

Online Grocery Store (Samaan) Business Plan
For Elixir Technologies



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BUSINESS PROJECT ACCEPTANCE CERTIFICATE

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Executive Summary

Samaan by Elixir Technologies is a new, exciting venture that aims to be a prominent online grocery store in Pakistan. Samaan is on a mission to deliver its customers a smooth and convenient grocery shopping experience while offering variety of high-quality products that would be delivered at their doorstep. The online grocery stores landscape in Pakistan is witnessing a lot of growth as more people are shifting to cities and consumer's lifestyle is changing. Because of rapid urbanization, consumer's reliance on internet to buy groceries has increased which is resulting in traditional grocery stores struggling to keep up with evolving needs and expectations of consumers. Samaan wants to fill in the gap by using new technology and innovation to cater to a growing market.

Samaan's unique selling proposition is its dedication to deliver excellence across different aspects. Samaan will keep an extensive range of grocery items including fresh vegetables, essential pantry items, household products, personal care items etc. It will be a one stop-shop, user-friendly experience for customers both on mobile app and website. Consumers will be able to find all their groceries by easily navigating through product categories, comparing the prices and making secure payments. Our user-friendly interface will be easy to use for both tech-savvy and not so tech-savvy consumers.

Samaan is committed to deliver high quality groceries on time. Customers can expect timely deliveries and satisfaction because Samaan will have an extensive logistics network and partnerships with trusted delivery companies. We will have strong relationships with trusted suppliers who will also ensure the freshness and employ quality control measures at their end, so customers receive premium grocery items every single time. Samaan believes in providing exceptional customer service to all its users. Our helpful customer support team will be readily available to help with queries, resolve any issues that could potentially arise with any order which will build trust and loyalty.

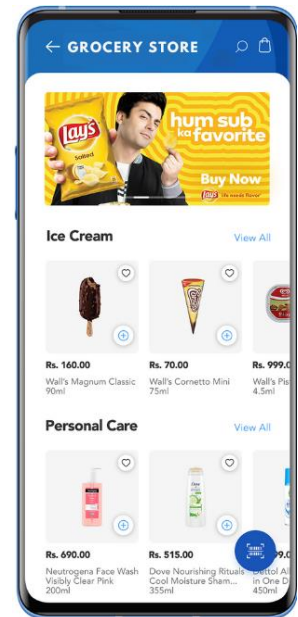
Our strategic market entry plan and focus on high quality grocery items and customer satisfaction at every step will help us become a big player in rapidly expanding online grocery market in Pakistan. By using Elixir Technologies' expertise in tech and innovation, Samaan is on its way to revolutionize how people shop for groceries in the country making it easier and better.

Chapter 1

Introduction

Elixir Technologies is starting a new, ambitious project in Pakistan, a groundbreaking online grocery store called 'Samaan'. It aims to compete with 'Pandamart' by Foodpanda by providing a solution for people in Pakistan to easily and reliably shop for groceries online.

In recent years and specially after pandemic, a lot has changed in regards to how people purchase their groceries. This is because urbanization has resulted in more people moving to and living in cities, and they have easy access to the internet. As a result, there is a need for time and energy saving solutions while maintaining a seamless shopping experience. Even though traditional megastores still dominate the grocery scene in Pakistan, there is a need for smart online grocery store like Samaan. Customers want to shop from the comfort of their homes and they want to have a personalized experience based on lots of choices. The internet we know today provides us with unique opportunity to meet the needs of evolving consumer's expectations making shopping for personalized groceries a time-saving, hassle-free experience.



Samaan is entering the market with a smart plan. By teaming up with Elixir Technologies and using its expertise and resources, we will create a strong online store that will sell all kinds of groceries, like fresh produce, staples, household items, personal care items and more. Our easy-to-use website and phone app will help our customers to browse through various categories, compare prices, and order what they need with just a few taps. It's all about making shopping easy, accessible and simple. But that's not all. Samaan is also focused on giving great customer service, delivering orders on time, and making sure the products are top quality and, user experience and customer service is top-notch.

In conclusion, Samaan is an exciting venture by Elixir Technologies to bring a high-tech online grocery store to Pakistan. With more and more people looking for convenient ways to shop groceries online, Samaan wants to be the reliable and complete online store they turn to. Samaan's focus on technology, new ideas, and customer-centric approach is all set to change how people in Pakistan buy groceries thus helping it to establish itself as a major player in the online grocery market.

Company Background/History

Elixir Technologies in Pakistan is a privately owned private software house established in 1984 in California by CEO Mr. Basit Hamid and expanded to Pakistan in 1995, after one decade of company established.



The Company currently working more is the printing products on international level all over the world. The world large and top's and working on sensitive data are using the Elixir Technology company software products for the banking system and telecommunication system printings and other services provided by this company. Company also providing health related services in which recently complete Hospital Management System for the Holy Family Hospital in Rawalpindi Pakistan in which maintains patients and doctors' records and receipt generates.

The products developed by the company are working efficiently and effectively and generate bills and send it to customer's e mail address. Company has 6000 above customers which are in different countries like China, United Kingdom, Russia, and EU and all over the world. Company provides computer solutions and health and printing services and applications and websites and ecommerce services to different clients and his aim to improve its solutions and operations with passage of time. The office which is in Islamabad Pakistan have more than 190 employees.

The Company provides services in following area:

- Domain of Health's Products
- Domain of Insurance Products
- Domain of Financial Products
- Solutions of Real times
- Domain of Telecommunications
- Domain of Transport
- Domain of Government Projects
- Domain of Educations Projects
- Computer based Applications
- System for ID card

The main and permanent client of the company:

- PTCL
- Holy Family Hospital Rawalpindi
- Honda Company
- Amazons
- Great Eastern Life

The Company is aimed to become the biggest and multinational organization which have the goal to provide more opportunities to females in every department of company within Pakistan

Need/GAP Analysis

The Pakistani market presents a critical need for an imaginative internet-based supermarket like Samaan. Leading a need/hole examination assists us with understanding the ongoing difficulties and open doors on the lookout and how Samaan can address them really. Here is an examination of the need/hole in the Pakistani market:

1. Convenience and Time-Saving Solutions:

There is a developing interest for helpful and efficient arrangements in shopping for food. Conventional physical stores frequently expect clients to invest important energy voyaging, exploring swarmed passageways, and holding up in checkout lines. Samaan intends to overcome this issue by giving clients a helpful web-based stage that empowers them to search for food from the solace of their homes, saving time and exertion.

2. Diverse Product Range:

Clients in Pakistan frequently face impediments regarding item assortment and accessibility in actual stores. Samaan expects to address this hole by offering a different scope of staple items, including new produce, storage room basics, natural things, family merchandise, and individual consideration items. By giving an exhaustive choice, Samaan guarantees that clients approach a wide exhibit of items in one helpful web-based area.

3. Quality Assurance and Freshness:

Guaranteeing the quality and newness of staple items is a test looked by shoppers in Pakistan. Samaan plans to overcome this issue by cooperating with confided in providers and executing rigid quality control measures. By focusing on quality confirmation, Samaan looks to give clients new and premium items, subsequently imparting certainty and confidence in their web-based shopping for food experience.

4. Limited Store Accessibility:

Geological imperatives and restricted store openness can be boundaries to shopping for food, particularly for people living in distant regions or those with portability limits. Samaan expects to beat this hole by offering cross country inclusion and dependable conveyance administrations. By arriving at clients across Pakistan, remembering those for beforehand underserved regions, Samaan guarantees openness for a more extensive client base.

5. Digital Transformation and Tech-Savvy Customers:

Pakistan is encountering a computerized change, with expanding web infiltration and cell phone reception. As clients become more educated, there is a developing assumption for computerized arrangements and internet shopping encounters. Samaan means to address this

issue by giving an easy-to-understand site and portable application that works on the shopping for food process, offers instinctive route, secure web-based exchanges, and a consistent by and large experience.

6. Exceptional Customer Service:

Clients in Pakistan esteem outstanding client assistance, including responsive correspondence, productive issue goal, and customized help. Samaan means to overcome this issue by focusing on consumer loyalty and giving committed client assistance channels. By speedily tending to client requests, concerns, and criticism, Samaan plans to areas of strength for assemble connections and cultivate trust in the brand.

By tending to these distinguished requirements in the Pakistani market, Samaan means to reform the shopping for food experience, giving a helpful, different, and solid web-based stage that meets the developing assumptions for Pakistani buyers.

Industry Analysis

The online grocery store application industry in Pakistan has encountered amazing development as of now, powered by moving customer inclinations, urbanization drifts, and expanded web entrance. The COVID- 19 prominently sped up the reception of online shopping for food, as security concerns provoked numerous customers to go to these stages for accommodation. Besides, government drives pointed toward advancing a computerized Pakistan and further developed online business guidelines have established an ideal climate for the business to flourish.

Shoppers in Pakistan are progressively esteeming the comfort presented by online supermarkets, saving them time and exertion. They likewise request a wide assortment of items, including new produce, dairy, and natural choices. Convenient and productive conveyance administrations are basic to meet these client assumptions. By and by, the business faces its portion of difficulties, for example, exploring complex planned operations and guaranteeing item quality and newness during transportation. Moreover, as the market grows, rivalry strengthens, with new participants constantly arising.

Key rivals in the Pakistani online grocery store application scene incorporate Pandamart, prestigious for its fast conveyance and broad item range; Staple Shop, which centers around client centricity and new, privately obtained produce; Yassir, a stage associating clients with nearby sellers to advance local area commitment; InstaCart, known for its easy to understand interface and broad organization of accomplice stores; QnE, offering a different item range, including global brands, and having areas of strength for an in significant urban communities; TazaMart, work in natural and wellbeing centered items; HumMart, focused on furnishing a consistent shopping experience with a wide determination of products; Naheed Store On the web, a laid out conventional general store chain that has ventured into internet business.

Open doors in this industry incorporate territorial extension to arrive at undiscovered business sectors, expansion into esteem added administrations like dinner units and recipe ideas, and an emphasis on manageability through eco-accommodating bundling and practical obtaining. All

in all, the online grocery store application area in Pakistan is on a direction of supported development, yet achievement depends on factors like effective planned operations, item quality, and first-rate client care. Remaining sensitive to developing customer drifts and differentiating contributions can be instrumental in flourishing inside this dynamic and serious scene.

Proposed Solution

"Samaan" is ready to revolutionize the online grocery shopping experience in Pakistan by presenting an imaginative stage that consistently associates customers with their number one neighborhood supermarkets. This arrangement tends to a few vital difficulties and exploits arising potential open doors in the online grocery store application industry.



Objectives:

Following are the objectives that we will achieve from our product:

- **Empowering Local Grocery Stores:**

"Samaan" will go about as an extension between nearby supermarkets and the developing web-based purchaser base. By onboarding these stores onto our foundation, we engage them to take advantage of the computerized market and grow their scope essentially.

