ZAP!
E-Commerce App/Website

Team Falcon

Team Members Details

1. Krupal Patel (2016212107)

2. Ujjval Patel (20162121021)

3. Nitin Prajapati (20162121022)

4. Yash Prajapati (20162121023)

5. Jinay Shah (20162121025)

6. Purav Shah (20162121026)

7. Anuj Jani

8. Rudra Patel

Problem Statement

What is the problem that you are trying to solve?
What are the business opportunities your solution would fulfil?

- Pain Points like Late delivery ,Secure Transaction Issues , Order Misplaced , High Price , Product Availability , Damaged Delivery , Less Range Of Products , Not Deliverable To Some Address etc.

- Clearly define your problem statement

  ➢ Many Times Customer's Delivery Come In 10-15 Days.

  ➢ Consumer fear to buy delicate product online because of improper delivery.

  ➢ Consumer hesitate to pay via online payment methods.

- Gains Like We can give goodies or more discounts , faster delivery to the user.

Stakeholder Mapping

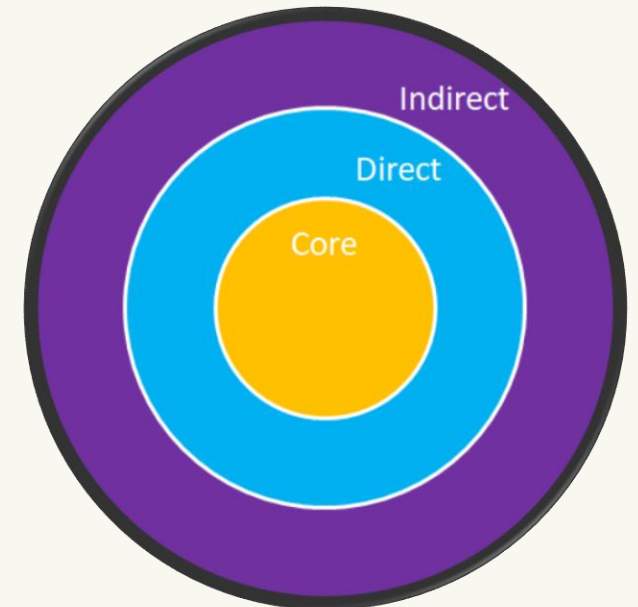- Core SH: Consumer who is interacting with the website

