RETAIL MARKET INFROMATION SYSTEM - ANDROID APPLICATION

Punit Patel[1], Manthan B Vyas[2], Sohel A Pathan[3], Uvaish F Mulla[4]

[1]Asst. Prof.Info& Tech Department Arham Veerayatan Institute of Engineering, Technology and Research

[234]B.E. Students I.T Engineering Department, Arham Veerayatan Institute of Engineering, Technology and Research

ABSTRACT

This project entitled "Retail market information system" is an application which is designed on ANDROID platform. For frontend we used JAVA & XML and for backend we used SQLite. Purpose behind to develop this application for saving the TIME and Reducing the COST of material or product and expand the market of retailer. So there are two side of this project one is Consumers / Customers second one is Marketers / Retailers

1st USER/ Consumer side in which the user will search the products as its requirement. 2nd marketers are the main entity of this application they are create its account and fill up the details regarding to its marketing area and also describe the price of product. Admin update the functions and apply that same in this application. The overall benefits of this application are as described, easily search your required products and its price. And the best thing is that the users are decide the shopping place easily and so they do not need to go outside and search the products and then price barge ding for the same. In short we build the dictionary application for easy effective and efficient performance of market. And users are save its time and money.

Keywords: shop indicator, Retail dictionary, Shopping reference

I. INTRODUCTION

Now days the shopping with retail market is very difficult activity for many of consumer. We experiential that we have enlarged size of market around us. Second thing is that people have different choice and condition. Some peoples are using online shopping application to purchase home appliances, clothes and electronics etc but its time overwhelming.

The problems of physical distribution and channel administration adversely affect the service as well as the cost aspect. The current market structure consists of primary Retail market and retail sales outlet. The construction involves stock points in feeder towns to service these retail outlet at the village levels. But it becomes difficult maintain the required service level in the rescue of the product at retail level.

The proposed system deals with overcoming the problems stated above. The system is an Android application that gives necessary information about retailers and their products. Android is a user friendly platform, thereby enabling ease of access for all the users.

II. OBJECTIVES OF PROJECT

The numbers of harms with the current market which we are discuss earlier so we are develop the simple android application for the same which is provide the information about the current retail market around the users. Our Aim is just provide the local retail market information in single application for Ex like Address, Contact person, numbers and what kind of products are they selling. Objectives of the project are as follows "Consumer directly connects with the local market system save your time and money too, It is providing the way to make our choice"

III. LITERATURE REVIEW

1. Study on Growth of Retail Market in India with Special Reference to Broadening of Mall culture in Tier II City (Mrs. Meenakshi Choudhary)

Retail in India's largest industry is accounting for 10% of the country's GDP and around 80% of the employment. Retail industry in India is at the cross roads. It has emerged as one of the most dynamic and fast paced industries with several players entering the market. Indian retail sector is highly fragmented as compared to the developed as well as the other developing countries. This shows the great potential for the organized retail industry to prosper in India. As the market for the final consumption in India is very large, retail trade is largely in the hands of private independent owners and distributor's structure for fast moving goods consisting of multiple layers such as carrying and forwarding agents, distributors, stockiest, wholesalers and retailers. Thus the growth potential for the organized retailer is enormous.

2. Real-time, Demand based dynamic pricing system and method Application no: US 12/814,222

Systems and methods for providing real-time dynamic pricing information for a Product based on receipt of a price queries from consumers at point false. The system receives price queries for a product provided by a consumer at point false by way of use of a mobile communicating device such as cell phone. The system maintains a database of received price queries. A preset price query threshold value associated with the product is retrieved in response to a received query. A price query count is extracted for the product, the price query count being the number of price queries generated in a predefined sample period. A product price is calculated in real time based on a comparison between the price query count and the threshold values. The consumer may be provided with discounts or coupons based on marketing campaign parameters derived from the price query.

IV. PROBLEM SPECIFICATION

Our application is the one kind of informer. It's also easy to maintain the information with any nontechnical person. Its powerful admin controls, communication features let you run the application effectively. It's fully customizable design makes it to more easy to personalize. This application is a real-time featured app that provides a large amount of information regarding to surrounding retail market. So we are providing the large scale to retailers to develop its local market through this application.