- **Variety and Choice:**

One of the champion elements of "Samaan" is the broad scope of supermarkets accessible to clients. Customers can choose from a different rundown of stores, each offering its extraordinary items and fortes. This assortment takes special care of various preferences and inclinations, improving the shopping experience.

- **Seamless User Interface:**

Our foundation will flaunt an easy-to-use interface that guarantees a smooth and bother free shopping venture. Clients can easily peruse items, look at costs, and spot orders with only a couple of snaps, making the web-based shopping for food process helpful and charming.

- **Efficient Delivery Network:**

"Samaan" will lay out a proficient and dependable conveyance organization to guarantee that orders arrive at clients instantly. Convenient conveyances and a pledge to keeping up with item quality will be key to our administration.

- **Local Engagement:**

We perceive the significance of local area commitment. "Samaan" urges clients to help their nearby organizations while partaking in the comfort of web-based shopping. It cultivates a feeling of association among customers and their local stores.

- **Customization and Personalization:**

The stage will consolidate progressed calculations to give customized shopping proposals in view of client inclinations and shopping history. This element upgrades the shopping experience and increments client faithfulness.

- **Sustainability Initiatives:**

"Samaan" will likewise focus on supportability by advancing eco-accommodating bundling choices and joining forces with stores that stick to manageable obtaining works on, reverberating with the earth cognizant customer base.

- **Continuous Innovation:**

We are focused on continuous development. "Samaan" will consistently present new highlights, administrations, and organizations to remain in front of industry drifts and guarantee an upper hand.

"Samaan" addresses a game-changing answer for the online grocery store application industry in Pakistan. By interfacing purchasers with neighborhood stores, we engage organizations, offer a broad scope of decisions to customers, and make a consistent and drawing in shopping experience. Our obligation to productivity, personalization, supportability, and progressing advancement positions "Samaan" as the eventual fate of online shopping for food in Pakistan. We anticipate changing the manner in which Pakistan looks for food, one "Samaan" request at a time.

Chapter 2

Literature Review

SWOT Analysis

A SWOT analysis assesses the Strengths, Weaknesses, Opportunities, and Threats of a business or project. Here's a SWOT analysis for "Samaan," the online grocery shopping platform connecting consumers with local stores in Pakistan:

Strengths:

1. Supporting Local Business: "Samaan" upholds and advances nearby grocery stores, cultivating a feeling of local area and adding to the local economy.
2. Variety of Products: The platform offers a variety of items from various local stores, giving clients broad decisions.
3. Personalization: Through algorithms, Samaan will provide personalized product recommendations, enhancing the user experience.
4. Efficient Delivery Network: An efficient and reliable delivery network will be established by "Samaan" to ensure timely deliveries.
5. Promotion of Stores: It provides the opportunity to stores where they can promote themselves with discounted offers and other loyalty programs.
6. Data Analytics: Data driven decisions will be taken by the team as "Samaan" gains insights into customer behavior and sales trends.

Weaknesses:

1. Competition: "Samaan" faces competition from established e-commerce and online grocery platforms, requiring continuous efforts to differentiate itself.
2. Regulatory Compliance: Adhering to local e-commerce and food safety regulations can be complex and resource-intensive.
3. Dependence on Local Suppliers: The platform relies on local grocery stores as suppliers, which may limit product availability and flexibility.

Opportunities:

1. Market Expansion: "Samaan" can expand to new regions and cities in Pakistan as the online grocery shopping trend continues to grow.
2. Sustainability Trend: The increasing awareness of sustainability presents an opportunity for "Samaan" to attract environmentally conscious customers.
3. Partnerships: Collaborating with local influencers and sustainable living advocates can expand the platform's reach.
4. Innovation: Continuously introducing new features and services can keep "Samaan" at the forefront of industry trends.

Threats:

1. Competitive Rivalry: Competition from established e-commerce giants and online grocery platforms poses a threat to "Samaan's" market share.

2. **Substitutes:** Traditional in-store grocery shopping and other online grocery platforms are potential substitutes for "Samaan."
3. **Price Wars:** Intense price competition in the industry could impact profitability.
4. **Supply Chain Disruptions:** Disruptions in the supply chain, such as delays in product delivery or shortages, can affect customer satisfaction.
5. **Changing Regulations:** Evolving e-commerce and food safety regulations can pose challenges in compliance.

This SWOT analysis provides a comprehensive overview of "Samaan's" internal strengths and weaknesses and external opportunities and threats.

Five-Force Model of Porter:

We will use Porter's Five Forces Model as a strategic framework to analyze the dynamics of the industry in which Samaan will operate. Here is the analysis for "Samaan" according to the Porter's Five Forces.

1. Threat of New Entrants: Low

The online grocery industry is very challenging. It requires high investments, a lot of resources and penetration techniques. Moreover, there are established competitors who create obstacles for the new entrants. An online grocery store requires a significant investment in technology infrastructure, marketing and logistics. These can be a barrier to entry for new player in the market. In Pakistan we have strong competitors such as Pandamart, Cheetay, Grocerexpress and farm to home. They have already established brand recognition and customer loyalty which will make it difficult for new entrants to compete. Also, regulations and law to local e-commerce and food safety can be complex and will require a lot of compliance efforts.

2. Bargaining Power of Suppliers: Moderate

The suppliers of Samaan are the local grocery stores. These stores will have some bargaining power as they have unique products and are based in locations which Samaan would want to target, but Samaan can negotiate on favorable terms as they are providing these stores the platforms to sell online and their sales will be increased due to Samaan. Samaan will not be dependent of any single supplier and will have multiple suppliers which will reduce the dependency.

3. Bargaining Power of Buyers: Moderate

The customer base of Samaan is broad and it will reduce the bargaining power of individual buyers. Individual buyers will have less power to negotiate the prices because there are many other buyers who would be willing to pay the same price at the ease of their comfort zone.

4. Competitive Rivalry: High

Samaan have a few competitors in this region but might face well-established e-commerce giants and other online grocery platforms globally. Those competitors have significant

presence in the market. Competitors like Amazon and Walmart have customer loyalty and brand recognition globally. They also have sufficient financial resources that can bring difficulties for Samaan. In Pakistan no such brand is reaching out to every part of the country. Most of the competitors are operating in big cities. Through proper promotion and marketing efforts Samaan can penetrate in this market. For that, Samaan needs to develop constantly new ways to improve its services and attract as much customers as they can. This can be done through consistent marketing efforts, collaborations, partnerships and good relationship with the supplier. Samaan have to increase and expand the radius of delivery. Samaan will have to focus on price competition as most of the competitors provide discounts and other offers to their customers. For better pricing, Samaan should have good resources who can negotiate better deals with suppliers.

PEST Analysis

Through PEST analysis we will assess the Political, Economic, Sociocultural and Technological factors that can impact the way Samaan is operating. Here is the PEST analysis for Samaan:

Political Factors:

Political factors include government regulations, local governance and taxation policies. These can have significant impact on the operating environment for Samaan. Pakistani Government regulations related to food safety standards, data privacy and e-commerce can impact the operation of Samaan. It is important for Samaan to comply with these regulations and adhere to legal requirements. It is important for Samaan to stay up-to-date on the latest requirements by the government as these regulations keep on changing frequently.

The taxation policies in Pakistan are affecting businesses these days such as the fluctuation in sales taxes can affect Samaan's pricing strategies and the profitability. It is important to factor these costs into the pricing to align with the strategy of how to compete in the market.

Economic Factors:

Economic factors can be one of the most crucial factors that has to be kept in mind by Samaan. The inflation rate is increasing in Pakistan with every passing day and it is affecting the purchasing power of the customers. The income levels of Pakistani people have been affected due to inflation and it can discourage people to buy things online. Inflation rate can also impact the cost of goods and services which will reduce the interest of purchasers and they might be more inclined towards saving money than spending on things that are not actually required. Samaan might need to raise prices in order to maintain the profitability and it will have negative impact on the customer loyalty.

Sociocultural Factors:

Samaan should understand the consumer behavior and preferences such as the time saving priority of consumers, eco-friendly shopping practices and the convenience of consumers. Pakistan has evolved and adopted the online shopping system. The e-commerce industry is growing at high pace in Pakistan and Samaan recognizes the importance of supporting local

business, who do not have online presence. It is important to keep in mind the cultural preferences related to the food choices and the dietary habits of Pakistani consumers.

Technological Factors:

The online shopping industry is based on high-speed internet and the penetration of smartphones in Pakistan. Samaan will reach a wider audience if large number of people have high speed internet and smartphones. Technology is growing with a rapid speed and to keep your platform updated, Samaan will require continuous development and optimization of the mobile app and website for providing seamless experience to the users. New technology must be adapted time to time by the tech team of Samaan.

Data security should be the top priority for Samaan to gain trust and to ensure the safety of customer data and information about the online transactions. Samaan must take steps to protect customer’s information and protect them from unauthorized access for misuse. Samaan should take the advantage of technological advancements such as data analytics, artificial intelligence to improve the performance and experience of the platform.

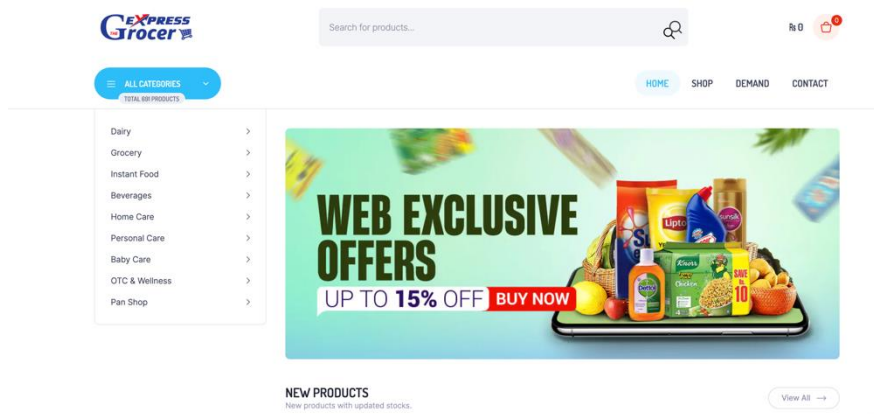
Competitor Analysis

We conducted a thorough analysis of the industry to find about the competitors, their strategy and next moves. This is an important step to understand how our competitors are reaching out to the customers, what features they are providing and how can we be different from them. The competitor analysis involves assessing the strength, weaknesses, opportunities and threats offered by our key competitors in the online grocery industry.

Competitor 1: GrocerExpress

GrocerExpress includes both local and international brands. It is a well-established brand having a wide range of products. It has invested in building a reliable network of delivery to ensure that their customers receive the order timely.

