

# StalkGroce – An Online Grocery Store

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**Abstract:-** A new simplified and easy online grocery system for Nashik city is the subject of this research paper. As we know that human beings have several basic needs such as Home, Food and Clothes. So when we talk about food, the first thing that comes to our mind that is Grocery. Nowadays we see that the human life has become very hard and fast, in such hard and fast life human beings like us want everything very fast and at their doorstep. So we are proposing a system that will deliver daily need grocery at your doorstep assurance of having best quality product. Many online grocery shops are running in the market but they have different types of business model. The inventory model is killing the business of local vendors so we are supporting local vendors and raising them in this race of online market (Drop ship model).

**Key Words:** Online grocery, doorstep delivery, inventory model and Drop ship model.

## 1. INTRODUCTION

Our system proposes a online grocery system for a Nashik city. Nowadays things are being available online so that it saves time and maintains good quality assurance. Online ordering enables customers to select their grocery list, have someone else to do the shopping. Home-delivery (77% of online shoppers have tried this option) in-store pickup (46% have tried this option) reflects growth of online retail in general. Time is the leading motivator, followed by convenience. Some use home-delivery to save petrol/diesel, some use in-store pickup to ensure they buy only what the need, minimizing the risk of making impulse purchases.

### 1.1 Existing System

As mentioned above, there have been some systems in the market for the purpose of giving grocery at doorstep. Some examples of such systems are Big Basket and Grofers.

The above mentioned Online Grocery Stores have gained a lot of success in metro cities like Mumbai, Pune, Chennai, Bangalore, Noida, Ahmedabad etc.

But as I said earlier they were unable to gain success in non-metropolitan cities. Another aspect where these stores fall short is time, the delivery times of these stores are long. In case of Big Basket they only have three time slots for delivery in a day, which doesn't fulfill the fast delivery feature.

In case of above mentioned stores, they take the order from customers at any time of the day but deliver the order

in any one of the three time slots. In non-metro cities also there is a requirement of systems, which can probably ease the life of people, and also to reduce the wastage of time.

## 1.2 Proposed System

As we know that grocery is an important part of our daily life. All human beings, may it be a college student, a bachelor staying away from home due to job or even the local people in a city or town, all of them need grocery. If we think about ourselves as well as others and ask a simple question: "Would you like to get the grocery while sitting at home rather than wandering outside in search of shops and good quality products?" What would be your answer, in most of the cases the answer would be a big "YES". So our project is to develop and design an Online Grocery Store that will provide the grocery of good quality at the doorstep to the customers within the specified time. This store will provide services in most of the cities including non metro cities. The working of this Online Store will be completely based on the local vendors of the city, unlike the existing systems, who provide grocery directly from the manufacturers.

The involvement of local vendors adds up to the advantages of this system likewise: If local vendors are involved then it assures the quality of product. And secondly, as the vendors are of the same locality as the customer, it makes the delivery of product less time consuming. Hence, felicitating fast delivery feature.

## 2. Scope of Project

India is a developing country and so is the lifestyle of the citizens. The life of the citizens has become hard and fast. Human Beings today want everything as quickly as possible and of good quality. They prefer to get the things quickly and at their doorstep. All the Human beings have some basic needs, and one of the basic needs is the grocery. Whoever, may it be a poor person or rich person, may it be a student or a working person, old or young, all the people need grocery. The aim of our project is to provide good quality grocery to maximum crowd at their doorstep.

As we know that our country is a digitally fast growing country, and in this digital world what can be better than a website and a mobile application to reach out to the maximum number of people. In today's world we will rarely find a person who is not using a smart phone or a computer, in urban cities, the people of every age group either have a smart phone or a computer, and that is all that we need. A website and a mobile application with simple and easy to

understand user interface will help us to reach maximum number of people.

**Table -1:** Customer Motives

E-Grocers vs. Traditional Supermarket		
Parameter	Only online grocery shopping site	Traditional supermarket (w/online service)
Advantages	<ul style="list-style-type: none"> <li>• Service</li> <li>• Convenience</li> <li>• Saving time</li> </ul>	<ul style="list-style-type: none"> <li>• Price</li> <li>• Easy to access new users</li> <li>• Variety</li> </ul>
Short-comings	<ul style="list-style-type: none"> <li>• Price</li> <li>• Variety</li> </ul>	<ul style="list-style-type: none"> <li>• Crowding</li> <li>• Queuing</li> <li>• Not fit for current life style</li> </ul>
Customer Distribution	Age 25 to 34 Higher income Elder/Physical Constraints	No specific pattern

### 3. Feasibility Study

#### 3.1 Technical Feasibility

The project is quite feasible technically as it can be implemented using the support and features provided by the programming languages and handy software tools which are easily available to user. Also with the technical support of the books available, internet resources and internal staff the technical obstacles that are expected/unexpected could be resolved without much delay. Also there is no special hardware involved in the system. Thus the overall project is technically feasible.

#### 3.2 Financial Feasibility

Since no special hardware is required for the system the direct or indirect cost required for the development and the deployment of the project is reduced. As our project consists of a webpage and a mobile application it does not require any financial help. We will only need a web domain and nothing else. Hence, our project is financially very feasible.

#### 3.3 Time Feasibility

As the requirements of the project are not large and the objective of project is well defined, well understood among the team members and the schedule for the project is initially marked out, the project can be satisfactorily completed within the expected timeline. However, some issues may arise due to lot of contents but, they can be solved with proper planning and team efforts. Thus the project is timely feasible.

#### 3.4 Operational Feasibility

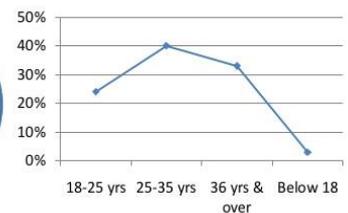
As our project consist of a webpage and a mobile application having a very Simple Graphical User Interface. So

to use it a person need not to be a highly technical person, even a common person can use it very easily. The person using our website or application does not need to know any kind of programming languages and also does not need to have technical knowledge. People belonging to any age group can use our website and application without any issues. Overall, our project is very much operationally feasible.

**Buyer Percentages**



**Buyer age Profile**



**Chart -1 & 2:** Buyer Percentage and Buyer Age Profile

The above pie-chart describes that they are 69% percents of females in the buyer ratio.

The graph shows the buyer age profile in which, the online market for grocery have most buyers from the 25-35 age and the least from the below 18 age.

### 4. CONCLUSIONS

Our project is to develop an Online Grocery Store, which will provide good quality grocery products at the doorstep to the customers. Major targets of our project are non-metro cities.

The major features of our project are:

1. Good quality product
2. Local vendor support
3. Delivery within 1 day

### 5. REFERENCES

[1] <https://www.slideshare.net/ABHISHEKRAWAT63/nigbas-asket-indias-online-grocery-store-case-study>  
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