V. PROJECT PLAN

It's two semester project. So project planning is very essential thing. According to planning the very first step of our project is designing project modules. Our project modules is Getting around, Shopping, Attraction, Festivals, Bus. After 7th semester our second step is coding of project.

Our group wants to works on a project that will become helpful to the people. So we decided to works on RETAIL MARKET INFORMATION SYSTEM using Android. Information means a thing that provides you the data according to the requirement of the user.

After literature survey we came to know that we can build Android application because android is the latest and a rapid growing technology available for all the users or customers in today's market. Android platform – Android requires an open source development which is probably the most feasible and a present user friendly approach.

Software / Tools

Android Studio is the official Integrated Development Environment (IDE) for Android app development, based on IntelliJ IDEA . On top of IntelliJ's powerful code editor and developer tools, Android Studio offers even more features that enhance your productivity when building Android apps, such as:

- A flexible Gradle-based build system
- A fast and feature-rich emulator
- A unified environment where you can develop for all Android devices
- Instant Run to push changes to your running app without building a new APK
- Code templates and GitHub integration to help you build common app features and import sample code
- Extensive testing tools and frameworks
- Lint tools to catch performance, usability, version compatibility, and other problems
- C++ and NDK support
- Built-in support for Google Cloud Platform, making it easy to integrate Google Cloud Messaging and App Engine

