



Boobay

FRESH FAST FAIR



Boobay?

Boobay is the next revolution in the e-commerce platform for greengrocery and other FMCG products. Through a mobile application or a voice call, Boobay will help its customers to place orders for fruits, vegetables, dairy, meat and grocery that will be sourced from the nearest local store and delivered at their doorstep within 30 minutes. The mobile application and telephonic assistance will be available in vernacular languages to have maximum reach. Through GPS enabled technology, the app will locate the nearest local, unorganized store to ensure fastest delivery. As a result, Boobay will also help the 70% of the unorganized retail sector to transform into a digitally organized market by generating higher sales and reaping better margins. Since we are not the first, we have the opportunity to learn from the challenges of current players like Google learned and improvised from Yahoo. It is not surprising that parts of the problems Boobay identified are processes followed or not followed by them.





Why Boobay came into existence?

The Problems We Identified:

- 📍 A working couple runs out of milk to make morning tea and going to the nearest milk parlour would make at least one of them late to work.
- 📍 A big, joint family that regularly hosts relatives can only stock a certain amount of fruits and vegetables in their refrigerator.
- 📍 An Indian kitchen has endless items. No level of planning and making lists will ensure a kitchen with a complete inventory.
- 📍 Unlike Mumbai in Maharashtra, most cities or towns in India do not have the culture of nearest stores home delivering products at doorstep.
- 📍 Standing in long queue at super markets or departmental stores every week is impossible for working youngsters, mothers, senior citizens or anyone in general.
- 📍 The existing grocery e-markets are only present in some cities whereas our target is to reach urban as well as suburban areas.



