



ShopCrop

Rethink your shop

A platform that supports both multi vendor and single vendor eCommerce

Aug 2018

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What is ShopCrop?

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Why ShopCrop?

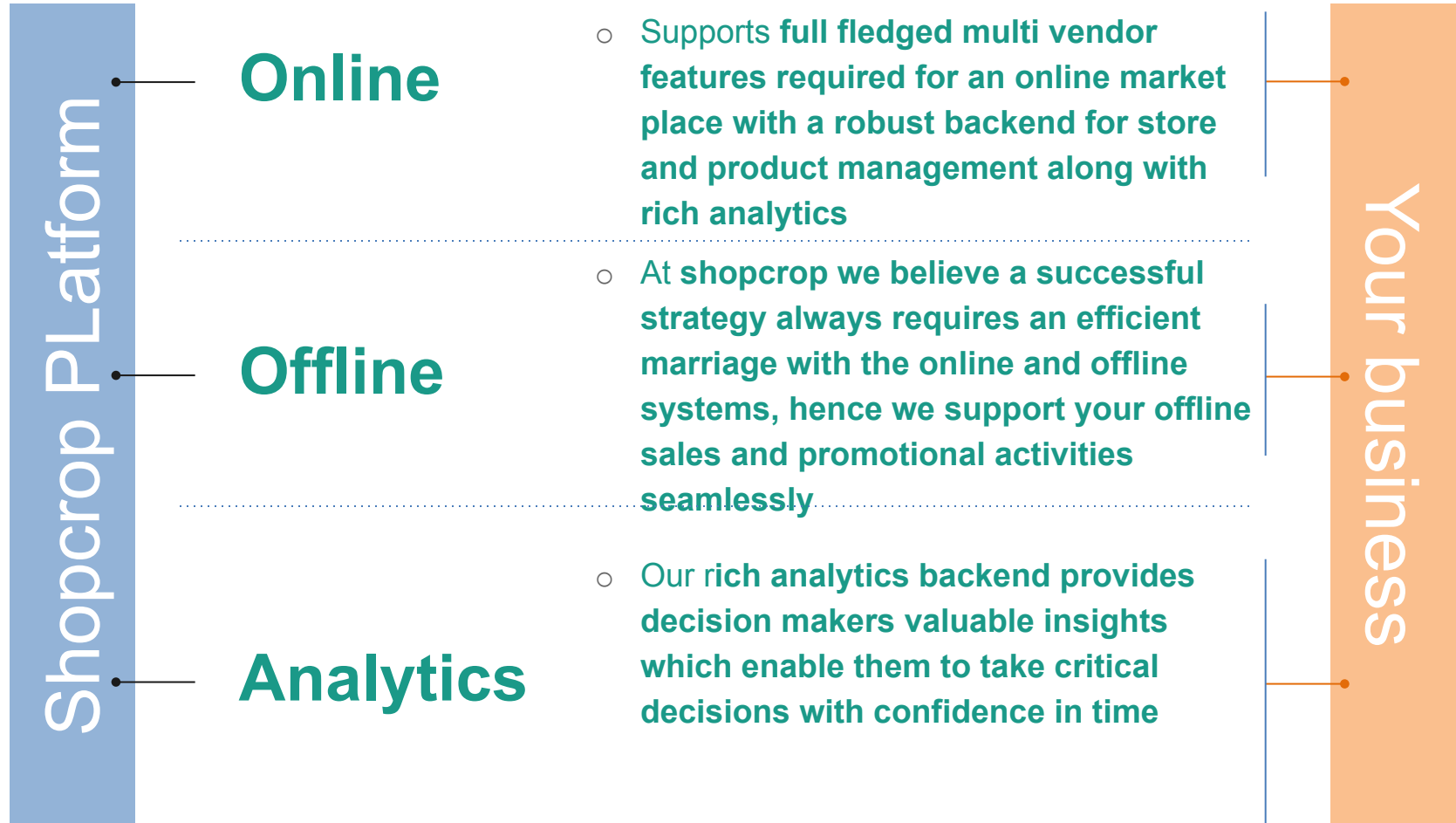
ShopCrop is a multi vendor platform for eCommerce industry with in-built analytics for effective and efficient decision making

Key facts

Founded in	2016
Location	Pune
CEO	Mr. Santosh Dwivedi
Investors	Bootstrapped
Number of employees	20
Sector focus	eCommerce + Retail

