



**Kwik Lipa**

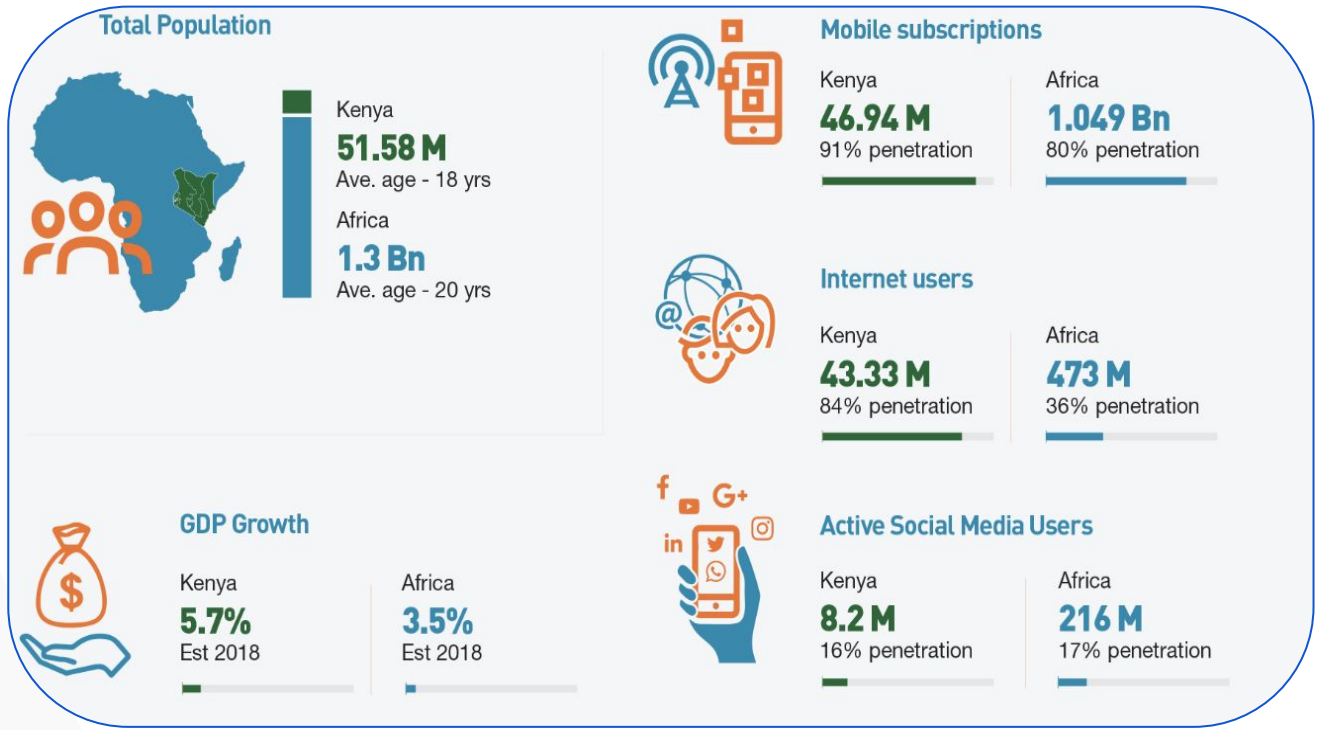
**Make your shopping great again**

## About Kwik lipa



**Kwik is reimagining and making shopping great again, by giving shoppers and sellers a powerful platform that enables them to shop faster, whether inside a store (scan and pay) or remotely (click and collect or delivery). The app also enables shoppers to quickly find the best deals, get special offers, centralize their loyalty programs and manage their shopping history among other amazing features. Shops get to use the app to manage inventory, get customer preferences and have a deeper understanding of shoppers habits**

