

## My Showcase Android App

from WitEl Infoservices Pvt. Ltd.

My Showcase (MSC) Android App is a boon for Manufacturers as well Retailers where they can promote their products at a very very low cost...

**Manufacturers** - Manufacturers normally follow the following process to promote their products (except the manufacturers who take tailor made orders)

Photography ----- Catalogue printing ----- Sales person takes the catalogue to their Distributor / Dealer / Retailer network ----- Takes order

Cost involved per sales person is not less than Rs. 2 Lac per year

**Retailers** - Retailers are facing a lot of competition from Online Stores.

In online shopping though you get :

1. Cheaper options for products
2. Time and Energy savings
3. Best choice and deal as per your perception
4. 24 x 7 shopping

There are some disadvantages :

1. Delivery time
2. Shipping Charges
3. No trial option
4. Return / Exchange issues
5. Some products may not have warranty
6. Addiction issue

While purchasing from Retailer :

1. You can enjoy window shopping
2. Bargain
3. Take trial
4. Instant delivery
5. No extra charges
6. No issues regarding Warranty / Exchange / Return

"My Showcase" will help the retailers to retain / increase his client base with offering them features of online shopping along with the advantages of retail shopping

Although if the manufacturer / retailer is using website option for promoting the products, check the following table -

	<b>Website</b>	<b>App</b>
01	To check details - Open Browser--- Search or Text the Link --- open	To check details - Touch the App icon on Smart phone
02	Internet needed	Can access partial or all information
03	To upload details on website, you need help of an IT person	You can upload information yourself
04	Only mail communication possible	Mail / Text / Notification possible

And the best part using an App is - CONVENIENCE

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