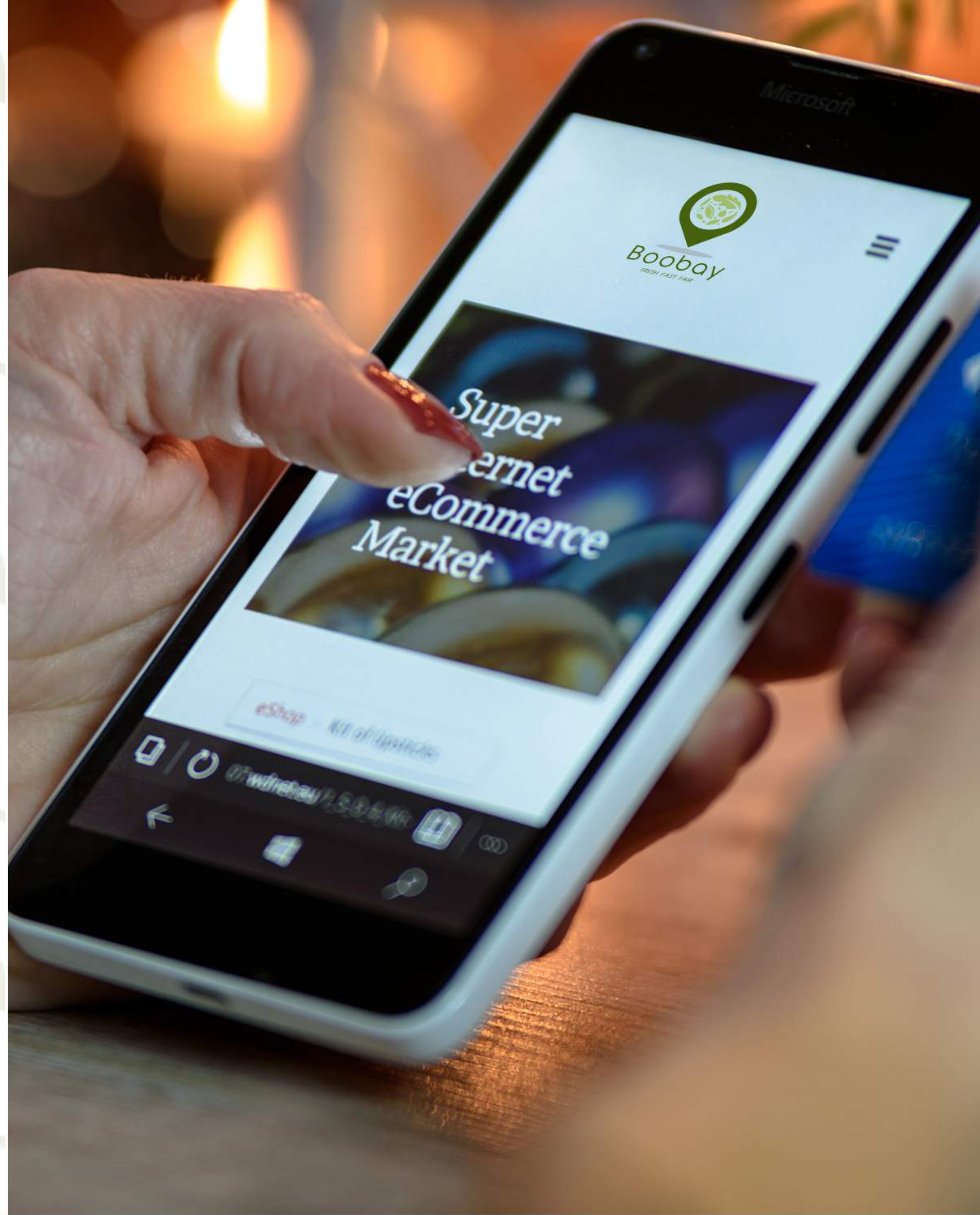


- 📍 Most of you would agree that the idea of power saving electronics being costlier than their lesser power efficient counterparts is slightly demotivating.
- 📍 Reports suggest that the unorganized sector handles 90 percent of the demand for meat in India.
- 📍 The existing e-commerce portals or mobile applications are only in English, making it difficult for senior citizens, suburban residents or domestic helps to take advantage of current platforms because of language barriers.
- 📍 Considering all other parameters as variable, humans are lazy by nature. Research says that grocery shopping is a more reactive chore than a pro-active one.
- 📍 Even if we choose the benefits mentioned above, no-one offers as competitive rates to the end user or retailers as Boobay.

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Vision

To be the best online retail platform for FMCG products.



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Mission

To become the second name for online grocery shopping in India by offering irresistible comfort, value for money and excellent customer service. To help small retailers gain a competitive advantage by transforming the way they procure and sell, increasing revenue in the





Growth Ideology

The most progressive countries in the world which have achieved a certain level of development, took a socialist approach for the two most basic requirements of a progressive nation, education and healthcare. Needless to mention, this has worked wonders in achieving education and healthcare for all. Similarly, after establishing ourselves in the market, our goal would be to enable the unorganized sector to avail benefits of scale, stock, schemes and increased sales. We also aim to use blockchain technology to forecast demand as studies have shown such businesses to have more than 90% repeat rate.



Business Environment that supports BooBay to solve these problems

Three hundred seventy-four million Indians use smart phones in India. And for the remaining population, we are just a phone call away. More than 1 billion households are expected to purchase food and grocery online making the online grocery business grow exponentially. Out of the \$764 billion retail trade which is expected to cross \$1,000 billion in 2022, food and grocery hold a 70% share amounting to \$534 billion. In spite of its scale, online grocery occupies only 5% share of the total market and will grow at 25% annually. Products with longer shelf line and ineffective to temperature like grains, flour, etc. can be ordered through e-commerce retail giants but shorter shelf life products sensitive to temperatures like vegetables, fruits, meat and dairy products cannot do without local logistics and support.



Target Market

Students, working professionals and senior citizens living alone.

Young couples with or without children

Middle and Upper-middle-class families running domestic chores themselves

Lifetime Customer Value

Boobay will offer a combination of convenience and economy its customers cannot refuse. With a supermarket at their fingertips, who can say no to saving time, energy, planning and money. There's no pain, only gain with such quick delivery and even faster problem redressal, if any. We aim to keep our services so user-friendly that consumers will get used to the comfort and savings of BooBay.

For Indians, a rupee saved is a rupee earned, after all!

