Feather

The future of promotional catalogues.

Moment

,,One afternoon, while my wife was going through the promotional product catalog, she dictated all the products that I needed to buy from the grocery store. When she closed the last page, she asked me if I had remembered the products. Of course, **I did not remember** a single product!"

Idea

,,At that moment I thought, what if she magically sent me a list of the desired products, I would have **definitely bought them.** This way, the market **would have made a profit**, and I wouldn't have a problem **remembering** the products."

Solution

,,From here, I came up with a simple solution, which will **digitalize** the catalogs / flyers. Users will be able to add their favorite products to a **shopping list and share it** with a family member or simply go to the market by themselves. "

Current Catalogs

As you can see, your current catalog is for informational purposes only. Currently, if I want to buy products that are on sale, I can do it in a few ways:

1. Take pictures of the products with my mobile phone;

1.1 Install an application that allows sharing option;

1.2 Add products to the application and attach the images;

2. Circle the products in the catalog;

3. Scan a QR code, which will only take me to a .PDF presentation from a catalog, where I have no interaction with the products;

4. Go to your web site:

4.1 Unlock phone;

4.2 Find the appropriate search engine;

4.3 Search for www.e-commerce.com ;

4.4 Select from the suggested addresses;

4.5 Takes too long to load the website;

4.6 Accept cookies;

4.7 Confusing Interface;

4.8 Find the correct products from the catalog;

4.9 Add them to cart;

4.10 Register;

For any of the previous ways (except for 4), I have no information if the products are still available.

Description

This is a catalog with an additional option, ie the solution we offer. The advantage of this catalog is that **it will always have value** and certainly will not end up in the trash. Whenever I scan the code, I will get the latest up-to-date information.

Code

Two codes are placed at the bottom of the catalog. You are probably already familiar with one of them. As for the code on the left, it has the same function as the QR code, but is intented for Apple device users.

Functionality

After scanning one of the codes, the user **is not** navigated to a website, **but a mobile application opens up, without downloading and installing.** Here, the most important thing is that for the first time the user does not need to do the following steps:

1. ~~Open App Store or Play Store;~~
2. ~~Enter a password;~~
3. ~~Download an application;~~
4. ~~Wait for the download process;~~
5. ~~Installation;~~
6. ~~Wait for the installation;~~
7. ~~Intro Steps;~~
8. ~~Login or Register~~

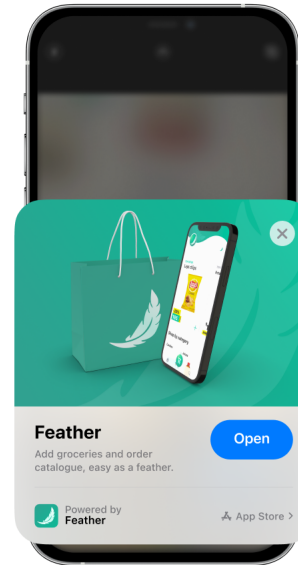# The beauty of Speed and Simplicity

Intuitive mobile applications instead of web
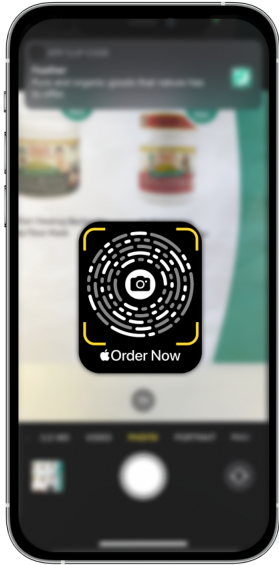
1

Scan the code

Everything starts with scanning the code, which is located on the bottom corner.

2

Open the app without downloading it

After scanning you will see a small screen on which you need to boot the application, without installing it.

Feather

Add groceries and order catalogue, easy as a feather.

