



Where saving means convenience

- **We propose the development of a mobile application that serves as a platform to connect street vendors with households.**
- **The app aims to streamline the process of buying essential goods and services from local street vendors by providing a convenient and efficient platform for both vendors and consumers.**
- **With our app, households can easily discover nearby street vendors and see what fruits and vegetables they're selling and at what prices. This helps people make informed choices about where to buy their produce.**



PROBLEM STATEMENT

- 1. Traditional street market transactions involve time-consuming bargaining, causing inconvenience for both vendors and customers.**
- 2. In areas with few vendors, consumers have limited options and may be forced to accept higher prices and in areas with many vendors, there is high competition for vendors.**
- 3. Existing online grocery platforms like big basket, grofers, and natures basket prioritize convenience but lack transparency in pricing, leading to inflated costs for consumers. they buy from vendors at lower prices and sell to customers at higher price.**
- 4. Certain demographic groups, such as women and elders, prefer to buy fruits and vegetables themselves for quality inspection and not to loose that personal touch.**

FEATURES

01

VENDOR
DISCOVERY

02

TRANSPARENT
PRICING

03

PRODUCT
INFORMATION

04

SUPPORTING LOCAL
ECONOMIES

06

STRENGTH

We don't require warehouse and transportation facilities, which will reduce the cost for us.

There is no fear of wastage as we will not actually buy fruits and vegetables to resell. We will just connect the vendors with the households.

We will be able to promote local vendors through our app.

We don't require any packaging.

WEAKNESSES

It will be challenging to convince vendors to join in app and make them understand how can they be benefitted from that.

We have to keep the interface of the app very simple so that vendors can easily update.

We will have to ask vendors that they have to sell the fruits and vegetables at the price they updated so that we are able to built customer loyalty.

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THREATS

It can be easily copied but we will have first movers advantage.

OPPORTUNITIES

All our competitor's big basket, grofers, natures basket, etc have higher prices as they require warehouse and transportation.

There is a problem of wastage also.

People lose their personal touch while buying fruits and vegetables online from them. Our app will make it convenient but people will not lose the personal touch. Usually people like to look at the color and smell, fruits and vegetable before buying.

SOCIAL ISSUES THAT OUR APP ADDRESSES

Moreover, our app aligns with Prime Minister Modi's "Local for Vocal" initiative by empowering both vendors and consumers to prioritize locally sourced products and support small businesses. Here's how our app contributes to this initiative:

- 1. Highlighting Local Vendors:** By providing a platform for local street vendors, our app encourages consumers to support nearby businesses and contribute to the local economy, thus promoting entrepreneurship and self-reliance.
- 2. Transparency and Fair Pricing:** Our app ensures transparency in pricing and fosters trust between vendors and customers, promoting fair pricing practices and supporting local businesses.
- 3. Community Building:** By facilitating direct connections between vendors and consumers, our app fosters a sense of community and strengthens local networks, aligning with the initiative's emphasis on community engagement.
- 4. Quality Assurance:** Consumers can personally inspect produce, ensuring quality and promoting confidence in locally sourced products, thus reinforcing the consumption of locally produced goods.

Overall, our app plays a pivotal role in advancing the "Local for Vocal" initiative, promoting the consumption of locally sourced produce, supporting small businesses, and fostering community connections within the local ecosystem.

UNIQUE SELLING PROPOSITION

FOR US

- 1. No Warehouse, No Transportation, No Fear of Wastage:** We operate without the need for warehouses or transportation logistics, minimizing overhead costs and reducing the risk of produce wastage. By connecting vendors directly with consumers, we eliminate the need for intermediary storage and transportation facilities.
- 2. Minimum Cost:** Our streamlined operational model allows us to keep costs minimal, ensuring efficiency and affordability for both vendors and consumers. With fewer overhead expenses, we can offer competitive pricing without compromising on quality.

FOR CUSTOMER

- 1. Working in the Unorganized Sector:** We champion the cause of street vendors operating in the unorganized sector, providing them with a platform to showcase their products and thrive in the marketplace. By supporting these small-scale businesses, customers contribute to the economic empowerment of marginalized vendors.
- 2. Working for the Well-being of Exploited Vendors:** Our platform prioritizes the well-being of street vendors who often face exploitation and challenges in traditional markets. By offering them a fair and transparent platform, customers participate in fostering a more equitable marketplace where vendors can thrive.
- 3. Convenience at Good Prices:** Customers enjoy the convenience of accessing fresh produce at competitive prices through our platform. With transparent pricing and easy vendor discovery features, shopping for fruits and vegetables becomes hassle-free and cost-effective.
- 4. No Middleman:** Our direct-to-consumer approach eliminates the need for middlemen, ensuring that customers receive fair prices while vendors maximize their earnings. By cutting out intermediaries, we uphold transparency and fairness in the marketplace.
- 5. Preservation of Personal Touch:** Despite operating in the digital realm, our platform maintains the personal touch of traditional street markets. Customers can engage directly with vendors, fostering personal connections and enhancing the shopping experience with a sense of community and familiarity.

CUSTOMERS

Our app caters to a diverse range of customers:

Customers:

- 1. Health-conscious individuals seeking fresh, seasonal, and locally sourced produce.**
- 2. Environmentally conscious consumers who value sustainable practices and locally sourced goods.**
- 3. Convenience-oriented individuals who appreciate the ease of finding and connecting with local fruit vendors.**

Local Fruit Vendors:

- 1. Vendors seeking to expand their customer base and increase sales.**
- 2. Vendors who value technology and are open to adopting new methods of reaching customers.**
- 3. Vendors who prioritize quality assurance and are willing to comply with the app's quality control measures.**
- 4. Vendors who appreciate the opportunity to connect with their community and contribute to local economic growth.**

STATISTICS

There are an estimated 50-60 lakh street vendors in India, with the largest concentrations in the cities of Delhi, Mumbai, Kolkata, and Ahmedabad. Most of them are migrants who typically work for 10–12 hours every day on average. Anyone who doesn't have a permanent shop is considered a street vendor.

The street vendor ecosystem is vast and diverse, catering to a wide range of daily needs. However, these vendors often face challenges in reaching a larger customer base due to limited visibility.

