

Retail sector in India: Merchandising in Bricks and Mortar model

EXECUTIVE SUMMARY

StopQ has come up with a superior quality product for retail chains in India working on Bricks & Mortar model where Billing queue is one of the major concern because of which customers are opting to shop online. StopQ products not only will help these chains to reduce their queueing time but also helps in great customer experience.

StopQ products are ideated and designed by our team which consist of two, both of them are Interaction Design students and Practitioner; have work experience in Machine automation and New product designing namely Mr. Sharang Pandav and Mr. Mohit Narkhede. StopQ team has prototyped these products and tested their usability in markets. Customers are quite happy to use these kind of product as they are saving on their time and also getting precious feel of products which they don't get in Online shopping. As people are moving towards faster lifestyle where they want to spend least time and gain lots of value for action.

Considering average time of billing of 7-8 minutes in daily shift retail shops can hardly make up to 80-90 billings per day. And considering same time people moving towards online shopping are around 25-30%. Here we, StopQ products will perform a vital role where we are reducing queueing time to 2-3 minutes that means 120% increase in efficiency of billing process. Our products line has two types "A Smart cart" & "The Kiosk Standee" No retail shopping brand has yet come up with this kind of shopping experience. we will be the first market movers in this field.

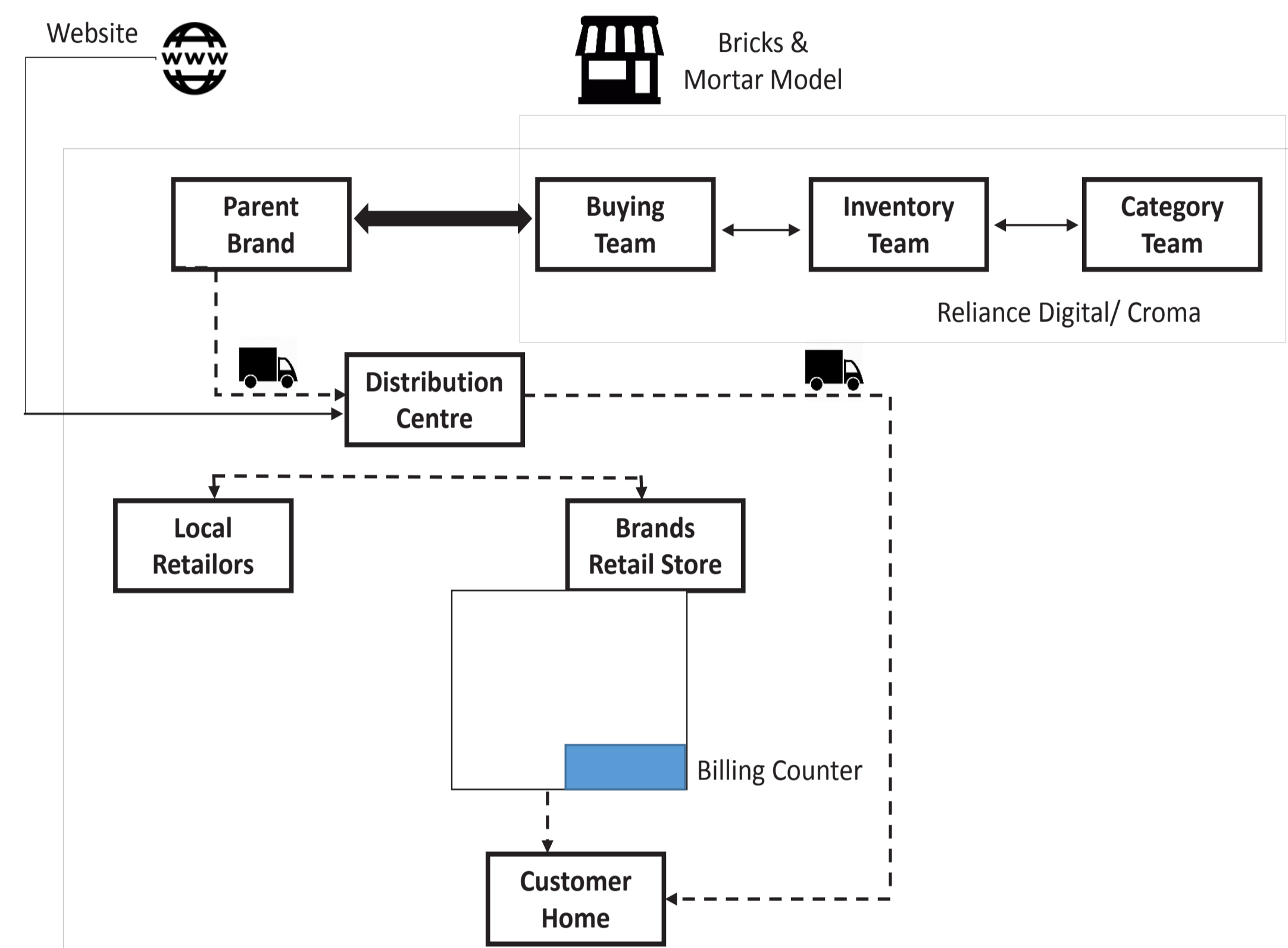
Considering Indian Market Retail sector is one of the major pillars of its economy and accounts for 10% of its GDP. The Indian retail market is estimate to be US\$ 600 billion. In India we have 55000+ retail chain stores under various brand names. We have a market size of around 55000+ stores * 5 Kiosk approximately. StopQ products will cost around 175000 for "The Kiosk Standee" & 5000-7000 for "A Smart Cart" which will be distributed in market for 15-20% of profitability.

