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Quick Freshes - A Localized E-commerce Platform for Indian Customers and Retailers

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Abstract: Quick Freshes is an e-commerce platform that connects customers to local retailers in India. The platform offers a convenient and easy-to-use interface for customers to buy products from their nearby stores. Local retailers can register on the platform and create their digital stores to showcase their products to a larger audience. Quick Freshes aims to empower local retailers and create a sustainable e-commerce ecosystem in India.

Keywords: Quick Commerce, Customer Satisfaction.

1. INTRODUCTION

E-commerce in India has witnessed significant growth in recent years, driven by increasing internet penetration and changing consumer behavior. However, most of the e-commerce platforms in India are dominated by large players, and small retailers struggle to compete in this crowded market. Quick Freshes aims to bridge this gap by providing a localized e-commerce platform for Indian customers and retailers. The platform offers a win-win solution for both customers and retailers, by providing a convenient shopping experience for customers and a larger audience for local retailers.

A. Problem Definition and Overview

The traditional grocery shopping experience often involves traveling to a store, waiting in long checkout lines, and carrying heavy bags back home. With the advent of technology and the rise of e-commerce, there is a growing demand for more convenient and efficient ways to shop for groceries. QuickFreshes aims to address this problem by providing a platform for local shop owners to offer their products online, and for customers to conveniently order and receive their groceries from the comfort of their homes.
Quick Freshes is an online grocery delivery platform that connects customers with local shop owners. The platform allows shop owners to set up their online stores, manage their inventory,

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and receive orders from customers through the Quick Freshes app. Customers can browse through a wide range of products, compare prices, and place orders for same-day delivery or pick up. The platform also offers various features such as premium placement for shops, analytics to help shop owners optimize their sales, and personalized support for both customers and shop owners.
By leveraging the power of technology, Quick Freshes aims to revolutionize the grocery shopping experience by making it more convenient, efficient, and accessible for everyone.

Related Works
Swiggy: Swiggy is a food ordering and delivery platform based in India. It provides a wide range of food options from various restaurants and delivers them to customers' doorstep. Swiggy has a similar model to Quick Freshes, but it focuses mainly on food delivery.

Dunzo: Dunzo is a hyper-local delivery startup that provides delivery services for various products, including groceries, medicines, and other essentials. It operates in several cities in India and offers a range of delivery options, including same-day and instant delivery.

Grofers: Grofers is an Indian online grocery delivery service that provides doorstep delivery of groceries, fruits, and vegetables. It has a similar model to Quick Freshes, but it focuses mainly on grocery delivery.

Amazon Prime Now: Amazon Prime Now is a same-day delivery service provided by Amazon. It offers a wide range of products, including groceries, household essentials, and electronics. Customers can order products through the Amazon Prime Now app and receive them on the same day.

Big Basket: Big Basket is an Indian online grocery delivery service that provides doorstep delivery of groceries, fruits, and vegetables. It operates in several cities in India and offers a range of delivery options, including same-day and next-day delivery.

These related works provide insights into the market for online delivery services and highlight the demand for such services in India. Quick Freshes can leverage these insights to refine its business model and better serve its customers.

Objective
The primary objective of Quick Freshes is to provide a platform that enables customers to easily browse and purchase products from local shops and receive delivery directly to their doorstep. Additionally, the platform aims to empower local shop owners by giving them an online presence and access to a wider customer base, ultimately helping them to grow their business. Overall, the goal is to create a convenient and mutually beneficial ecosystem that supports both customers and local businesses.

2. METHODOLOGY

The methodology of Quick Freshes involves the following steps:

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i. Market research: Conducting market research to identify the target audience, understand their needs, and assess the competition.
ii. App development: Developing the Quick Freshes app using React Native and integrating it with AWS Amplify backend services.
iii. Onboarding: Onboarding local shop owners by providing them with the necessary tools and training to set up their shops on the Quick Freshes app.
iv. Customer acquisition: Implementing various marketing strategies to attract and acquire customers, such as social media campaigns, referral programs, and discounts.
v. Delivery management: Managing and optimizing the delivery process to ensure timely and efficient delivery of products to customers.
vi. Data analysis: Analyzing user data and feedback to continuously improve the app's features and user experience.
vii. Continuous development: Iteratively developing and updating the app to incorporate new features and respond to user needs and feedback.