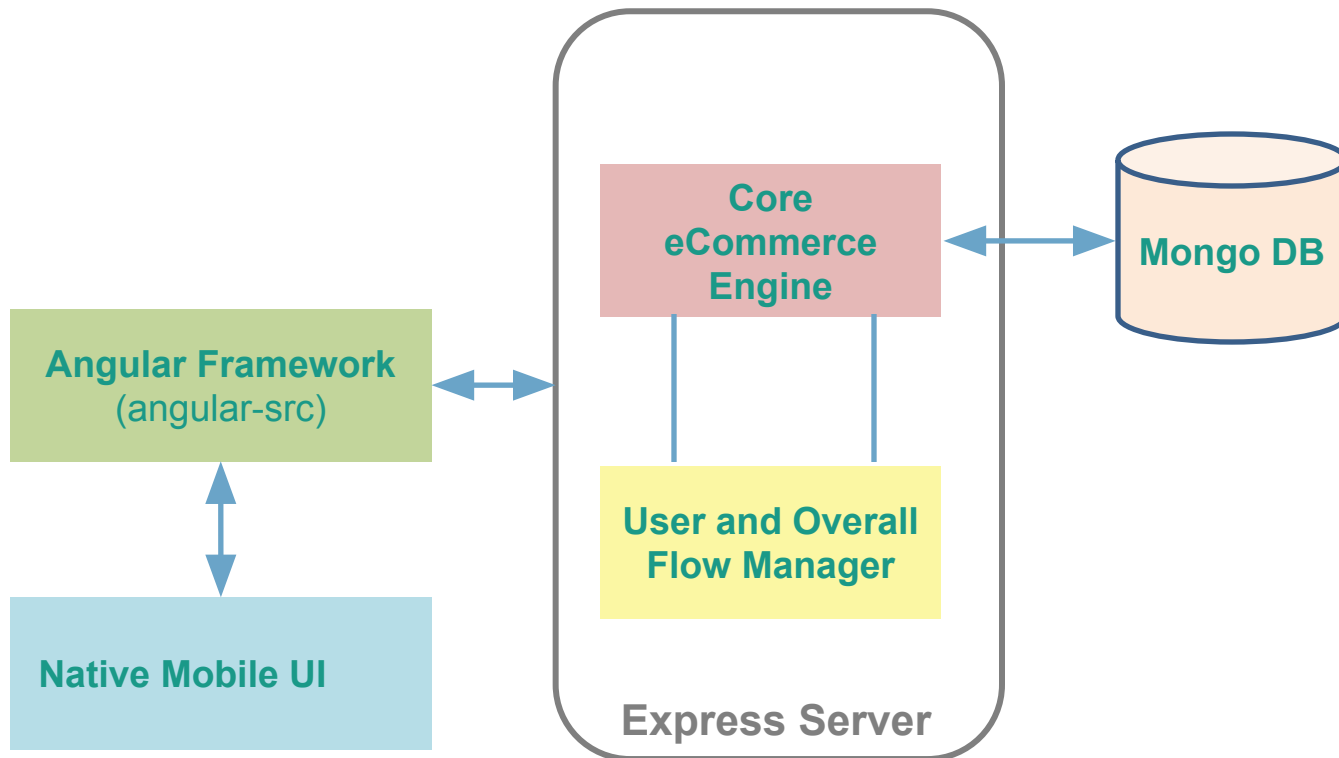
ShopCrop aspires to **streamline** the process of setting up your ecommerce store online and help you integrate with your offline presence, learning of customer insights thus creating an **ecosystem** that enables various stakeholders towards **effectively** driving **decision making**

Shopcrop's online + offline approach offers a holistic approach to offer a complete eco system



1 About Shopcrop – Product architecture

Built on MEAN stack using a quasi service oriented architecture, Shopcrop offers a feature-rich, scalable platform



Shopcrop application is easy to use with built-in analytics, and comes with dedicated service support ...

- Easy to use
- Built-in analytics supports decision making
- Seamless integration of online and offline sales activities
- Adaptable (to an organization's need) - "Create-your-own-store"
- Can integrate with third party PoS systems along with an inbuilt one
- Scalable
- Secure
- 24x7 service support

Shopcrop is agile with proven track record, strong credentials and committed to 'your' success

1. We are **agile** – we are bootstrapped and therefore not governed by any investor agenda
2. Native mobile applications for Android and iOS giving us an edge when it comes managing offline store activities and analytics
3. We have a **proven track record** with successful beta testing
4. We possess a **strong team** of developers and testers having developed the Shopcrop platform from scratch
5. We are able to **customize and white label** the Shopcrop application to 'your' specific needs
6. We are **committed to success** of our clients

User interface, Hosting and Support

User interface

1. Easy to use - Shopcrop UI/UX has been highly appreciated
2. Visually Clean (Modern)
3. Modern User Interface and streamlined User Experience
4. Users have their own dashboards
5. This dashboard includes all the information and modules that you want your users to have quick access to, and highlights the relevant activities that they need to keep up with.