Eg: - Person who wants to buy a phone.
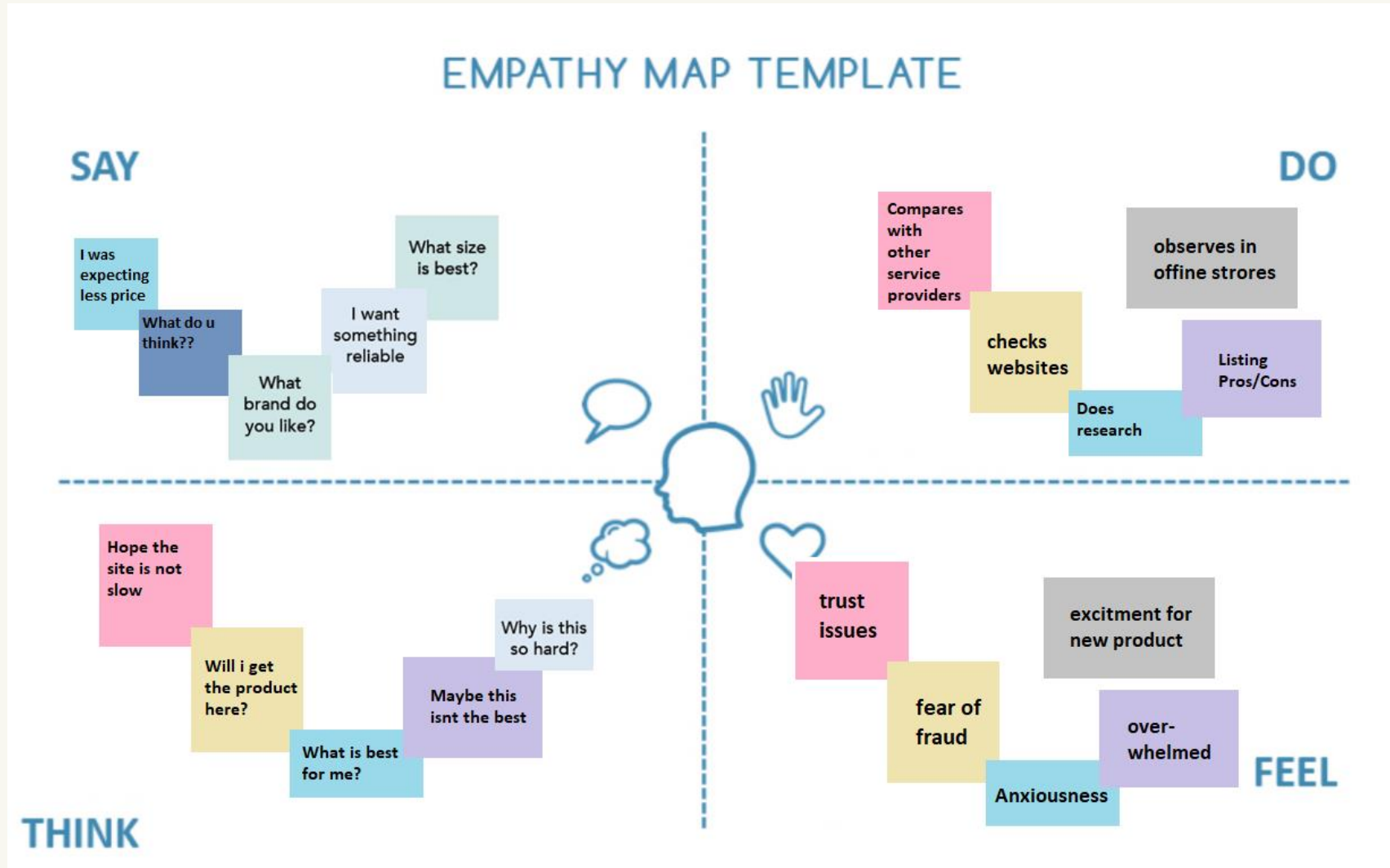
- Direct SH: Influencer of Consumer

Eg: - The one who influences the consumer to buy a phone.

- Indirect SH: Rest are those who do not directly influence the consumer.

