



# A Hyperlocal Ecommerce Platform

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**Abstract:** Hyperlocal E-Commerce App is an idea to create such an application which will help the customers and sellers to meet on an online platform. This will reduce the whole marketing time and also bring equal opportunities to the small shopkeepers in front of big marketing companies and shops. Hyperlocal Commerce refers to trade marketing in areas, using the procedures and methods precisely optimized for each area. We use data visualization and correlation techniques to find out the relations between various attributes to these companies and examine the acceptance of the hyperlocal company based on locations and services they provide. We have derived the factors on which hyperlocal companies depend which have been discussed further.

**Keywords:** Hyperlocal, Services, Transactions, Delivery, Communication, Correlation.

## I. INTRODUCTION

A Hyperlocal quantity or activity is one that is based, operates and 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 an area, along with the different factors that contribute to their success in the area.

A few hyperlocal activities have been shown 1. Local Market, 2. Consumer, 3. Small Scale Producer, 4. Seller, 5. Service Providers. The Hyperlocal Commerce, it is probably the most famous one among various Hyperlocal activities. It has rapidly grown in recent years due to the growing usage of the Internet in India.

## II. LITERATURE SURVEY

This Paper presents 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. Communication is the 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 the sellers. Growing digitalization promises e-commerce opportunities for sellers.

## III. RELEVANCE OF THE WORK

Before technology hyperlocal delivery helps e-commerce with rapid development to make buying a memorable experience for customers, the market place is automated in a whirlwind. So we developed this system to solve this problem and reduced the hyperlocal e-commerce system.

- a. Reduced Delivery Time
- b. Cost Effective,
- c. Maximized Customer Satisfaction
- d. Customer-Tailored Business Strategy



**IV. PROPOSED WORK**

The proposed system eliminates manual work that is done. The following are the facilities that are added to an system in order to make it more efficient.

- A. This is a hyper local delivery Android application where people can send packages locally within their cities.
- B. Customers can place orders by choosing their package category.
- C. The charge for the package is calculated automatically once the destination and quantity is entered , customers can also pay via online for their delivery.
- D. The customers can track their packages and the optimum route is found using google maps.

**V. DESIGN METHODOLOGY**

System Overview: Hyperlocal Delivery Service app is a mobile application developed using flutter android .It is based on a hybrid hyperlocal model. It enhances the shopping experience of the local customers by using hyperlocal ecommerce following are features of delivery service app.

- Signup/Login up
- Filter For Products
- Fast shipping method
- View Orders
- Product/order management
- New seller on boarding
- Order and 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 an iterative model the implementation of a sub-part of application is done and the similar sub-part implementation procedure is repeated until the application is completely developed.

**A. Project System Architecture Diagram**

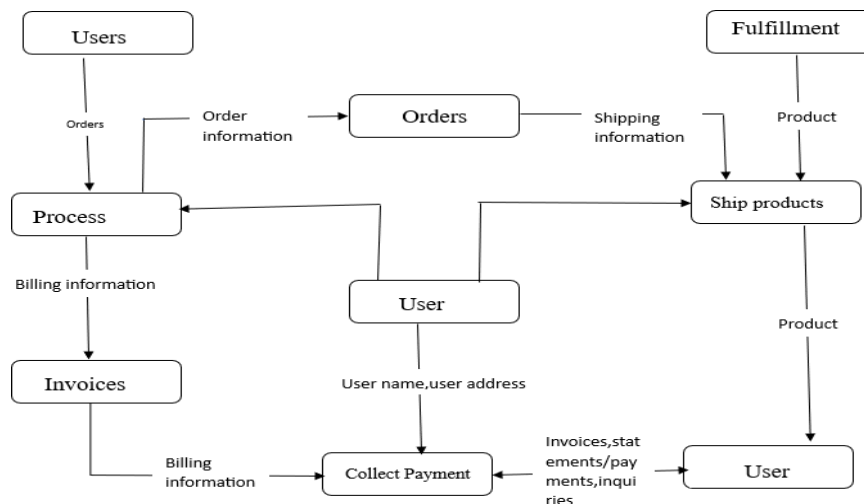


Fig.1.1 System Architecture

**VI. REQUIREMENT ANALYSIS**

Purpose- As visiting a grocery store on a daily basis may waste your valuable time which you can spend with your family or for any other purpose ,grocery delivery services will help you choose the necessary products ,make payments online and get thefresh products delivered to your doorstep on time.



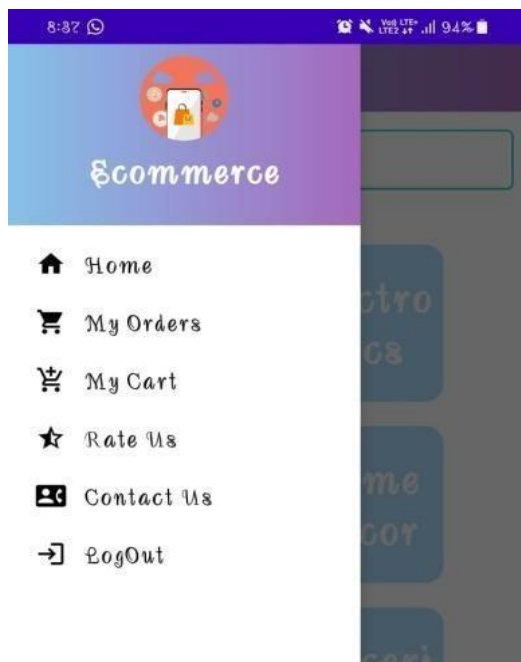
Scope-

Due to Covid-19 the online grocery markets in India have attracted lots of market segments over the past few months in grocery chains expanding to the digital platform. In between 2016-2022 India’s online grocery market is expected to grow at a compounded annual growth rate of 62%.

