

A Review Paper A Hyperlocal E-Commerce Platform By Using Android App Development

Priti Hanmant Lokhande¹, Sakshi Aditya Mali², Sneha Siddharth Sawant³, Namratam Bhimsen Kurkute⁴, Dr.C.S. Shinde⁵

Department Of CSE AITRC, VITA¹⁻⁴

Department Of Computer Science, Adarsh Institute of Technology and Research Centre Vita⁵

Abstract: Hyperlocal E-commerce App is an idea to create such an application which will help the customer & seller to meet on an online platform. This will reduce the whole marketing time and also bring equal opportunities to the small shopkeeper in front of big marketing companies & shops.

Keywords: Hyperlocal, Services, Transaction, Delivery, Communication, Correlation.

I. INTRODUCTION

A Hyperlocal quantity or activity is one that is based, operators & thinks for the development of its specific area. The word Hyperlocal can be used as such or with another term to state its domain. In this paper, we would discuss Hyperlocal activities, explaining their presence within area, along with the different factor that contribute to their success in that area.

II. PROPOSED WORK

Already developed system they only hyperlocal e-commerce system. The hyperlocal ecommerce system helps the customers to connect with local stores of particular geographical region and gives customers a better experience of shopping by providing them fast delivery of the purchased product.

III. LITERATURE SURVEY

This paper present in a local environment, there are four principal members. These are Local Generators, Tradesmen, Purchasers and the Service Providers. The hyperlocal model is dependent on the working of the local market. The relations formed between these members is what gives a strong base for different Hyperlocal activities. The hyperlocal model is dependent on the working of the local market. Hyperlocal designs are deeply change-oriented and revised as per the local market. Hyperlocal models are much more diversified than they are assumed to be.

They focus on public interests specific to the local public, which includes factors like product demand and basic utilities. Communication is key between different members of this model. The model can record necessary data, needed to investigate the interests and the livelihood of people living in the area. . The success of this model depends on proper planning and execution of the business. With the demographic diversity and broad consumer base, competition becomes tough between th sellers. Growing digitalization promises e-commerce opportunities for sellers

IV. DESIGN METHODOLOGY

System Overview: Hyperlocal Delivery Service App is a mobile application developed using flutter Android. It is based on hybrid hyperlocal model. It enhance the shopping experience of the local customers by using hyperlocal ecommerce. Following are feature of delivery service app.

- Signup/Login up
- Filter for products
- Fast shipping method
- View orders
- Product/order management
- New seller On boarding



- Order & delivery notification
- Optimized delivery routine
- Customer relationship management
- Refunds

The software development lifecycle (SDLC) model that we used for the application development procedure is SDLC iterative model. In iterative model the implementation of sub-part of application is done and the similar sub-part implementation procedure is repeated until the application is completely developed.

V. CONCLUSION

The hyperlocal service app helps us to stabilize the economy. Covid19 really disrupted the market flow because of which many local vendors had to shut down their shops, many customers were unable to get the essential items they needed. The Hyperlocal model provides an opportunity to local-stores to expand their businesses.

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