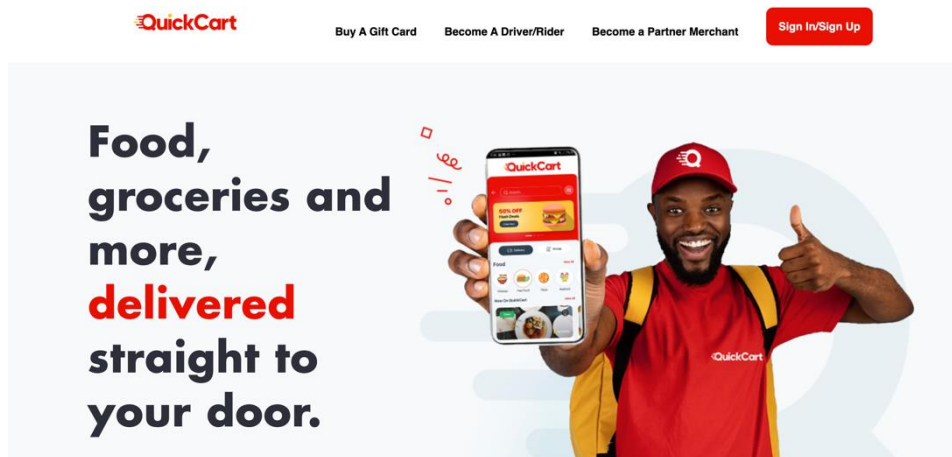
However, GrocerExpress have limited emphasis on supporting the local businesses or sustainability initiatives and their primary focus is on product availability and convenience. This can be a weakness for them as the consumers are actively looking for brands that are committed to such causes.



Competitor 2: QuickCart

QuickCart is another online grocery store which is famous for their user friendly interface and exceptionally fast delivery. QuickCart easy to use mobile app and website make it easy for the customers to navigate and shop online. QuickCart offers variety of loyalty programs for repeat customers. They attract their users through such programs and encourage them to shop more often.

However, QuickCart only focuses on the essential items such as fruits, vegetables and dairy products. They are missing out on huge chunk of customers who are looking for broader range of products including household goods and personal care products for male and female.



Competitor 3: Pandamart by Foodpanda

Pandamart is the biggest player currently in Pakistan and have a dominant position in this industry. It is the part of Foodpanda ecosystem which is already used in every home in this country. It took advantage from the already established e-commerce platform of Foodpanda and their large user base. Pandamart grew exponentially because of the already established parent brand.

Pandamart does not support local businesses and have a slightly different model. They have their own range of products. They have procurement teams and a warehouse to store their items. They offer a wide range of products and have a fast delivery network around the country as well.

However, the idea of having their own warehouse and storing products is challenging as it requires more investment and resources. Also, customers might prefer other stores whom they trust for certain items such as medicine, beauty and care related products. Also, dairy products which are offered by local stores might be the first priority of the consumers.

foodpanda New Address Select your address Time ASAP Log in Sign up EN

pandamart

Search products

Top categories

- Meat, Fruits & Vegetables
- Pharmacy
- RBazaar
- Wall's
- Dairy Products

Your cart

Start adding items to your cart

Subtotal	Rs. 0
Total (incl. GST)	Rs. 0

[See price breakdown](#)

[Go to checkout](#)

Chapter 3

Methodology

The Samaan methodology aims to launching a successful online grocery store platform in Pakistan. The methodology includes every step that helps in establishing a sustainable business such as market research, technology development, user experience and continuous improvements in the platform.

Following steps are included in methodology:

1. Market research and analysis:

In this step we will have a thorough research about the market to understand the online grocery shopping experience of Pakistani users, their behaviors, competition in the market and the market trends.

2. Store onboarding:

Store onboarding is the major step, where we will be establishing partnerships with local grocery stores and Karyana shops in the location where we want to launch our services.

3. Technology infrastructure:

A robust and scalable technology infrastructure is an essential step in the success of Samaan to provide user with the experience like never before. It should have the ability to automate the onboarding process of the stores and personalized interface for users.

4. Product catalog and inventory management:

Online grocery store is comprised of managing product catalog for the store owners. It will be done by developing a proper inventory management tool.

5. User experience design:

The UI/UX should be made very carefully keeping in mind the needs of our users and customers. It should be actively compared with competitors and should provide better experience.

6. Delivery logistics:

Our aim is to provide the fastest delivery to our users without any unnecessary delay. For this our riders will be monitored. There will be tracking feature where we can track our riders.

7. Customer support and feedback:

Customer feedback will be incorporated at every platform in our app, website and our social media accounts. It is very necessary to satisfy our customers.

8. Marketing and promotion:

A lot of focus after the production of the platform will be on marketing and promotion to spread awareness and onboard grocery stores. Unique selling points of the platforms will be identified and promoted.

9. Data analytics and continuous improvement:

Data-driven decisions will be very important for continuous improvements and meeting the needs of users.

10. Expansion strategy:

Samaan will be launched initially in a single city for testing the product and the users feedback. Once the product is launched successfully, focus will be shifted on expansion and penetrating more cities.

11. Regulatory compliance:

Compliance with local regulations and e-commerce laws has to be kept in mind while preparing the business model.

12. Monitoring and evaluation:

Every step of the methodology and the operations will be carefully evaluated and monitored in order to design a strategy and roadmap for the success of Samaan.

13. Scaling for growth:

This step will involve the scaling and growth of the overall product in terms of users, grocery stores, number of transactions and retention of users.

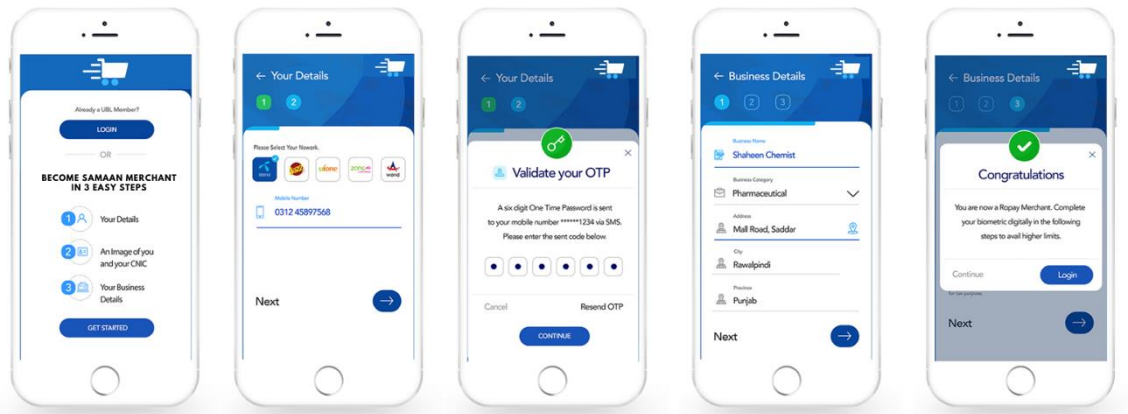
Our methodology is based on overall approach that covers all the aspects from launching the online grocery store to promotion and scaling. The whole process is designed to support Samaan becoming a leading player in this market and to change the way people shop online.

Samaan UI/UX

Merchant Onboarding

The merchant onboarding step is self-explanatory. Following steps will be taken by the merchant to get register with Samaan platform:

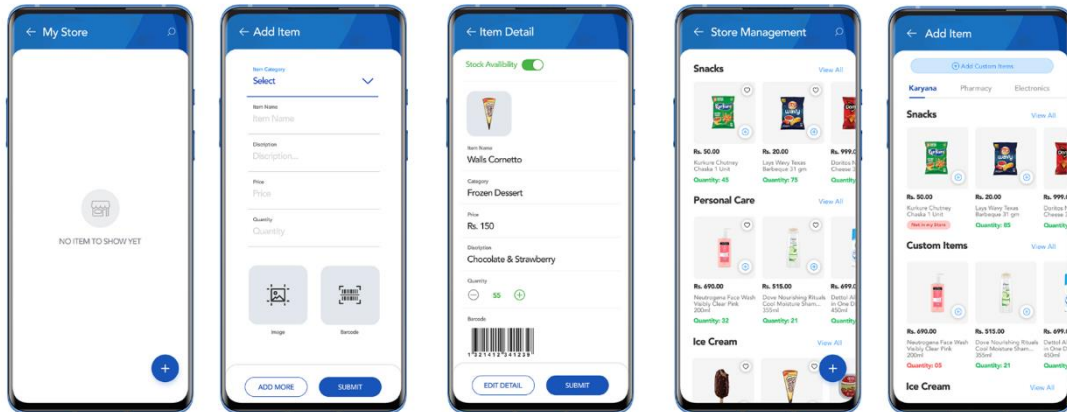
- Register with a valid mobile number
- Add OTP to verify the mobile number
- Add the details of the store whether it is medical or grocery or some other item store
- Add picture of their CNIC along with their picture so that our system can scan and verify
- Account of the merchant will be created successfully



Store Creation

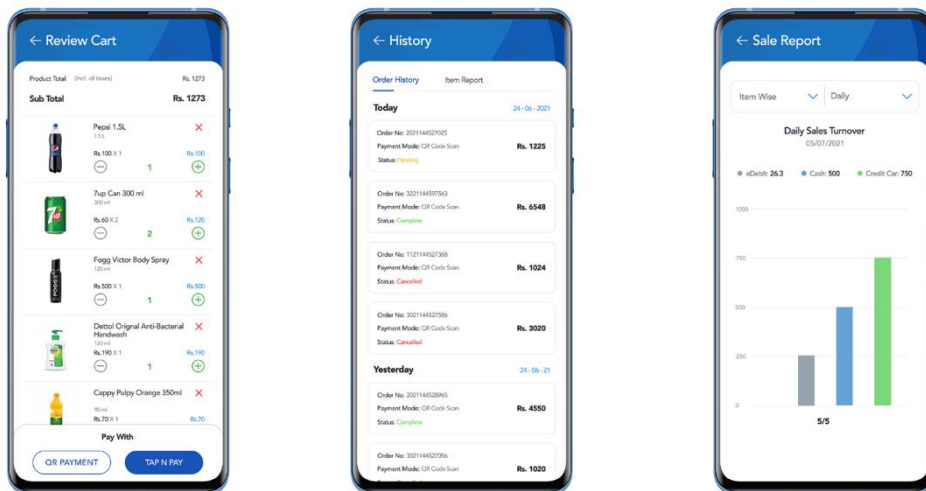
After the creation of merchant account. The merchant now has to add items in their store. Following steps will be taken by the merchant to add items of their store:

- Click on add items
- Add details of the items they want to add and the quantity available
- Add pictures of the items
- They can manage their store by adding or removing items
- They can manage their inventory online



Order Management

After adding the items and setting up the store, Samaan will provide a dashboard to the merchant where they will be able to see the number of transactions and the number of sales. They will also be able to see the quantity of the items left in their inventory. It will help them to keep record online in their mobile phone instead of managing a register manually.



