery, Medicine, Bakery, etc.)
• Upload Shop Photo (Front View)
• Upload Business ID Proof (Shop License / GST / MSME)
• Toggle: Enable Home Delivery?
• Checkbox: I agree to display my shop on the platform map.

Form 3: Bank & Payment Details
• Account Holder Name
• Bank Name
• Account Number
• IFSC Code
• UPI ID (optional)
• PAN Card Number
• Upload PAN Card Image
• Upload Cancelled Cheque / Passbook Photo
• Checkbox: I confirm that the above bank details belong to me / my business.

Form 4: Terms & Conditions / Verification
• Agreement Declaration: I agree to the Terms of Use, Vendor Policy, and Service Fee structure.
• Commissions & Payments Clause: Platform may deduct service fees or commissions.
• Compliance Clause: I confirm my products comply with all local laws.
• Delivery & Cancellation Clause: I agree to fulfill accepted orders promptly.
• Data & Privacy Clause: All vendor data is securely stored.
• Termination Clause: Company may suspend accounts for policy violations.
• Checkbox: I have read and agree to all Terms & Conditions.

Bonus Recommendations:
• Show a 'Profile Under Review' screen after submission.
• Send confirmation via Email + SMS with a Vendor ID.
• Allow vendors to update documents after approval.
• Include status tracking: Pending → Verified → Active.