Eg: - The One who may or may not influence CORE or DIRECT SH but they are part of the domain
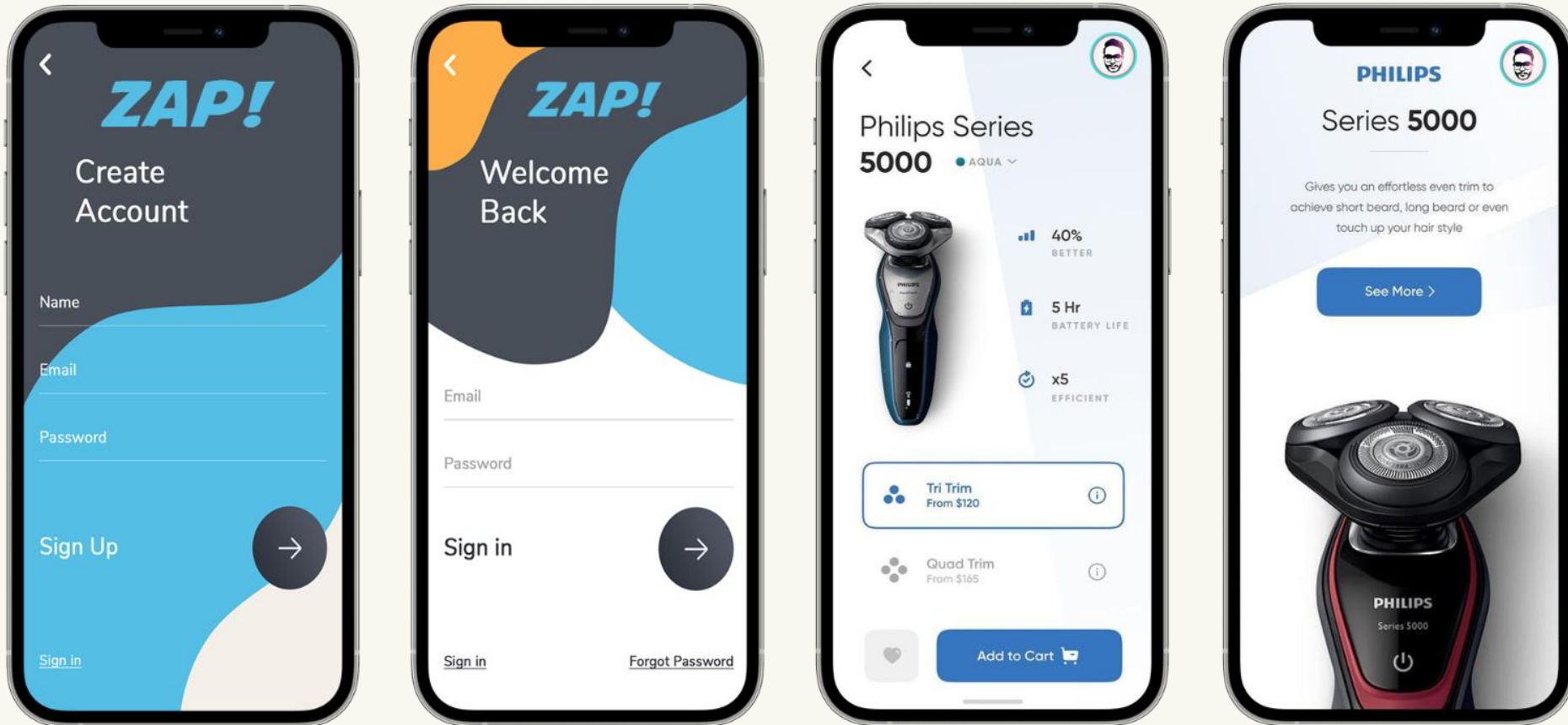
Empathy Map

Competition & Barrier To Entry

- How do the current available solutions compare with your solution?

→Even well established firms like amazon take 3-5 Business days to return money where our firm will help you out in 1-2 Business Days only.

- How easy is it to replicate your solution?

→ It's Easy To Replicate Our Solutions But When It Comes To Implementation It's Very Hard Because Everyone Can't Understand The Whole Process Or Might Miss Out Some Imp. Steps.

- How difficult for you to enter into the market? What are the barriers and difficulties that you will face?