Channel Partners

📍 End Consumer

📍 Unorganised retailers

📍 Super Markets

📍 Departmental Stores





Revenue Model/Sources

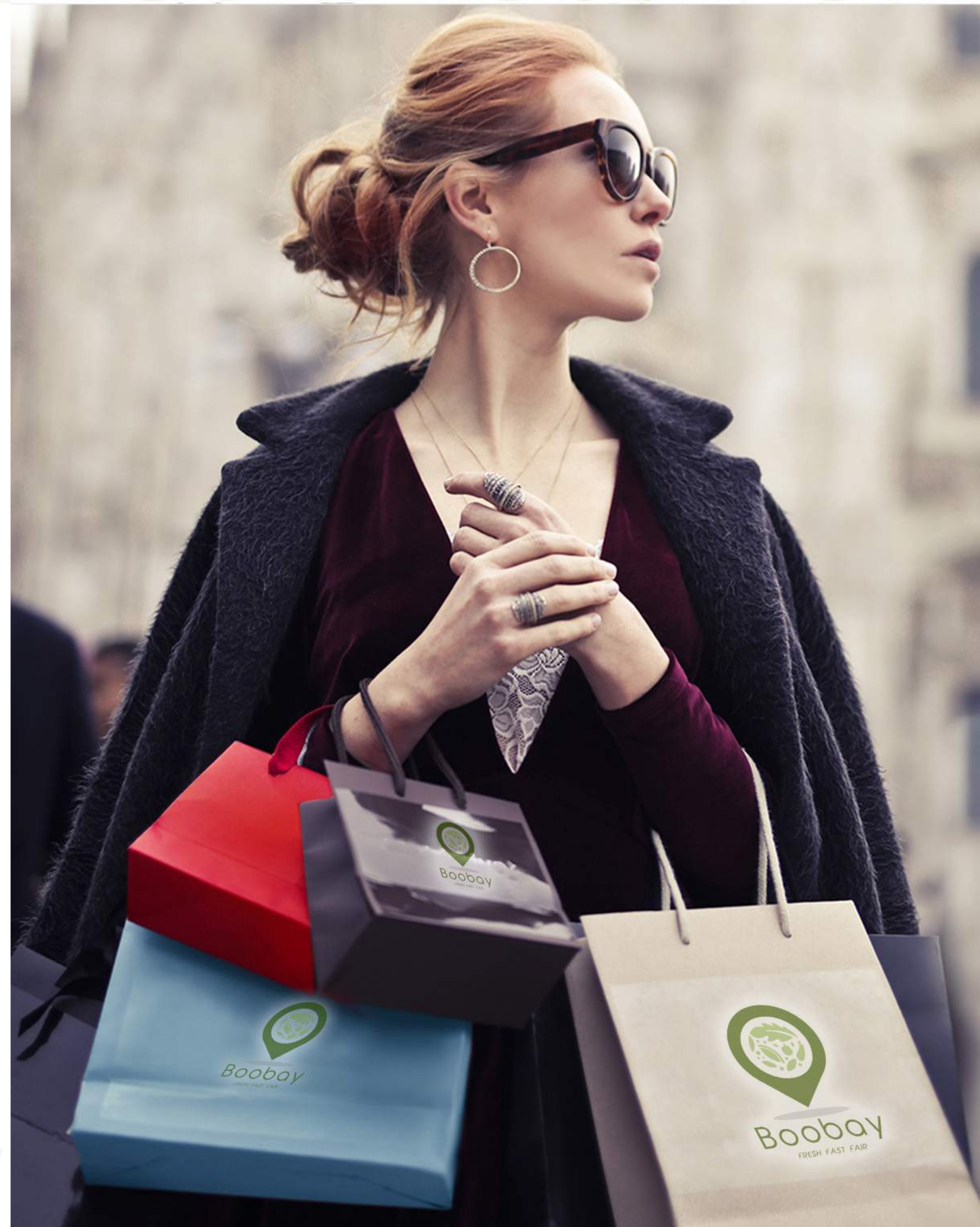
- 📍 Seed Fund from investment partners and share holders.
- 📍 Revenue from advertisements paid for by supermarkets, departmental stores and grocery brands.
- 📍 One-time revenue from enrolling supermarkets and annual renewal fee @ 9% of the enrolling fee.
- 📍 Sales commission at every transaction.
- 📍 Delivery charges.

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How will we ensure customer satisfaction and repeat clientele

- 📍 Customer Feedback.
- 📍 Rating given to the delivery staff by the customer and unorganized retailer.
- 📍 Ensuring repeat weekly orders from existing customers.
- 📍 Providing benefits to repeat customers to make them feel special and order more.

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Unique Selling Proposition

- 📍 Saving time and money for customers and increasing sales and profits for retailers.
- 📍 Personal touch with customers and retailers and schemes designed to make them come back time and again.
- 📍 Quick grievance redressal.
- 📍 Dedicated experts working at the grassroots level to ensure satisfaction and growth.

Marketing objective

Maintain positive, steady growth each month. Experience an increase in new customers who are turned into long term customers.

