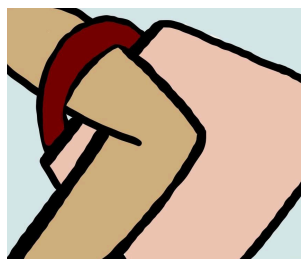




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MARA



### POSHPICK APPLICATION

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## **1.0 EXECUTIVE SUMMARY**

### **1.1 Brief Description of the Business and Product Concepts**

PoshPick emerges as a handy app designed to streamline and simplify the personal shopping process. Its primary goal is to eliminate the need for users to navigate multiple applications or websites to meet their diverse shopping needs. By consolidating various personal shopper services onto one platform, PoshPick aims to provide a seamless and efficient shopping experience across a range of categories, including groceries, clothing, home decor, cosmetics and specialised items.

Key features of PoshPick include a diverse array of item categories that personal shoppers can assist in purchasing. Users can easily choose items or brands based on categories, and sample product pictures are provided for easy selection. The app incorporates filter options, allowing users to sort items based on preferences such as price range, category, and rating, ensuring a tailored and personalised shopping experience. All displayed items belong to the chosen brand.

The user experience is further enriched through the ability to view personal shopper profiles, including feedback and reviews. PoshPick facilitates live chat interactions with personal shoppers, providing a direct and personalised shopping advisory service. The app includes a secure checkout payment system, allowing users to review their address total amount and receive an invoice order number. Additionally, users can conveniently track their orders through the integrated courier service feature.

Recognising the value of time and convenience in today's fast-paced environment, the developers of PoshPick have created an app that aligns with these needs. In response to the evolving consumer market, where online buying offers numerous possibilities, PoshPick addresses the desire for personalised experiences. Personal shoppers play a crucial role by providing valuable insights and expert advice, considering individual styles, preferences, and budgets. PoshPick not only consolidates services but also delivers a tailored and personalised approach to online shopping, making it a go-to platform for users seeking convenience, efficiency, and individualised guidance.

## **1.2 Target Market and Projections**

PoshPick extends its services to a diverse user base, addressing the needs of individuals in rural areas facing challenges in accessing physical stores due to transportation limitations. PoshPick also caters to busy professionals who, amidst demanding schedules, find it challenging to engage in physical shopping practices. Moreover, PoshPick serves as a solution for those, including students and workers, who may be constrained by time and consequently miss out on promotional sales events. In essence, PoshPick is committed to inclusivity, ensuring that personalised shopping assistance is accessible and convenient for individuals across various lifestyles and circumstances. This platform can easily be accessed anywhere and everywhere because we will use an application so that our consumers can simply use it.

## **1.3 Competitive Advantages**

Personal shopper services are very competitive, with many shoppers offering their services largely through platforms such as TikTok, Instagram, and mainly through Telegram channels. However, these platforms pose challenges. Uploading images of products one by one causes inefficiencies and the presence of "joy buyers" who order the items just for fun without proceeding to buy the items. Furthermore, the lack of a systematic tracking system, as well as excessive spamming on the platforms, overwhelms customers, which can lead to frustration and annoyance. PoshPick, our innovative applications platform, addresses these issues by bringing together all personal shoppers in a single, user-friendly platform. Customers may easily view reviews, provide feedback and track shipment details. PoshPick ensures a streamlined experience by providing a dependable platform for personal shoppers to receive early information about upcoming promotions from key partnered stores, allowing for better assistance to users in making informed purchasing decisions.