INFOMINEZ PRIVATE LIMITED

ISO 9001: 2015 Certified | DPIIT Certificate No.: DIPP165968

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Case Study

Smart Price Comparison for FMCG Commodities

Background

In the competitive world of online shopping, consumers often struggle to find the most competitive rates for everyday essentials. ECommerce platforms have intelligent algorithms for setting prices of different commodities in such a way that one set of commodities has priced very competitively whereas other set of commodities are considerably over-priced. AndBuy emerges as a game-changing e-commerce platform that compares the prices of FMCG commodities, particularly grocery items, across leading online shopping platforms and show the price comparison of same commodity on different eCommerce platform and help users to find the lowest prices and also give them an option to buy them in the lowest price available and arrange home delivery of purchased commodities in a designated time period. AndBuy offers a seamless and cost-effective shopping experience to the users.

Benefits:

- Cost Savings: Users can easily compare prices across multiple platforms and are able to purchase it from AndBuy at the most competitive rates.
- Convenience: AndBuy not only identifies the best prices but also facilitates home delivery, saving users time and effort.
- Comprehensive Product Catalog: With an extensive catalog and wide range of product lines, users have access to a broad variety of items to meet their needs.

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Challenges:

- Real-time Price Comparison: Ensuring the accuracy and timeliness of price comparisons across different online shopping sites.
- User Experience: Providing a smooth and intuitive user experience despite the complexity of comparing products from multiple vendors.
- Payment Integration: Seamlessly integrating multiple payment gateways while maintaining transaction security.
- Comprehensive Catalog Management: Establish a complex model for catalog management which fulfills the need of complex FMCG industry.
- Warehouse and their Inventory Management: User orders fulfilled from AndBuy warehouses, and it requires a complete inventory management system which keeps track on inbound and outbound inventories.
- Vendor Management: Diversified catalog fulfilled by numerous vendors who support commodities to AndBuy.
- Delivery: To deliver the purchased goods to the user's preferred location, a delivery system is required.

Solutions:

- Price Aggregation Engine: Developed a robust engine that continuously fetches and updates prices from competitive eCommerce players, and other leading e-commerce sites to ensure accurate and up-to-date comparisons.
- User-Centric Design: Implemented an easy-to-navigate catalog and categorization system, allowing users to quickly find and compare products within various categories.
- Instant Comparison Feature: Added a feature that enables users to instantly compare products across different platforms, ensuring they get the best deal.
- Advanced E-Commerce Features: Integrated standard cart functionalities, along with secure payment gateway options, to provide a complete and safe shopping experience.
- Home Delivery Coordination: Partnered with logistics providers to streamline the home delivery process, ensuring timely and efficient service.

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- Catalog, Warehouse, Inventory and Vendor Management: Powerful back-office system key business operations with ease.

Technology Used:

- Backend
    - Fetch latest rate: Handled by our proprietary technology.
    - Microservices: Developed in Java Spring-Boot framework.
    - Database: MySQL for transactional data and master data
    - Payment Gateway Integration: APIs for multiple payment options, ensuring secure and flexible transactions.
- Frontend
    - Web: ReactJS for a web admin system.
    - Mobile: Kotlin based native application for Android.
- Deployment
    - Web: EC2 of AWS.
    - Database: RDS of AWS

Results:

- Increased User Satisfaction: Users have reported significant savings and a higher level of convenience, leading to increased satisfaction and repeat business.
- Improved Market Efficiency: AndBuy has enabled more transparent pricing in the FMCG sector, benefiting both consumers and sellers.
- Enhanced Shopping Experience: The combination of price comparison, comprehensive product selection, and home delivery has created a superior shopping experience for users.

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