VI. IMPLEMENTATION

This Project is divided in Two parts.
1. Retailers
2. Consumers
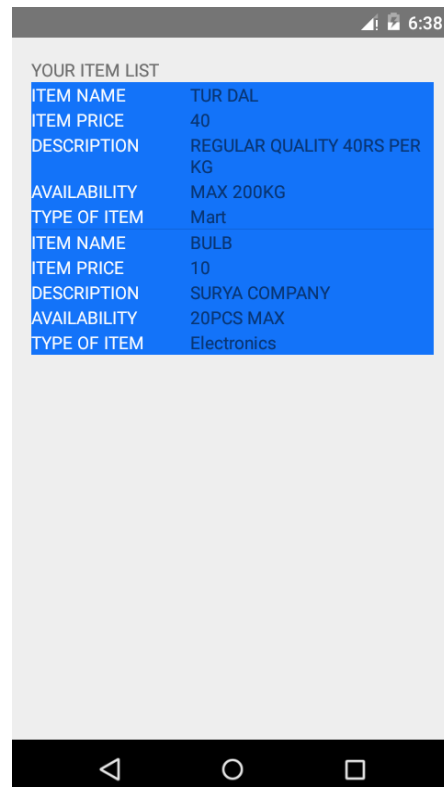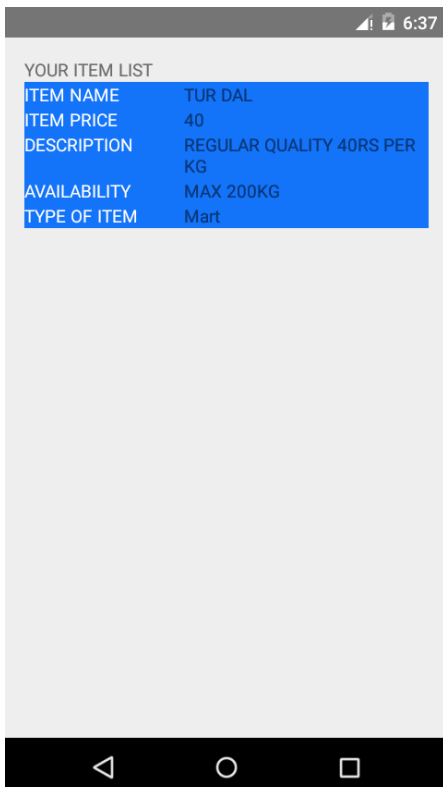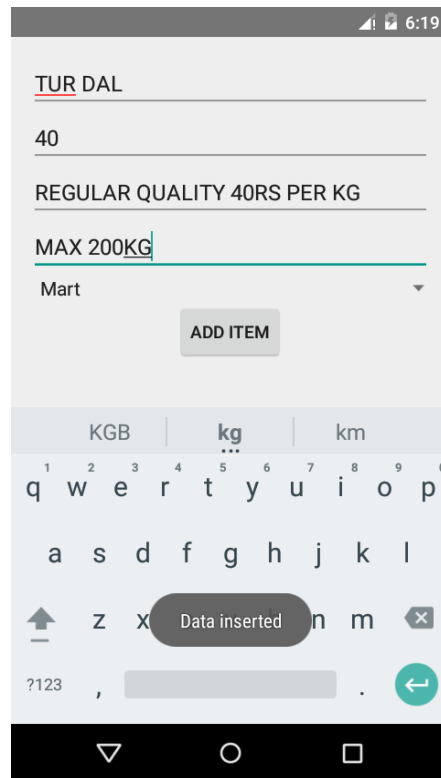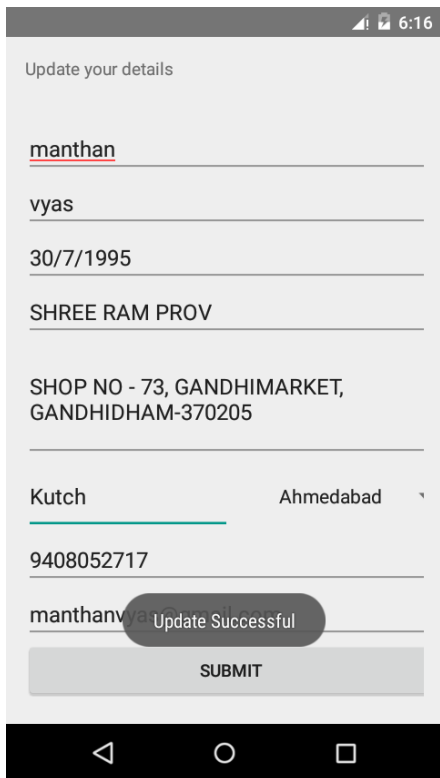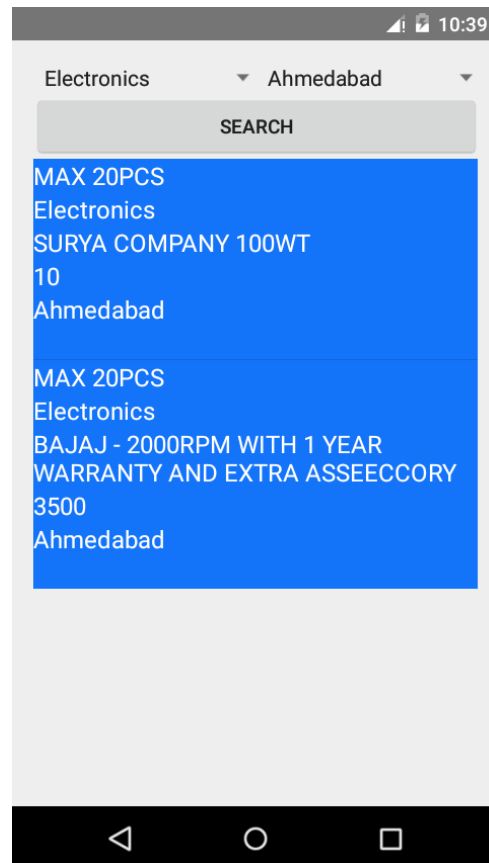
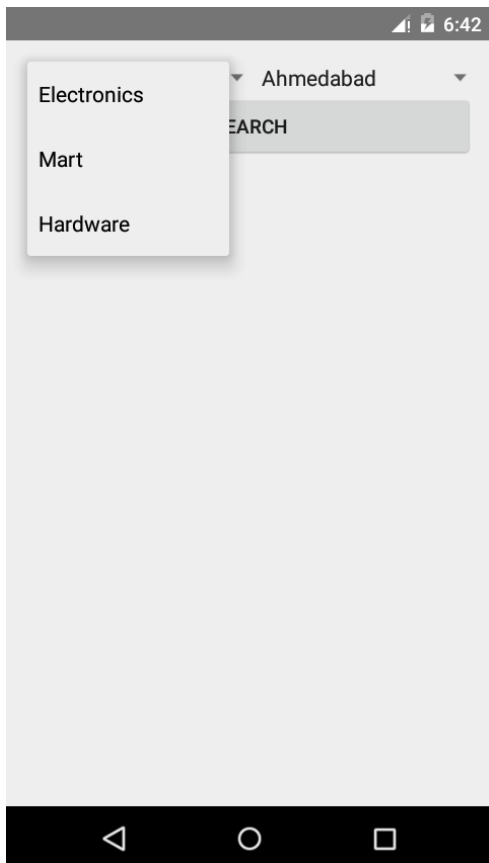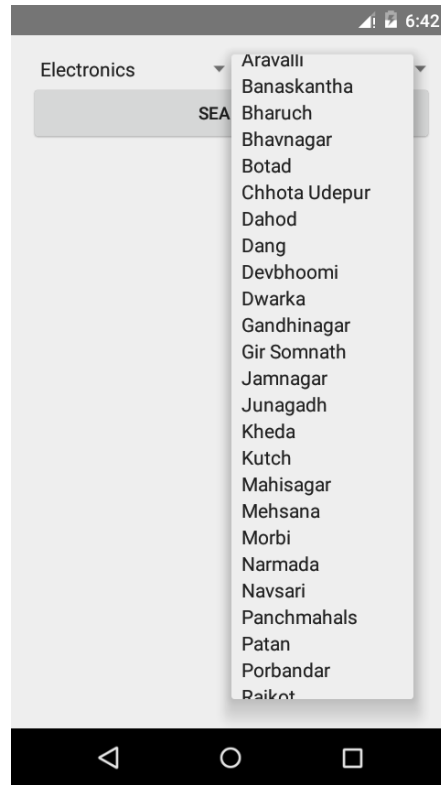