Chapter 4

Project Charter

Project Description

Online shopping is growing at a rapid pace. Now a day's peoples are bound to their houses and not prefer to go outside for shopping buy food items like vegetables and fruits and other accessories which they need at home for cooking and other services and people also busy with their jobs and work and that is why they need everything at their doorsteps due to this we are developing Online Grocery Store

Which include the online website where user can see the items which they needed and see price tags with quantity information and description of items which have all the properties of the item user can read user can place order for different Grocery Items and pay online with different methods like easy paisa and credit card, debit card or user can set cash on delivery option. User will get their products at their doorstep which he ordered.

This Project is encompassing on these modules:

1. User will sign up for account on the online grocery store application or on website of grocery store then sign into main store.
2. User/Client selecting grocery items and placing order of items which he selected by the payment method he selects Cash on deliver or online payments and select the exact location on map and address where will drop the order he placed.
3. The delivery boy takes the items from store which user order and provide the order at doorstep of the client/user.

The Project consist of different modules in which IOS Application which publish on Appstore and android application which publish on play store and the website which will be on server available all the times to user and some user has admin rights which can add items to grocery store and update price of the items, and some will have full right with full users' access which will delete the items on store different kind of users will gave different access.

PROJECT IDENTIFICATION

Project Id:	OGS	Date:	22/08/2020
Controlling Agency:	IT Department	Modification Date:	
Prepared by:	Sponsor of Project	Project Budget Summary:	\$0.2M

PURPOSE

The above document is created for the purpose of when project will start, and official accepted the project to fulfil the project requirements and fulfil the needs of stakeholders it also defines

the high-level project deliverables and resources available for project the duration and budget for project.

History of versions

Version	Time and Date	Writer	History of Change
1.1			Document Formation
1.2			Add assumption for project
1.3			Addition of charter
1.4			Revise of scope
1.5			Approval of final version

CONTACT

Post	Company	Mobile#	Authorization
Project Director's	Elixir Technologies	0-----	CEO

PROJECT KEY CHALLENGES

- Collection of user's needs
- Responsive designs for apps
- Responsive website
- Performance of website
- Handle Crashes of Application
- Testing of Applications
- Meet client's expectations
- Complete within time and budget
- Develop Admin and user panel

SIGNATURES

Name	Sign	Time and Date
Sponsor of Project		
Project Manager		
Portfolio Manager		

MILESTONE LIST

No.	Milestone	Date
1	Planning Complete	13/11/2023
2	Completion of Designing	15/01/2024
3	Database Complete	25/11/2023
4	Completion of Development	24/02/2024
5	Testing Complete	21/05/2024
6	Completion of Deployment	25/05/2024
7	Close Project	01/06/2024

Project Management Plans

Scope Management Plans

Project Scope:

Key Outputs of the Online Grocery Store:

When project will complete these are the result will be achieved on successful completion:

- Online Grocery Store Website
- Deployment of Website
- IOS App Design
- Publish IOS App
- Android App Design
- Publish Android App

Features of Online Grocery Store:

The App of Android and IOS and Website for Online Grocery Store for shopping these will be the key outputs.

Project Concerns Partners:

- Elixir technologies
- Provider of Grocery Items
- Provider of Grocery items to users

Assumptions of Online Grocery Store:

- This program will help users and food services
- All customers can use such programs

- The product will generate revenue for grocery items providers
- The resources required for the completion of the project should be available when required.
- The donor will withdraw funds when required.
- Domain purchases, Google Play Store Account and AppStore Account will be timely and effectively available.

Limitation of Grocery Store:

- The project has been given limited funding.
- The project is given a targeted deadline date.

Authorization:

All the control of project under the project manager.

- The project manager will have 5% tolerance in the budget and 10 % in the schedule of the project, if any fluctuations that are not in limit of defined values will refer to sponsor of project.
- Adding new employee in the development team is required permission of the project manager when team needed.

Change of Scope:

If the small no of changes occurs in project scope which are within the authority of project manager, he will handle this and if it is beyond the authority it will escalate to high level in the organization.

Verification of Scope:

The Project Manager will ensure that all work is done in accordance with the plans we have set.

Control Scope:

The Manager of the project will ensure that project work should be performed according to the plans which are decided already.

Success Criteria for Project:

Completion of the project within the project budget and on schedule plan according to the project work statement. Successfully uploading the iOS application in the Apple App Store and Android Mobile application on the Google Play Console and website upload on the server without interruptions. Users can select grocery items and add them to cart see their prices and generate bills, pay payments, and receive their orders at doorstep.

SCOPE STATEMENT OF PRODUCT

<p>Project Name: Samaan - Online Grocery Store Date of Scope: Prepared by: Izhar ul Haq</p>
<p>Project Preparation: Elixir Technologies is about the step into the industry of Online shopping. They have come up with the idea of introducing “Samaan” which will be the online grocery store where local grocery stores will have the ability to register their shop and sell grocery online. Consumers on the other hand will install the app and order groceries from their favorite store near to their home.</p>
<p>Software Requirements Specifications:</p> <ol style="list-style-type: none"> 1. The user should successfully signup and login to Online grocery store mobile applications and through website. 2. The user can see the grocery items list 3. The user can search grocery items. 4. The user can add items to cart 5. The user can pay payment through online and can select option of cash on delivery. 6. User can set location of delivery on map 7. User can give feedback to the Store owner’s 8. User can see the price list of items 9. Users can manage his orders 10. Users can view history of purchasing 11. Users can see special offers in separate page 12. Users can track his orders on map
<p>Deliverable of Online Grocery Store:</p>
<ul style="list-style-type: none"> • Android Application Design • IOS Application Design • Requirements of Online Grocery Store • The graphics of the website • Development of Android App • Development of IOS Application • Purchasing of server and domain for website • Website on Server live • Google store Account buy • Uploading of mobile apps on stores
<p>The Success of Project OGS: Completion of the project within the project budget and on schedule plan according to the project work statement. Successfully uploading the iOS application in the Apple App Store and Android Mobile application on the Google Play Console and website upload on the server without</p>

interruptions. Users can select grocery items and add them to cart see their prices and generate bills, pay payments, and receive their orders at doorstep.

Approved by:

Name/Title	Signs	Disapproved/approved

BASELINED SCHEDULE AND PROJECT WBS

The baseline of the schedule will provide the expected time for the project should be completed within a reasonable time. Elixir Technologies has developed a baseline for schedule and Work Breakdown Structure for the Online Grocery Store Product. The Baseline for Project Schedule and project WBS are provided in report provided.

HUMAN RESOURCE PLAN

Resource Management Plan will help us in giving rules about how the physical and human resources will be obtained, apportioned, oversight, and used. One of the main things with respect to resources is they ought to be accessible at right area and correct time. In our project a portion of the physical resources are being outsourced.

Primary Roles:

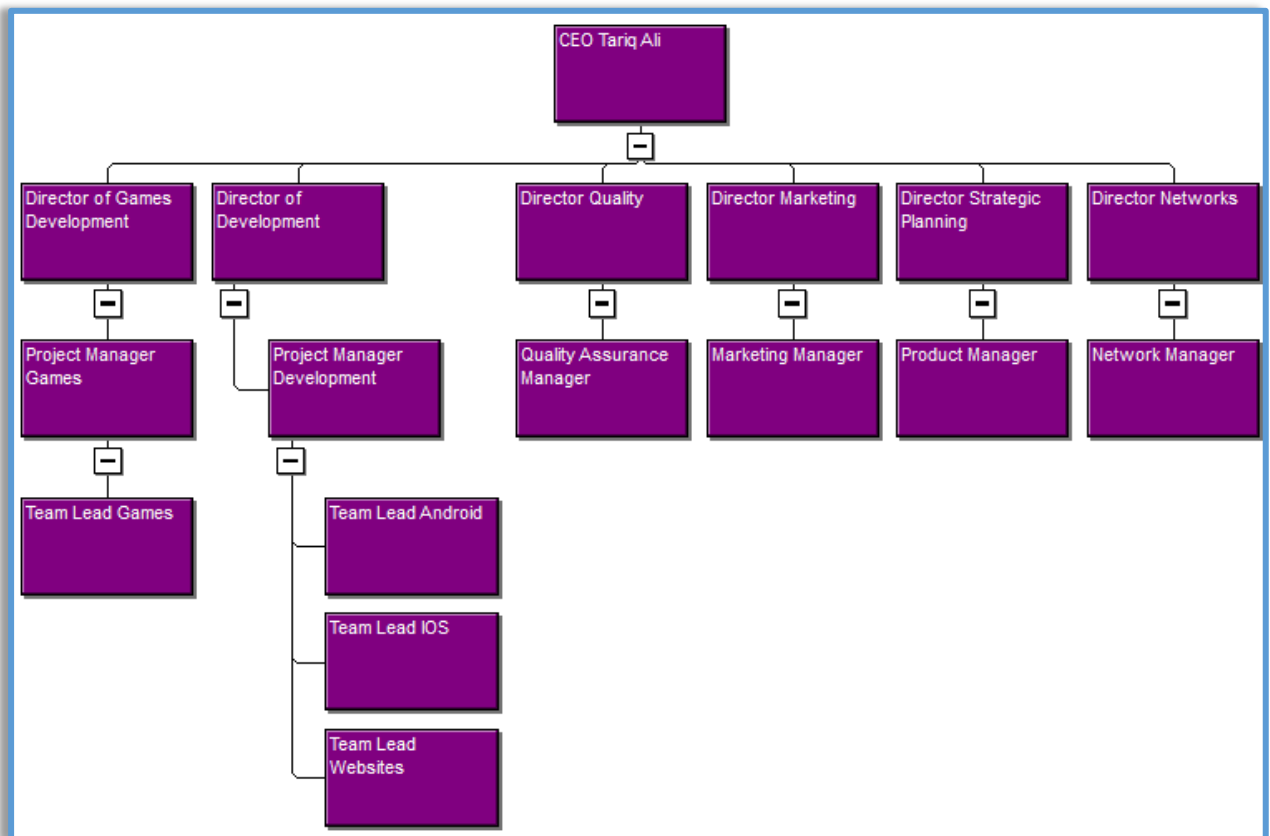
Primary Roles	Responsibility
Management	The Project manager will manage all the work of project will facilitate the team and remove impediments and provide resources on time which are required for the team.
Designing	Design the product mockups and wireframes for web & mobile applications interfaces.
Development	The developers will create the mobile applications for Android and IOS and build website and database front and backend development for Online Grocery Store
Technical writer	Technical writers write the descriptions for the mobile app's publication on stores and content for the online website of Grocery Store.
Business Analyst	Which will help in requirement gathering and organizing of product online Grocery Store
QA	Quality Assurance will assure the quality of product of online grocery store Mobile Apps and online website and database

Human resources acquisition:

Some staff is to be hired and outsourced other through interviews other than organizational human resources:

Resource	Working Capacity	Salary Expected
Graphic Designer	Full Time	220000 PKR
React Developer for Website	Full Time	330000 PKR
Frontend Developer	Full Time	250000 PKR
Android Developer	Full Time	350000 PKR
IOS Developer	Full Time	350000 PKR
Content Writer	Full Time	90000 PKR
Quality Assurance	Full Time	850000 PKR
Project Manager	Full Time	400000 PKR

Organizational Breakdown structure (OBS):



Team Development and Management:

Communication of team member’s increments if the team in which they are working is very much evolved dependent on their abilities, their capabilities. Generally speaking, team climate must be given so as to improve the performance of the project. For the betterment of the project and to motivate the team members the project manager used motivational theories applied in project management. Leadership skills are used along with trainings to determine team issues

and things in which they are experiencing issues in comprehension. Theories of conflict management are used if any conflict rises in between team members.

