



Tastezy-E-commerce

Project Report



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Project Title:

Tastezy – An Online Marketplace for Regional Indian Food Products

1. Overview

Tastezy is a digital marketplace focused on promoting and distributing authentic regional Indian food products. From hand-made pickles and traditional sweets to certified organic staples, the platform serves as a bridge between local food artisans and consumers across India.

Goals

- Onboard 1000+ small and medium food producers within the first 2 years.
- Reach 1,00,000+ customers across India in the first 18 months.
- Promote India's culinary diversity through digital access.
- Create sustainable income streams for rural and semi-urban food entrepreneurs.

Specialisation

- Focus on regional and traditional Indian food items.
- Verified vendor onboarding and strict product quality control.
- Custom e-commerce stack using SpurtCommerce (Node.js + Angular).
- Multivendor support with scalable logistics and payment integration.
- Emphasis on healthy, organic, and preservative-free product categories.

Key Milestones

- **Phase 1 (0–3 Months):** E-commerce platform setup, UX customization, vendor registration.
- **Phase 2 (3–6 Months):** Launch in South Indian states, 50 vendors onboarded, 1,000 initial orders.
- **Phase 3 (6–12 Months):** National expansion, vendor training programs, 25K+ customers.
- **Phase 4 (1–2 Years):** Funding round, mobile app launch, 1000+ vendors, 1 lakh+ customers.

2. Executive Summary – Tastezy

What is Tastezy?

A digital marketplace for authentic regional Indian food products like:

- Traditional pickles
- Ethnic sweets
- Organic staples (grains, pulses, etc.)

Why Tastezy?

- 50%+ of India's food economy is unorganized
- Regional food producers lack digital access
- Rising demand for healthy, traditional food options

What Tastezy Offers

- **Digital storefront** for small food entrepreneurs
- **Product verification** & quality control
- **Multi-vendor support** via SpurtCommerce platform
- **Logistics & inventory** assistance
- **Seamless shopping** for customers (filters, reviews, checkout)

Core Strengths

- Custom tech stack: Node.js + Angular
- Admin dashboard: Vendor management, analytics, product control
- Vendor panel: Uploads, pricing, order tracking
- Customer experience: Regional discovery, multilingual support

Our Impact

- Preserve India's food heritage
- Empower small-scale food makers
- Deliver safe, healthy, authentic food across India

3. Market Opportunity

Industry Context: India's food and grocery market is valued at over \$600 billion, with traditional foods and health-conscious products becoming a major consumption trend. Yet, regional food producers—particularly in rural and Tier 2/3 cities—lack access to structured online platforms that can help them reach nationwide markets.

Key Market Drivers:

- Increased awareness and demand for traditional and organic food products
- Growth in online grocery and D2C (direct-to-consumer) channels post-COVID
- Rising internet and smartphone penetration in rural India
- Government push for digital entrepreneurship and MSME growth

Target Market Segments:

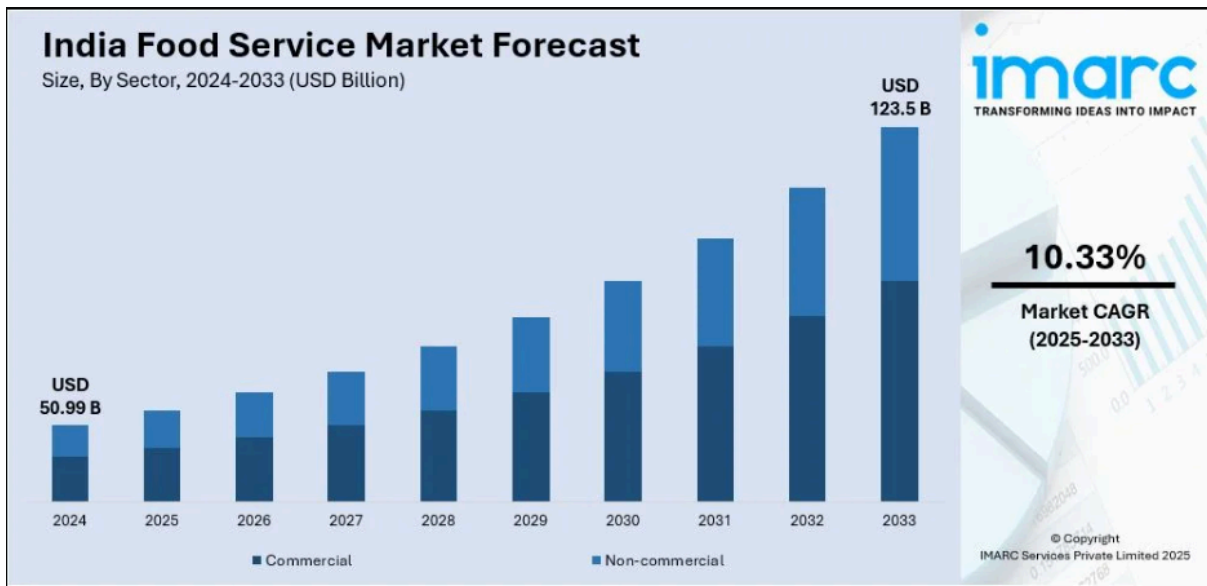
- **Consumers:** Health-conscious urban dwellers, NRIs, food enthusiasts seeking regional authenticity
- **Vendors:** Home-based food businesses, FPOs (Farmer Producer Organizations), SHGs (Self-Help Groups), and micro-entrepreneurs in food production