Open

Powered by Feather

App Store >

3

Add your favorite products from the digital catalog

You can start by selecting products depending on your choice and make an in-app payment.
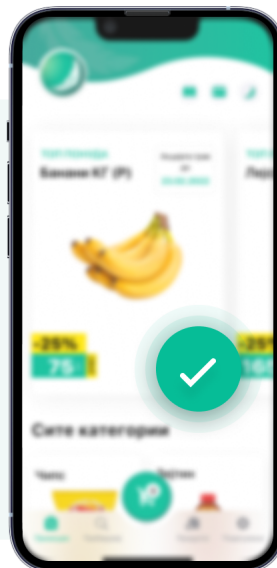
4

Choose a way to pick up products

Buy from Store

 Pay
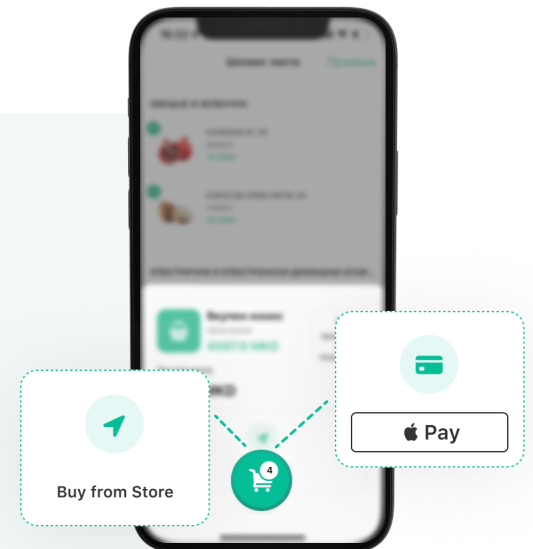
Home Scene

- At the top of the scene are products that are on the first page of the catalog "**Top Products**";

- In the bottom right corner there is a "+" button;

- When the button is tapped, it adds the product in the cart;

- In the second section you can browse products in "All Categories";

- By clicking on one of the categories, all products, that are on sale from the selected category, are listed;
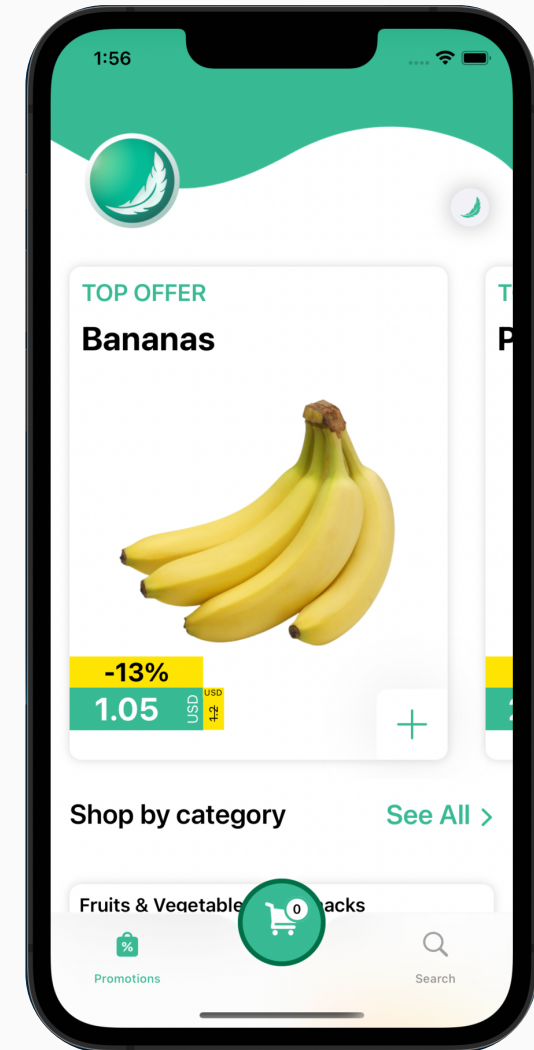
Search Scene