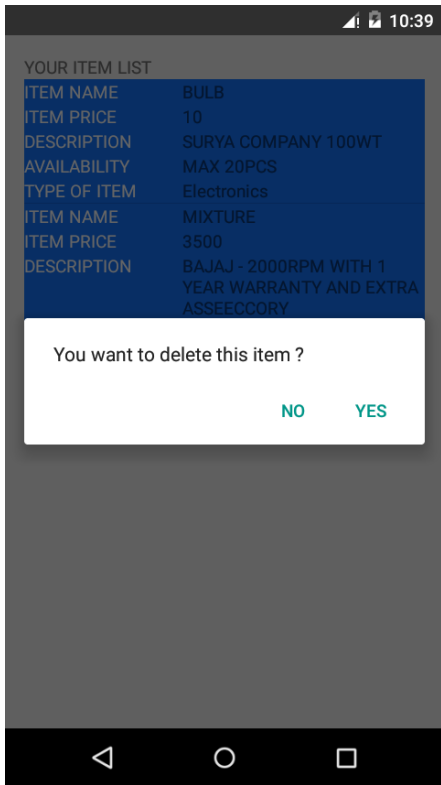**Fig 1 Screenshot of Starting page and panel selection**
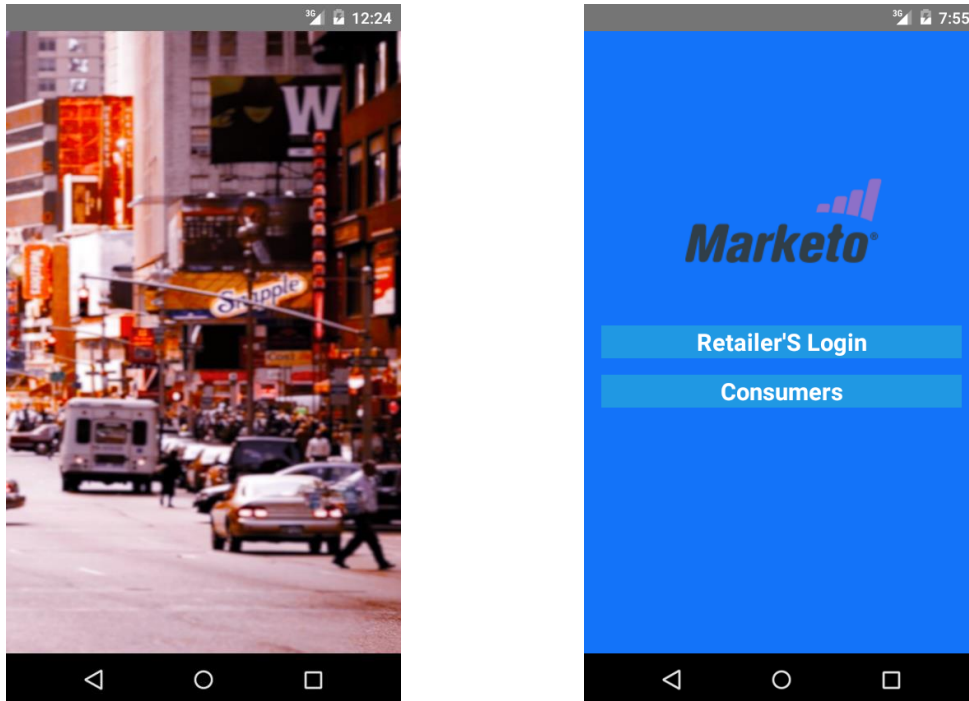
First one is initial starting of the application for a few seconds screen indicate the two choices Retailers login and consumers penal which is selected as per the app user either it is consumer or Retailer.

