**EXECUTIVE SUMMARY**

StopQ has come up with a superior quality product for retail chains in India working on Bricks & Mortar model where Queueing issue at Billing counter on Day of Big Offers.

**OPERATIONAL VALUE CHAIN**

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

**BUSINESS CANVAS 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**

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

"Smart car" is cart where customer will directly come to know there Shopping amount by scanning through RFID tags.

**PRODUCT CONCEPT**

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**FEASIBILITY & BENEFITS**

Benefits of StopQ

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

**GROUP MEMBERS**

Sharan Pandav

Mohit Narkhede

**RETAIL SECTOR IN INDIA: MERCHANDISING IN BRICKS AND MORTAR MODEL**

Considering Indian retail sector is one of the major pillars of its economy and accounts for 10% of its GDP. The Indian retail market is estimated to be US$ 65 billion in India. We have $50000+ retail chain stores under various brand names. We have a market size of around $50000+ stores * 5 kiosk approximately StopQ products will cost around $157500 for ”The Kiosk Stand” which will be minimalized to 2-3 mins which give an 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.

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.

**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.

**INVEST IN YOUR IDEA????**

- Target Customers: Retail Chain in India
- Market Size: 55000+ stores
- Manufacturing cost: 150000 (kiosk) + 5000-7000 (Cart)
- Product Cost: 137500 (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)