Web Search and Rationale

## Title: Generic Store App

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## Abstract

*The advent of the online food delivery platforms has brought the restaurants and the customers closer since the food companies can now reach their customers digitally. The tremendous growth of the food delivery industry in the past few years has led to a fierce competition between food companies to grab more online orders to maximize their revenue. Hence there is a need to come up with a generic online food platform that caters to the needs of small business owners who have just entered the food industry and aim at creating their online presence. The proposed system would be a desktop web application dedicated to a single company and can be used by multiple small business owners as per their requirements with flexibility to customize the platform as desired.*

## Business/Technological Purpose

*The system will enable a business owner to put up his branches on the application along with the items that can are available for selling. The customers can visit the website and place their orders. The business owner will have a portal where he can manage the orders, the available branches as well as advertise certain items or display offers on the application’s home page. The business owner will completely own all the spaces on the entire application and easily add, modify or delete menu items depending on his requirements.*

## Our Contribution:

*We aim at creating a one stop solution for small business owners who are new entrepreneurs and want to get started with their business. The system would be a customizable application and a cost-effective solution to business owners. The owners will not have to subscribe for using the application, the application can be fully used by the owners as they deem fit for their respective businesses. Also, the owners will be able to accept bulk orders and advertise their products without having to compete with other store owners on some third-party food delivery website.*

## Market Analysis

*The major food delivery giants available are UberEats, DoorDash, SkipTheDishes. Compared to these applications our application offers the following extra features:*

1. *Cost efficient solution.*
2. *Easily customizable by the client.*
3. *Personalized store fronts.*
4. *Options for bulk orders and special events.*
5. *No premium charges for marketing the products.*

*Features provided by existing food delivery applications that are not included in our proposed system:*

1. *Smart curation.*
2. *Scheduled delivery.*
3. *Huge market of clients and supply chain.*
4. *Ratings and review.*
5. *Reports management.*

## Conclusion

*To conclude, our system aims to target new start up owners who cannot afford to compete with other huge companies to partner with third party delivery apps to showcase their products and manage their deliveries. It will prove to be a boon to these small business owners to have their own customized store fronts in place to market their products in the nearby neighbourhood.*

## References:

[1] https://reviewlution.ca/resources/food-delivery-statistics/

[2] https://www.businessofapps.com/data/food-delivery-app-market/