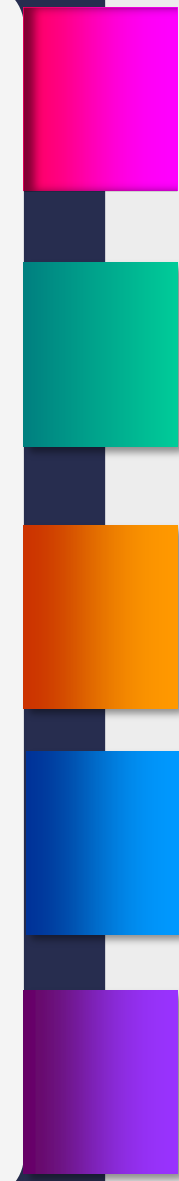


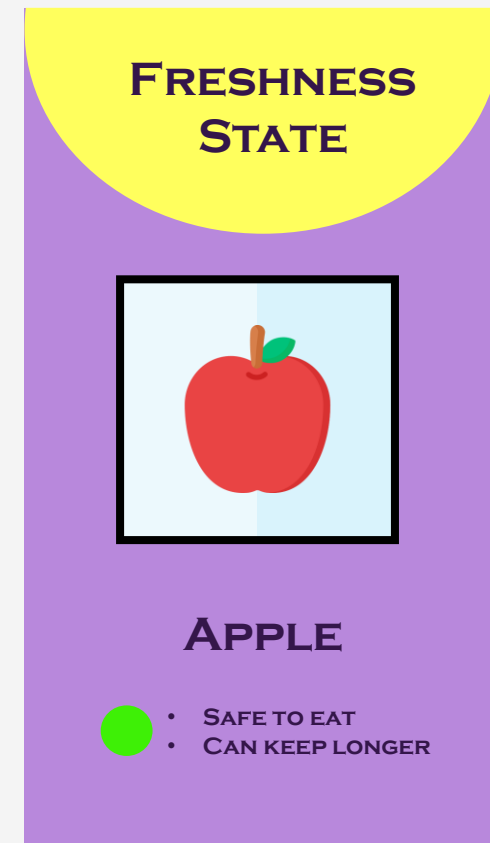
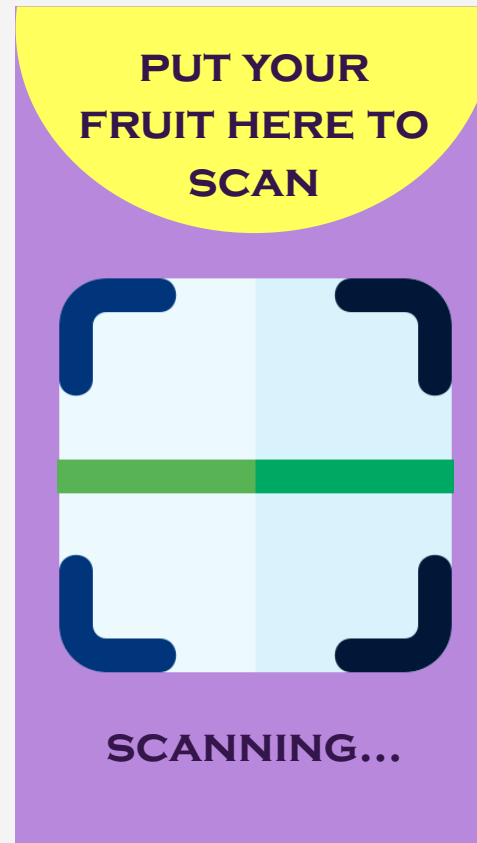
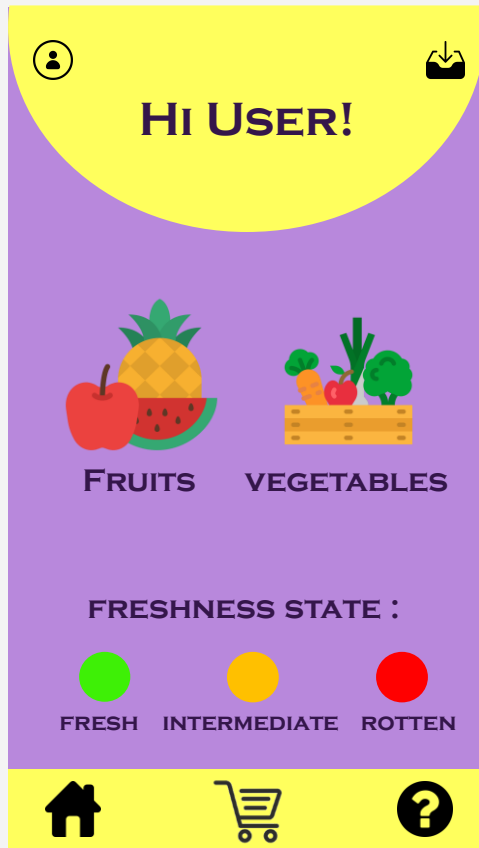