Figure 2. Screenshot of register with invalid password & Login Screen

.
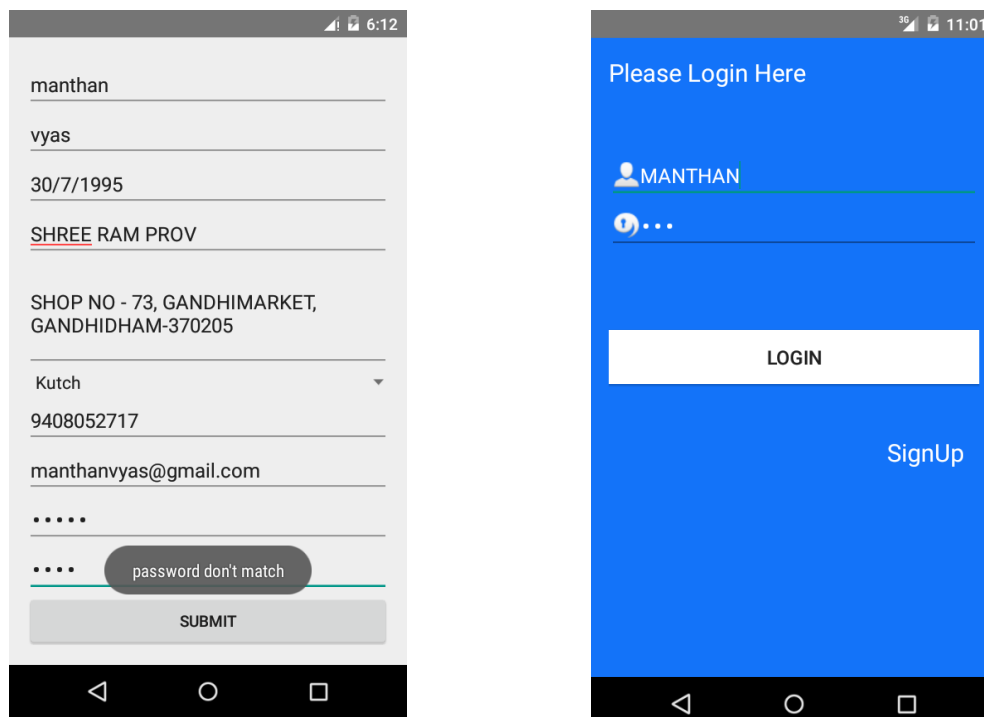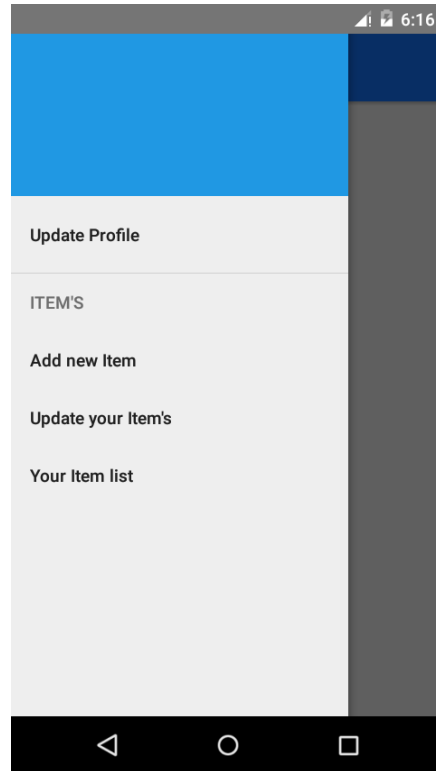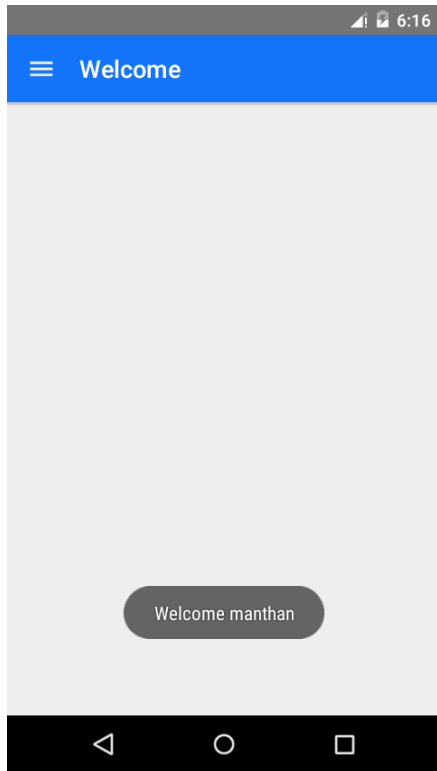
VII.   CONCLUSION