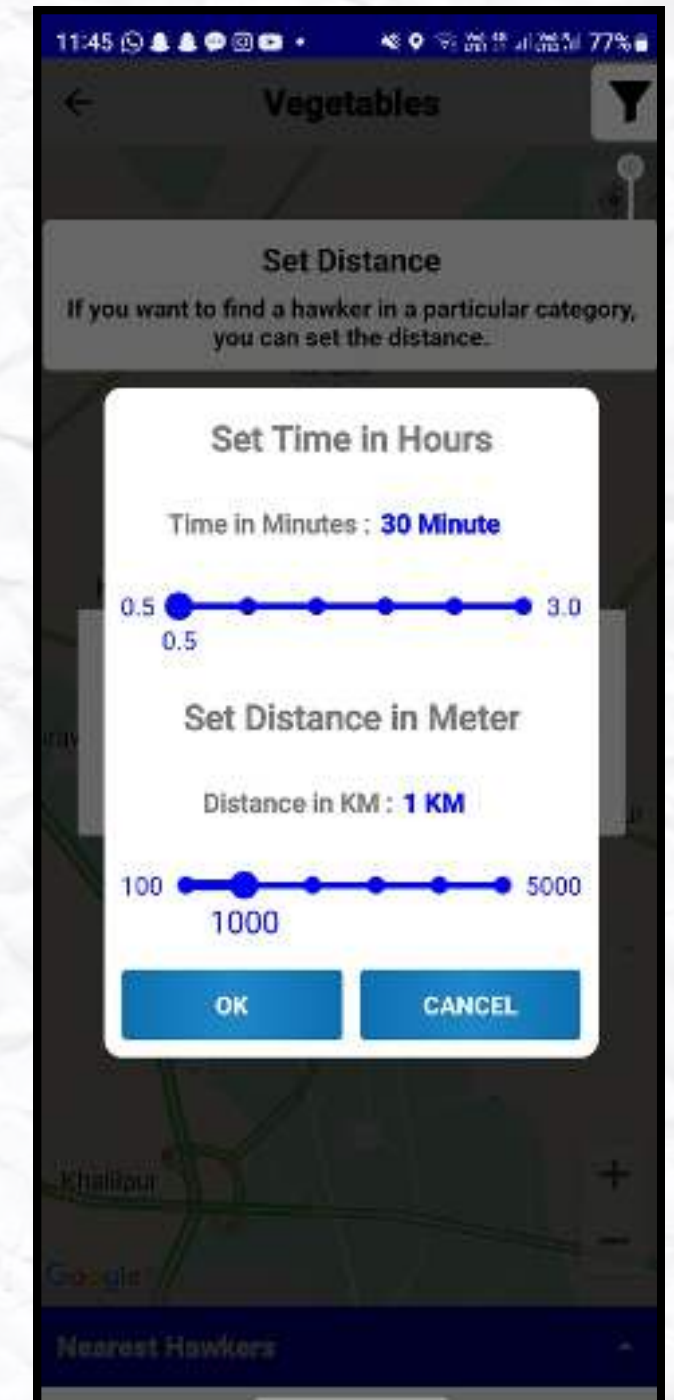
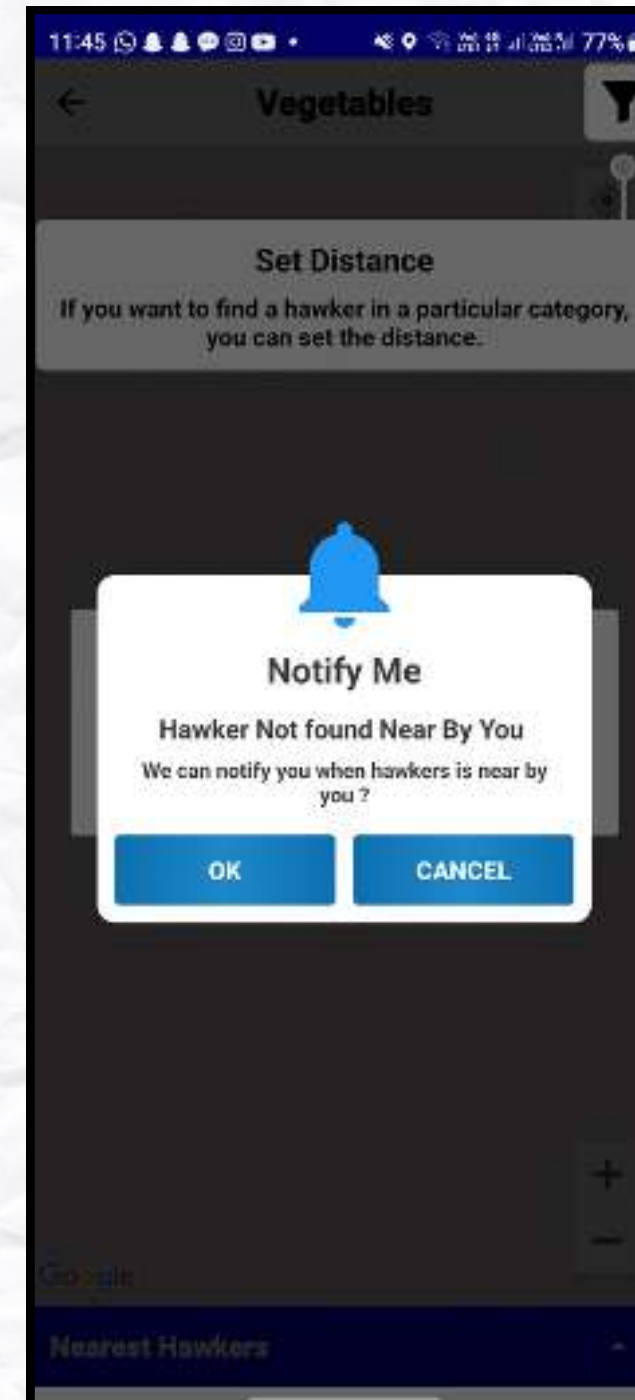
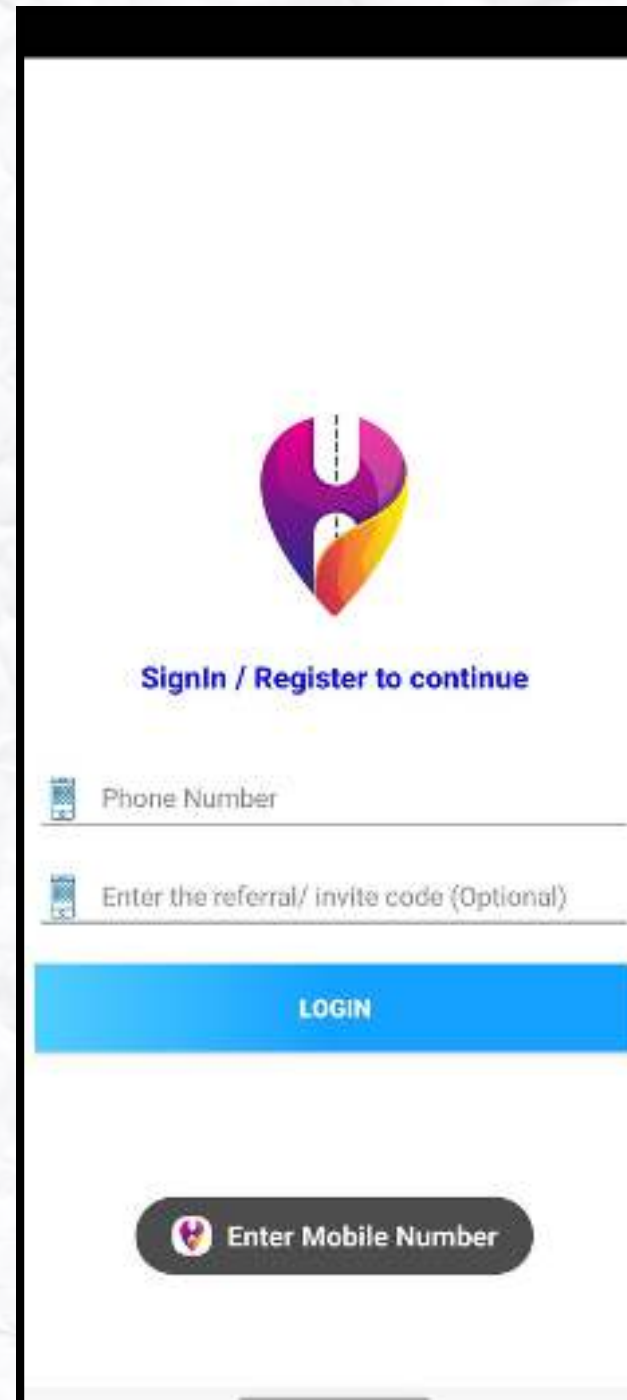
The app addresses this issue by creating a centralized marketplace, enabling vendors to showcase their products/services to a broader audience.

COMPETATIVE LANDSCAPE

Hawkers

Their aim is to provide location only and also if vendor is not in 5 km of range there is an error and you get no information. My app has little similar idea but the problems that it solves and the way its designed is different from hawkers app.

[Hawkers app link](#)



We don't have any other companies working for the same cause. However, companies like Big Basket sell fruits and vegetables online to provide convenience. It will not affect our sales (subscription) strategies because our purpose is to work on the unorganized sector of street vendors and provide a little convenience at a good price, with no middlemen. Through our app, customers can directly buy from the vendors and feel that personal touch. Our app is different because we are not actually providing the fruits and vegetables; we provide information about the vendors around and the prices of the products. Customers can check details on the app and then physically go and make their purchases.

SCALABILITY

While our current solution focuses primarily on street vendors selling fruits and vegetables, its scalability extends far beyond this niche. By leveraging the same framework, we can adapt and expand our platform to accommodate various types of stores and services, including but not limited to: repairs, dairy products, car service, bike service, shoes, tyre puncher, key maker, mochi, plumbing, carpenter, icecream sellers, medical shops, food and snacks, laundry and iron, e-rickshaw, flowers, kabaddi wala, key maker, etc.

We can also add Video Call Feature, Educational Content, Live Location Tracking, Notification Alert (Provide households with notifications when vendors are nearby, ensuring timely purchases and convenience for busy consumers) and Partner with government authorities to onboard more vendors onto our platform.

REVENUE

- 1. We will charge only one time registration fee from the vendors.**
- 2. Mainly, our app will generate revenue from the households and restaurants. It will be based on per week, per month and per year subscription.**
- 3. Without subscription, households will be able to see only prices of the fruits and vegetables and they will have to subscribe to actually see the vendors name, contact details and live location.**
- 4. Local shops can run their ads on our app and we can earn by it.**

By implementing these revenue streams, we ensure a steady flow of income while maintaining affordability and accessibility for both users and vendors.

Our goal is to create a thriving ecosystem where everyone benefits, from households seeking fresh produce to vendors looking to expand their reach and grow their businesses.

FINANCIAL REQUIREMENTS

To successfully launch and sustain the app, we estimate an initial investment. This will cover app development, marketing, operational costs, and a reserve for unforeseen challenges.

Utilization of Finance:

- **App Development (40%):** Engage a skilled development team to create a user-friendly and robust application.
- **Marketing and Promotion (30%):** Execute targeted campaigns to raise awareness and attract users, as well as build partnerships with local vendors.
- **Operational Expenses (20%):** Cover day-to-day operational costs, server maintenance, and customer support.

ESTIMATED COSTS (APPROX.)

Direct Costs

1. App development and maintenance: ₹5,00,000 (one-time cost)
2. Customer acquisition: ₹50 per user (variable cost)
3. Payment processing fees: 1% of total transactions (variable cost)
4. Server costs: ₹1,20,000 per year (fixed cost)
5. Transaction fees: 2% of total transactions (revenue)

Indirect costs

1. Marketing and advertising: ₹2,00,000 (variable cost)
2. Employee salaries and benefits: ₹10,00,000 per year (fixed cost)
3. Office rent and utilities: ₹2,40,000 per year (fixed cost)
4. Insurance: ₹50,000 per year (fixed cost)
5. Miscellaneous expenses: ₹50,000 per year (fixed cost)

TEAM REQUIREMENTS

- 1. UI UX designer and Web developer : App designer so that they can design and make app exactly like we want.**
- 2. Customer care support : a team for customer so that they can check there is no problem for customer in using app or any other issues.**
- 3. Finance department : Manages budgeting and resource allocation, collaborating with HR for activities like recruitment, training, and employee benefits.**
- 4. Marketing and sales :Engages potential customers through effective sales and marketing strategies, applying principles to design engaging training programs and incentive structures.**
- 5. Research and development department : Drives innovation in talent through R&D methodologies, incorporating the latest industry insights for workforce planning and adapting to future trends.**
- 6. Legal department : Ensures the organization possesses complete and legally sound documents, safeguarding against potential future legal issues.**

This project is currently in the ideation stage and is being developed by Vasudha Singhal, a graphic designer, and Vansh Singhal. We proudly own this project entirely, with no external investments involved. At this critical juncture, we are seeking guidance and mentorship to refine our ideas and elevate this project to the next level. Your expertise and support can help us transform our vision into reality. We are dedicated to its development and are committed to ensuring its success.