→It's Too Hard To Enter Market Now a days Because Right Now There Are Well Established Companies Like Amazon , Flipkart , Ajio, Myntra . Because Of That Customers Don't Trust The New Start-Ups And Hesitate To Buy From This New Start-Ups.
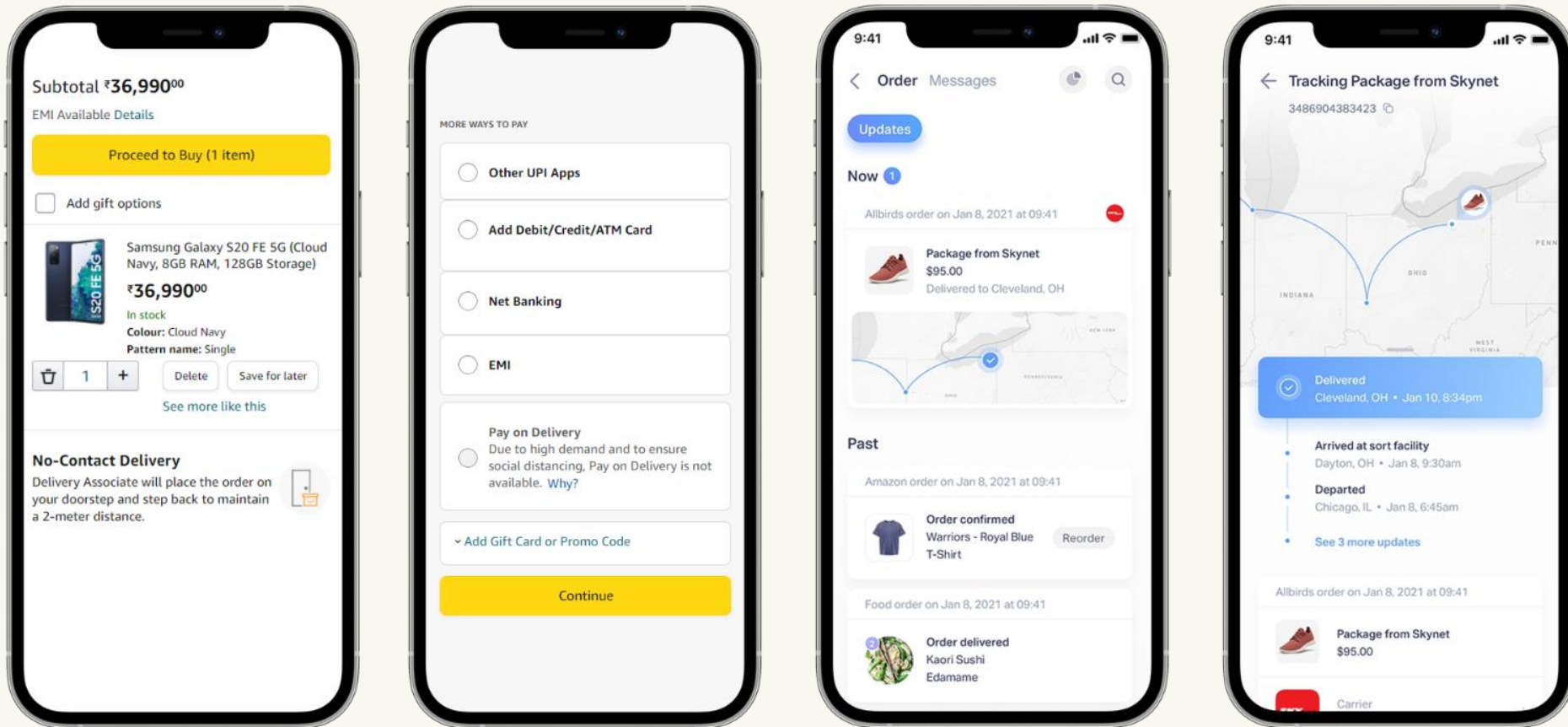
Target Market

- Customer Segmentation (Clearly mention your target audience). Who are your customers?

➢ Our Target Customers Are From The All Age Groups,

  Children , Adults , Senior Citizen

- How big is your market: The size of the market vs the percentage you are targeting.

➢Our Main Target Customers Are Adults.

➢From About 100 Million Adult We Are Targeting About 65-75%.