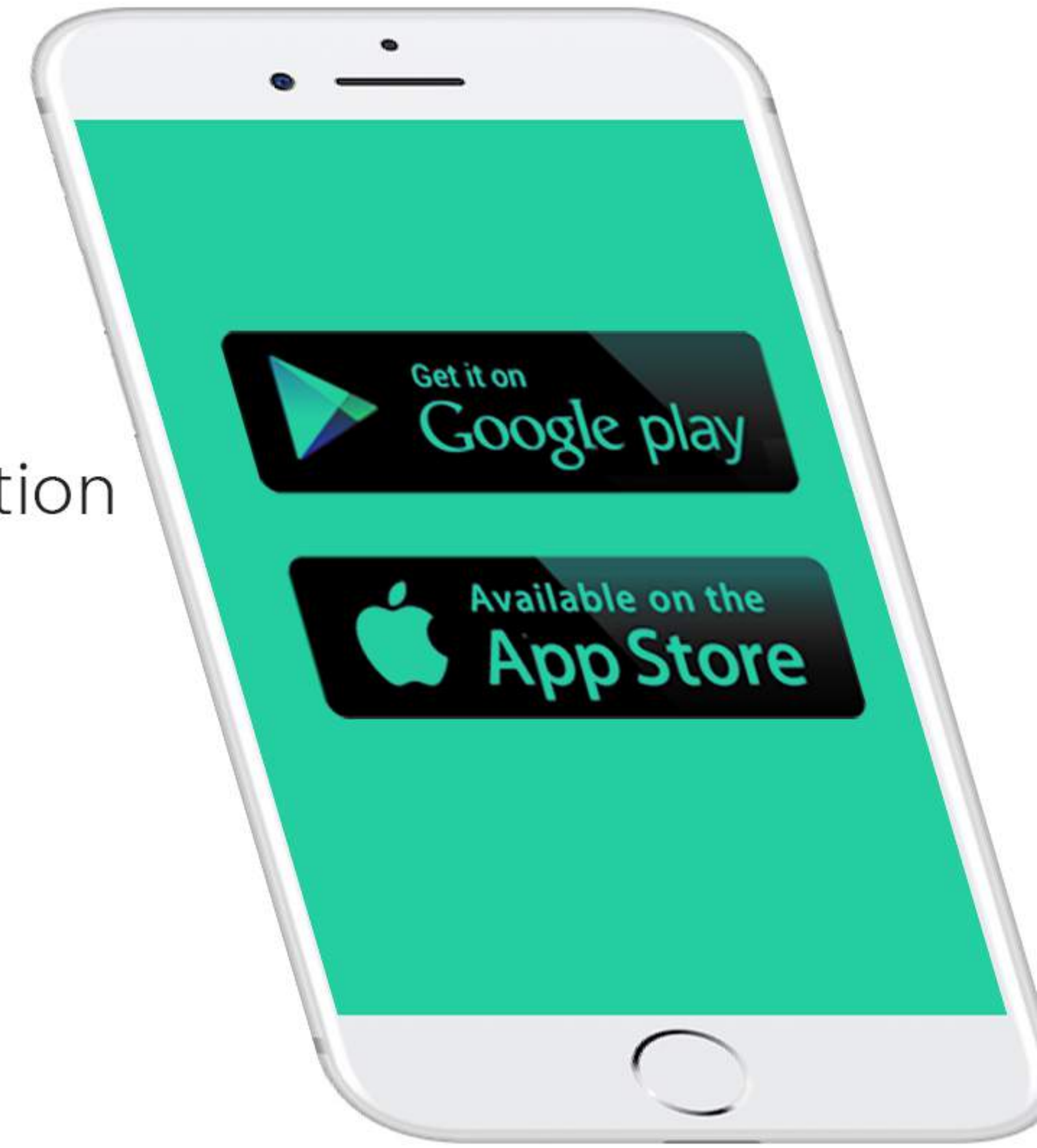


Target Advertising and Promotion

Advertising and promotions will run through banner ads as well as PR campaigns of information based articles, social media marketing, print marketing and posters at associated departmental stores, kirana stores and supermarkets. Promotional standees can also be placed at salons, gymnasiums, confectionaries, etc.

Some of the essential components of the Boobay Mobile Application

- 📍 Android and iOS compatible mobile application
- 📍 Modern yet simple user interface
- 📍 Geo-location based services
- 📍 Smart deals notifications based on purchase pattern and location
- 📍 Home delivery and store pick-up options
- 📍 Customer Review System
- 📍 Stock and expiry based deal updates
- 📍 Vernacular language option
- 📍 Revenue generation through the advertisements of various brands and supermarkets
- 📍 Ad banners on the homepage
- 📍 Hot deals, promotion and regular SKU listing
- 📍 Price and category filters
- 📍 Search option for products
- 📍 Order history and new product suggestions
- 📍 Loyalty schemes and Referral Points System
- 📍 Manage your listings and deals section
- 📍 Manage your store profile
- 📍 Schedule deals for a later date
- 📍 Manage dynamic stock quantity for your listings
- 📍 Manage delivery and pick up status for orders