CONTACT DETAILS

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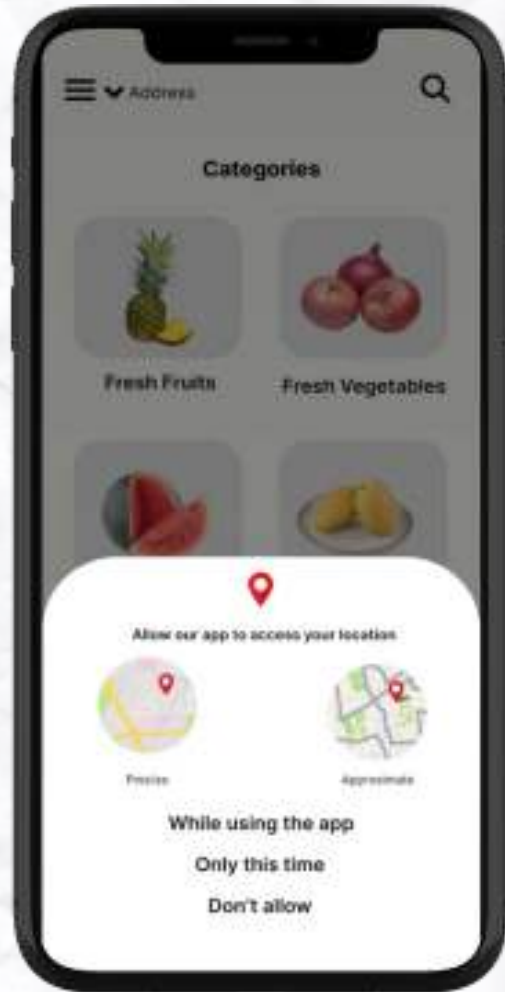
APP PROTOTYPE

A prototype is a preliminary version of a product, system, or service that is created to test and validate its design concepts, functionalities, and usability before moving forward with full-scale development.