**On this scene, the user can search a variety of products, by name**

- Also the users have the option to add-to-cart one of the recommended products, just by tapping on the ➕ button.
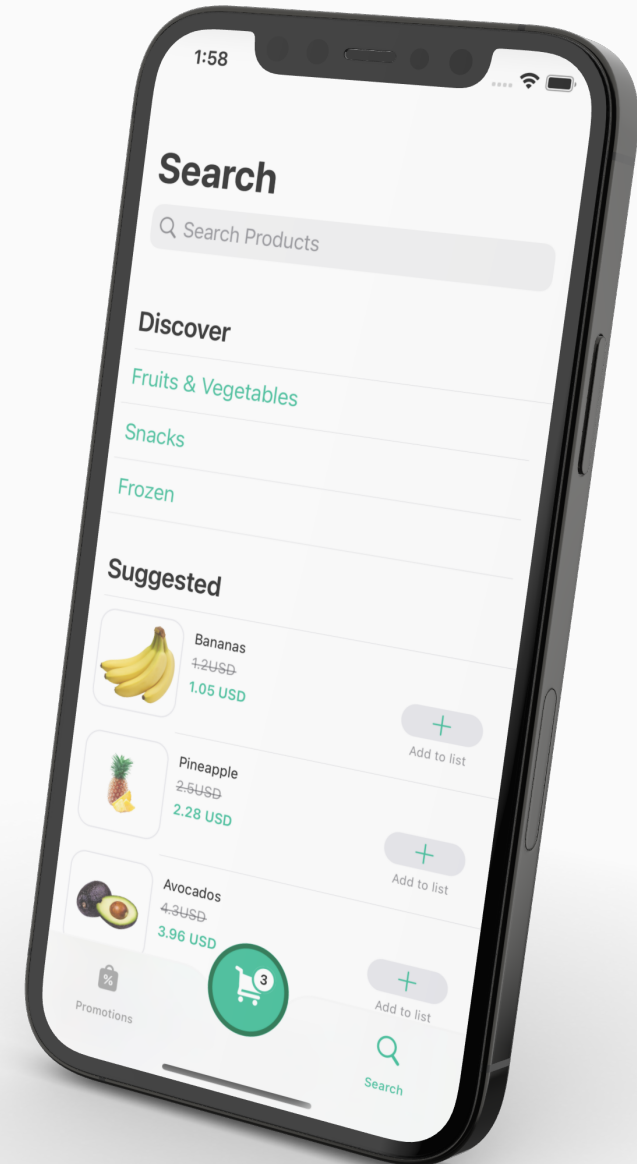
Shopping List / Add-to-Cart

The products are sorted by categories:

- This is a **Solution to the problem** that occures when creating a shopping list by hand;

- Whether I write the products on a piece of paper or send it in a message, they will always be written chaotically, with a product that comes to mind first. With this type of organization, I will have to wander for hours through shelves to find the products I want;

