

Proposed Methodology.

- *Expand the market for niche products.*
- *Scalability, convenience, and easiness.*
- *Easy checkout process - Simple checkout to avoid losing clients.*
- *Live chat embedded - Provide your visitors with information in real-time directly on your website, and secure your sales.*
- ***Average Order Value = (Total revenue/number of orders)***
- OLX's major profit comes from ad revenue from google

In OLX, people who wish to sell their products can upload images of it and list that in the site and their advertisement is just like any other classified site. People who wish to buy goods may browse through the listing.

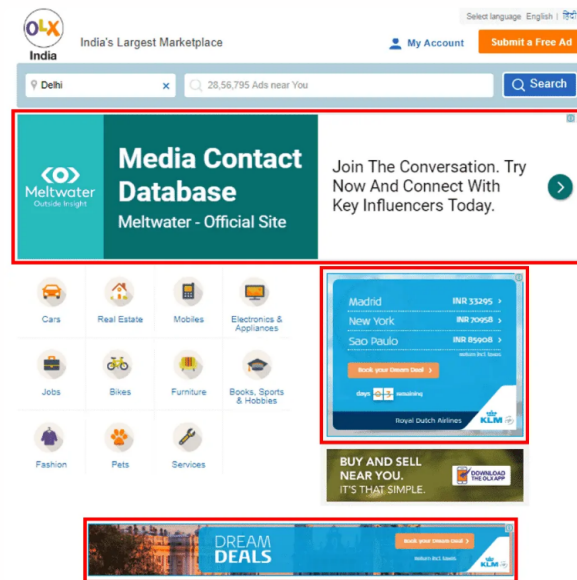
Sellers need to upload pictures of their goods, along with a title and description of the same and the expected sales price of the commodity. The buyers can browse through the several alternatives, contact the seller, negotiate with them one-to-one and then purchase the item.

The surprising fact about OLX is it is the catalyst for getting the people on their site and all the conversation, bargaining, advances, and transactions remain between buyer and seller.

Olx spends a large amount on garnering more and more user traffic, greater frequency, and more listings.

The prime source of revenue for OLX is through advertisements, Google Custom Search Engine, Sponsored Links, and Sponsored

Google Ads



Listings.

Services that we offer:-

- The first-hand products that can be purchased by the customer.
- These first-hand products have suggestions of the same 2nd hand fully checked products listed on our website.
- And also there will be an option for buying the products from big 2nd hand shops(who sell in big quantity) and we will take care of the delivery to your home.
- Higher exchange

Features We are providing:-

- A price graph can help in buying the product at the right price by checking the history of prices of the product.
- More filtering options for specific products.
- In electronic's every product has its score of how good it performed in different aspects like battery life, display size & quality, processor, and also according to specifications of the product.
- AR(Augmen) are also helpful to match the product according to you. You can use these features and see if it match with your

surrounding conditions. This feature can be helpful in products which is used to decorate and also in the clothing industry to try and test if it looks good.

Resources:-

- <https://www.feedough.com/how-does-olx-make-money/> (How Olx makes money)
- <https://techonestop.com/how-does-olx-or-quikr-make-money#:~:text=Premium%20Ads%3A&text=Quikr%20provides%20two%20type%20of,green%20star%20before%20ad%20title> (How Quikr make Money)
- <https://economictimes.indiatimes.com/industry/services/retail/rise-of-used-goods-markets-why-e-commerce-companies-like-olx-ebay-are-chasing-second-hand-goods/articleshow/49488856.cms> (Economic Times article on the Rise of used goods in India.)