Control Resources:

It is a process that guarantees the designated and allocated physical resources are accessible as indicated by the plan. Likewise, it screens the utilization of actual resources against the planned.

COMMUNICATION MANAGEMENT PLAN

Communication management plan document guarantees that all stakeholders are similarly educated regarding how, when, and why communication will occur. It also helps in how communication throughout the project will be structured, monitored, and controlled.

Communication is one of the most crucial aspects during the course of the project at Elixir Technologies. From maintaining stakeholders' expectations to clear definition of the project scope, poor communication can result in project failure.

Manage Communication:

Manage communication enables a proficient and compelling communication among stakeholders. It ensures that data is by and large properly created, received, and perceived. In any case, stakeholder can demand any time additional data or some kind of explanation or conversation he needs.

Conduct Communication:

Communication type depends on person to person. As communication of a project manager with the sponsor will be of formal form. Also, it depends on level of information to be shared according to the level of work and authority.

Informal Communication:

During the project, some informal means of communication will be used for better and easy communication as WhatsApp and text messages. Other social media platforms can be used as during this pandemic it is the need of time. Any issues will be discussed with the project manager.

Formal Communication:

a. Emails:

Emails that are to be sent to the stakeholders and higher administration ought not contain any mistake and misdirecting data. Only significant information should be added in the emails. Emails should be sent in the format provided by the organization. Furthermore, affirmation of email is a duty of beneficiary to be sent.

b. Meetings:

Meeting's Agenda will be disseminated by the project team member one days prior to

the meeting and it will be the duty of each individual to take an overview of the plan prior to coming to meeting. Time duration of the meeting is must to be recorded.

c. Reporting documents:

Other communication within the organization should be done through documents, monthly/ weekly reports, issue logs, voice memos, spread sheets and formal presentations.

QUALITY MANAGEMENT PLAN

This piece of the Project Plan discusses how quality will be used to ensure that the expectations for the project satisfy an officially settled guideline of affirmation. All project deliverables will be described to give a foundation and understanding of the positions waiting be accomplished and what work must be organized. Quality administration is the method by which the organization completes the work and finishes the work to a satisfactory norm. Without a cautious Quality Management Plan, work may be done in an inadequate or forbidden manner. This zone should consolidate quality parts and commitments, quality control, quality assertion, and quality observing.

If the outcomes from the Quality Control process are according to the specifications, that implies the project is in consistence with the quality and if there should be an occurrence of variation, the project team needs to make remedial move in light of the fact that toward the end deliverable should meet the partner's and client's desires.

All the project team members from the Elixir technologies will take a part in quality administration. It is essential that the team itself ensures that work is finished and delivered with quality assurance. The Project Sponsor is responsible for preferring each and every quality norm for the Project. The Project Sponsor will study all project tasks and expectations to ensure consistence with set up and embraced quality standards. Likewise, the Project Sponsor will affirm the last affirmation of the project deliverable.

The Quality Specialists are responsible for working with the Project Manager to make the Quality Management Plan. Quality Specialists will endorse plans and techniques for following quality and models to develop sufficient quality levels. The Quality Specialists will make and keep up Quality Control and Assurance Logs all through the project while the Project Manager is responsible for quality assurance all through the term of the project. The Project Manager is responsible for executing the Quality Management Plan and ensuring all tasks, methods, and documentation are steady with the course of action. The Project Manager will work with the project quality professionals to set up sufficient quality models. The Project Manager is moreover accountable for giving and observing each and every quality norm to the project gathering and accomplices. Other team members will be assisting the project manager.

STAKEHOLDER MANAGEMENT PLAN

This plan distinguishes the list of key stakeholders engaged with the project. Based on power, needs, interests, impact and their possible effect, this plan assists with ordering stakeholders into various kind of classifications and demonstrates proper systems to oversee them in a decent way. Additionally, this plan tells the degree of commitment and technique for contribution of stakeholders.

Strategy:

Stakeholder management strategy will give assistance in:

- Identifying and grouping all the significant stakeholders.
- Provides direction on commitment of stakeholders to meet the project goals.
- Determining suitable management methodology, strategy for communication and how they will be moved toward dependent on their capacity.

Stakeholders Influences and Interests:

This table explains the expectations and needs of the stakeholders in acquiring project goals:

Stakeholder	Method of involvement	Interest	Influence	Engagement level
CEO of Elixir	Meetings	High	High	Supporting

PROCUREMENT MANAGEMENT PLAN

The Procurement Management Plan ought to be characterized enough to unmistakably distinguish the fundamental steps regarding procurement from the earliest starting point to the end of a project. The project manager must guarantee that the plan encourages the effective completion of the project and does not turn into a mind-boggling task in itself to oversee. The project manager will work with the project team, procurement department, and other specific members to deal with the procurement exercises.

Procuring an item or service should be trailed by the one of the main pieces of procurement which is Contract. A contract is a commonly authoritative understanding between the two gatherings that relies on what things are to be acquired and what contract type ought to be utilized.

Strategy:

All the procurements exercised will be overseen by the Project Manager. The Project Manager will produce RFP, RFI and RFQ as per the necessary quality of the thing to be secured. Any procurement inside scope of 5 lacs will be affirmed by Project Manager and procurement surpassing this sum will be alluded to Project Sponsor of Online Grocery service project.

Procurement Requirements:

Following things will be procured:

Procurement deliverables	Required Deliverable Date
Purchase of website domain	04/11/2023
Purchase of Hosting for website	04/11/2023
Purchase of play store developer account	20/05/2024
Purchase of IOS store for IOS app publishing	20/05/2024

Vendor selection and Identification:

The project team will have the obligation to recognize vendors as indicated by the “Source Selection Criteria”. A list of vendors is made from which some are pre-qualified according to the criteria. All the vendors are given opportunity and the vendor is selected after a proper bidding procedure.

Contract type:

If this project mostly human resources and services procured. So, for HR related procurements “*Time and Material type*’ is the best fit type of contract as it shows flexibility on the basis of time. The word is hourly based in Elixir technologies.

COST MANAGEMENT PLAN

It is a part of Project Management plan which depicts how the project costs will be planned, assessed, observed, and afterward controlled. The processes for cost management and their related tools and strategies, approaches, techniques are reported here in the Cost Management Plan.

The Cost Management Plan has the principal purposes: To display the costs and effort assessments of the project; To perceive factors that will in general extend the costs or effort; and it gives a survey of the cost administered pertinent to this project and guides the activities to be endeavored if there should be an occurrence of a cost distinction.

Cost Estimation Technique:

In the configuration period of the project, diverse plan measures reflect the development of the layout. As the augmentation for the project ends up being more point by point, these evaluations end up being more refined and give a more careful impression of the likely project cost.

Following are the estimations used in this project:

- Bottom-up Estimation: We calculate from activity level, then add up to work packages level and finally add up to project level.
- Parametric Estimation: We assume one line of code written for 100 PKR and so the total project code of lines will be multiplied by 100 and it will give the total cost estimate of codes. And it goes so on for the screens and other panels.

Units of Measure:

- PKR will be used to measure monetary resources.
- 8 hours'/day work
- Human resource will be measured in hours

Level of Precision and Accuracy:

Level of precision depicts the rate assortment allowed in real surveyed cost of a development or work group. In this project, the level of precision allowed is 1%. In certain events cost computation will be adjusted for the simplicity of counts for the project. In this project the Precision Level will be nearest to 100 PKR as the cost will be rounding up. Furthermore, these kinds of precisions will be followed all through the project.

SCHEDULE MANAGEMENT PLAN

This segment of the Project Plan gives an overall structure to the methodology which will be taken to make the project schedule. A good schedule management is fundamental for guaranteeing undertakings are finished on schedule, resources are assigned suitably, and to resources measure with projecting execution. This segment of the Project Plan ought to incorporate conversation of the scheduling tool/design, schedule milestones.

Project manager uses schedule management plan to follow the schedule processes such as resource allocations, hours spent, activities in progress, activities completed, percentage complete, actual finish and start dates.

Elixir Technologies use Primavera for the schedule management of the project. Time will be added before the start of the project. In case of this online grocery App project the schedule management plan will be incorporated prior to the execution of the project so as to analyze the estimated and actual schedule.

Schedule Baseline:

Schedule baseline will give an expected duration for the project to be finished within schedule. Elixir Technologies have made a schedule baseline and WBS for Online Grocery service Project. The Project Schedule Baseline and Work Breakdown Structure are given below in the reports section.

Schedule Maintenance:

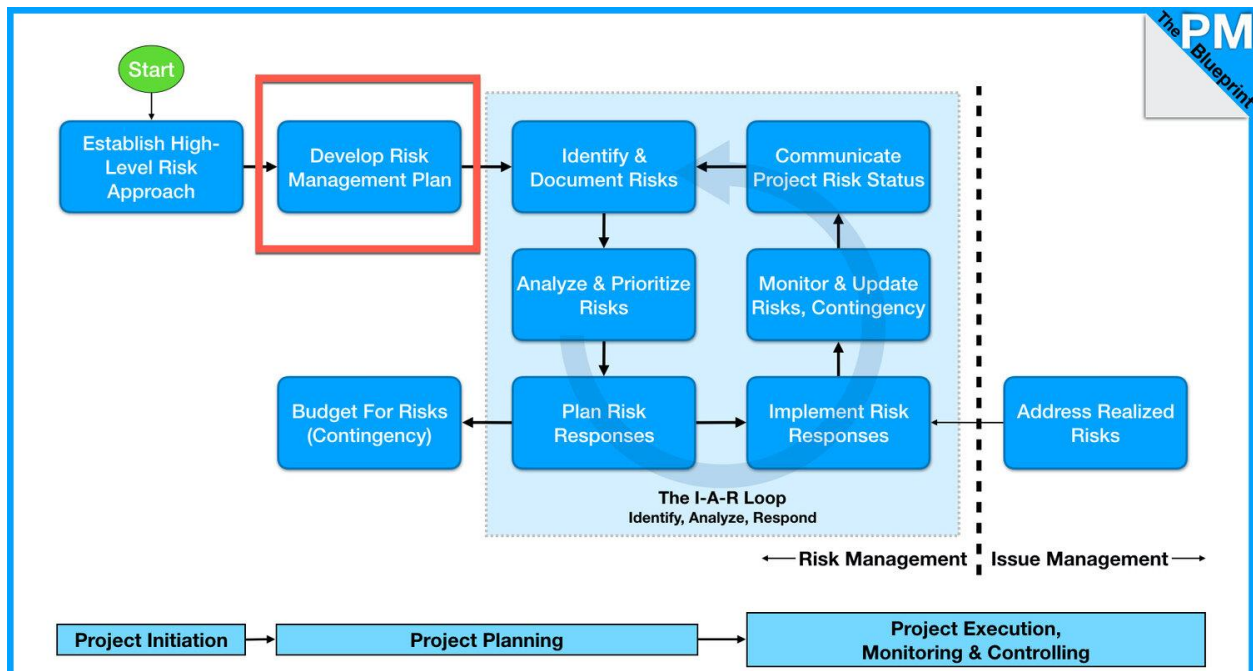
Scheduling will be done through primavera. The team will generate reports from primavera and report it to the project manager. The project manager will then report it to the senior management if asked. Following are the key events for scheduling that if delayed will impact the project.