- If the cart button is tapped, the user will have an insight into the calculation and the **Saved Amount** by buying from the app;
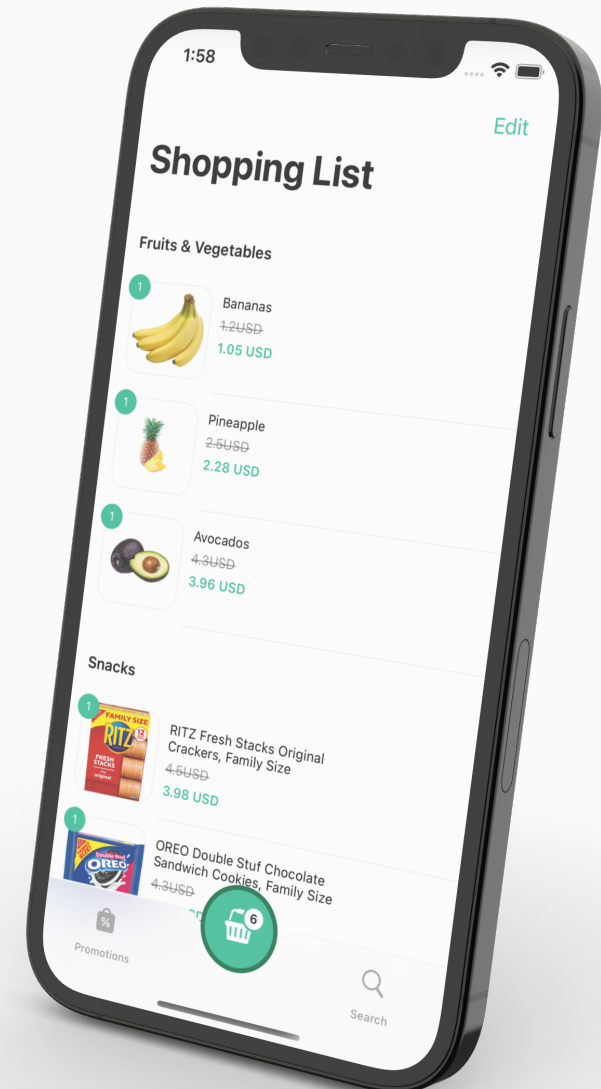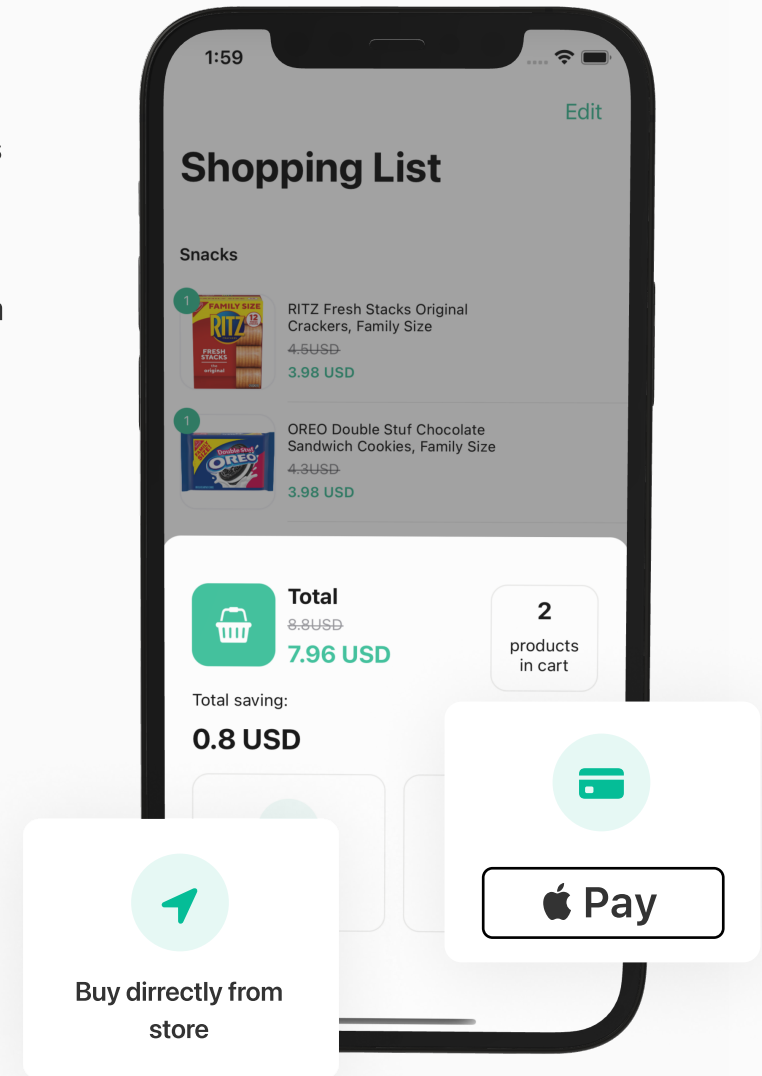
Greather choice for Shopping and Delivery

Depending on your daily responsibilities and lifestyle, you have the oppertunity to choose from several option for buying from the promotional catalog:

- If you are in the market, you have the opportunity to Select the products that you have bought.

- You can choose the option to be **Navigated** to the nearest market, from where you have a promotional catalog, and than select which products you have bought.

Buy Online Now. When Shopping online you have additional options such as:

- With **Apple Pay** we save the user from spending extra time entering payment information repeatedly.

- To pick up the order from the market.

- Have the order delivered to you on a date and time that is best for you.

1:59

Edit

Shopping List

Snacks

RITZ Fresh Stacks Original Crackers, Family Size
4.5USD
3.98 USD

OREO Double Stuf Chocolate Sandwich Cookies, Family Size
4.3USD
3.98 USD

Total
8.8USD
7.96 USD

2 products in cart

Total saving:

0.8 USD

Buy dirrectly from store

 Pay

Admin Panel

The admin panel allows you to keep your promotions up-to-date, anywhere, at anytime.

Personalised Notifications

Title | Title of the notification | Send a notification

Detailed description of the notification

Description of the notification

Add products & Devide by category

Search...