SMART GROCER

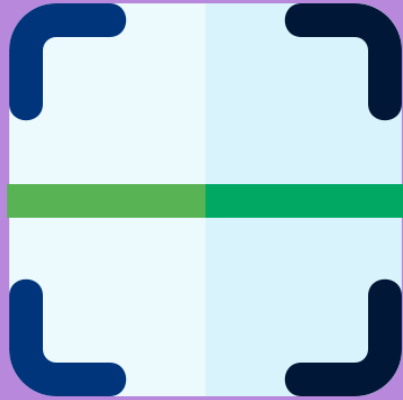
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MEK ZHI QING
ROHAIZAAZIRA BINTI MOHD ZAWAWI
SAYANG ELYIANA AMIERA BINTI HELMEY
ZEREEN TEO HUEY HUEY



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A20EC0077
A20EC0138
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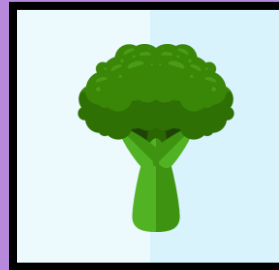


**PUT YOUR
VEGE HERE TO
SCAN**



SCANNING...

**FRESHNESS
STATE**



BROCCOLI

- NOT SAFE TO EAT
- THROW AWAY OR
CAN BE USED AS
FERTILIZER

01

PROBLEMS

- User cannot identify the maturity of fruits when buying at stall
- User cannot identify the freshness of fruits and vegetables
- User cannot identify the type and name of vegetables

02

SOLUTIONS

- Can show the percentage of maturity of fruits
- Can show the number of days fruits and vegetables can be stored until rotten
- Can show the type and name of vegetables

03

UNIQUE VALUE PROPOSITION

- Customer easy-going to know the name, freshness and maturity of fruit scanning using our application

04

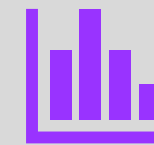
HIGH LEVEL CONCEPT

- Can know the name, freshness and maturity of fruit using scanning application
- Fastest ways to know the name , freshness and maturity of fruits and vegetables without asking the seller or farmer

05

UNFAIR ADVANTAGE

- Technology that able to detect the name, freshness and maturity of food or vegetables
- Has specific search engine that focus on food and vegetables that enable user find the information faster and easier



06

CHANNEL - INBOUND MARKETING

- Blogging
- Facebook
- Instagram
- Twitter

07

CUSTOMER SEGMENT

Female

- Picky to select something
- Choose for the best

25 to 45 years old

- Live alone or have family
- Have ability to purchase

City

- Less exposed to agriculture product

Housewife

- Prepare daily meals for family members

08

EARLY ADOPTER – CHARACTERISTICS OF IDEAL CUSTOMER

- Convenience – scan by using camera
- Fast – scan and get information without searching
- Large database – have complete information of agriculture product
- Friendly used – only few important function in application
- Additional information – more information except main function (eg : ways to choose fresh vegetables)

09

COST STRUCTURE

Fixed cost

- Hiring developer
- Analytics

- UI and UX design
- App launch
- Targeted platform
- App security

Variable cost

- Improving UI and UX
- Number of features
- Bug fixing

- Support latest OS version
- Improve performance
- Testing phase

10

REVENUE STREAMS

- Affiliates
- Copyright and licensing
- Sponsored content
- Subscription
- Sales and supplier commission
- Advertising