This system has benefits like

- LED screen which shows On the go Billing
- Quick billing.
- Automated inventory calculation.
- Improved customer experience.
- Easy replenishments.
- Easy trend analysis.

We require investment of 100 million of Investment which for Manufacturing setup and collaborative spaces.

OPERATIONAL VALUE CHAIN

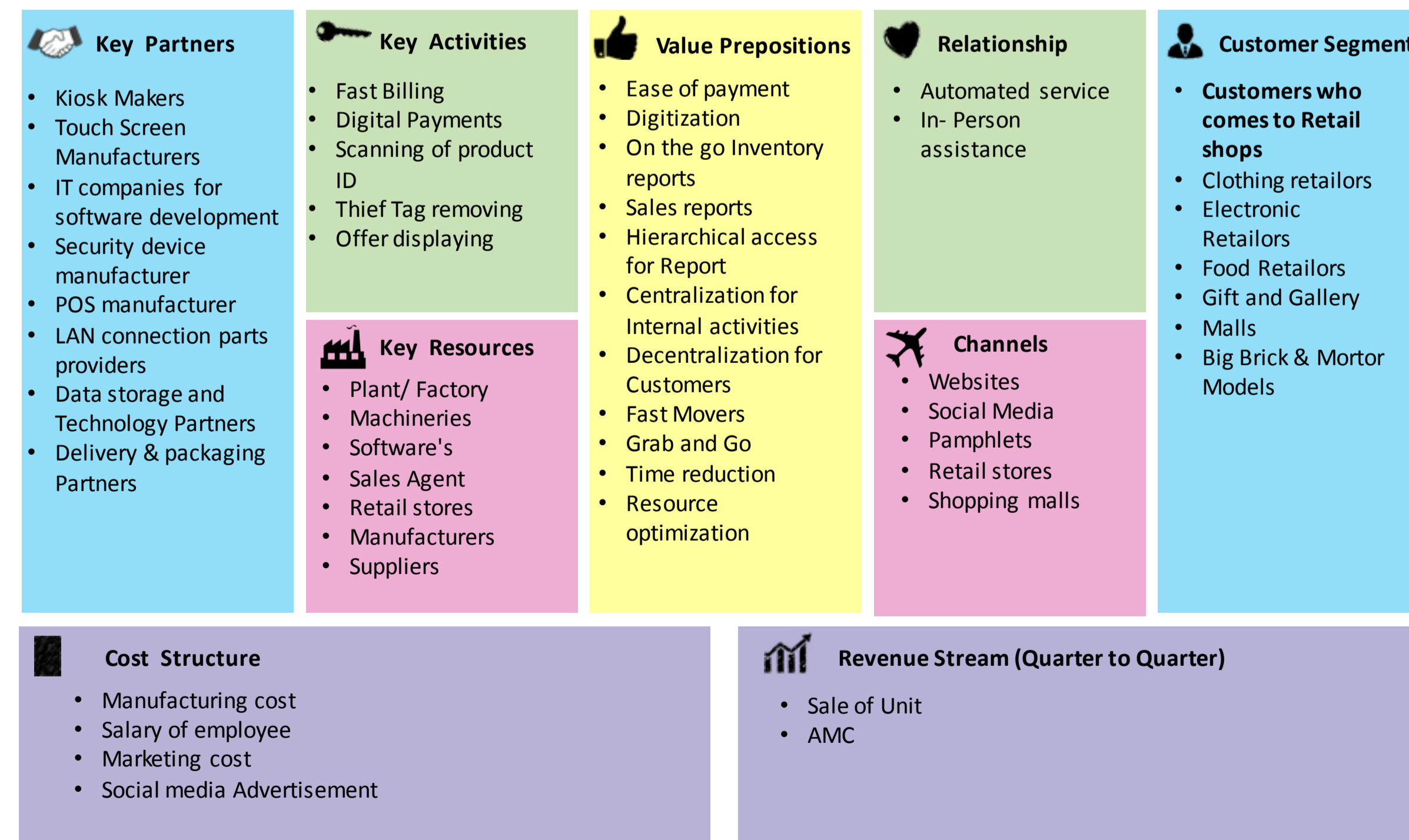


Product Price and profits are totally dependent upon negotiation part between Parent brand & Buying team of Retail shop

Retail Electronic Durables Margins

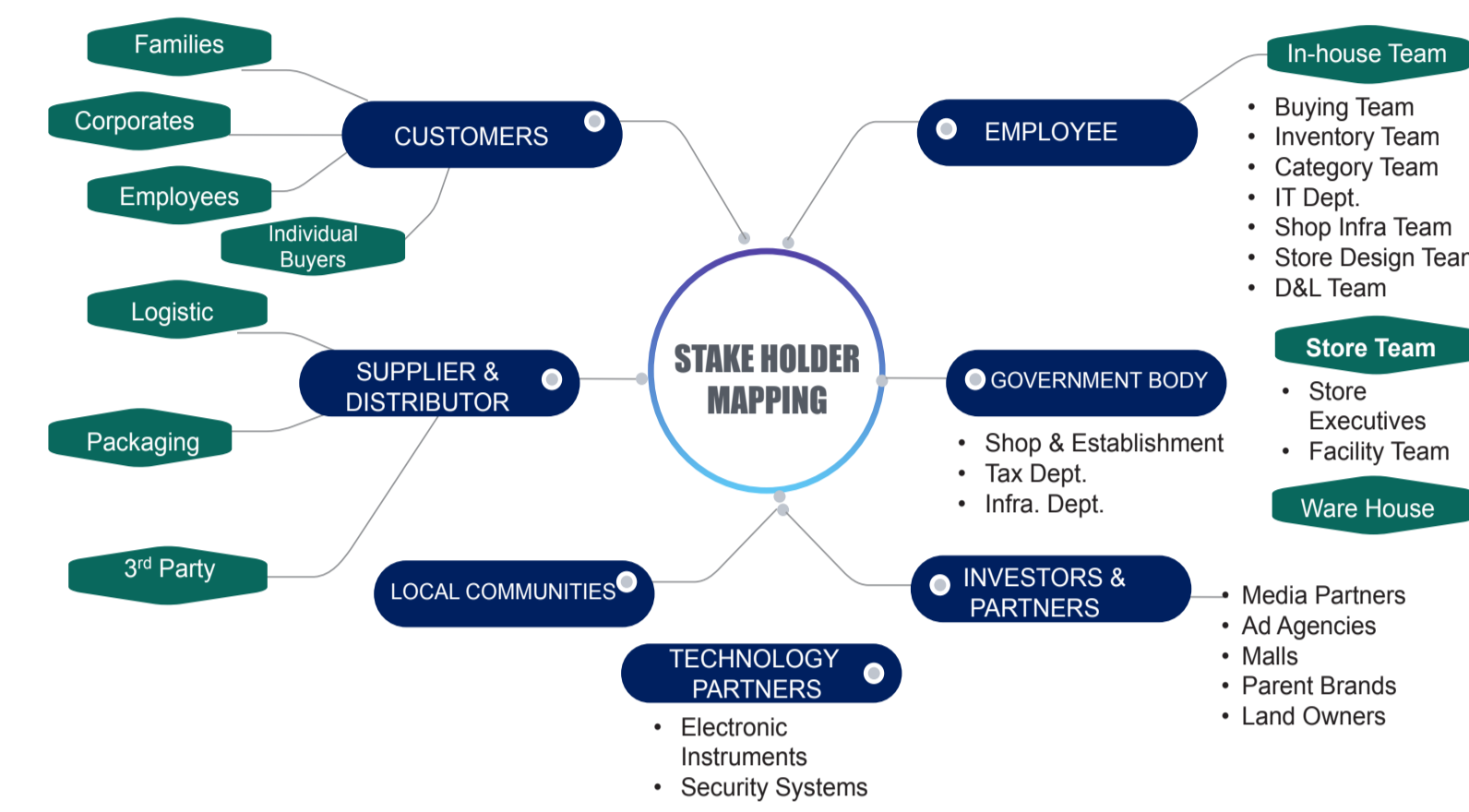
- Logistics margin: 1.5 %
- Store and ware housing: 2-3%
- Finance cost: 1.5%
- Offers and Cash backs: 1%
- Minimum Profit Margin: 6-7%