		Product Name	Original price	Price discounted	Date / Promotion
		Tomatoes KG (R)	128.00 MKD	109.00 MKD	22/04/2022 - 29/04/2022
		Bananas KG (R)	98.00 MKD	59.00 MKD	22/04/2022 - 29/04/2022

Feather

Menu category

- Analytics
- Active promotions
- All products
- My notifications

The rest

- Log out

Analytics

Total launches from different devices

40324

iOS	Android	Web
32936	7388	24862
+33.43%	-9.57%	+28.26%

Number of carts

23,762

Carts created	Completed products	Shared carts
60342	17862	91248
+55.44%	+11.22%	+404.12%

■ Carts created ■ Completed products ■ Shared carts

Real-time promotions

TOP OFFER
Bananas KG (R)
10 hour 17 min 0 sec
-25%
99

TOP OFFER
Orange KG (R)
10 hour 17 min 0 sec
-25%
99

TOP OFFER
Coconut KG (R)
10 hour
-25%
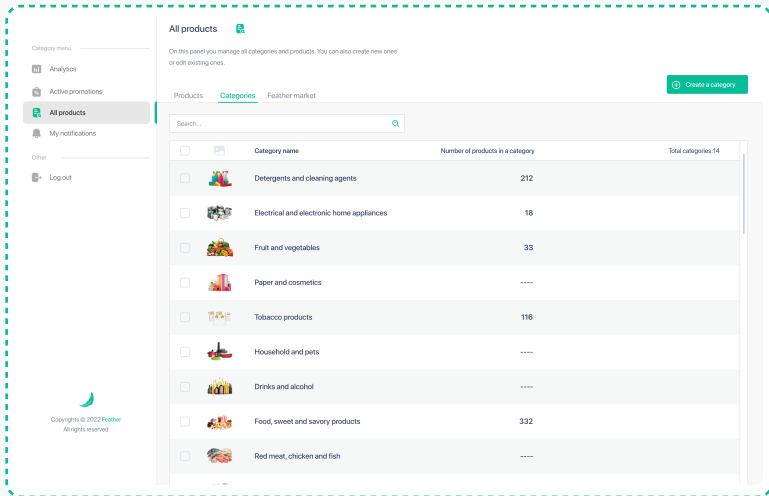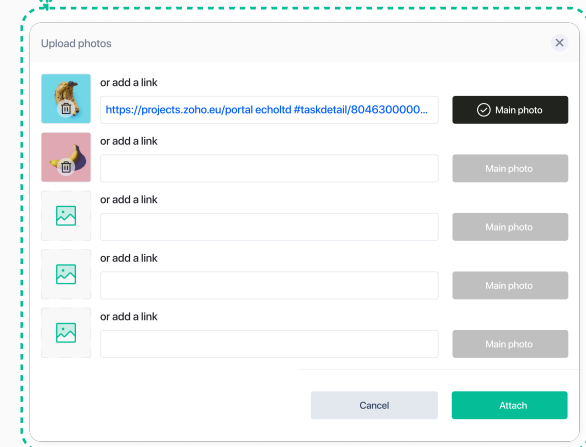66

Jan Feb Mar Apr May Jun Jul Sep Okt Nov Dec
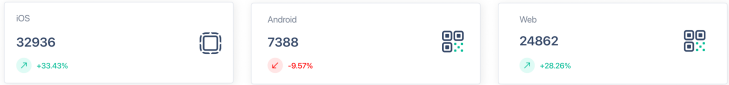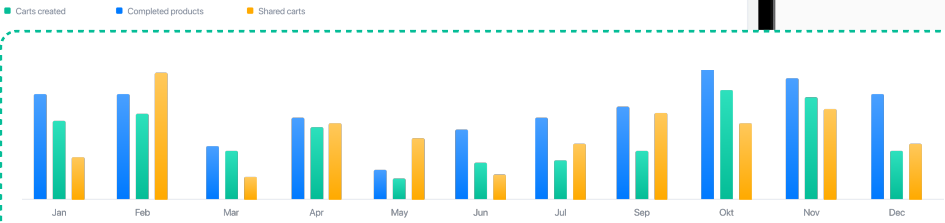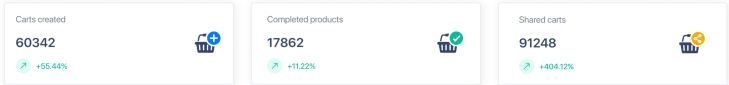
Detailed analytics