Item	Events for scheduling
1.	Proposal
2.	Project Plan and Risks
3.	Requirements
4.	Initial Prototype
5.	Analysis Phase Complete
6.	Design Phase Complete
7.	Implementation Phase Complete
8.	Testing
9.	Website/ App launch

RISK MANAGEMENT PLAN

Strategies, rules, terms of references, arrangements if there is any vulnerability that can have sway on the project targets or associations vital objectives are expressed in the Risk Management Plan. Risk management Plan will assist us with distinguishing chances that are related with Online Grocery App, that are additionally evaluated, dissected and risk response will be produced to deal with the risks.

It is as follows:



Some of the high-level risks of this project are as following:

1. Employees leave the company in the middle of the project
2. Hard drive faults and results in data loss.
3. Play Store Account can be Suspended
4. Website and Applications Performance
5. Cost overruns.
6. Requirement inflation can increase estimates and duration
7. Integration of different project modules database, API's, Payment methods
8. Security risks
9. Unintentional deletion of data
10. Privacy risks
11. Extra features added and scope changes

CHANGE MANAGEMENT PLAN

For Online Grocery App, change management will be processed by the Change control board. And project management members for the Elixir technologies will have a meeting with project manager and sponsor to select the members for the change control board.

Changes to any project should be considered of and the impact of the change must be clear. As the change in project milestones will impact the project constraints. So, The Change request ought to be overseen and taken care of appropriately by the team. Like what was the explanation setting off the change. Who has requested the change request? That kind of changes is taken care of by Change Control Board. (CCBs).

We say that firstly the change need is identified by any of team member from organization or outside of organization. Then after change is initiated then write in change log document and if change is in jurisdiction of project manager then it will be resolved otherwise it will be sent to change control board. The change is the evaluated by estimating the impact on time, cost, and scope. If change is approved by CCB then it will be implemented by Project Manager and he will be responsible. All the changes which occur will be written in the change log register.

Chapter 5

Branding

It is important to choose the brand elements carefully at the start as it will define the personality of the platform. It will remain in the minds of consumers forever. The branding should be closely aligned with the services, vision and mission of the company. As Samaan is an online grocery store, its branding should give the feeling of online shopping. The logo design, color scheme and taglines all should be complimenting each other.

Logo

Logo of Samaan has a cart, giving the feeling of shopping something. The cart has 3 lines at it's back which is indicating the speed of the delivery.



Name

“Samaan” is the name of this online grocery store. The name “Samaan” is an Urdu word that means “Goods”. Whenever we want to buy something, we identify the list of goods that we want to buy. Hence, the name “Samaan” goes perfectly with the services provided. The name is in Urdu to localize the brand and make it feel close to the people living in Pakistan.

Tagline

The tagline is “Jo Chahay Le Lo”. It is an Urdu phrase which means “Take whatever you want”. It is also aligned with the services being provided by Samaan. It tells the people that whatever you need is available on our platform, whatever goods you want to buy you can from “Samaan”.

Marketing Plan

To create a comprehensive marketing plan for Samaan, an online grocery shopping platform that connects consumers with local stores in Pakistan, we will need to take a multi-faceted approach. Here are some of the strategies and tactics we will use:

Market research and target audience:

Identifying the target audience of the Samaan is an important step in the marketing process. It will allow us to understand our audience better. We will study about the behavior of local audience who are tech savvy and are already inclined towards online shopping. Those people who are short of time and order products online from our competitors. This will involve identifying the demographics, psychographics and the online shopping habits of our target audience.

Brand identity and positioning:

A strong brand identity will differentiate Samaan from the rest of the platforms. Our branding should convey the feelings of trust, convenience and support for the customers. Samaan will be promoted as the go-to platform when it comes to shopping grocery online.

Online presence:

We will focus on improving the SEO and ASO with time. For this will identify the keywords required to rank our website and app at the top. We will also be partnering with PR companies to promote Samaan online through blogs and articles.

Social media marketing:

A strong social media presence will be important to create online community and create a chain of organic marketing. We will be promoting our platform through social media channels where all the announcements will take place. Social media targeted ads on Facebook, Instagram, Youtube, Twitter and LinkedIn and Google will be run to spread awareness. Customer testimonial and online feedback will also be gathered to social media platforms.

Influencer collaborations:

In order to reach out to large audience initially we will be collaborating with influencers to receive shoutouts on their social media platforms and to get celebrity endorsements for the platform.

Content marketing:

Content on daily basis regarding our products, grocery stores onboarding, features and efficiency of delivery will be created and promoted in such a way to attract users. Informative and engaging videos, infographics and articles will be promoted on social media platforms.

Email marketing:

We will be releasing emails to our users to inform them about the special deals and offers that we are offering. Newsletters will be shared every week with our customers.

Loyalty programs and referral marketing:

To increase retention and returning users we will be offering loyalty programs and points collection system for users through which they will get special discounts and offers. Also, to increase user base we will be introducing referral marketing. We will provide incentives to users who are referring other users.

Promotions and discounts:

Promotions and discounts will be offered every now and then on special occasions such as holidays, festivals etc. These offers will also be highlighted in the app and website.

Community engagement:

We will be participating in events and sponsoring initiatives to increase community engagement and let people know more about the brand and our mission.

Public relations:

Public relation will be done by joining hands with PR companies and media outlets to promote attractive stories about Samaan. This is important for maintaining positive online reputations.

The more people will talk about our brand in a positive way the more we will be able to increase retention.

Data analytics and feedback:

All the campaigns and promotion through social media and other channels will be monitored continuously in order to improve the marketing efforts.

Expansion strategy:

Marketing efforts will be increased once we get acceptance for our product and we start running our operations smoothly. Expansion strategy will be formed for the next 1 year with set of targets to acquire more users and onboard more grocery stores.

Monitoring and reporting:

After setting the KPIs for our marketing campaigns, every campaign will be monitored and a set of metrics will be decided based on which our KPIs will be judged such as, website traffic, number of transactions per day, number of app installs and conversion rates etc. Proper feedback and monitoring mechanism will be made for improvements.

Budget allocation:

Marketing budget will be allocated to all the campaigns such as promotional campaigns through ads, PR companies and influencer marketing. ROI will be calculated after spending the decided budget on the campaigns.

Along with having a good product, the marketing efforts for Samaan will play equal role in establishing trust with the users and the grocery stores. Our marketing efforts will be focused mainly on creating a reliable image in the mind of customers and expanding our platform to various cities.

STP Analysis

Segmentation, Targeting and Positioning is important to reach out to the target audience effectively. If STP is properly designed it increases the Customer life time value. For Samaan as an online grocery shopping platform we will focus on the following aspects of STP:

Segmentation

- **Geographic segmentation:** We will be targeting the urban areas of Pakistan in our initial phase. Starting from Islamabad, we will expand in the major cities such as Karachi, Lahore and Peshawar. After establishing in the major cities we will be moving to the suburban areas across Pakistan.
- **Demographic segmentation:** Samaan's target audience will primarily be adults aged 25 to 55, including working professionals and homemakers. They will have middle to high incomes and families of varying sizes.
- **Psychographic segmentation:** Samaan will target health-conscious individuals, busy professionals seeking convenience, and those who prefer supporting local businesses.

They will be both frequent and occasional online shoppers seeking quality, variety, and personalized shopping experiences.

- **Behavioral segmentation:** Samaan will target frequent online grocery shoppers who prefer the convenience of digital platforms. They will be looking for convenience, time-saving, and a wide product variety. They may also be interested in loyalty programs and referrals.

Targeting

Based on the segmentation analysis, Samaan will target two primary customer segments:

- **Busy professionals:** These individuals are aged 25 to 45, have moderate to high incomes, and are frequent online shoppers. They are looking for convenience, time-saving solutions, and quality products.
- **Local community supporters:** This segment is more diverse in terms of demographics, but they are all community-oriented individuals who prioritize supporting local businesses. They may be occasional or frequent online shoppers who appreciate variety and quality.

Positioning

Samaan will establish a distinctive position in the online grocery shopping market in Pakistan through the following positioning strategies:

- **Support local, shop local:** Samaan will be positioned as the platform that champions local businesses. It will emphasize the importance of community support and sustainable shopping practices.
- **Convenience meets quality:** Samaan will be known for offering a wide selection of products from local stores while prioritizing convenience and efficient delivery.
- **Personalization and sustainability:** Samaan will be positioned as a platform that tailors shopping experiences to individual preferences while promoting eco-friendly packaging and sustainable sourcing.
- **Community engagement:** Samaan will actively engage with local communities through events, sponsorships, and partnerships, fostering a sense of belonging and shared values.
- **Trust and reliability:** Samaan will focus on building trust through timely deliveries, product quality, responsive customer support, and transparent communication.
- **Innovation and data-driven insights:** Continuous innovation and data-driven insights will be highlighted to demonstrate the platform's commitment to staying ahead of industry trends.
- **Sustainability leader:** Samaan will position itself as a leader in promoting sustainable shopping practices, emphasizing its dedication to reducing environmental impact.

By effectively segmenting the market, targeting the right customer groups, and positioning itself uniquely, Samaan aims to become the go-to platform for online grocery shopping in Pakistan, connecting shoppers with local stores while fostering a sense of community and sustainability.

Customer Persona

Creating customer personas is a great way for Samaan to understand and connect with a diverse range of potential users. Here are three customer personas representing different segments of the user base:

Busy Professional Ahmad

Demographics:

- Age: 28
- Gender: Female
- Marital status: Single
- Income: Upper-middle-class
- Education: Master's degree in Finance
- Occupation: Financial Analyst
- Location: Lahore, Pakistan

Psychographics:

- Lifestyle: Ahmad is a career-focused professional who values her time. She seeks convenience in all aspects of her life.
- Values: Efficiency, quality, and sustainability.
- Shopping behavior: Ahmad relies heavily on online shopping for groceries and appreciates quick delivery and eco-friendly packaging.
- Hobbies: She enjoys experimenting with new recipes on weekends.