Gap in the Market:

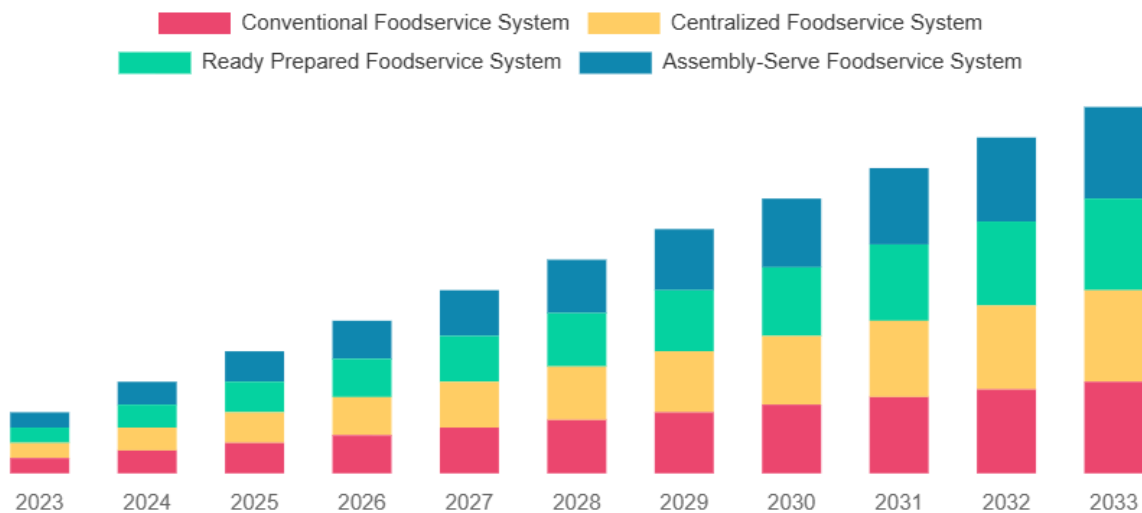
- Existing platforms (Amazon, BigBasket, etc.) lack a focused regional food segment
- Small vendors struggle with onboarding, marketing, logistics, and compliance

Tastezy's Advantage:

- Platform built for regional food categories with dedicated onboarding & support
- Scalable backend tailored for rural and urban vendor integration
- A brand identity rooted in authenticity, transparency, and quality



India Food Service Market 2024–2033 (By System)



4. Technical Architecture & Platform Features

Technology Stack:

- **Backend:** Node.js (SpurtCommerce)
- **Frontend:** Angular (SpurtCommerce)
- **Database:** MySQL / PostgreSQL (based on scalability)
- **Hosting:** Self-Hosting
- **Payment Gateway:** Razorpay or Cashfree integration
- **Security:** Role-based access control, SSL encryption, data privacy compliance

Platform Components:

- **Admin Dashboard:**
 - Manage vendors, products, categories, and customers
 - Monitor order flows, analytics, and revenue reports
 - Set discount rules, commission structures, and promotions
- **Vendor Panel:**
 - Product upload & inventory tracking
 - Price management and order processing
 - Access to basic analytics and feedback
- **Customer Panel:**
 - Easy registration, browsing, and secure checkout
 - Product filtering (by state, type, health benefits)
 - Customer support, order tracking, reviews

Unique Features:

- Multi-language support (English + regional languages)
- Region-based product discovery
- Localized logistics partnership options
- Option for curated packs (e.g., festival specials, gift boxes)

5. Revenue Model & Monetization Strategy

1. Commission-Based Model:

- Tastezy earns a commission on every product sold through the platform.
- Commission rates vary based on product type and vendor profile.