BUSINESS CANVASS MODEL



This Business Model Canvas is the gist of all our business parameters. The value proposition that we offer with our products. It is a strategic management and lean startup template for developing new or documenting existing business models. It is a visual chart with elements describing a firm's or product's value proposition, infrastructure, customers, and finances. It assists firms in aligning their activities by illustrating potential trade-offs.

STAKEHOLDER



PRODUCT CONCEPT

To solve issue of Queueing up inside retail shops we have come up with Kiosk standy & Smart cart on shopfloor)

"Kiosk stand" is to Integrate with normal Billing system and give customer experience of GRAB & GO retailing. "Smart car" is cart where customer will directly come to know there Shopping ammount by scanning through RFID tags.



WHY SHOULD INVESTOR INVEST IN YOUR IDEA????

- In future of Artificial Intelligence and Machine learning Kiosk and Smart Cart will be a revolutionary product which will **enhance shopping experience.**
- Average Indian Waiting Time in **Queue is 7-8 Mins** which will be minimized to 2-3 mins which give **120% rise in possible billing quantity.**
- According to IBEF report in India **around 55000+ Bricks and Mortar shops** are present considering Clothing, Electronics & FMCG retail outlets.

NEED ANALYSIS

- **Queueing issue at Billing counter on Day of Big Offers.**
- **Product engaging room & Gamification of store.**
- Inventory & Product map for customers to check available products.
- Product reviews should be displayed.

FEASIBILITY & BENEFITS

- Target Customers: Retail Chain in India
- Market Size: 55000+ stores
- Manufacturing cost: 150000 (kiosk) + 5000-7000 (Cart)
- Product Cost: 175000 (Kiosk) + 5000-7000 (Cart)
- Total market value: 123 million
- Profitability Per KIOSK: 20000-30000/-

(30-40% Customers Buys Online in India due to Quick Services we can tap this market easily)

Benefits

- Quick Billing (Grab & Go).
- Minimum Time Required for billing.
- Automated inventory calculation on daily basis.
- Improved customer experience.
- Easy Replishment.
- Easy Trend and Sales data analysis report.

GROUP MEMBERS

Sharang Pandav
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