

QR-code marketing

Target pitch

We are creating an application for physical shops to provide some product information to their customers online in the shop. With this application customer can easily find product preview, photo and user experiences for this product.



Custom problem

Every year physical shops loose their customers because their customers getting to prefer to buy at online shops. One of the reason why they loose their customer is that customers have a difficulty to make a decision to buy product. They prefer to compare product with similar products, read preview and user experiences related to this product. Today they can do this task just using online shops.

Targeted problem

In interviewed with 19.000 respondent from all the World, 68% of people says that they first prefer to find product in the physical shops and after they buy this product in the internet.

Solution

We will create webpages for products on the shops. On these pages customer can easily find product information, preview for products and read and write user experiences. These pages will be easily accessible from physical shops, because customers will be able to access the system using QR-code.

Target Market

499.7 million people live in European union, stats from industry reports show 51.3% of people in market use smartphones, through market reports or surveys, 40% of whom

indicate they uses smartphone and know how to use QR-codes.

Our target is on physical shops without own online-shop which sell special products like vine, toys, furniture, sport equipments, etc. Especially shops sell product which user need to try/see in real before buying.

Competitive advantage

Existing product with QR-code on packages. Our solution will give more details than existing solutions. Today this code show just product pages on web pages of product company.

Web pages for comparing products. Our application have advantage because customer can easily find product from physical shop.

Viral marketing strategy, which triggers awareness of a product on a social-networking platform. Product awareness increases because people can share their experience about such product.

Go-to-market strategy

We will start with a few physical shops with very cheap charging. After that we will create an advertisement about usage of our application in this shops and propagate this advertisement on social networks (Youtube, facebook....). We will propagate increase sales this shops in magazines and newspapers for businessman.

Business model

Shops will charge for printing QR-code for product.

Funding

We will find some stakeholders at some startup events and offer them some percentage of our company to cover our expenses for a good start and also we are planning to have an agreement with a few small shop owners for cheap usage of our application and advertising cost of our application with these shops.