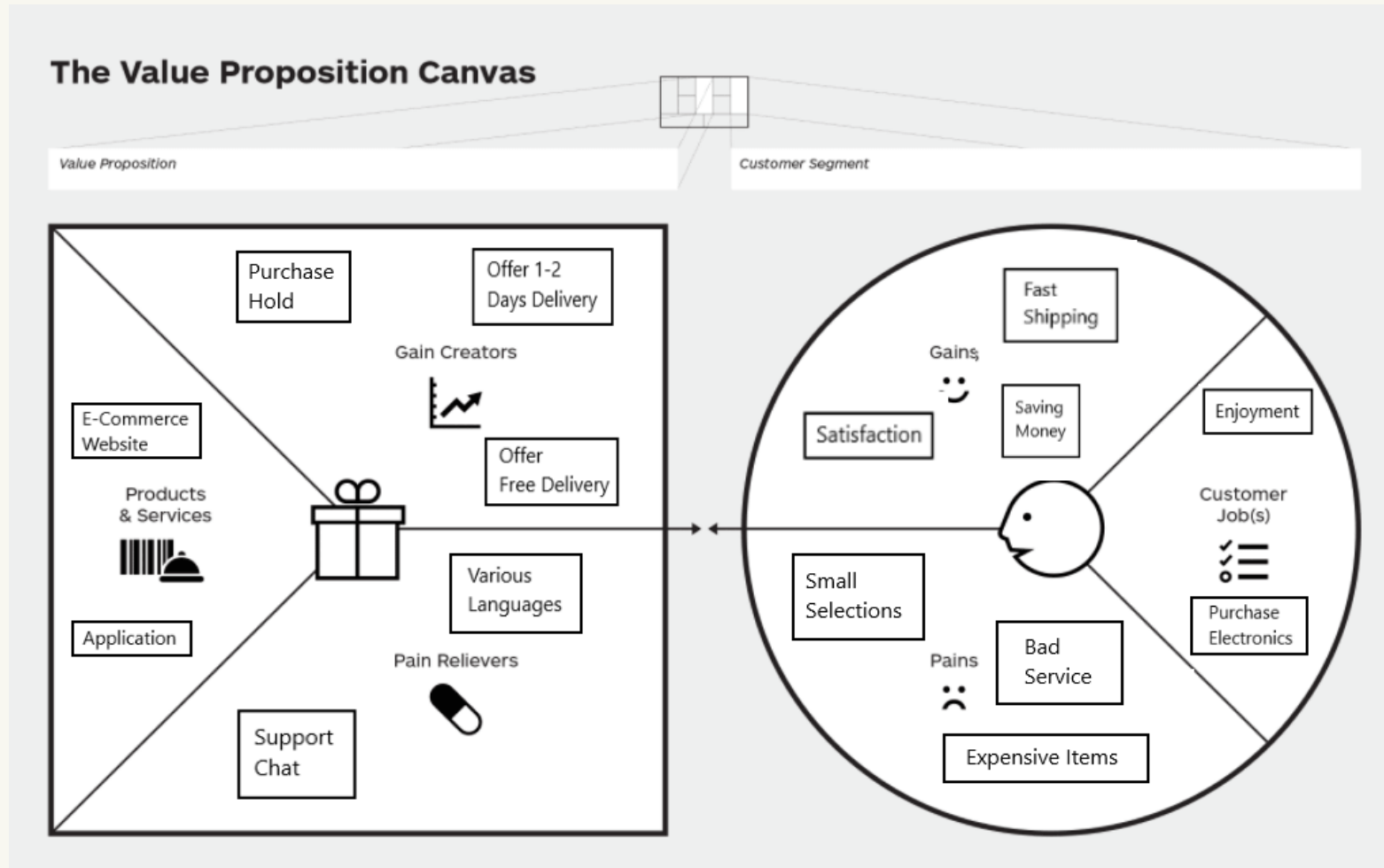- What channels will you use to get to this market?

➢Electronic Medium

Solution (Prototype 1)

Solution (Prototype 2)

Value Proposition (VSP)

The Value Proposition Canvas

Business Model Canvas (BMC)

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
(i)Shipping partner (ii)Warehousing (iii)Marketing partners (iv)Current suppliers	(i)Inventory and warehouse management (ii)Customer service (iii)Online marketing (iv)Order fulfillment (v)Systems administration and integration (vi)Analytics	(i)Price (ii)Convenience (iii)Fulfillment (iv)Vast Selection	(i)We are loyal to our customers (ii)We support our customers	(i)Value and margin (ii)Online shopping and purchase behaviour (iii)Products of interest (iv)Line of business
	Key Resources (i)Order fulfilment (ii)Customer service (iii)Digital marketing (iv)Developers (v)Brand Partners		**Channels** (i)Affiliate Marketing (ii)Websites (iii)Local Ads (iv)Holdings on road	

Cost Structure	Revenue Streams
(i)Shipping fees (ii)New employees and salaries (iii)Cost of running a website and platform license fees (iv)Transactional fees	(i)Website And Application (ii)Subscription Programs (iii)Commision and reseller sales (iv)Sales Margin

Future Planning

- We Will Make Website And Mobile Application.

- We Will Expand Our Warehouses Locally.

- We Will Expand Internationally.

- We Will Create Our "ZAP!" Product.

- We Will Launch Our Premier Membership.

- We Will Use Electric Vehicles For Delivery.

Team

- Yash Prajapati (Co-Founder & CEO)

- Jinay Shah (Co-Founder & SEO)

- Krupal Patel (Co-Founder & CTO)

- Purav Shah (Co-Founder & MD)

- Ujjval Patel (Co-Founder & HR)

- Nitin Prajapati (Product Manager)

- Anuj Jani (Asst. Manager)

- Rudra Patel (Asst. Manager)

Thank you