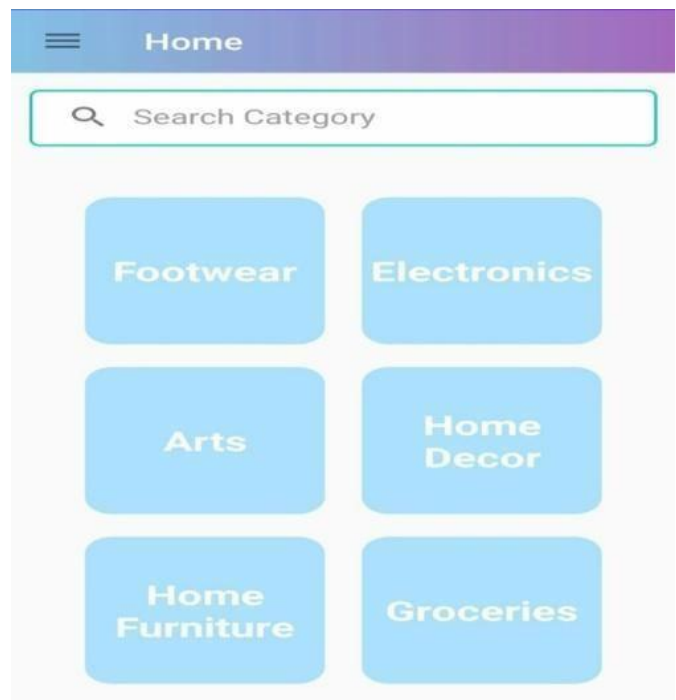
Sr.No	Requirements	Description
1	Master Maintenance	Is the system that maintains the detail of the products and their hierarchy attributes (size, weight, cost etc.).
2	Registration	Customer wants to buy the products then he/she must be registered, and the unregistered user can't go to the cart.
3	Payment	In this system we are dealing with the mode of payment by cash. We will extend this to credit cards, debit cards etc.
4	Delivery Report	List of the products that can be delivered to the customer.
5	Logot	After ordering or surfing for the product, the customer has to go out.

VII. RESULT

SNAP



DASHBOARD



HOME PAGE



### Product Details And Address


*Customer Name : Sakshi*  
*Username : sakshiamali2002@gmail.com*  
*Mobile No. : 8668820244*  
*Product Name : BRU Instant Coffee*  
*Price : 1*  
*Total Cost : 1*  
*Quantity Of Product : 1*

*Enter Address*

*Enter Pin Code*

**PROCEED TO PAY**

ORDER PLACE



### Product Details And Address

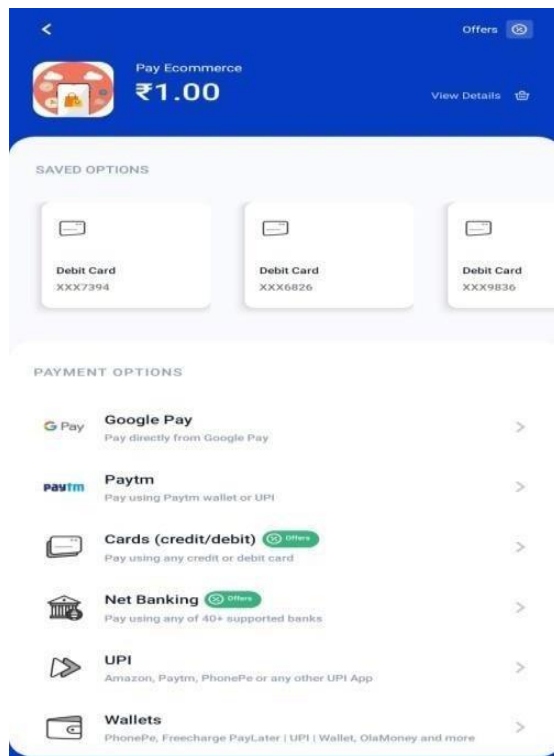
*Customer Name : Sakshi*  
*Username : sakshiamali2002@gmail.com*  
*Mobile No. : 8668820244*  
*Product Name : BRU Instant Coffee*  
*Price : 1*

Customer Name :	Sakshi
Mobile No :	8668820244
Product Name :	BRU Instant Coffee
Price :	1
Quantity :	1
<b>Final Total :</b>	<b>1</b>

*Special Note*

**Cancel** **Confirm**

CONFIRM ORDER



Pay Ecommerce  
₹1.00

SAVED OPTIONS

- Debit Card XXX7394
- Debit Card XXX6826
- Debit Card XXX9836

PAYMENT OPTIONS

- Google Pay: Pay directly from Google Pay
- Paytm: Pay using Paytm wallet or UPI
- Cards (credit/debit) **Offers**: Pay using any credit or debit card
- Net Banking **Offers**: Pay using any of 40+ supported banks
- UPI: Amazon, Paytm, PhonePe or any other UPI App
- Wallets: PhonePe, Freecharge PayLater | UPI | Wallet, OlaMoney and more

PAYMENT PROCESS



## VIII. 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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