**The Mission Statement**

At zaXpire, Inc. we provide cloud based service for grocery retail chains by leveraging loyalty programs to enable real time end user feedback usinginnovative approach for strategic inventory management at retailers, producers and customer level. The company provides intelligent machine-to-machine analytics to address producers, retailer and consumer pain points in product recalls, targetted advertising and grocery list management respectively.

**The Service**

* [Zaxpire.com](http://zaxpire.com/)'s service removes the frustration from grocery management by providing an intelligent shopping list application and with a product tracking feature that allows retailer to get real time feedback about their customers impending needs.
* [Zaxpire.com](http://zaxpire.com/)'s service model helps increase customer satisfaction by providing receipt management feature, automatic reminder of their grocery needs, providing detail product information like expiry date, nutritional information, allegents, carbon footprint, recall related safety notifications.
* [Zaxpire.com](http://zaxpire.com/)'s analytical platform helps reduce inventory management concerns of a retailer, provides direct and effective advertising and coupon distribution avenue while increasing repeat sales opportunities.

**Keys to Success**

[Zaxpire.com](http://zaxpire.com/) has three ambitious and obtainable keys to success. **First** is the development of a scalable server and mobile software application. This robust software will be [zaxpire.com](http://zaxpire.com/)'s engine that ensures seamless machine-to-machine interaction between customer and retailers.

The **second key** is the formation of strategic relationships with online/offline retailers, distributors and manufacturers. The relationship with these key entities will allow [zaxpire.com](http://zaxpire.com/) to improve customer experience and confidence in their purchases.

**Third key** is to pilot the service with small grocery business to prove the value of this service and providing a major differentiation factor versus the competition. We already have service commitments from a new upcoming grocery chain in Portland area and plan to aggressively build our client base through direct contacts.

[Zaxpire.com](http://zaxpire.com/)'s commitement to bring **simplicity and sustainability** to food is sure to appeal to customers across the cities.

**Market**

The grocery industry is a high volume/low margin market, made up of over 65,000 supermarkets and grocery stores with annual revenues of $938 billion.

**Retail Industry Trends and Outlook (2008 Industry report - Deloitte):**

* Frugality and conscious consuming are expected to continue in U.S. retailing in 2011 due to continuing high unemployment and underemployment.
* Retail customer rewards programs are growing in popularity with both shoppers and retailers because rewarding the most loyal customers with special deals, discounts, freebies, points, and rebates motivates them to continue to be loyal.
* Going "green" is no longer a fad in retailing. Retailers around the world are embracing the green movement in every aspect of their retail operations. Green products and services, green facilities, and green activism are being heavily publicized by U.S. retailers, and strongly supported by U.S. consumers.

The report recommends that retailers focus on following strategies in order to recover from recession:

* **Lean inventories** and strong cash flow
* **Improve** the **customer experience** and customer **loyalty**
* Reintroduce **coupons**
* **Increase share of wallet** with existing customers

As of year 2012, Americans had a collective total of 2.65 billion loyalty program memberships which is also the size of the market for [zaxpire.com](http://zaxpire.com/)'s service.

Based on the size of this market, our revenue projections for the first year is $???