Goals and pain points:

- Goal: Ahmad aims to maintain a balanced lifestyle by efficiently managing her grocery shopping while minimizing her carbon footprint.
- Pain points: Lack of time for in-store shopping, concern about the environmental impact of packaging, and the need for a variety of fresh ingredients.

Online behavior:

- Ahmad frequently uses mobile apps for shopping, managing her finances, and ordering meals.
- She follows sustainable living influencers on social media platforms for tips and recommendations.

Motivations:

- Convenience: Ahmad is motivated by the convenience of online grocery shopping, allowing her to focus on her career and personal interests.
- Sustainability: He is conscious of her environmental impact and is motivated to support eco-friendly shopping practices.

- Quality: Ahmad prioritizes high-quality, fresh produce and organic options.

Family-Oriented Ayesha and Bilal

Demographics:

- Age: Ayesha (38) and Bilal (35)
- Gender: Male and Female
- Marital status: Married with two children
- Income: Middle-class
- Education: Bachelor's degrees in Education (both)
- Occupation: School Teachers
- Location: Islamabad, Pakistan

Psychographics:

- Lifestyle: Ayesha and Bilal lead a busy life, balancing teaching careers with family responsibilities. They prioritize family dinners and home-cooked meals.
- Values: Convenience, affordability, and family well-being.
- Shopping behavior: They prefer online grocery shopping to save time, appreciate budget-friendly options, and look for family-sized portions.
- Hobbies: Family outings and outdoor activities on weekends.

Goals and pain points:

- Goal: Ayesha and Bilal aim to efficiently manage grocery shopping for their family, ensuring they have fresh ingredients for family meals.
- Pain points: Limited time for shopping due to their teaching jobs, budget constraints, and the need for family-friendly products.

Online behavior:

- They use a shared tablet for online shopping and maintain a shared family calendar for organizing their busy schedules.

Motivations:

- Convenience: They are motivated by the convenience of online grocery shopping, allowing them to spend more quality time with their children.
- Affordability: Budget-friendly options and discounts are essential for managing their family expenses.
- Family well-being: Ayesha and Bilal prioritize providing nutritious meals for their children.

Community-Engaged Izhar

Demographics:

- Age: 45
- Gender: Male
- Marital status: Married with grown children

- Income: Upper-middle-class
- Education: Bachelor's degree in Engineering
- Occupation: Retired Engineer, Community Volunteer
- Location: Faisalabad, Pakistan

Psychographics:

- Lifestyle: Izhar is retired but remains active in his community, volunteering and engaging in local events. He values community support.
- Values: Community, sustainability, and quality.
- Shopping behavior: He prefers online shopping to support local businesses and often buys organic and locally-sourced products.
- Hobbies: Gardening, cooking, and volunteering.

Goals and pain points:

- Goal: Izhar aims to shop sustainably and support local businesses in his community.
- Pain points: Difficulty finding all-natural and locally-sourced products in physical stores, concerns about the environmental impact of packaging.

Online behavior:

- Izhar uses a desktop computer to browse and shop online. He actively participates in local community forums and social media groups.

Motivations:

- Community support: Izhar is motivated by supporting local businesses and promoting a sense of community through his shopping choices
- Sustainability: He prioritizes eco-friendly practices, including reducing packaging waste and supporting sustainable sourcing.
- Quality: Izhar values high-quality, fresh, and locally-produced goods.

The three customer personas represent different segments of Samaan's potential user base. Each persona has unique motivations, preferences, and needs. By understanding these personas, Samaan can tailor its marketing strategies and platform features to cater to a broader range of customers effectively.

Chapter 6

Financial Plan

In this section we will discuss about the 5 years financial projections of Samaan. This will be an overview of our business plan and how are we going to maintain long term sustainability.

Market Size:

Samaan will start its operations from the big cities in Pakistan. For the first year the operations will only take place in twin cities e.g Islamabad and Rawalpindi. In the next year we will shift operations to Peshawar and then Lahore and Karachi. Here is the market size as per our research and assumptions.

TARGET DATA	2023	2024	2025	2026	2027
Group C					
Groceries Shop in Islamabad	4,000	4,400	4,840	5,324	5,856
Total Addressable Shops %	20%	26%	32%	38%	44%
Total Addressable Shops	800	1,144	1,549	2,023	2,577
Obtainable Market - Shops %	22%	28%	34%	40%	46%
Obtainable Market - Shops	176	320	527	809	1,185
Group D					
Groceries Shop in Peshawar		3,500	3,850	4,235	4,659
Total Addressable Shops %		25%	31%	37%	43%
Total Addressable Shops		875	1,194	1,567	2,003
Obtainable Market - Shops %		22%	28%	34%	40%
Obtainable Market - Shops		193	334	533	801
Group E					
Groceries Shop in Lahore			6,000	6,600	7,260
Total Addressable Shops %			20%	26%	32%
Total Addressable Shops			1,200	1,716	2,323
Obtainable Market - Shops %			25%	31%	37%
Obtainable Market - Shops			300	532	860
Group F					
Groceries Shop in Karachi				7,500	8,250
Total Addressable Shops %				25%	31%
Total Addressable Shops				1,875	2,558
Obtainable Market - Shops %				25%	31%
Obtainable Market - Shops				469	793

Above are the assumptions and we are increasing the market acquisition at 6% every year. Starting operations from Islamabad in the first year we will be launching in Karachi in the 5th year. This is how we are representing the market acquisition:

- Total number of groceries shops in a particular city
- Total addressable shops in that city
- Obtainable shops in that city

Revenue Model

The revenue of Samaan is based on the number of orders generated per day or we can say the number of transactions per day. The more the number of transactions the more will be the revenue. Following are the important assumptions we need to keep in mind:

Ordering Assumptions

	Unit	Cost 2023
Average Transactions per day	PKR	15,000
Average Basket Size	PKR	1,500
Commission per order	PKR	10%

- Bucket size (Average order size of consumer) 1500Pkr
- Number of transactions per day
- Percentage of commission in every transaction

Following is the breakdown of commission:

1. 9% commission per transaction (per order) in the first 4 years to acquire the market
2. 10% commission after acquiring reasonable market in the 5th year

Here is the breakdown of revenue generated in 5 years

YE 2023

Avg. Transactions Per Day	500
Avg. Transactions Per Month	15,000
Avg. Transactions Per Year	180,000

Market Space- Obtainable

Groups	Shops	Probability	Weights as per Transactions	Average Basket Size	Estimated Sales	Revenue Share-10%
Grocery Shop-Islamabad	176		180,000	1500	270,000,000	24,300,000
Grocery Shop-Peshawar	-		-		-	-
Grocery Shop-Lahore	-		-		-	-
Grocery Shop-Karachi	-		-		-	-
	176	100%	180,000		270,000,000	24,300,000

In the first year we are launching in Islamabad and we have assumed the number of transactions per day to be 500.

YE 2024

Avg. Transactions Per Day	1,300
Avg. Transactions Per Month	39,000
Avg. Transactions Per Year	468,000

Market Space- Obtainable

Groups	Shops	Probability	Weights as per Transactions	Average Basket Size	Estimated Sales	Revenue Share-10%
Grocery Shop-Islamabad	320		292,324	1500	438,486,486	39,463,784
Grocery Shop-Peshawar	193		175,676	1500	263,513,514	23,716,216
Grocery Shop-Lahore	-		-		-	-
Grocery Shop-Karachi	-		-		-	-
	513	100%	468,000		702,000,000	63,180,000

In the next year we will launch our operations in Peshawar and meanwhile the number of shops onboarded will also be increased and the number of transactions per day will increase for Islamabad as well as Peshawar.

YE 2025

Avg. Transactions Per Day	2,600
Avg. Transactions Per Month	78,000
Avg. Transactions Per Year	936,000

Market Space- Obtainable

Groups	Shops	Probability	Weights as per Transactions	Average Basket Size	Estimated Sales	Revenue Share-10%
Grocery Shop-Islamabad	527		424,623	1,500	636,934,013	57,324,061
Grocery Shop-Peshawar	334		269,469	1,500	404,204,030	36,378,363
Grocery Shop-Lahore	300		241,908	1,500	362,861,957	32,657,576
Grocery Shop-Karachi	-		-		-	-
	1,161	100%	936,000		1,404,000,000	126,360,000

In the next year we shifted the operations to Lahore as well and the number of shops onboarded for Islamabad and Peshawar have also increased. Now the number of transactions per day is 2600.

YE 2026

Avg. Transactions Per Day	3,900
Avg. Transactions Per Month	117,000
Avg. Transactions Per Year	1,404,000

Market Space- Obtainable

Groups	Shops	Probability	Weights as per Transactions	Average Basket Size	Estimated Sales	Revenue Share-10%
Grocery Shop-Islamabad	809		484,985	1,500	727,477,275	65,472,955
Grocery Shop-Peshawar	533		319,287	1,500	478,929,791	43,103,681
Grocery Shop-Lahore	532		318,805	1,500	478,207,930	43,038,714
Grocery Shop-Karachi	469		280,923	1,500	421,385,005	37,924,650
	2,343	100%	1,404,000		2,106,000,000	189,540,000

In the 4th year we have entered Karachi as well and the number of transactions per day have increased to 3900 per day.

YE 2027

Avg. Transactions Per Day	4,680
Avg. Transactions Per Month	140,400
Avg. Transactions Per Year	1,684,800

Market Space- Obtainable

Groups	Shops	Probability	Weights as per Transactions	Average Basket Size	Estimated Sales	Revenue Share-10%
Grocery Shop-Islamabad	1,185		548,791	1,500	823,186,119	82,318,612
Grocery Shop-Peshawar	801		370,971	1,500	556,456,660	55,645,666
Grocery Shop-Lahore	860		397,973	1,500	596,959,848	59,695,985
Grocery Shop-Karachi	793		367,065	1,500	550,597,372	55,059,737
	3,639	100%	1,684,800		2,527,200,000	252,720,000

In the 5th year we are now stabilizing the operations in the four major cities. We are focusing on increasing the number of transactions per day.

Key Assumptions

Elixir Technologies is a well-established company and they have capital for such projects. The investment in this project is coming from the shareholder and they are not taking any loan. We have assumed the cost of capital, operating and admin expenses. Following will be the cost that will occur to run smooth operations throughout.

CAPEX:

The capital expenditure will have the office space for the new setup, the equipment including laptops, PCs, Company registration, trade mark and office outfitting.

