

# Wasail

Demand Forecasting System

# Reducing Food Waste in Grocery Supply Chains

Inventory Mismanagement and Miscommunication Hamper Food Supply Chain Efficiency.

## Current Pain Points

- Pakistan wastes 19.6 million metric tonnes a year
- Overstocking leading to spoilage and waste
- Understocking resulting in lost sales and customer dissatisfaction



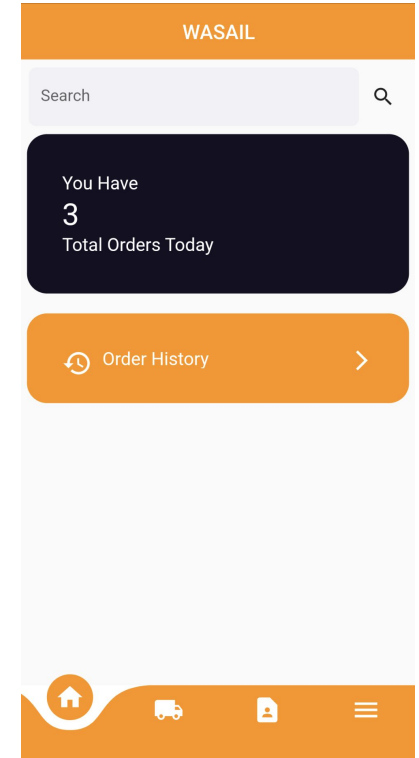
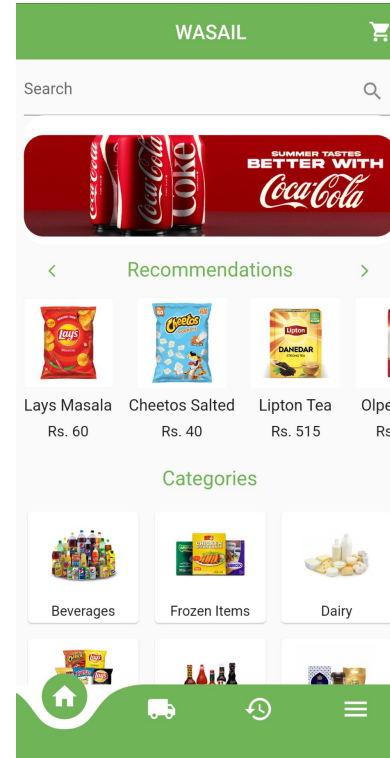
# How It Works

## Grocery Store App

- Order Placement
- Order Recommendation

## Vendor App

- Inventory Management
- Order Tracking

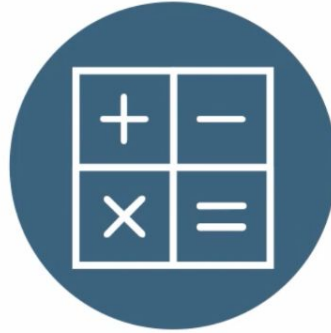


# How It Works



## Your data

Wasail takes in your historical sales data.



## Prediction engine

Our prediction engine uses your data along with additional features such as oil prices, holidays etc.



## Ideal order

Wasail gives you the ideal order to maximise your profits.

# Market Opportunity and Scope



Small-to-Medium  
Brick & Mortar Stores



Wholesalers

## Total Addressable Market

- The Grocery Retail and Wholesalers industry is Pakistan's 2<sup>nd</sup> largest sector
- The Wholesale and Retail industry accounts for 30.7% of the services sector

# Competitive Landscape

## Platforms available for Stores and Vendors

- Tajir and Dastgyr
- Order Placement and Inventory Management

## How are we Different?

- ML based Order Recommendations  
resolving Overstocking and Understocking



# Value Proposition

## Benefits for Grocery Stores



Reduced  
Waste

Increased  
Efficiency

Cost  
Savings

Discover-  
ability

## Benefits for Vendors

Inventory  
Management

Increased  
Visibility

# Progress and Future Projections

## Current Traction

- Developed Applications
- Deployed Systems

## Future Work

- Deploy Applications on PlayStore and AppStore
- Offer Services to Larger Enterprises
- Online Payment Collection



Google Play





# Our Team



Fatima Ali



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