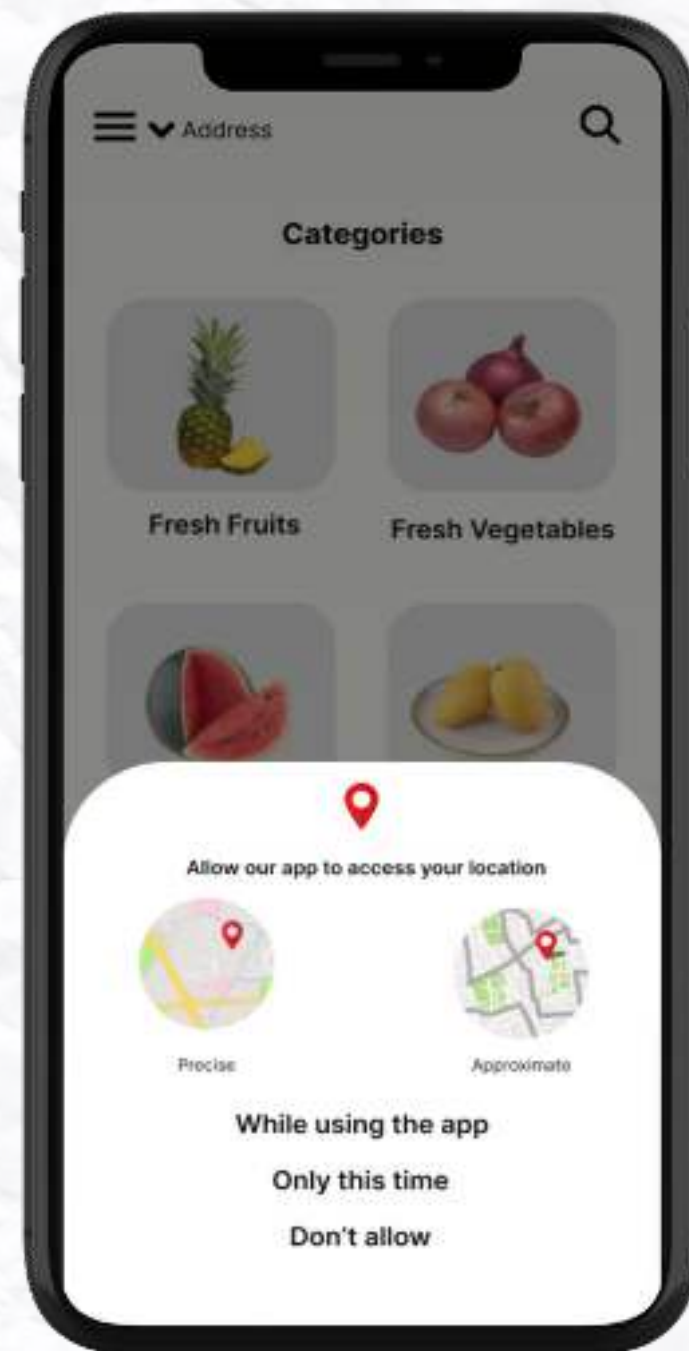
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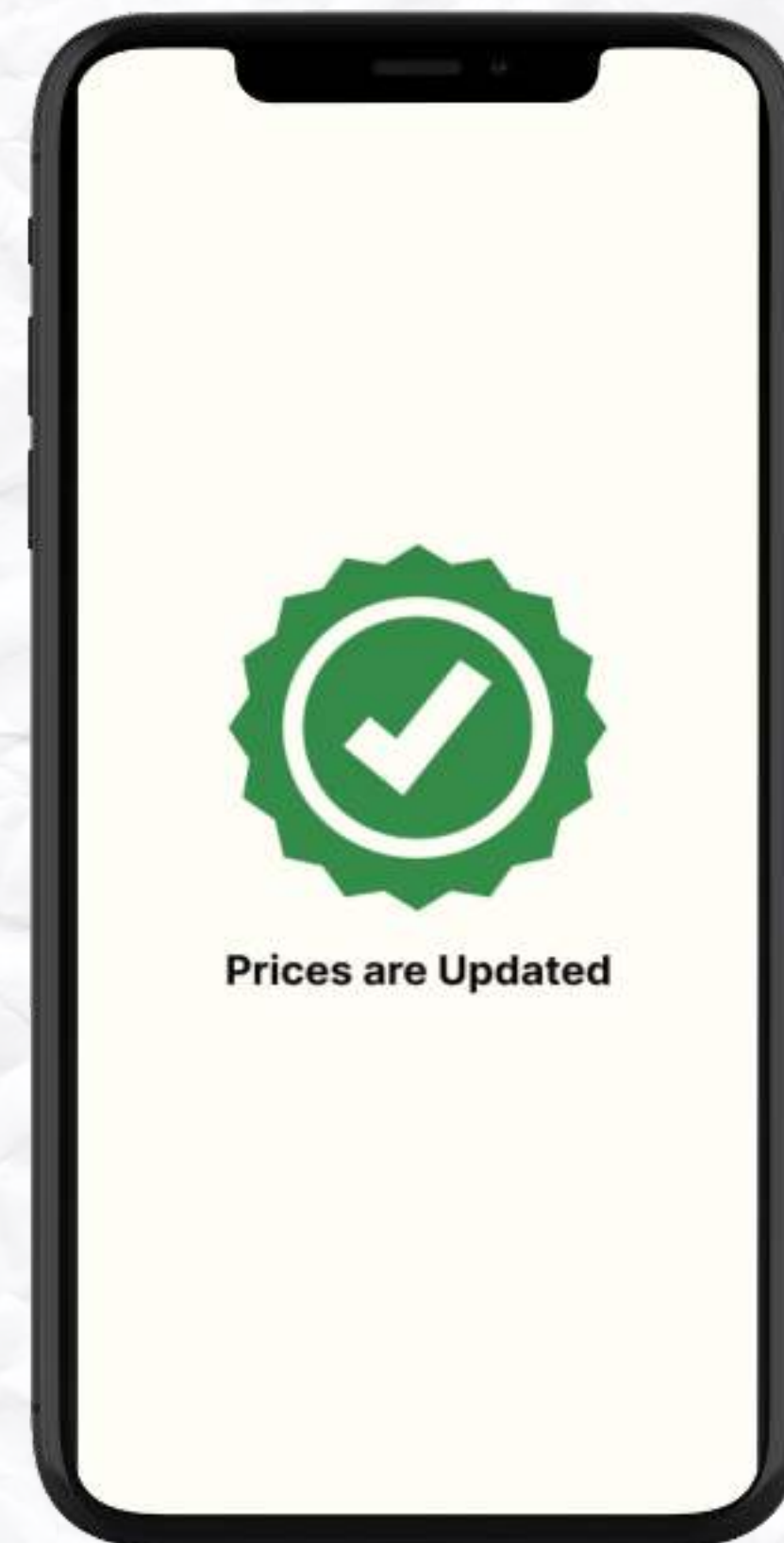
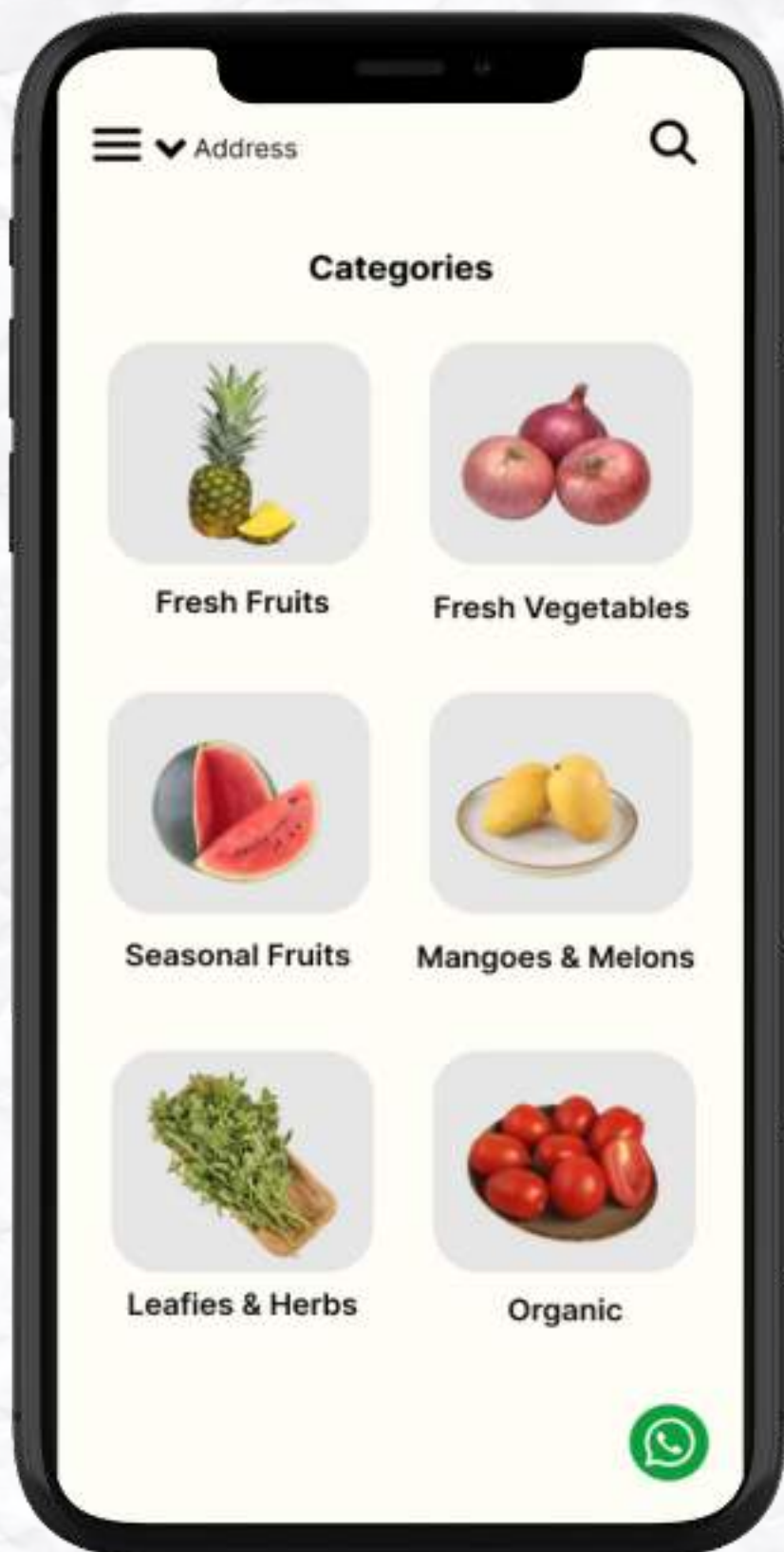
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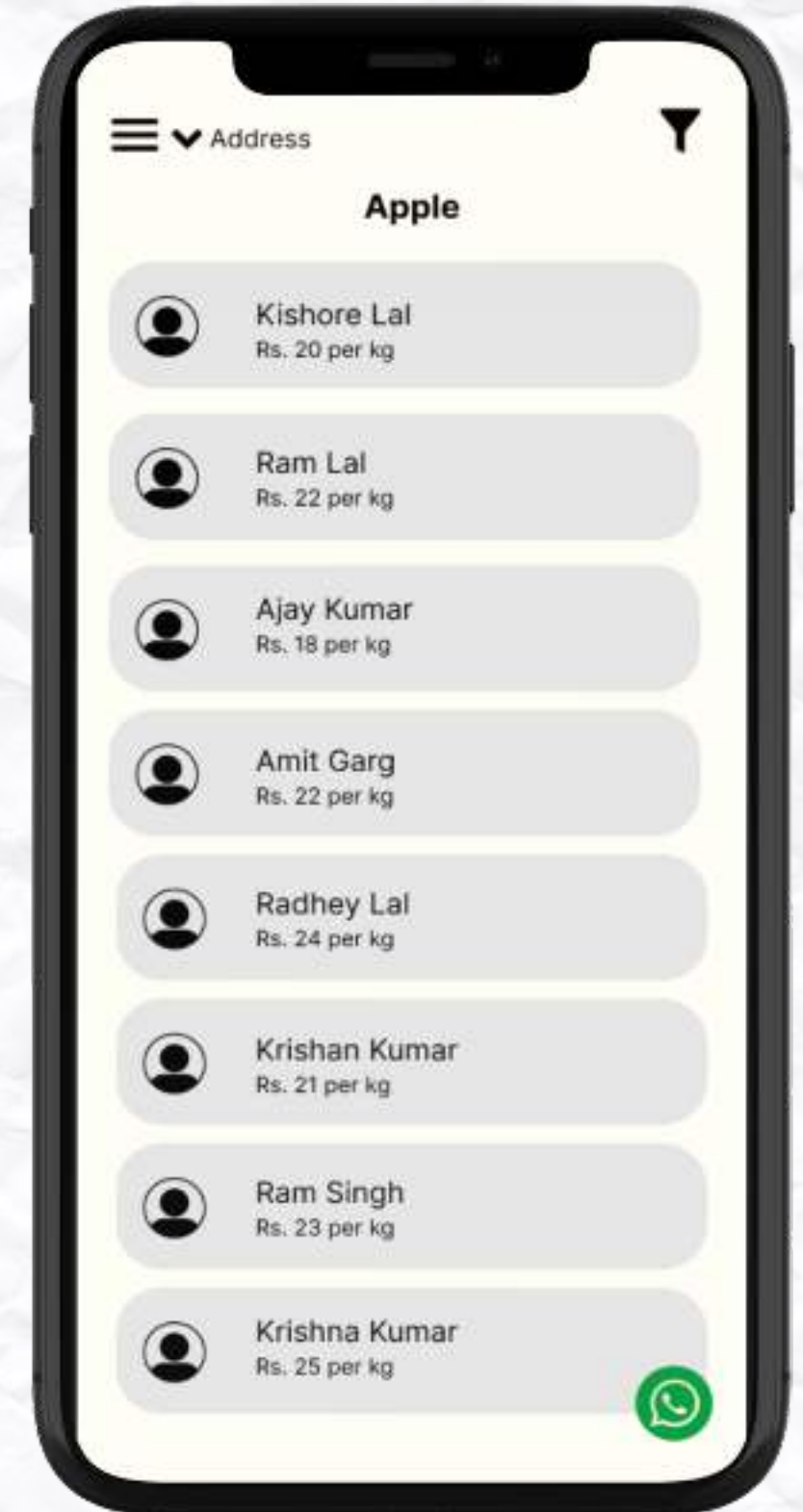