# Market size



# Problem:



**Supermarket queues are the most frustrating part of the whole shopping experience**



**Shoppers are often unaware of special offers and discounts until they physically come to the store**



**Global pandemics such as corona may affect footfall conversion of stores.**

# Solution:



**Faster checkout system**

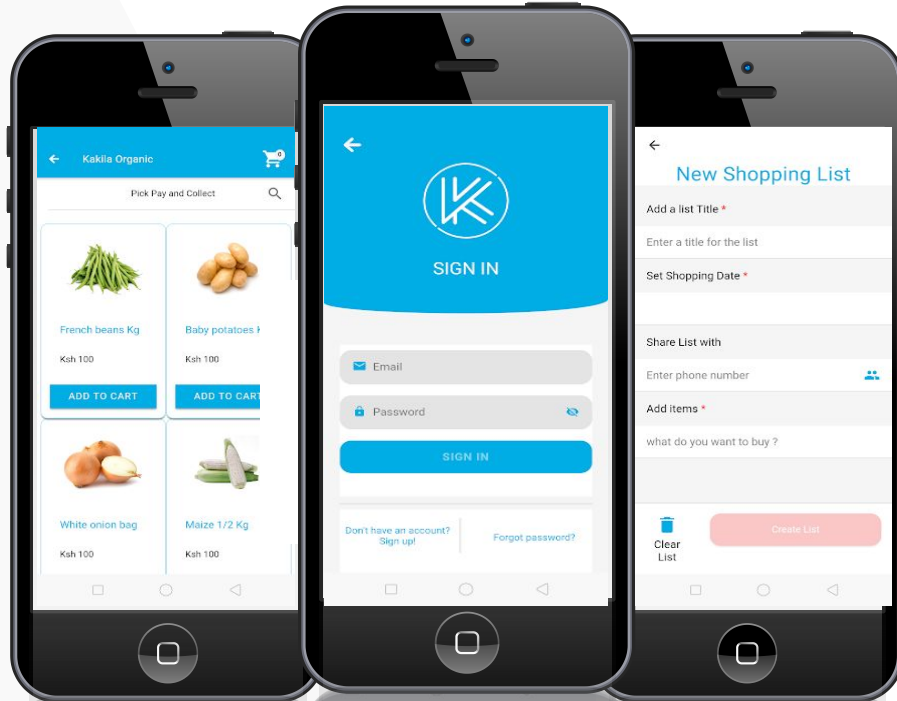


**Allow shoppers to be aware of promotions from anywhere as 6/10 will be enticed by promotions.**



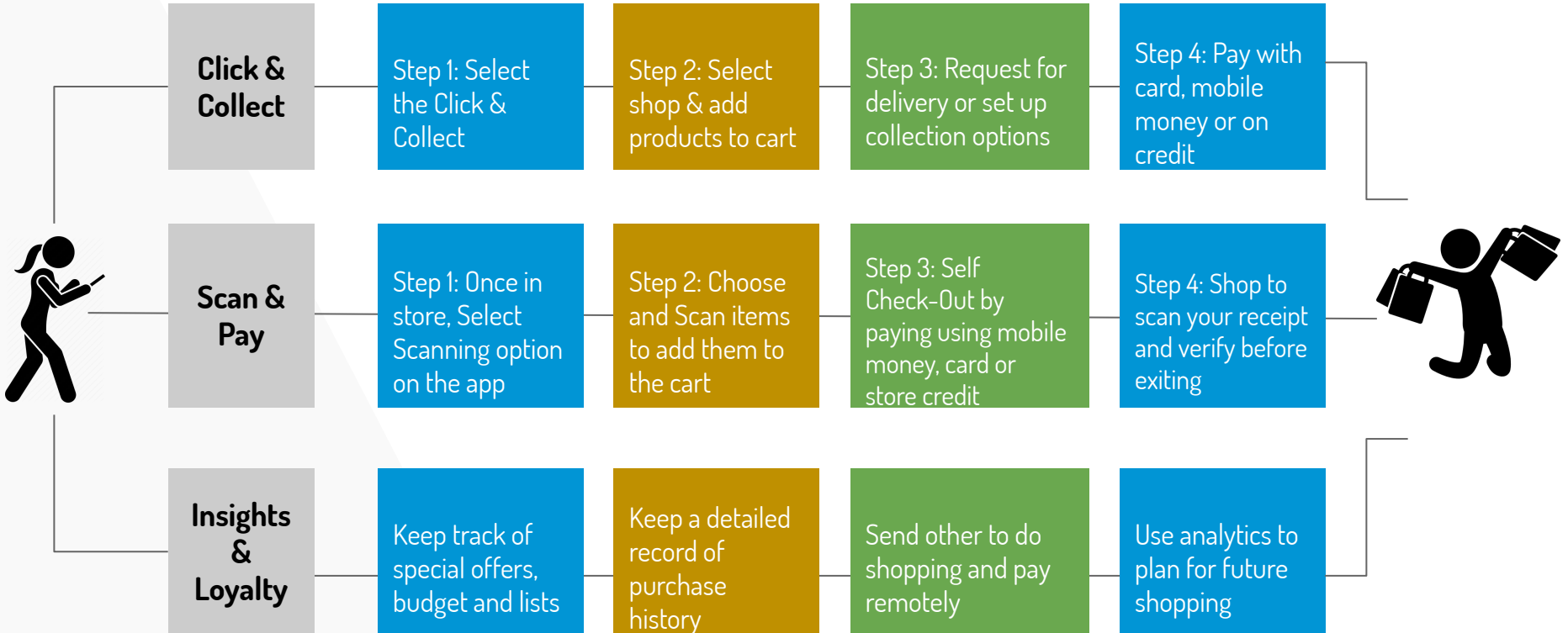
**What did shoppers buy and what were they thinking of buying.**

