**Project Log**

**Problem Statement 8:**

**Scenario**: Local businesses are the backbone of many communities, offering unique products and services that large chains and online retailers often can't provide. However, these small businesses frequently struggle to compete due to limited resources, lower visibility, and challenges in managing day-to-day operations. For example, a local bakery may find it difficult to reach new customers or manage its inventory effectively, while a neighbourhood bookstore might struggle with promoting events or special offers. Moreover, local consumers may be unaware of the variety and quality of products available right in their neighbourhoods, leading them to shop at larger, more well-known stores instead. The ongoing challenges posed by economic downturns and changing consumer habits have made it even more critical for local businesses to find innovative ways to attract and retain customers.

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| **Group No.** | **Learner 1** | **Learner 2** | **Project Number** |
| 8 | Yukthashree K H | Pratham Singh | 8 |

* **April 03, 2025**
* **Introduction**
* Overview of the project and its objectives
* Importance of supporting local businesses
* Key challenges faced by small businesses
* Role of technology in business growth
* Impact of digital transformation on local businesses
* **Project Scope**
* Enhancing visibility and reach of local businesses
* Improving business operations and customer engagement
* Supporting inventory and event management
* Providing data-driven insights for business growth
* Enabling personalized customer interactions
* Ensuring scalability and security for future expansion