After completion of development this application provide the data regarding market around you also details are available like shop name, Price, Item description, name of retailer, phone number etc. which is helpful to connect consumer to any retailer so this is an app which is work like retailer dictionary for any consumer.

Advantages

➢ More comfortable for marketing.
➢ Easy use and simple interface.
➢ Provide the various choices.
➢ Large amount of data accessing.
➢ Fast and improved use of the mobile technology.

Disadvantages

➢ Internet connection is necessary for updating the application.
➢ Data retrieving is depends on connection.
➢ Chances to found incorrect information

VIII.   FUTURE SCOPE

In future, we will use the wabservices and database become dynamic and centralized. Application also provide the Google maps for tracking the correct location of the retailer.

REFERENCES

Papers

[1] Mrs. Meenakshi Choudhary - Study on Growth of Retail Market in India with Special   Reference to Broadening of Mall culture in Tier II City , INTERNATIONAL JOURNAL OF scientific and researvh publications, volume 03 / Issue 3 / March 2013

[2] Dr. Shalini Nath Tripathi || Faculty- Marketing area || Jaipuria Institute of Management,   Lucknow – Study on investigating the impact of mobile marketing in the current Indian scenario and proposing and CUSTOMERIZATION as a solution

Patents

[3] John E. King, Jr., John R. Nilsen US 07/589,353. [System for ordering items using an electronic catalogue.]

[4] Michael W. Caldwell, Hendrik Blankenstein US 08/198,647 [Retail store display   system.]

[5] Mihir Prasad Mohapatra, Deepika Sahu, Saroj Chowdhury, Debabrata Panda- EP20130154166 [Product pricing in ecommerce] Steven R. Brooke, Mark F. Morel - US 12/814,222 [Realtime,Demandbased dynamic pricing system and method

[6] Kay Yonezawa, Kazumi Rissen, Ryouji Kawabe, Akihiro YoshidaShopping- US 08/939,338 [basket presentation method for an online shopping system]

Websites

[7] https://play.google.com/store/apps/details?id=com.appsimplify.punebus

[8] http://play.ggogle.com/store/apps/detail?id=com.mobond.mindicator

[9] https://play.google.com/store/apps/details?id=in.hammerapps.brts

[10] http://www.peritusglobal.com/images/waterfall-model.png

[11] https://devloper.android.com/training/index.html

[12] https://tutorialspoitn.com/android