# Optimal Gift Basket
Mobile App

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## CRITICAL CHALLENGES

In the current era of mobile applications exploding every facet of business activity, we propose to introduce a mobile application, branded as "Optimal Gift Basket" which caters to some of the critical challenges being faced by retailers and consumers today.

Some of the critical challenges are:

- How to optimize consumers' spending when they visit their store?
- How quickly they can complete the billing process, without placing consumers on any in convenience in long lines?
- How to achieve greater returns on marketing promotions and at the same time reach out to maximum consumers? and
- How to lure consumers to spend more with an assurance of gifts / gift packs, based on their current levels of spending?

## INTRODUCTION

"Optimal Gift Basket" is being developed using state-of-the-art technology platforms that makes it compatible with any Smartphone, Tablet PCs, and other hand held devices. It works on a simple process built to provide user friendly navigation, both for consumers and retailers, and reduces the billing and payment cycle times drastically. The mobile application comes with a simple menu

| Gift Basket | Bill Summery & Payment | Best Buy | What's New | E-Store |
|---|---|---|---|---|

1. **Gift Basket** Provides the details of the gift offers from the retailers, based on consumer's individual buying patterns as well as the spend
2. **Bill Summary & Payments** enable a consumer view their purchases and facilitates them to affect payments directly from the mobile app
3. **Best Buy** details the best purchases made by the consumer in terms of offers, discounts (both cash and quantity) and consumers' choice of combinations
4. **What's New** provides information to consumers with the list of new additions in the store, and provides valuable information on any new offers on these items
5. **E-store** provides the facility to view and buy products online from a particular store

## BENEFITS FOR CONSUMERS

- Ability to view products and services on which offers are made, and user friendly way of accessing information on the same.
- Ability to optimize their purchases that includes not only greater value but also provides them with gift baskets, based on their buying patterns.
- Fast In and fast out to complete the shopping and billing process using the SMART cart and mobile app, without having to wait for long lines. The SMART Cart is equipped with the GPRS enabled RFID reader to scan the items.

- Consumers can use the mobile App to pay for the shopped items and receive an electronic bill emailed to their registered email.

## BENEFITS TO RETAILERS

- Ability to showcase products and services with offers being customized to strategic consumer segments, based on their spending and buying patterns
- Ability to bundle / unbundle products to maximize purchases, based on the buying patterns of consumers
- Ability to analyze buying behavior on a real time basis so as to offer gift baskets, for maximizing spend by consumers
- Ability to optimize sourcing and supply chain, relating them to the current and forecasted demand for products and services, thereby enabling higher liquidity position
- Ability to achieve higher success rates for marketing promotions as exclusive promotions can be designed and offered to each exclusive customer segment

## OPERATING MODEL

1. Consumers and retailers initially need to download the application on their mobiles and install the same.
2. Consumers on entering the store need to sync and / or pair their mobile device with GPRS to the barcode scanner or RF reader attached to cart.
3. Consumers can choose their budget and on reaching the optimum limit,
4. The app gives an alert to the consumer and also provides information of the gift basket being offered by the retailer.
5. The consumer can either choose to pick up the gift basket immediately or can choose to take the same within the stipulated time through future purchases. This gift basket is designed, based on the consumer's choice of products during the visit, hence each basket will be unique and custom designed for consumers.
6. On completion of all the purchases, the consumers has the choice to make payments directly from the mobile using the app