



iMarkeT


InteracTive MarkeTing





Idea

Megastore Marketing, Sales,
Logistics & Management by
Innovation Technology





Purpose

Costant Monitoring and Real Time Customer Preference

Automated Management of Logistic & WareHousing

Real Time Statistic, realistic Marketing without false results

Reduces Sales time of products with increase of the same





Prospective Customers

All great actors of GDO and Retailers


IKEA, Carrefour, Leroy Merlin, etc.





Insight

The discomfort increased customer sales
in the major center of large retailers
often carry with them to the shopping cart
and not only cumbersome and heavy



wrong strategy = customer disage = fault



Difficulty in finding suitable
token to unlock the cart

Difficulty to moving within lanes

wrong strategy = customer disage = fault



Difficulty in pushing the cart
due to the weight increases
and poor maintance of the latter

wrong strategy = customer disage = fault



Abandonement of carts in the
aisles for ease of movement
associated with risks

wrong strategy = customer disage = fault



Excessive weight resulting in
breakage of the bags



3 time at week to go to the
market due to partial spending
for purchases

wrong strategy = customer disage = fault



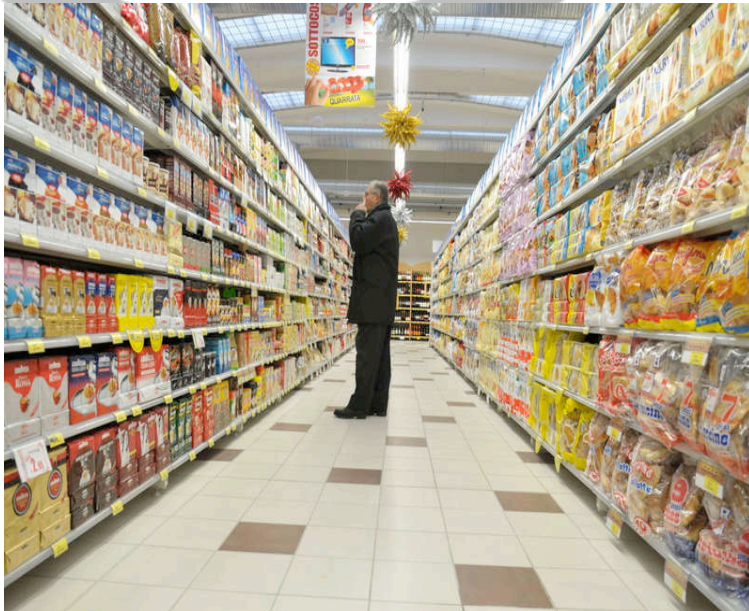
Transport of excess weight

wrong strategy = customer disage = fault



Long and tiresome queues
at the cash with little space
for movement

wrong strategy = customer disage = fault



Continue search without success
for a desired product


Product are often unattainable
due to high or uncomfortable
position

Incorrect prices and product in a
mess



Advantage

Customer

- Automating saving of expenditure made by a private accounting
 - No queuing to the cash
 - Use the search utility products
 - Subtotal real time count
 - Maintenacnce of product preferences and notification of its offering
 - App can also be used from home
- 



Advantage

GDO & Retailers

Delete the positioning of many products on the shelves with direct scaling of space

Reduces spending time with relative increasing customer

Easy management and automated logistics and inventor

Automatic recording and real time the goods

Reduction of employer management lines


Delete the problem with theft with direct cost reduction and then opportunity offer lower price





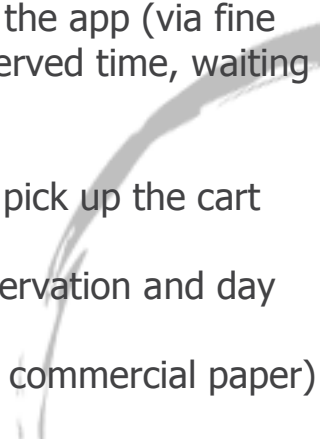
Sample of Application

Retailers

1. Customer comes into the mall without shopping cart
 2. Download Free iPhone Apps
 3. Walk through the aisles with the list of products in that lane
 4. See the products physically and dissects the purchase and / or preference on the iPhone
 5. Displays real-time prices, discounts and deals
- 



Sample of Application

6. The purchase comes to the cashier who places the product in shopping list and the warehouse where the cart is filled and bags
 7. At the end of purchases the customer goes to the cashier indicated by the app (via fine selection spending). In addition to the number of cash will also have served time, waiting time, total count and total offers / prizes / discounts
 8. The customer who went to the cashier only has to make payment and pick up the cart
 9. The expenditure may be taken up to the second house is also time reservation and day
 10. The expenditure may be charged directly to your credit card (including commercial paper) and then without having to go to the checkout
- 



Startup

Production & Service

Marketing & Sale



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