Overall, the methodology of Quick Freshes focuses on creating a seamless and convenient shopping experience for customers while supporting local shop owners and promoting their businesses.

Technology Used

Quick Freshes leverages various AWS services such as S3 bucket for storage, Pinpoint for targeted messaging, Lambda for serverless computing, Cognito for user authentication and authorization, CloudWatch for logging and monitoring, and DynamoDB for a scalable NoSQL database.

These services are integrated with the front-end framework of React Native and React JS to create a seamless and user-friendly experience for both customers and shop owners.

Table 1. Technologies Used

Programming language	React native, javascript, react js, aws amplify for backend
web development	HTML5, CSS, Javascript,XML
IDE	Visual studio code
cloud storage	dynmo db
database	app center
email	pinpoint services
map	google api, google direction api, google matrix api
Payment	UPI, GPAY, PAYTM

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Authentication	AWS Cognito

Customer Satisfaction

Customer satisfaction is at the core of QuickFreshes' mission. We strive to provide our customers with a seamless shopping experience and top-notch customer service. We understand the importance of delivering high-quality products and services that meet and exceed our customers' expectations. To ensure customer satisfaction, we offer a range of features such as a user-friendly interface, multiple payment options, quick and reliable delivery, and easy returns and refunds. Our customer support team is available round the clock to assist customers with any queries or concerns. We value our customers' feedback and continuously work towards improving our services to enhance their experience with QuickFreshes.

Proposed System

Quick Freshes is an online marketplace application that provides a platform for local shop owners to showcase and sell their products to customers in their locality. The proposed system consists of three applications: one for customers, one for drivers, and one for the shop dashboard.

The customer application allows users to browse through various local shops and their products, add them to their cart, and place an order for delivery. Customers can also track their order status in real-time and provide feedback and ratings for the shops.

The driver application helps drivers to manage and deliver orders assigned to them. The app shows the order details, delivery location, and delivery time. The driver can also communicate with the customer for any queries related to delivery.

The shop dashboard application allows shop owners to manage their products and inventory, process orders, and track their sales and earnings. The app also provides features like analytics, personalized support, and premium placement for shops that opt for paid services.

Some of the key features of Quick Freshes include:

i. Product Catalog: The app provides a product catalog with search and filter options for customers to browse and select products.
ii. Real-time Tracking: Customers can track their order status in real-time from the app, which helps them plan for delivery.
iii. Payment Integration: The app integrates with payment gateways to provide a seamless payment experience for customers.
iv. Rating and Feedback: Customers can provide feedback and ratings for shops and their products, which helps improve the overall shopping experience.
v. Analytics: Shop owners can access analytics to track their sales and earnings, and make informed decisions on inventory and pricing.
vi. Personalized Support: The app provides personalized support to shops that opt for paid services, which includes a dedicated support team and priority placement.

Overall, the proposed system aims to provide a user-friendly and convenient shopping experience for customers, while empowering local shops to reach a wider audience and grow their business.

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Future Scope

The future scope of Quick Freshes is quite extensive, as it has the potential to revolutionize the way people shop for groceries and other essential items. Some of the potential areas of growth for Quick Freshes include:

Expansion to other cities and countries: Once Quick Freshes establishes a successful business model in its initial location, it can expand to other cities and even other countries, thereby increasing its customer base and revenue.

Integration with more local shops: As more local shops recognize the value of Quick Freshes, they may seek to integrate with the platform, allowing for even more variety and convenience for customers.

Integration with more payment options: While Quick Freshes currently accepts payment via UPI, it could potentially integrate with more payment options such as digital wallets, credit cards, and debit cards to make it even more convenient for customers.

Implementation of AI-based solutions: Quick Freshes could potentially implement AI-based solutions such as personalized recommendations and predictive analytics to enhance the customer experience.

Collaboration with other businesses: Quick Freshes could collaborate with other businesses such as food delivery services or restaurants to offer customers even more options for their daily needs.

Implementation of more advanced tracking and delivery systems: Quick Freshes could potentially implement more advanced tracking and delivery systems, such as real-time tracking and automated delivery, to further streamline the delivery process and improve customer satisfaction.

Overall, Quick Freshes has a bright future with many opportunities for growth and innovation.

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