2. Subscription Plans for Vendors:

- Tiered plans offering varying levels of visibility, promotion, and support.
- Basic (free), Standard, and Premium packages with added benefits (e.g., marketing support, analytics access).

3. Featured Listings & Promotions:

- Vendors can pay for prime placement on the homepage or within product categories.
- Seasonal campaigns (e.g., festival boxes) generate additional revenue.

4. Private Labeling & Curated Packs:

- Create Tastezy-branded curated product bundles.
- Potential for higher-margin offerings and brand-building.

5. Logistics & Packaging Support Services:

- Vendors can opt-in for Tastezy-managed packaging and delivery, generating service-based revenue.

6. Cross-Promotions & Affiliate Partnerships:

- Collaborations with influencers and food bloggers for affiliate-driven traffic.
- Revenue from content-driven traffic redirected to Tastezy.

6. Go-to-Market Strategy & Promotion Plan

Objective:

To drive awareness, engagement, and customer acquisition through a targeted digital marketing and outreach strategy.

Target Audience:

- **Primary:** Health-conscious urban consumers, food enthusiasts, and NRIs.
- **Secondary:** Regional food producers, small-scale food entrepreneurs, rural and semi-urban customers.

Key Strategies:

1. Digital Marketing:

- **SEO (Search Engine Optimization):** Optimize website and listings for organic search visibility.
- **PPC (Pay-Per-Click):** Google Ads and social media campaigns targeting food and lifestyle keywords.
- **Social Media Marketing:** Use Instagram, Facebook, Pinterest for visual storytelling and product showcasing.
- **Content Marketing:** Blog on regional food stories, recipes, health benefits, and vendor highlights.
Influencer Marketing: Partner with food bloggers, chefs, and influencers for brand promotion.

2. Partnerships:

- **Food Bloggers & YouTubers:** Recipe-based promotions using Tastezy ingredients.
- **Cross-Promotions:** Tie-ups with organic brands or eco-friendly packaging providers.
- **Local Festivals:** Sponsor/participate in food expos, cultural events for local brand reach.

3. Referral Programs:

- **Customer Referral:** Discounts or store credits for bringing in new customers.

- **Vendor Referral:** Benefits like free subscriptions or ad credits for referring other vendors.

4. Email Marketing:

- **Newsletters & Offers:** Share updates on new launches, discounts, and seasonal products.
- **Personalized Campaigns:** Data-driven product recommendations and offers.

5. Offline Promotions:

- **Pop-Up Events:** Urban food tasting events featuring regional vendors.
- **Retail Collaborations:** Presence in grocery stores, farmers markets for visibility.

6. Customer Engagement & Retention:

- **Loyalty Program:** Earn points for purchases, reviews, and referrals (5 coins = ₹1).
- **Customer Support:** Prompt and multi-channel support system.
- **User Reviews & Ratings:** Encourage feedback to build trust.

Go-to-Market (GTM) Strategy

Phase 1: Pre-Launch (0–3 Months)

- Finalize platform and perform UX/UI testing.
- Onboard 50 vendors from South India.
- Teaser campaigns on social media.
- Create marketing content (photos, stories).
- Set up backend support and workflows.

Phase 2: Launch (3–6 Months)

- Official launch in Tier 1 & Tier 2 cities of South India.

- Regional influencer campaigns.
- Launch referral & reward programs.
- Attend local expos and fairs.
- Run SEO and PPC campaigns.

Phase 3: Expansion (6–12 Months)

- Expand vendor base pan-India.
- Collaborate with SHGs and FPOs.
- Regional discovery campaigns (e.g., "Taste of Tamil Nadu").
- State-wise delivery partnerships.
- Enable multilingual support.

Key Channels:

- **Social Media & Content:** Instagram, YouTube Shorts, Facebook Reels.
- **Influencer Collaborations:** Regional food influencers and chefs.
- **Offline Engagement:** Food sampling, vendor meets, local events.
- **Referral & Reward System:** Users earn coins for referrals and purchases (5 coins = ₹1).
- **PR & Media:** Publish founder stories and food trends.
- **Email & WhatsApp Marketing:** Personalized offers, vendor stories, and updates.

7. Operational Plan & Workflow

Tastezy's operational framework is structured to provide a seamless experience for vendors, customers, and internal teams. This includes streamlined onboarding, efficient order processing, just-in-time fulfillment, and coordinated customer support.

