**Project Design Phase**

**Proposed Solution Template**

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| Date | 28 June 2025 |
| Team ID | LTVIP2025TMID54367 |
| Project Name | **ShopEZ** |
| Maximum Marks | 2 Marks |

**Proposed Solution Template:**

Project team shall fill the following information in the proposed solution template.

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| **S.No.** | **Parameter** | **Description** |
|  | Problem Statement (Problem to be solved) | Small retailers and local shops often lack digital tools to manage inventory, reach a broader customer base, and compete with larger e-commerce platforms. Consumers also struggle to find the best deals across nearby local stores. |
|  | Idea / Solution description | **ShopSmart** is a web-based and mobile-friendly platform that empowers local shopkeepers to digitize their product listings and allows users to search and compare products from nearby shops. Features include smart search, real-time cart management, and seamless checkout and payment options. |
|  | Novelty / Uniqueness | - Focuses on empowering local retail ecosystems rather than large-scale e-commerce - Includes price comparison across shops in a locality - Simple onboarding for shopkeepers with minimal technical knowledge - Cart and payment integration tailored for hyperlocal transactions |
|  | Social Impact / Customer Satisfaction | - Enhances visibility and digital reach of small shopkeepers - Provides consumers better access to affordable local products - Promotes local economy and reduces over-dependence on big marketplaces - Creates a more competitive pricing environment |
|  | Business Model (Revenue Model) | - Freemium model for shop registration (basic features free, premium tools at a cost) - Commission per transaction from sellers - Ad placements for products and shops - Data analytics and insights subscription for retailers |
|  | Scalability of the Solution | - Can be expanded city-wise or state-wise across India - Easily integratable with existing payment gateways and delivery APIs - Can be developed into a mobile app for better accessibility - Potential for partnerships with logistic startups for hyperlocal delivery |