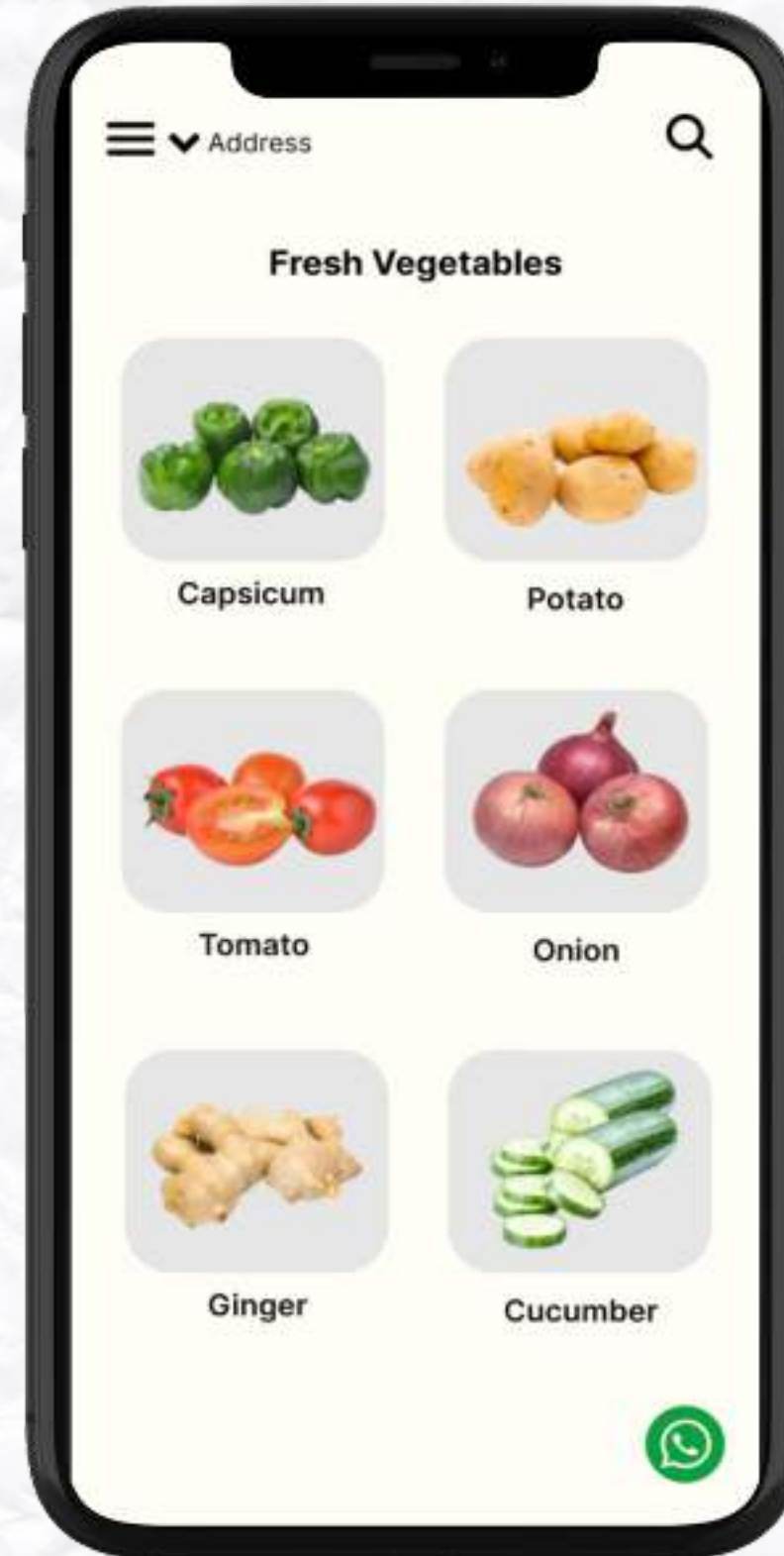
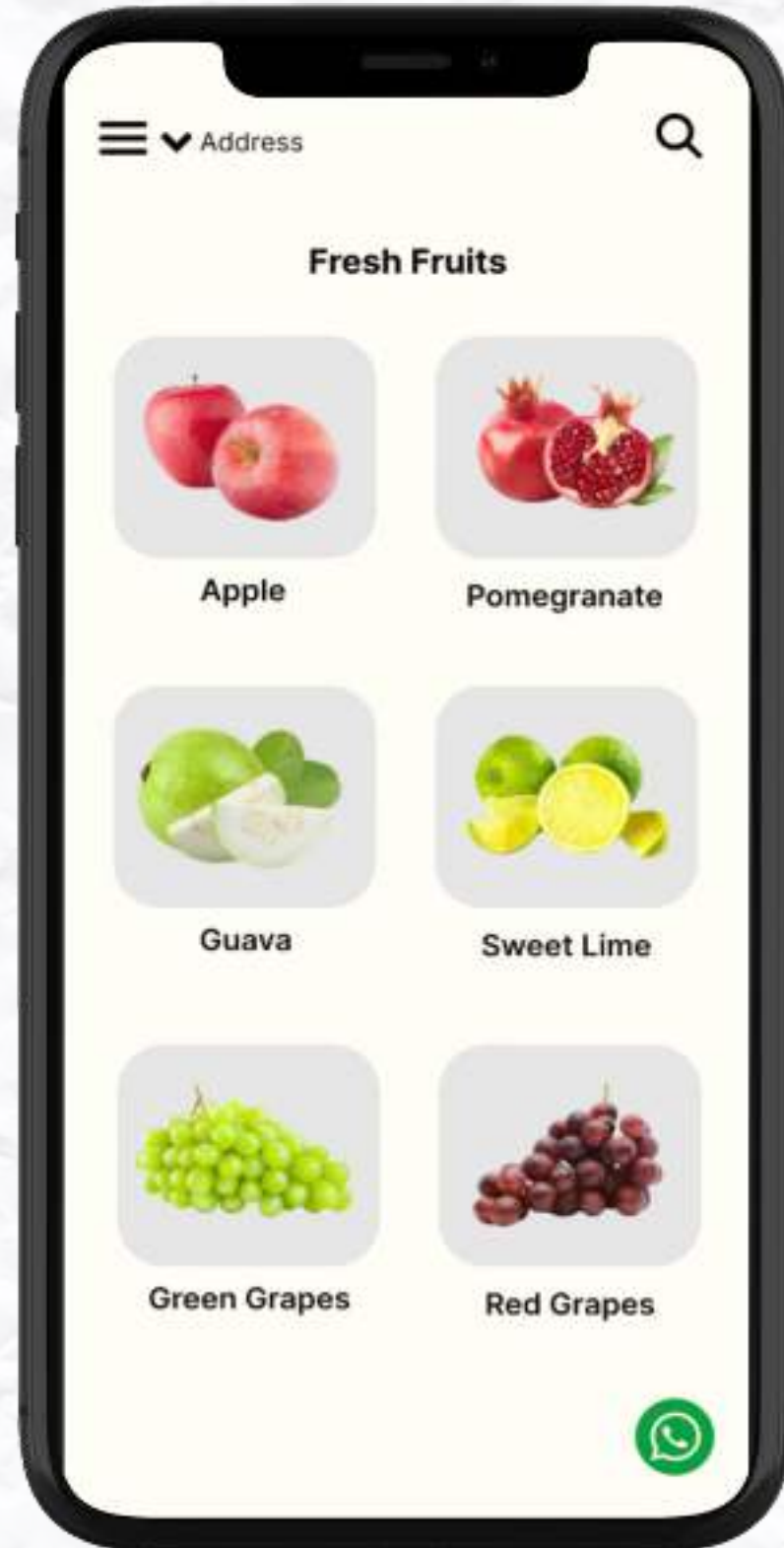
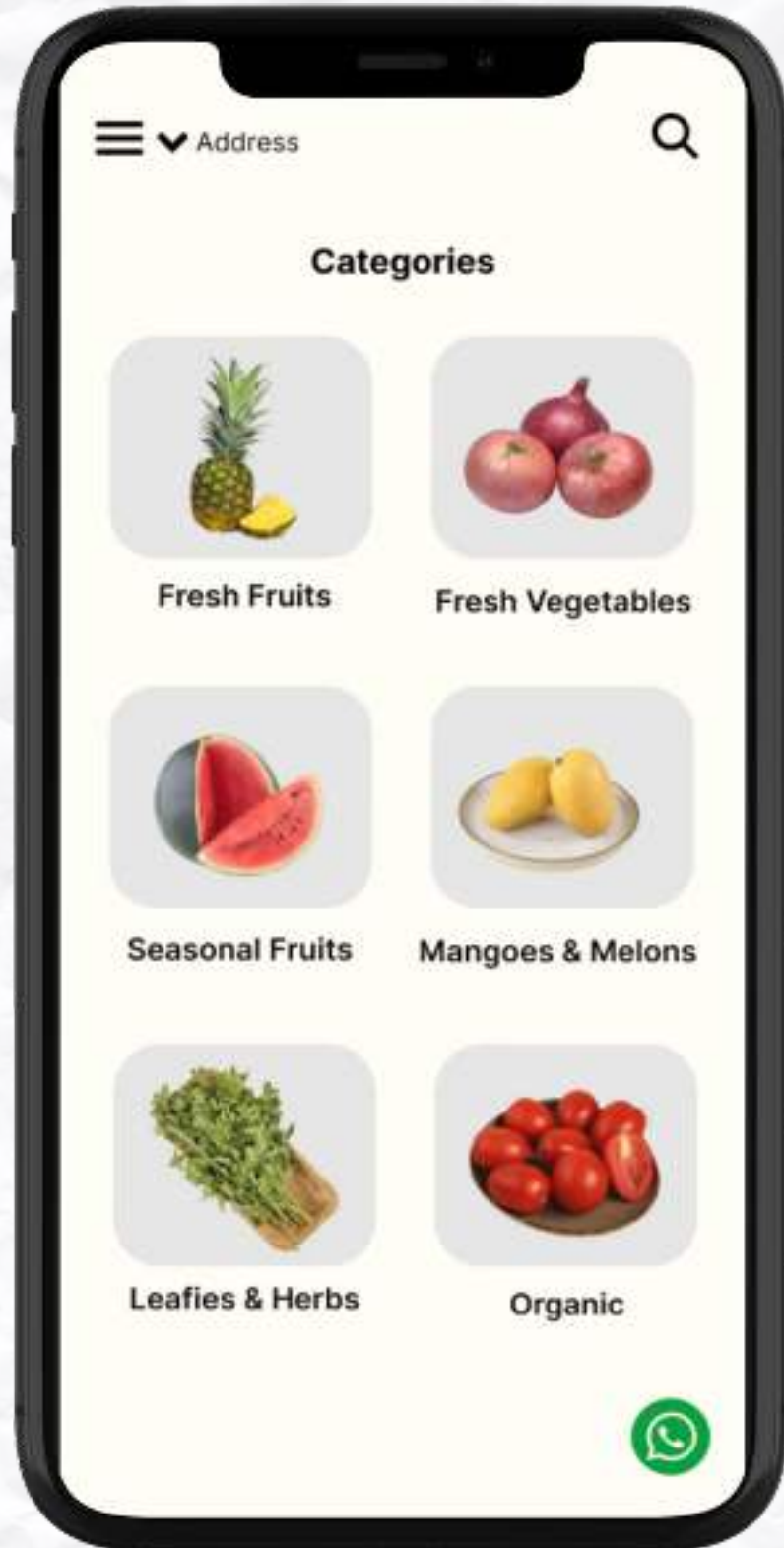
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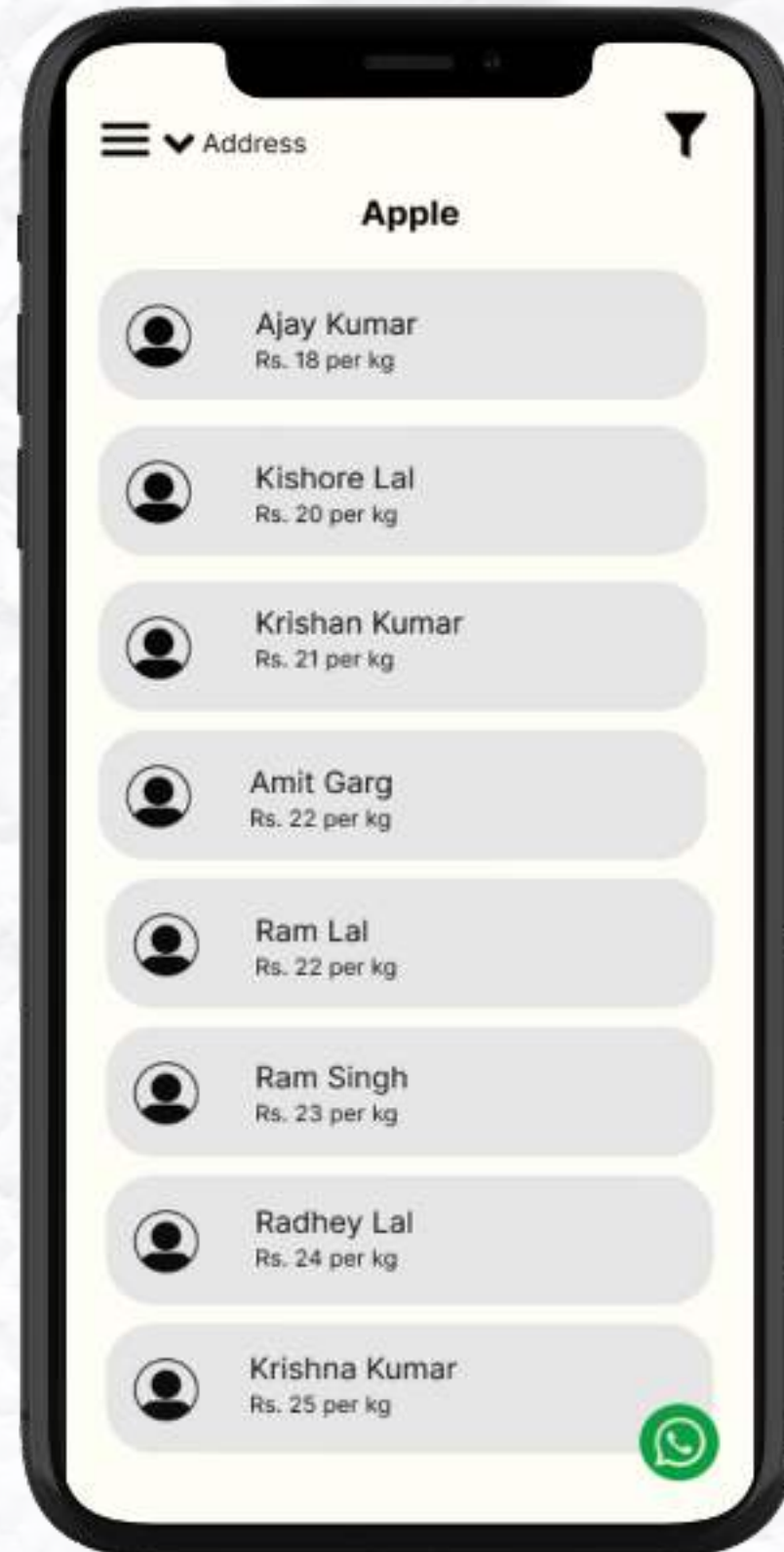
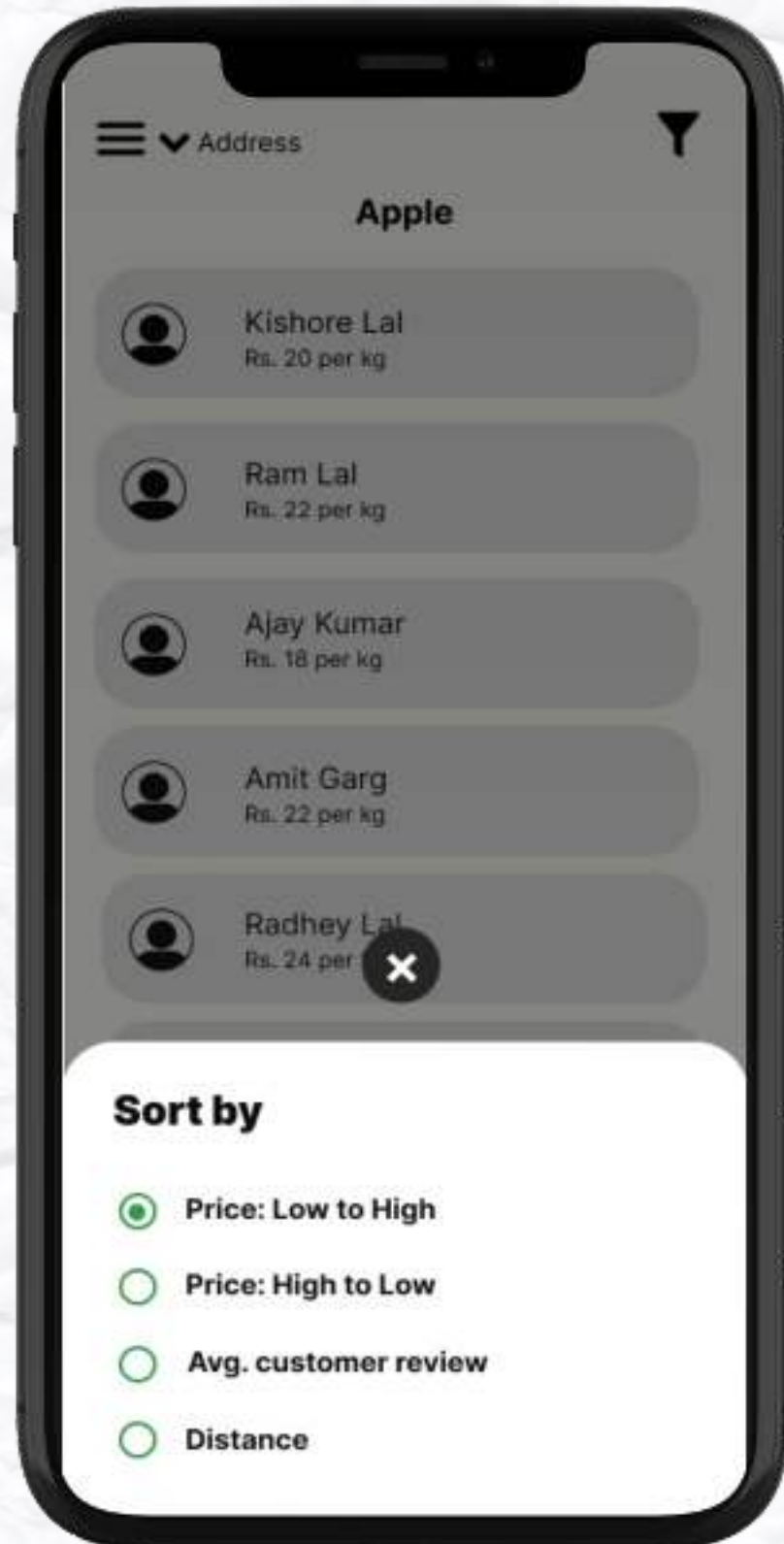
VENDOR'S