Adding products on promotion
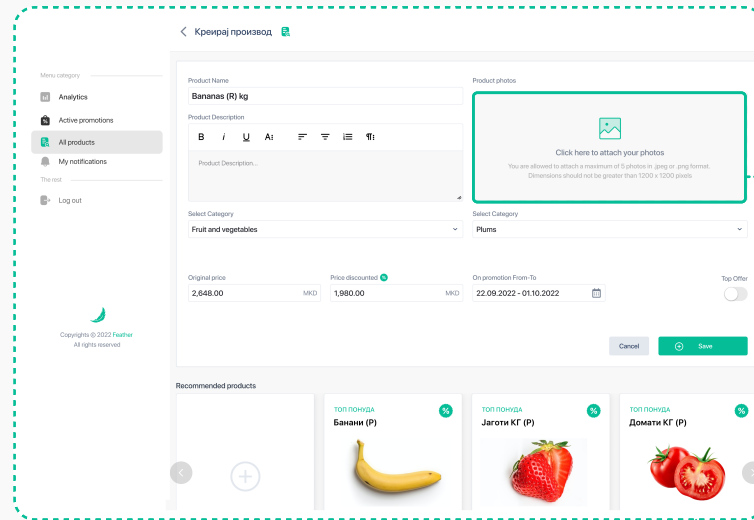
1 **Add by yourself**

- Add to category
- Automatically calculated % discount

2 **Choose from our data base**

- Wide range of product to choose from Feather data base.
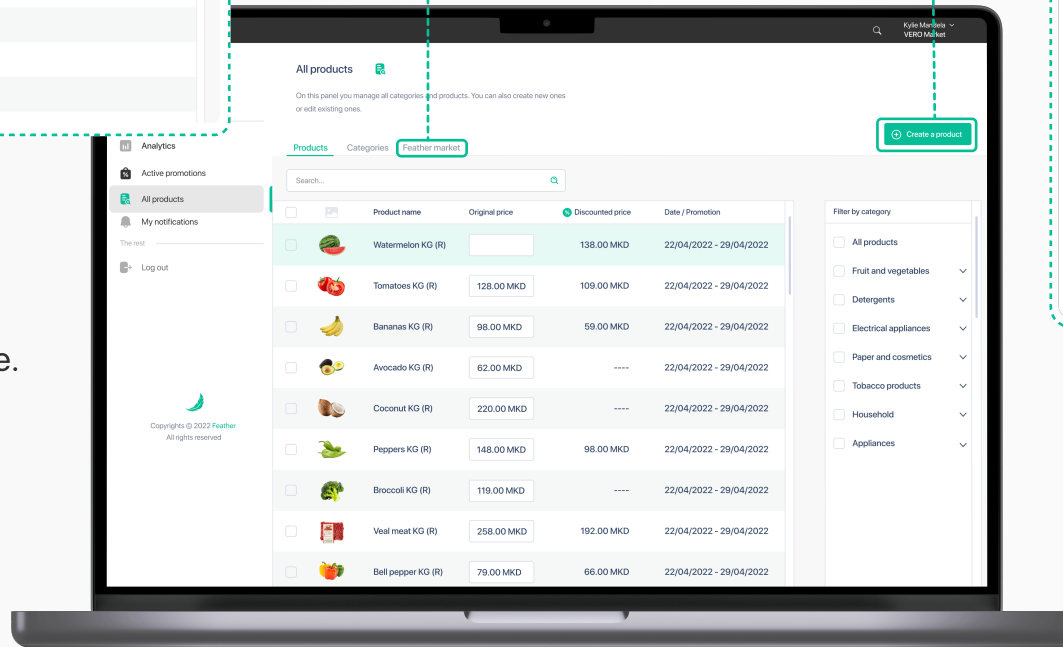
- Choose photos (you can use URL or add photo)

Problem?

Even though the Feather catalog is a solution with way more benefits then the current catalogs, it does not solve the problem with manufactoring costs.

Manufactoring Costs

Design (per hour)	$24
Print (per catalogue)	$0.50
Number of pages	10
Circulation	10 000

TOTAL	**$5000**

Other Catalogues	VALUE MAP	Feather catalogue
✔	Informant ⓘ	✔
✖	Value after the expiration date ⓘ	✔
✖	Opportunity to change the current promotion ⓘ	✔
✖	Interaction ⓘ	✔
✖	Seller ⓘ	✔
✖	Analytics ⓘ	✔
✖	Mobile application without installation ⓘ	✔
✖	Notifications ⓘ	✔
✖	Simple and Modern User Experience & User Interface ⓘ	✔
✖	Speed, quality and functionallity ⓘ	✔
✖	Safety ⓘ	✔
✖	Creating a shopping list of products with images and detailed description ⓘ	✔
✖	Shopping list of products divided by categories ⓘ	✔
✖	Sharing a shopping list ⓘ	✔
✖	Shopping list savings information ⓘ	✔
✖	Direct order ⓘ	✔
✖	Additional channel to promote vendors ⓘ	✔

Problem?