CAPEX

Cost Heads	Unit	Cost 2023
Office and Allied Equipment	PKR	2,200,000
Equipments	PKR	800,000
Trade Mark & Company Registration	PKR	150,000
Office Outfittings	PKR	1,400,000
		<u>4,550,000</u>

Equipment and Manufacturing Cost:

Samaan is an online platform and it will have a web and app interface. The cost in developing this platform will require some third party integrations such as servers, hosting, security related fees etc.

Equipment Manufacturing Cost

Cost Heads	Unit	Cost 2023
Backend Infrastructure	PKR	1,000,000
Integration with third-party services	PKR	800,000
Security and app store fees	PKR	350,000
Deployment Cost	PKR	500,000
		<u>2,650,000</u>

Admin Expenses:

The admin expenses will include the salaries of all the employees involved in developing and managing this platform. It will also include the salaries of sales person and the salaries of riders. The salary of riders will also have the transport cost added in their salaries. The salaries are increasing with every passing year adding the inflation percentage and the increase in the number of employees which is mentioned in the general assumptions.

Admin Expenses

Cost Heads	Unit	Cost	2023	2024	2025	2026	2027
Graphic Designer	PKR/Month	220,000	2,640,000	3,036,000	3,491,400	4,015,110	4,617,377
React Developer for Website	PKR/Month	330,000	3,960,000	4,554,000	5,237,100	6,022,665	6,926,065
Frontend Developer	PKR/Month	250,000	3,000,000	3,450,000	3,967,500	4,562,625	5,247,019
Android Developer	PKR/Month	350,000	4,200,000	4,830,000	5,554,500	6,387,675	7,345,826
IOS Developer	PKR/Month	350,000	4,200,000	4,830,000	5,554,500	6,387,675	7,345,826
Content Writer	PKR/Month	90,000	1,080,000	1,242,000	1,428,300	1,642,545	1,888,927
Quality Assurance	PKR/Month	380,000	4,560,000	5,244,000	6,030,600	6,935,190	7,975,469
Project Manager	PKR/Month	400,000	4,800,000	5,520,000	6,348,000	7,300,200	8,395,230
Finance	PKR/Month	200,000	2,400,000	2,760,000	3,174,000	3,650,100	4,197,615
Management HR	PKR/Month	80,000	960,000	1,104,000	1,269,600	1,460,040	1,679,046
Ongoing Maintenance Cost	PKR/Month	35,000	420,000	483,000	555,450	638,768	734,583
Sales persons	PKR/Month	370,000	4,440,000	5,106,000	5,871,900	6,752,685	7,765,588
Salary of rider	PKR/Month	28,000	10,080,000	21,672,000	48,442,800	89,309,220	136,305,603
		3,083,000	46,740,000	63,831,000	96,925,650	145,064,498	200,424,172

General Assumptions:

The marketing acquisition which is the number of grocery stores onboarded is increasing by 6% per annum. The inflation rate is kept to be 15% with the tax on corporate sector that is 29%. The customer growth rate is increasing at 5% per annum. It is the number of transactions or the number consumers.

General Assumptions

Market Acquisition	Per Annum	6%
Depreciable Life of CAPEX	Years	5
Months in a Year	Months	12
Inflation	per Annum	15%
Tax	%	29%
Customer Growth Rate	per Annum	5%

Profit and Loss Statement:

The profit and loss statement includes the revenue from Commissions per each transaction. The Gross profit is calculated after subtracting COGS, which is increasing every year. After deducting the operational admin and depreciation expenses we are left with operating profit, which is negative for the first two years.

Years		2023	2024	2025	2026	2027
Revenue-Commission	PKR	24,300,000	63,180,000	126,360,000	189,540,000	252,720,000
COGS	PKR	2,650,000	3,352,250	4,240,596	5,364,354	6,785,908
Gross Profit	PKR	21,650,000	59,827,750	122,119,404	184,175,646	245,934,092
<i>GP Margin</i>		89%	95%	97%	97%	97%
Operational & Admin Expenses	PKR	46,740,000	63,831,000	96,925,650	145,064,498	200,424,172
Depreciation	PKR	910,000	910,000	910,000	910,000	910,000
Operating Profit	PKR	(26,000,000)	(4,913,250)	24,283,754	38,201,148	44,599,920
<i>OP Margin</i>		-107%	-8%	19%	20%	18%
Interest	PKR	-	-	-	-	-
EBT	PKR	(26,000,000)	(4,913,250)	24,283,754	38,201,148	44,599,920
Tax	PKR	-	-	7,042,289	11,078,333	12,933,977
Net Income	PKR	(26,000,000)	(4,913,250)	17,241,465	27,122,815	31,665,943
<i>NI Margin</i>		-107%	-8%	14%	14%	13%

Earning before tax is calculated after the operating profit. At the end net income is calculating by deducting the tax from the profit. For the first 2 years there is no tax as the company is in loss. Samaan will break even in the 3rd year because this business requires a lot of investment and resources in the beginning but after acquiring a good amount of market share the sales will go very high and eventually the company will start making profit.

Chapter 7

Conclusion

Elixir Technology is planning to enter the market of online grocery shopping and for that they are launching Samaan which will emerge as a key player in this industry. The project is based on the business model, market positioning, competitive landscape and the strategic development and execution of this project. We have focused on some key takeaways and implications in this project. Samaan stands out in the market because it is meant to support local business and shops and help them to have online presence through their platform which will increase the sales of grocery stores and will make it accessible for the consumer to order grocery at the comfort of their homes. Samaan will be competing with industry leaders such as Pandamart and Farm to home in this region. Samaan has a unique value proposition and it is targeting a broader audience. Samaan's aim is to manage warehouse free management of inventory and empower local grocery stores to reach out to a bigger audience. For successfully launching the product and acquiring a handsome amount of market share, Samaan will have to go through an aggressive marketing approach as there are already active competitors who would definitely not want Samaan to take over. For this purpose, Samaan will require a healthy partnership with grocery stores and expand the product range to meet the requirements of a wider audience. Along with this, Samaan requires frequent innovation and improvements in their products in order to provide a seamless user experience and should focus on the quality of services provided such as timely delivery and fresh grocery items. This will help them to stay ahead of their competitors.

Another important key will be the expansion to different geographical locations. This will make them go to the platform for the audience. Expansion will take time as Samaan will be launched in the main cities initially in order to stabilize the operations and understand the mindset of consumers. Understanding customer personas, their preferences, and their pain points is really important for Samaan in order to personalize the experience of consumers. Loyalty programs and discount offers will attract more consumers and will increase retention. These are the strategies that will be followed through out to keep consumers coming back to the platform. The main goal behind all these efforts is to keep Samaan profitable and generate revenue in the long run. Initially a lot of investment will be required but as the number of transactions increase through the marketing effort, Samaan will meet the break-even point. Finally Samaan will require continuous adaptation and a forward thinking mindset to stay relevant and achieving goals in the long term.

Limitations:

Not everything is perfect, there are limitations in every business. Samaan may face the following limitations and challenges:

- **Limited reach to market:** Initially Samaan will have access to limited geographical reach. It will be operating in only few cities and regions of Pakistan. Expanding business to other cities will require more resources and investments.
- **Dependency on Suppliers:** Samaan has to rely on local grocery stores as suppliers. Relationship with the local grocery stores should be strong. In case of any disruption in the supply chain could impact the overall image and performance.
- **Adoption of Consumers:** Consumers are already using established platforms in the market. Convincing consumers to switch from those platforms and also to change consumer behavior of traditional grocery shopping habits. Convincing consumers to switch from traditional grocery shopping habits to online platforms can be challenging.
- **Competition:** There are already established online grocery stores in Pakistan and entering this market might be challenging as people are used to other platforms.
- **Regulatory compliance:** This industry is tricky as it involves food related regulations, e-commerce laws can be complex and require more resources to cater these issues.
- **Cost of Customer Acquisitions:** Initially a lot of efforts and campaigns will be required to acquire customers and to retain them some incentives and loyalty programs will be introduced to encourage consumers and make them come back. This cost will burn a lot of budget and hence the budget should be utilized carefully.
- **Logistics and supply chain:** To ensure efficient delivery services it is important to onboard trust worthy riders. Fast and timely delivery of the grocery is very critical for Samaan. Managing logistics in the peak time will be challenging operationally.
- **Economic factors:** Pakistan's economic condition is unstable. The fluctuations in the rates of grocery items will force them to make changes every now and then in the prices. This might frustrate the consumer and build trust issues.
- **Operational scalability:** With time, Samaan will be expanding in different cities and regions. For that purpose the scalability of operations is very important. They will require more riders with time and more resources every now and then.

It is important for Samaan to address these limitations by developing strategies and solutions that mitigate these challenges. Samaan should be continuously monitoring the business environment, staying active to customer feedback. Willingness to adapt to changing circumstances will be important for the long-term success.

Future Advancements

The future online grocery shopping platform in Pakistan, is promising for growth and development. With the increase in the number of smartphones and easy access of the internet makes it niche. Here are some potential future advancements:

- **Market expansion:** After starting from the main city, Samaan will focus on expanding its reach to more cities and regions across Pakistan. This will allow them to tap into new customer segments, reach wider audience, onboard more grocery stores and increase market penetration.
- **Products diversification:** The idea of onboarding grocery stores by Samaan can diversify its product offerings beyond groceries. People will be able to order from their favorite grocery stores including household items, personal care products, and even specialty goods.
- **Collaborations and Partnerships:** Samaan will collaborate with local stores and marts with mutual benefits. They will promote these stores and marts through their platform and the stores and marts in return will use their platform to onboard more consumers giving exclusive product offerings.
- **Technology advancements:** Samaan is not a one-time created platform. With each passing day. The team will work on improving the user experience through advance features using data analytics and artificial intelligence to provide personalize experience to users. Continuous improvements in the app and web will be the main focus of the tech team.
- **Community engagement:** Samaan will focus on creating community and will take part in events and organizing events which will create a sense of belonging among the customers and increase the brand loyalty.
- **Improving Customer Feedback Mechanism:** Samaan main priority will be consumers and issues faced by them will be reported and answered through proper channel. A proper and always available customer support team will make sure that no one is unheard.
- **Third Party Integrations:** In future Samaan will be integrating more payment channels which will be suitable for different audience so that they can check out with more convenience.
- **Utilizing Data:** Samaan will utilize data for the betterment of consumers. Through data analytics decisions such as expanding services to other region, products which are mostly used and the stores which are more often preferred by the consumers will be considered. This will enable them to make the products which are mostly used by the consumers available all the time.
- **Optimization of Supply Chain:** Samaan will arrange and manage a network of riders available in different cities and regions. They will react immediately to the orders of consumers. Samaan will manage the performance of riders and will provide incentives to them based on performance.

The future of Samaan in Pakistan is bright as there are a lot of untapped market and the access to internet is getting easier. The trend of online shopping in Pakistan is also increasing and now people are more aware and advance. They use technologies to make their lives easier.