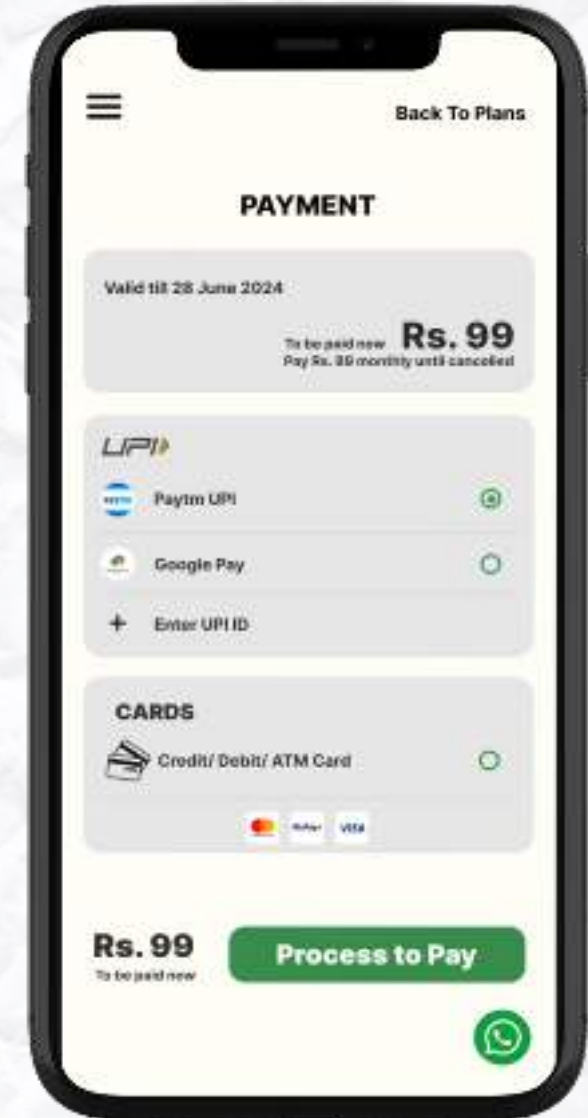
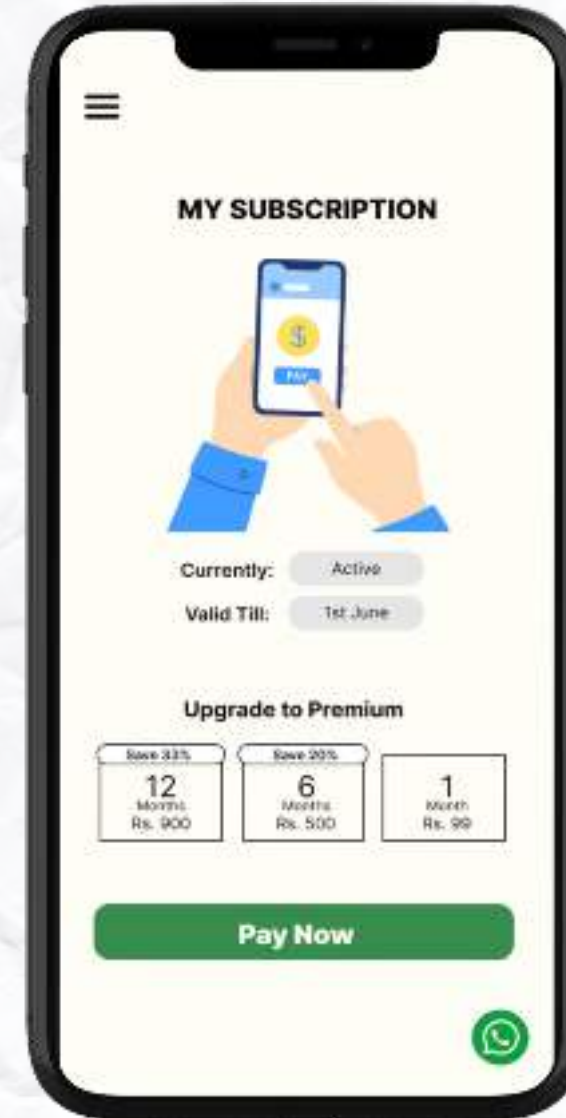
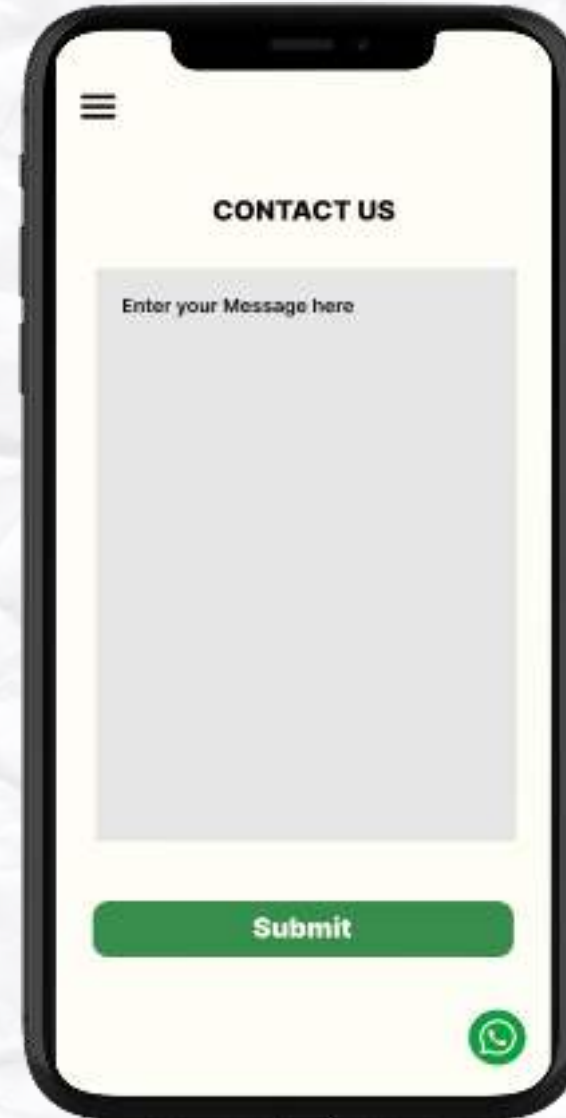
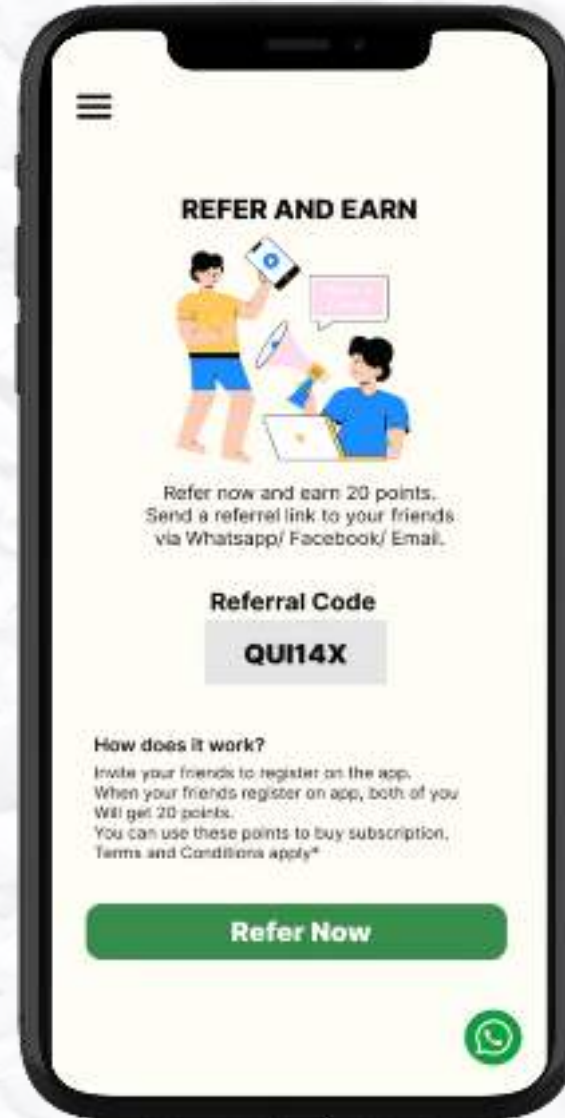
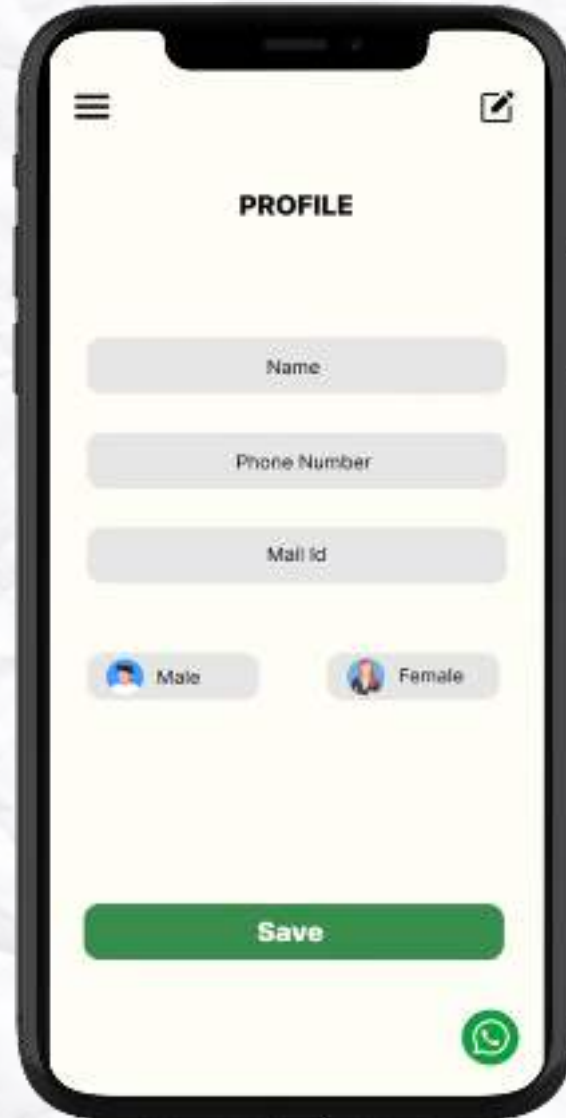
CUSTOMER'S