Hosting – Shared cloud model or dedicated white labelled setup

1. SaaS – Multi Tenant
 - Our eCommerce platform service (pricing plans from 50 to 350 users, contact us for 350+), for projects with a shared Cloud instance
2. Enterprise plan: includes a dedicated cloud instance or a server hosted by the client themselves
 - Unlimited storage
 - Unlimited bandwidth - traffic and peak management

Support

1. 24/7 Request Handling; Issue of ticket with 24 hours
 2. Ticket resolution during 9AM - 6PM IST (Mon/Fri); severe incidents resolved within 4 hrs
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Appendix: Key product features

Shopcrop : key features

For – Android / iOS / Web

Sign up – User and shopkeeper

Forgot Password [User Panel, Admin Panel]

Login

Login using valid details / validation

List of featured items

Creating product categories / catalogue

Shopcrop : key features

Filtering products based on product categories

List product categories on the home page

Displaying list of products within a particular category

Facility to add products to my cart from product list page

Facility to add a product to my wishlist from product list page

Wishlisted products to be displayed in user's account in wishlist folder

Shopcrop : key features

Product image gallery support

Ability to share products on social media

Unwish wishlist product

Display recommended products on product details page

Store owner will be able to create and apply discounts\offers to products

User will be able to see the ratings and reviews for a particular product

Shopcrop : key features

User will be able to rate and write a review for a particular product

User will also be able to see number of people who have added the item to their wishlist

Support for product variants like size etc

Support for displaying available stock for the product

Functionality of displaying description of products on product details page added by store admin

Shopcrop : key features

Functionality of displaying condition of products on product details page added by store admin

Functionality of displaying dimensions of products on product details page added by store admin

Support for specifying, displaying and including shipping cost at the time of checkout

Functionality of total calculation of price product in cart

Calculation updation if product removed from cart list

Shopcrop : key features

Calculation updation if quantity of product updated or deleted from cart list

Support for applying various taxes to products

Support for adding shipping and billing address

Payment gateway integration for online payment

generating unique QR code for each purchase, ability change status of each order at the backend

After payment done purchased receipt functionality on mail, message / Invoice generation

Shopcrop : key features

Received Mail should contain i.e Tax, Product Details, Total Cost of Product.

Previous order functionality of purchased product list of previously purchased product for the user.

Product details on recent order page for the store owner

After product is purchased mail must be delivered to

1]Store owner

2]User

Functionality of clicking on profile must display name of user on top

Shopcrop : key features

Address of user must be displayed

Count of wishlisted product must be displayed

Count of wishlist must update as soon as user hits wishlist button

Functionality of displaying my previous purchases

Functionality of Editing profile page

1]Address

2]Website

3]Phone

4]Description

5]Upload Photo

Shopcrop : key features

Adding Product Functionality [Admin, USeR Panel]

Functionality of adding product

Name

Description

Functionality of category list dropdown to select category

Functionality of adding price to products

Functionality of featured items

Functionality of product pick up from store

Shopcrop : key features

Functionality of product shipping from store

Functionality of Shipping Estimate i.e.Product Delivery time

Functionality of going product live now at current time

Functionality of going product live in Future i.e.future date and time

Functionality of adding multiple product images at a time

Functionality adding information while uploading image

Shopcrop : key features

UI – App and web Design

Create offers

Package pick up – for service center and Tracking of all

Refer app – coupon

Multi vendor registration with all above features of vendor

Account statement of balance payment

Shopcrop : key features

Reports

Daily\Weekly\Monthly\Yearly purchase details for each item

Daily\Weekly\Monthly\Yearly wishlist count for each item

Most popular products

Most popular product categories

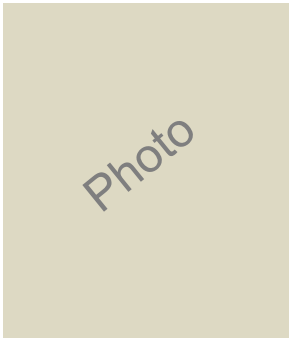
daily\monthly\weekly total sales

total visitors

total visitors to a particular product

purchased products with status : purchased, shipped, delivered

We look forward to work with you



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THANK YOU