**Velagapudi Ramakrishna Siddhartha Engineering College Department of Information Technology**

Class: 3rd Year Section: A Year: 2020-2021

**Local Retail Advertising**

**Motivation:**

* Providing an interface for local retailers to advertise their products online for improving their sales.
* Providing a medium for small service sectors to advertise their services.

**Problem Description:** In the recent decade, people started buying and investing in online goods and services rather than buying local ones. This might be due to the ridiculous pricing of goods or maybe due to the quality, but it is important to know that local products contribute a lot towards developing our society. Not only it improves our GDP, it also provides various job opportunities for the unemployed.We decided to develop a web application which provides an online advertising page for local retailers specializing in various industries (which includes groceries, clothes and other products).

**Social Benefits:**

* Makes it easier for people to buy local products and request services from local sectors which in turn contributes to the improvement of GDP.
* % share taken is very low compared to other e-commerce services hence encouraging small retailers to promote their stuff.

**Innovation and Uniqueness:**

* Web Application built using Django Framework in Python.
* MySQL to perform database operations.

**Feasible Solution:**

Aiming to promote local products and services to improve state’s economy.

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