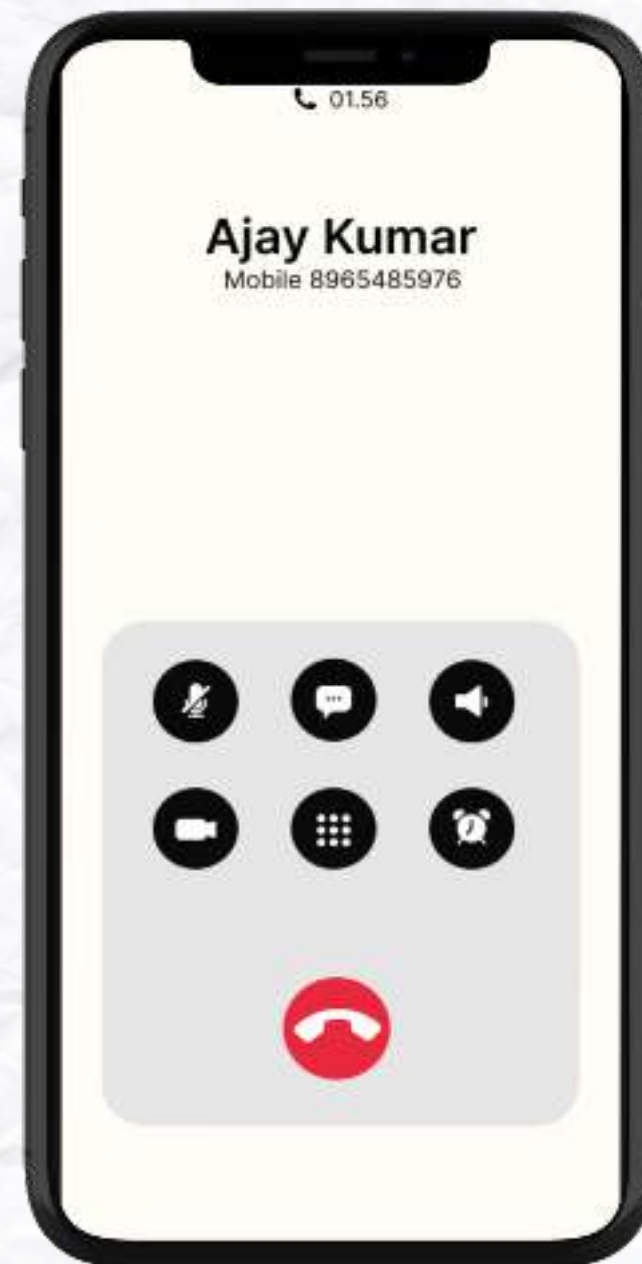
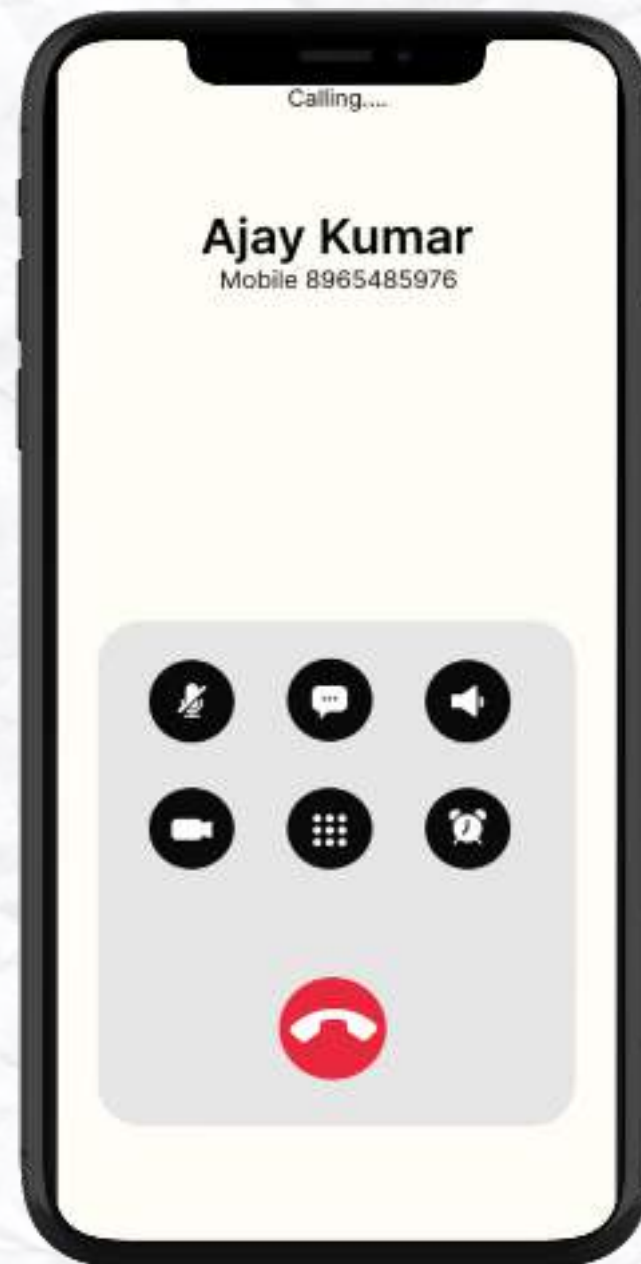
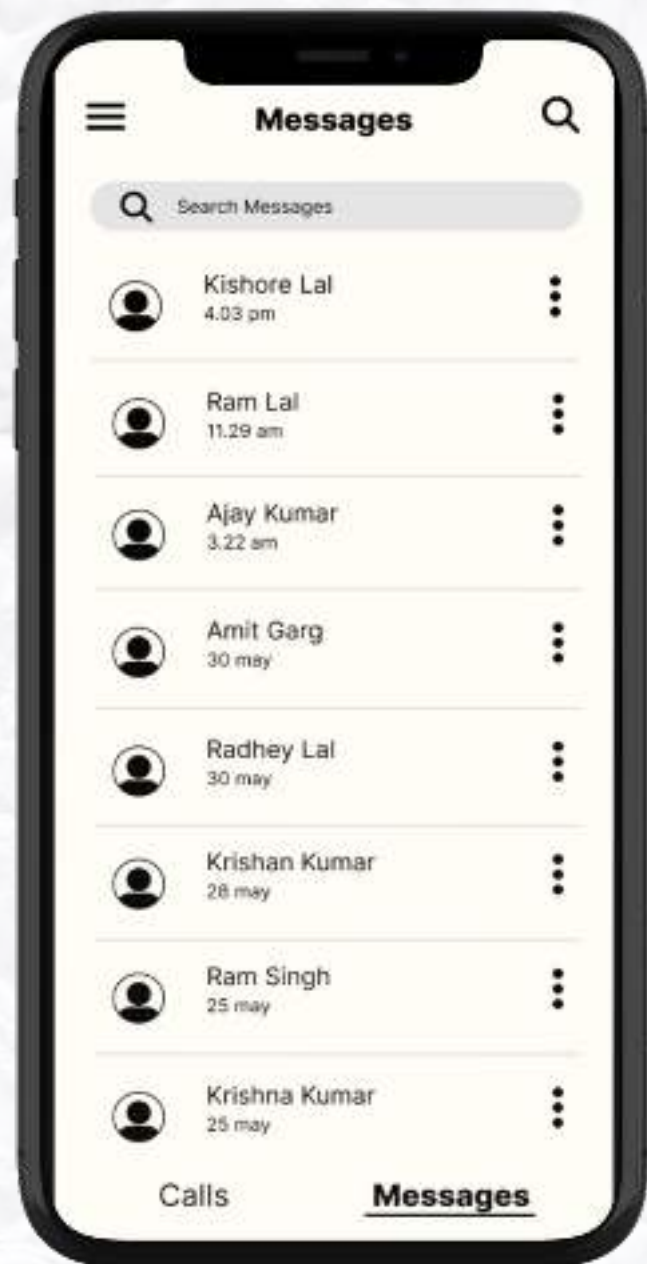
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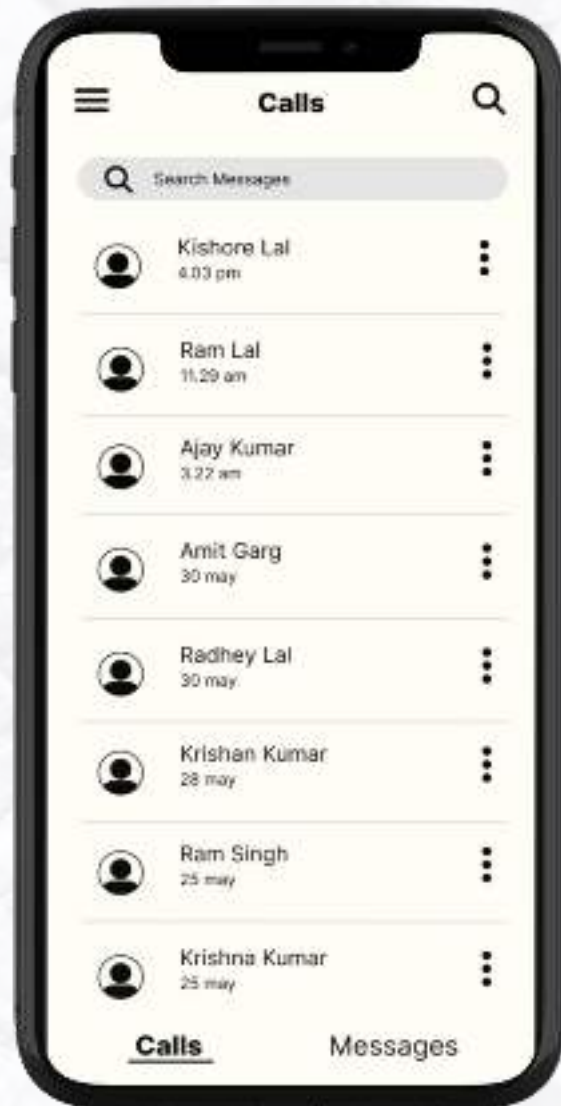
SIDE SCREEN



