**VIRTUAL WALLET**

**“Your Mobile just killed cash cards!!”**

TEAM NAME – **ZAGRONZ**

TEAM MEMBERS –

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**EXECUTIVE SUMMARY:**

Mobile phones especially smart phones have invaded people’s lives in a way it has never been in India. From now on there won’t be any worries in case you just lost your credit card or when there aren’t any ATMs around. Here comes the **Virtual wallet!** Virtual wallet is a complete system which offers customer easy payment through their mobile phones just by **tapping** on the vendor’s customized payment device. Virtual wallet eliminates the conventional and unsafe method of payment through credit cards. The system shows the consolidated view of his/her transactions more made so far, its details, sales suggestions and much more. It uses **NFC** as its essence technology. It is as easy for the customer to just install an application, choose a method for payment and tap around to start making payments.

**Market analysis**

Virtual wallet mainly aims at **working class people** and **students** who own a mobile phone supporting NFC. This system mainly aims at the **Indian** audience whose working class is now at their **peak of rush** and are in **need for speed**. **Students** fall in the target group since they fantasise the **fancy of tap and pay concept**. Any **vendor** who has a shop for himself and ready to digitize their transaction system is a target. Roughly around 2700000 [Census India] people own a smart phone in India. Keeping aside the fact that an initial set of audience would resist change, 1000000 people would start using it in the first phase. Another major audience is the **large institutions** like IT companies, colleges which see to incorporate **cashless transaction**. For such an audience a customized system would work the way.

As for competitors we have **Google Wallet, Paypal mobile wallet.** But Google wallet is **not active** in India for now, whereas Paypal’s mobile wallet is active among the users of Paypal. Strengths of the two competitors are that they are already established and a trust from their customers. Paypal has already designed the Paypass device, but it has not caught on with the Indian vendors. Virtual wallet uses the above competitors’ weaknesses to get into the market in a huge way.

**Market strategy**

Our market strategy is to keep it simple and clean. Our aim is to keep the customers out of chaos i.e. the customers should be clearly made aware of the plans that we offer and what the system is capable of. For the **first phase** of the start up we concentrate on **three plans**

**Vendors first -** Instead of concentrating on the customers first we plan on concentrating the vendors who are planning to incorporate a new fancy system for their transactions. So we create interest in vendors first of all. Target vendors are usually medium sized shops or merchandises who will be eager to attract customers in a fascinating way

**Easy access to the app –** Second of all we need to provide easy access of the app to the customers. The several strategies that could be involved to realise this are **a).Advertising** through vendors **b).** **Paste NFC** **stickers** all around the vulnerable places like shops, malls where people could just tap their mobile phones on those stickers where, upon tapping they get to download the app automatically and provide details on how to use the virtual wallet system

**Make it sound like magic – The next phase would be to make the process sound easier since people wouldn’t want to waste time learning something new. So the system should make a customer feel as if the process is as smooth as butter. To do this the system facilitates various customer friendly options so as to locate vendors offering this service, discount sales around the city etc.**

**Operations and Implementation**

**The Virtual Wallet application is basically built on the mobile platforms of Android, IOS, and Nokia Symbian. Servers are to be maintained to store and maintain the transaction details of users. The vendor side NFC reader device is built keeping in mind the cost factor and the fact that the vendor is easily adjusted to the new system and is capable of combining the system with the old transaction modules. The system would provide options for payment i.e. through their credit card account, bank account or the system also provides prepaid VW cards so that they could recharge their account whenever they wish.**

**The operations need to be carried out initially by advertising to both customers and prospective vendors. The initial team would be divided into 7 different teams**

**Application developers team Servers, related applications team**

**Direct vendor contact team Process smoothening team**

**Financial Management team Advertising team**

**Customer Support team**

**Financial Analysis**

The initial investment would be Rs.10, 00,000 to set up the structure of the organization. A majority of the investment would be on the servers, Vendor side reader manufacturing and advertising. The profit that the organization gains is described as follows:

A profit is made out every transaction that is being made. A particular percentage of every transaction is being imposed on the customer as a service charge. The maximum transaction value allowed per day is Rs.50000 for security measures.

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| --- | --- |
| **TRANSACTION VALUE** | **% SERVICE CHARGE** |
| <=5000 | 2% |
| <=10000 | 2.5% |
| <=50000 | 3.5% |

Since India has always worshipped smart phones and applications, it would be ideal enough to pitch in since it is the right time to get rid of the old, unsafe way paying through credit cards and all the more of the fancy nature of the Virtual Wallet system. So it is already high time to **TAP AND PAY YOUR WAY!**