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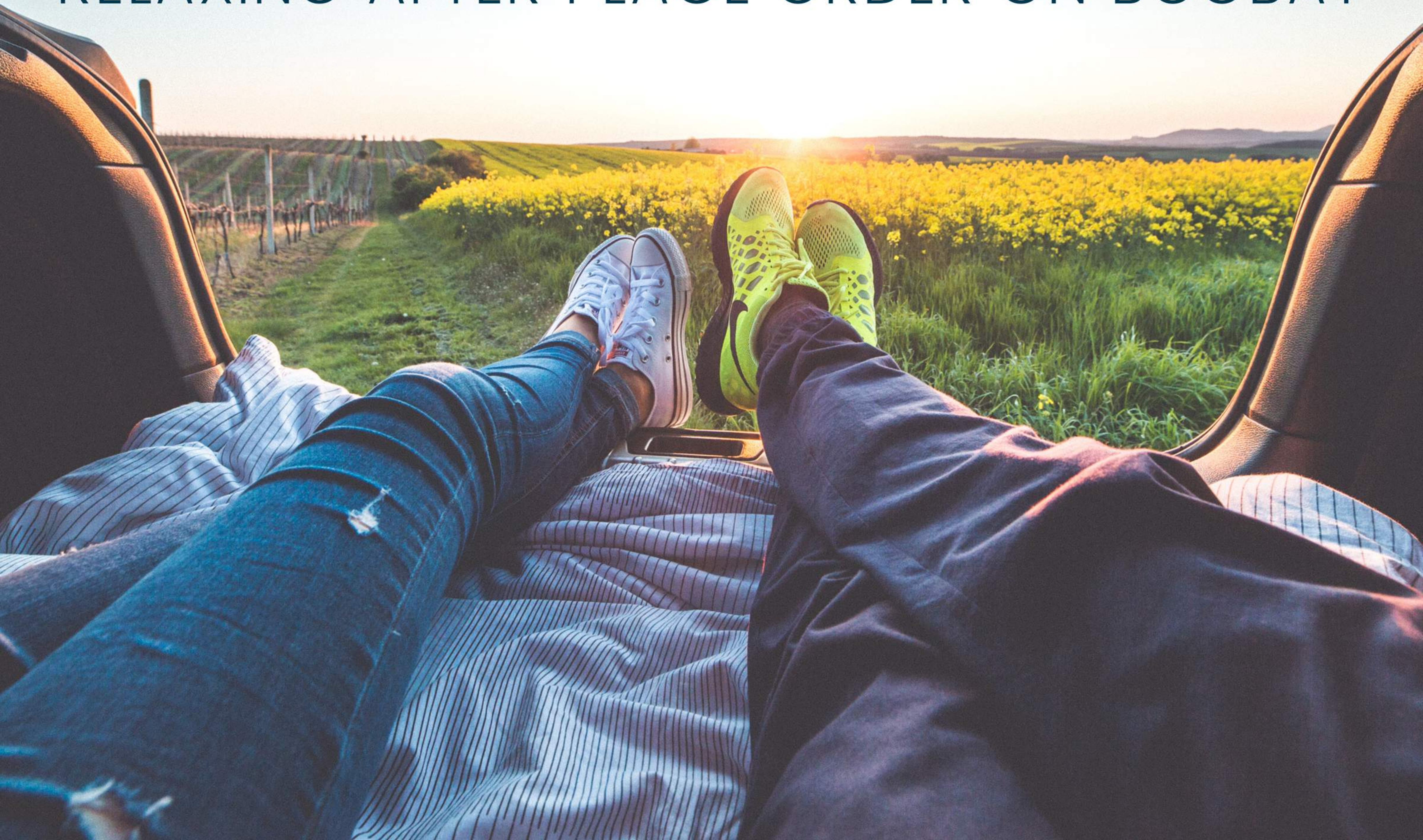


Conclusion

The future of retail points to the now unignorable centre of commerce: customer choice! It's not just about delighting the customer any longer because the customer is smart and has options. FMCG of the future is about making sense in terms of time, convenience, economy and value addition. The winners are the ones that understand and own the fundamental interplay between experiential and transactional. By giving them a shopping experience at the touch of their phone with transactions resulting in the best deals, BooBay will certainly disrupt the online grocery market. Our market research was executed in depth and we have considered every input received to give the best output. Invest in the future of online grocery shopping, invest in Boobay!



RELAXING AFTER PLACE ORDER ON BOOBAY





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WE ARE COMING

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