Local Market Management System

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❑ **Project Domain:**

E-commerce and digital marketing

❑ **Project Idea:**

The idea behind our project, is that customers can stay connected to various local markets within their given area. Buying products from nearby shops with the added advantage of comparing the prices of the products across various shops. Anyone who wants to start a local business within that area can use this system to effectively promote their product or service by the help of this system.

Target Audience

Common people within a local area

People willing to start a business within their local area

Problems of Traditional Market

Customer

1. Customers need to go physically to the stores for buying.

2. Customers need to move store to store for comparing the prices.

3 . Customer needs to fall into the hassle of not finding their desired product in a particular store.

4. Often times people only rely on their local market and shops for their daily necessities.

Local Business

1. Local markets or shops need to depend on the customer's physical appearing.

2. Can not promote their services to the customers in traditional method.

3. Local businesses fails to understand the demand of their customers.

4. Traditionally a person needs to own or rent a place for the shop or market to start his business.

Project purpose and basic functionality

Local businesses can promote their shop and products

Customers within their local area can discover, buy and get products from these local businesses

Customers can compare the market price through this system to get the products at minimum cost.

Business analytics will help businessman to understand customer's demands

Thank You