Objective:

To establish scalable, efficient operations that support platform growth while ensuring quality and customer satisfaction.

1. Vendor Onboarding & Product Management

- **Vendor Registration:** Easy onboarding with verification of business licenses and food safety certifications.
- **Product Listings:** Vendors upload products with detailed descriptions, prices, and images. Categorized by region, food type, and benefits (organic, sugar-free, etc.).
- **Quality Control:** Periodic checks for product authenticity, safety, and freshness.
- **Training:** Vendors receive guidance via webinars and support materials on using the platform effectively.

2. Order Lifecycle

- **Order Placement:** Customers browse, filter, and place orders via website/app. Orders are based on real-time demand.
- **Order Confirmation & Cancellation:** Customers can cancel orders before confirmation. Once confirmed, preparation begins.
- **Payment Processing:** Secure gateways (Razorpay/Cashfree); both prepaid and COD (₹10 extra for COD) supported.



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- **Order Fulfillment:** Vendors freshly prepare orders. No warehousing; just-in-time production.
- **Delivery:** Partnered logistics ensure lowest-cost delivery is selected automatically based on location.
- **Tracking:** Real-time tracking provided to customers via app/website.

3. Post-Delivery Experience

- **Customer Feedback:** Feedback is encouraged to ensure transparency and quality.
- **Cancellations & Replacements:** Allowed only before confirmation. Replacements in special cases (damaged/incorrect items).
- **Vendor Payments:** Vendors are paid weekly/monthly post successful order delivery, minus commission.
- **Analytics:** Vendors access sales, order history, and payment dashboards; admins monitor platform-wide metrics.

4. Platform Infrastructure

- **App & Website:** Fully responsive site and mobile apps for iOS & Android.
- **User Experience (UX):** Intuitive UI, multi-language support, and optimized navigation.
- **Panels:**
 - **Customer Panel:** Browse, checkout, track orders, give reviews.
 - **Vendor Panel:** Manage products, pricing, inventory, and orders.
 - **Admin Panel:** Handle vendor approvals, analytics, customer service, and promotions.

5. Logistics & Packaging

- **Third-Party Logistics:** Multiple partners to ensure cost-effective, timely delivery.
- **Eco-Friendly Packaging:** Optional Tastezy-managed sustainable packaging service for vendors.

6. Support & Compliance

- **Customer Support:** Multi-channel (email, phone, chat, social). Real-time order tracking and query resolution.
- **Legal & Compliance:**
 - Vendors must comply with FSSAI and relevant food laws.
 - Legal contracts with vendors and partners.
 - Adherence to consumer protection laws, terms of service, and privacy policies.

7. Financial & Risk Management

- **Revenue Tracking:** Robust systems to manage commissions, payouts, and tax compliance.
- **Reports:** Periodic financial statements for vendors and internal performance reviews.

Key Highlights

- **Zero Inventory Risk:** No pre-stock; products made to order.
- **Smart Delivery Optimization:** Lowest-cost delivery automatically chosen.
- **Integrated Systems:** Unified front-end and back-end for seamless operations.

8. Competitive Landscape

Market Overview:

India's online grocery and specialty food market is rapidly expanding, with several players offering packaged foods and gourmet products. However, few platforms are tailored exclusively to regional and traditional food producers.

Key Competitors:

- **Amazon Pantry / BigBasket / Flipkart Grocery:** Wide range of FMCG and packaged food but limited focus on traditional or regional producers.
- **The State Plate / Place of Origin / Foodwalas:** Niche players targeting regional foods, but with limited vendor support, scalability, or tech integration.
- **Local Aggregators & WhatsApp Sellers:** High in number but lack platform trust, quality assurance, and structured logistics.

Tastezy's Differentiators:

- Built specifically for regional and traditional food sellers.
- Instant order-based production for freshness.
- No warehouse dependency; direct-from-vendor dispatch.
- AI-assisted cheapest delivery partner selection.
- Multilingual, vendor-friendly platform with support.
- Vendor onboarding from Tier 2, Tier 3, and rural India.

9. Marketing & Outreach Strategy

Objective:

To build brand awareness, acquire customers, and attract regional food vendors by highlighting Tastezy's unique positioning as a marketplace for authentic, traditional Indian food.

1. Pre-Launch Campaigns

- **Social Media Teasers:** Countdown posts, vendor stories, sneak peeks of product types (e.g., pickles, sweets).
- **Influencer Collaboration:** Partner with food bloggers and regional content creators to generate pre-launch buzz.
- **Vendor Spotlights:** Highlight early onboarded vendors and their stories to build trust and community connection.