Even though the Feather catalog is a solution with way more benefits then the current catalogs, it does not solve the problem with manufactoring costs.

Manufactoring Costs

Design (per hour)	$24
Print (per catalogue)	$0.50
Number of pages	10
Circulation	10 000

TOTAL	$5000

Solution!

The promotive flyer is just 1/4 of one side of a catalog, but has the same value and functionalities.

Feather catalogue	Manufactoring Costs	Feather flyer
$24	Design (per hour)	$3
$0.50	Print (per catalogue)	$0,01
10	Number of pages	1
10 000	Circulation	10 000

	Savings	
$5000	**97,5%**	$100

Problem?

How confident are you that if we put 10,000 flyers in the market, that every customer will pick up at least one?

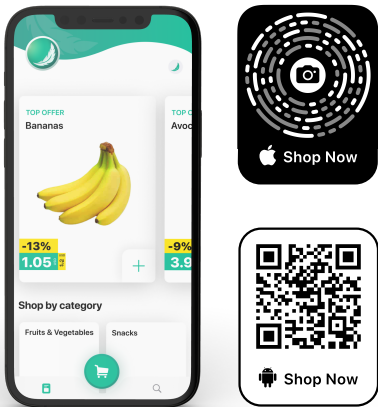We recommend that Feather flyers are distributed to consumers outside the market.

As for the consumers who come to shop in the store, we offer the following solution..

Each issued bill is your CATALOGUE!
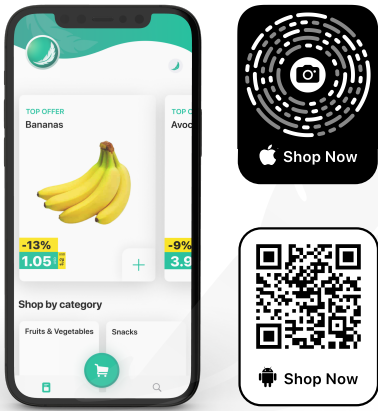
Scan for the latest promotional catalogs.

Scan for the latest promotional catalogs.

Each of your customers takes their bill after payment.

All that is needed is for the **cashier** in the market not to forget to inform the buyer that the latest catalog is on the back of the bill.
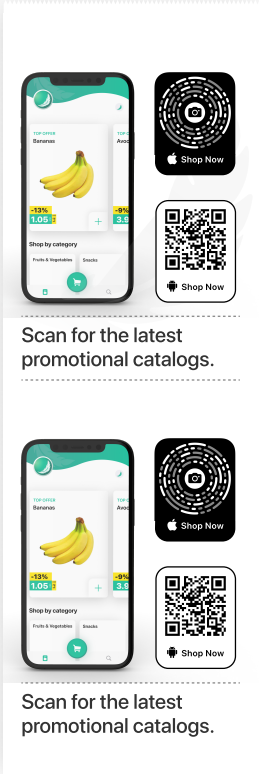
Efficiency

Each of your customers leaves with a **fiscal bill** after shopping.

The risk that the flyer has, as a promotional material going unnoticed and taken by costumers, with a fiscal bill is **resolved.**

Reducing the manufactoring costs by 100%

Feather flyer	Manufactoring Costs	Feather fiscal receipt
$3	Design (per page)	$0
$0,01	Print (per page)	$0
1	Number of pages	∞
10 000	Circulation	∞
$100	Savings **100%**	$0

Scan for the latest promotional catalogs.

Scan for the latest promotional catalogs.

Other Catalogues	VALUE MAP	Feather
✔	Informant ⓘ	✔
✖	Value after the expiration date ⓘ	✔
✖	Opportunity to change the current promotion ⓘ	✔
✖	Interaction ⓘ	✔
✖	Seller ⓘ	✔
✖	Analytics ⓘ	✔
✖	Mobile application without installation ⓘ	✔
✖	Notification ⓘ	✔
✖	Simple and Modern User Experience & User Interface ⓘ	✔
✖	Speed, quality and functionallity ⓘ	✔
✖	Safety ⓘ	✔
✖	Creating a shopping list of products with images and detailed description ⓘ	✔
✖	Shopping list of products divided by categories ⓘ	✔
✖	Sharing a shopping list ⓘ	✔
✖	Shopping list savings information ⓘ	✔
✖	Direct order ⓘ	✔
✖	Additional channel to promote vendors ⓘ	✔
$2000	Manufactoring costs to use outside the store	$350
8 - 24 hrs	Duration of manufactoring the promotional material	1 - 4 hrs
$2000	Manufactoring costs to use inside the store	$0
?	Efficiency of people that pick up the promotional material from the store	99,9%

Scan for the latest promotional catalogs.