CALLS AND MESSAGES



CALLS AND MESSAGES



NEWSPAPER ADVERTISEMENT

SOFTWARE USED: 

sant par Rio Tinto, le pôle emb

prévoit une augmentation de la demande d'aluminium de 4% à 5% en 2030 : « Il continue à remplacer d'autres matériaux grâce à sa légèreté, sa résistance à la corrosion ou encore sa recyclabilité à l'infini... »

Quelque 75% de l'aluminium fabriqué depuis un siècle est encore en circulation. Dans tous les secteurs, excepté l'aéronautique, l'aluminium gagne en effet du terrain. Exemple : les canettes. 100% d'entre elles sont en aluminium aux Etats-Unis, ce taux est de 70% en Europe. Et l'automobile, où certains constructeurs, les allemands en particulier, en commandent de plus en plus (+ 20% par an). De fait, un kilo d'aluminium remplace deux kilos d'acier et 100 kg d'allègement de la masse d'un véhicule permettent une réduction de 9 grammes de CO₂ par kilomètre. Le groupe fournit Mercedes, BMW et Audi.

Pour enrayer la baisse de l'utilisation de l'aluminium dans l'aéronautique, Alcan IP mise sur une technologie baptisée Aircrete, un

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Elle a

TIRED OF BARGAINING?

We have a solution

STREET SMART

Say goodbye to haggling over prices & hello to hassle-free shopping!



WHY CHOOSE US?

Vendor Discovery

Easily locate nearby vendors and access essential information such as their location, operating hours, and available products with prices.

Transparent Pricing

Compare prices across different vendors to secure the best deals on fresh produce.

Product Information

Gain comprehensive insights into fruits and vegetables with detailed descriptions, images, and availability status.



DOWNLOAD NOW
& experience the future of shopping!



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4,5 milliards en
grâce à la très