2. Digital Marketing

- **SEO-Optimized Content:** Blog posts, recipe articles, regional food heritage stories.
- **Social Media Marketing:** Active presence on Instagram, Facebook, and YouTube with reels, behind-the-scenes, and customer testimonials.
- **Email Marketing:** Newsletters with product highlights, new launches, and festival bundles.
- **App Store Optimization (ASO):** Optimizing the Tastezy app with keywords, high-quality screenshots, and ratings to improve visibility.

3. Vendor Outreach

- **Local Language Promotions:** Targeted ads and onboarding materials in local languages.

- **Partnerships with FPOs/SHGs:** Collaborate with Farmer Producer Organizations and Self-Help Groups to onboard authentic vendors.
- **Offline Workshops:** Vendor training camps and sessions in key regions to explain platform usage and benefits.

4. Reward & Referral System

- **Tastezy Coins:**
 - Earned on every order placed by the user.
 - Conversion: 5 coins = ₹1.
 - Usable for discounts during checkout or for special voucher redemptions.
- **Referral Bonuses:**
 - Both the referrer and new user receive coins once the first order is completed.
 - Helps grow a loyal customer base organically.
- **Flexible Redemption:**
 - Users can choose between redeeming coins or vouchers (one per order).
 - Coins come with a set validity to encourage regular engagement.

5. Regional & Cultural Campaigns

- **Festival-Specific Promotions:** Curated packs for Pongal, Holi, Diwali, etc., with special pricing and delivery timelines.
- **Cultural Food Weeks:** Run spotlight campaigns on foods from a particular state each week.

10. Team Structure & Key Roles

Tastezy is powered by a dedicated team of 20 members, combining expertise across development, operations, marketing, vendor support, and business strategy. This lean yet efficient team ensures agile execution across all aspects of the business.

Founding Team & Leadership

- **Srinivas (Co-founder – Offline Operations & Vendor Relations):**
Leads regional vendor onboarding, offline outreach, and delivery tie-ups.
Manages vendor policies, legal compliance, and consultancy partnerships.
- **Jagadeesh (Co-founder – UI/UX & Internal Operations):**
Designs and optimizes the user experience for both app and website.
Manages internal team documentation, leave records, and coordinates workflow.
- **Muralidhar (Co-founder – Tech Lead):**
Oversees backend/frontend development using SpurtCommerce.
Manages platform customization, deployment, feature enhancements, and system stability. Coordinates with the development team for testing.

Core Functional Team (Across 20 Members)

- **Development & Testing Team (18):**
Focuses on building and customizing platform features, fixing bugs, integrating APIs, scaling architecture, and conducting testing throughout the development process to ensure quality and performance.
- **UI/UX Team (2):**
Works closely with Jagadeesh to assist with user interface design, user experience flows, and ensuring responsive and accessible layouts across all platforms.



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- **Vendor Support & Onboarding (3):(need to hire)**
Guides vendors through registration, listing, and training on platform usage.
- **Logistics & Customer Support (3):(need to hire)**
Coordinates with delivery partners and handles user issues and feedback.
- **Legal, HR, and Admin (2):(need to hire)**
Maintains regulatory documents, onboarding papers, and compliance tasks.
- **Strategic Growth & Partnerships (3):(need to hire)**
Pursues scale opportunities, institutional tie-ups, and explores potential funding channels.

Advisory & Extended Support (Planned)

- **Optional: (for future expansion)**
 - Industry mentors (food tech & logistics)
 - Tech infrastructure advisors
 - Regulatory/legal consultants

11. SWOT Analysis

A comprehensive SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis for **Tastezy** highlights our current standing and helps align strategy for sustainable growth.

Strengths

- **Niche Focus:** Dedicated to regional Indian food products, creating strong brand differentiation.
- **Custom Tech Stack:** Built on SpurtCommerce with scalable backend tailored for multi-vendor operations.
- **Vendor-Centric Model:** Simplified onboarding, training, and earnings model for micro food producers.
- **Zero Inventory Risk:** Products are made-to-order, minimizing storage or expiry issues.
- **Reward System:** Engaging loyalty and referral programs to boost user retention and acquisition.
- **Team Strength:** 20-member core team with expertise in development, UX, operations, and marketing.
- **Cost-Efficient Delivery:** Automated lowest-price delivery allocation among 2–3 logistics partners.