Scan for the latest promotional catalogs.

Pay

SA'S MOST TRUSTED RETAILER*

*Reputation Institute study

23 - 29 NOVEMBER 2020

Value for the **Users?**

Speed, quality and functionallity

Simple and Modern User Experience & User Interface

Creating a shopping list of products with images and detailed description

Mobile application without installation

Shopping list savings information

Interaction

Sharing a shopping list

Saving money and time

Safety

Shopping list of products divided by categories

Value after the expiration date

Direct order

Notifications

Value for your BUSINESS?

Analytics

Opportunity to change the current promotion

Value after the expiration date

Socially responsible community

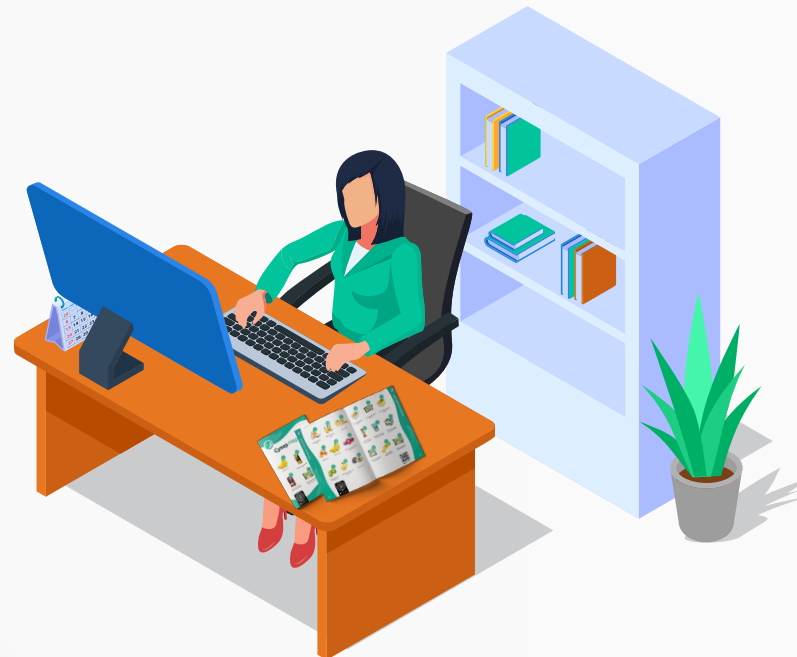**Efficiency by customers that pick up the marketing materials**

Manufactoring Costs

Dirrect Earnings

Creating a shopping list

Additional channel to promote vendors

Notifications

Payment Plan

Feather	Package 1	Package 2	Package 3	Package 4
Monthly Fee	30,00 €	120,00 €	700,00 €	1500,00 €
Included Scans in the monthly fee	1800	9000	Unlimited	Unlimited
Price per additional scans (per scan)	0,016 €	0,013 €	0,00 €	0,00 €
Trial Period	1 Month	1 Month	1 Month	
Application without download - iOS	✓	✓	✓	✓
Application without download - Android	✓	✓	✓	✓
Shopping List	✓	✓	✓	✓
Analytics	✓	✓	✓	✓
Web Application - Desktop Presentaiton	✗	✓	✓	✓
Custom Card	✗	✓	✓	✓
Branding	✗	✓	✓	✓
E-Commerce	✗	✓	✓	✓
Notifications	✗	✓	✓	✓
Access from Social Media	✗	✓	✓	✓
Development Team	✗	✗	✗	✓
Own Application - iOS	✗	✗	✗	✓
Own Application - Android	✗	✗	✗	✓
Own Web-Application	✗	✗	✗	✓
All Products	✗	✗	✗	✓
Loyalty Program	✗	✗	✗	✓
Development of new features	✗	✗	✗	✓

Thanks for your attention!

Feather