Weaknesses

- **New Brand:** Requires significant effort to establish credibility among customers and vendors.
- **Vendor Digital Literacy:** Many regional food producers may struggle with onboarding without handholding.
- **No Centralized Warehousing:** Limits large-scale dispatch or consolidated shipping.

- **Dependency on External Logistics:** Reliance on third-party delivery can affect customer experience if partners underperform.

Opportunities

- **Growing Demand:** Increasing preference for organic, preservative-free, and traditional foods.
- **Untapped Regions:** Vast potential in Tier 2 and 3 cities where food entrepreneurs are underserved.
- **Partnerships:** Collaboration with NGOs, government schemes, or incubators for vendor reach and promotion.
- **Export Possibility:** High demand among NRIs and international markets for Indian traditional food products.
- **Mentorship & Network Expansion:** Food tech and logistics mentors can support rapid growth and innovation.

Threats

- **Market Competition:** Larger platforms like Amazon, BigBasket may introduce regional food categories.
- **Vendor Inconsistency:** Variations in product quality and delivery timelines may impact customer satisfaction.
- **Regulatory Challenges:** Navigating FSSAI compliance and interstate food transport policies.
- **Tech Challenges:** Scaling infrastructure while ensuring security and performance across regions.

12. Risk Management & Mitigation

To ensure business continuity and long-term sustainability, Tastezy has identified key operational, technical, and compliance risks, along with mitigation strategies.

1. Vendor Performance Risk

Risk: Inconsistent product quality, delayed dispatch, or non-compliance with food standards.

Mitigation:

- Strict onboarding process with documentation and product sampling.
- Regular performance reviews and feedback system.
- Option to temporarily suspend non-performing vendors.

2. Logistics & Delivery Risk

Risk: Delivery delays, damaged goods, or poor handling by third-party partners.

Mitigation:

- Tie-ups with 2–3 delivery partners with auto-selection for lowest price and reliability.
- Real-time tracking and vendor alerts.
- Special packaging SOPs for fragile and perishable items.

3. Technical Downtime or Data Breach

Risk: Platform outages or unauthorized access to sensitive data.

Mitigation:

- Cloud hosting with daily backups and disaster recovery protocol.
- SSL encryption and secure payment gateways.

- Role-based access control and ongoing security audits.

4. Regulatory Compliance

Risk: FSSAI, labeling, or cross-border shipment issues.

Mitigation:

- Vendor compliance checklist at onboarding.
- Tie-up with food consultants for regulatory guidance.
- Automated alerts for non-compliant products.

5. Customer Experience Risk

Risk: Poor UX, lack of trust, or dissatisfaction with service.

Mitigation:

- Continuous UX testing and improvements led by a dedicated 2-member UX team.
- Transparent cancellation and replacement policy.
- Quick support via WhatsApp, email, and toll-free helpline.

6. Scaling Challenges

Risk: Overload during festive seasons or viral campaigns.

Mitigation:

- Scalable backend (SpurtCommerce) and modular architecture.
- Vendor inventory sync and delivery forecasting tools.
- Early infrastructure stress testing.

13. Impact & Sustainability Goals

Tastezy is designed not only as a commercial venture but as a platform with deep social, cultural, and economic impact—especially for small and regional food producers in India.

1. Economic Empowerment

- Enable **1000+ rural and semi-urban vendors** to access national markets.
- Generate consistent **income opportunities** for women-led SHGs, farmers, and home-based food entrepreneurs.
- Help vendors move from informal to formal ecosystems through digital infrastructure and FSSAI compliance support.

2. Cultural Preservation

- Digitally archive and promote **India's diverse food heritage**—recipes, ingredients, and preparation methods.
- Offer a dedicated space for traditional, forgotten, or regional food products that are disappearing from urban shelves.

3. Health & Nutrition Focus

- Promote consumption of **natural, organic, and preservative-free foods**.
- Help consumers make informed choices via **label transparency, filters, and educational content**.

4. Environmental Consciousness



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- Encourage eco-friendly packaging and **low-waste, made-to-order production**.
- Reduce overproduction and inventory wastage by **facilitating on-demand vendor models**.

5. Vendor Training & Growth

- Regular webinars, documentation, and optional mentorship from **industry experts** in food tech and logistics.
- Provide access to design tools, marketing templates, and analytics to help vendors **scale independently**.

6. Inclusive & Accessible Platform

- Multi-language user interface to cater to vendors and consumers across language backgrounds.
- UX designed for ease of use, even for first-time digital users.