# Features for Shoppers

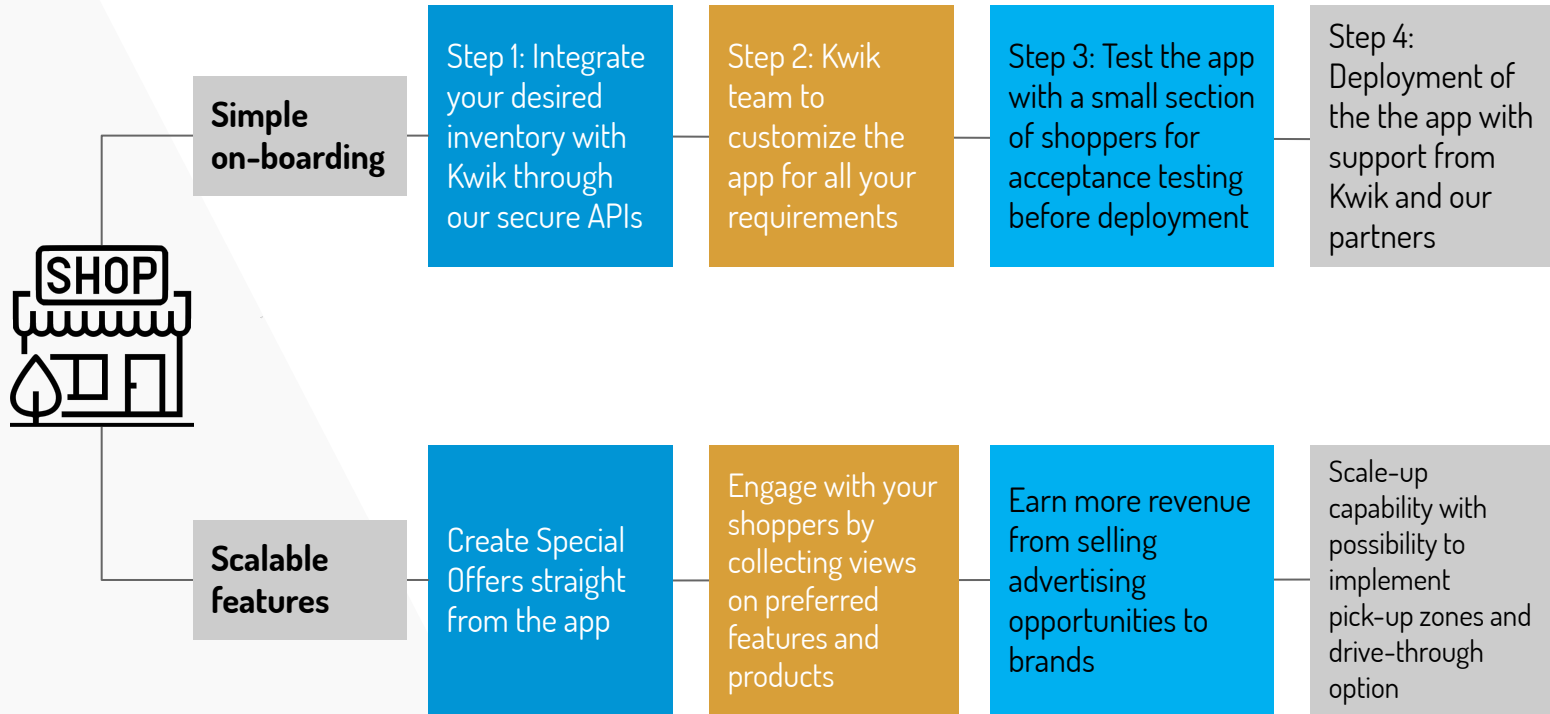


- **Keep track of receipts**
- **Create a shopping list**
- **Brand visibility through advertising space**
- **Pay directly to the supermarket from anywhere**
- **Engage with the products by scanning the barcodes and information popping up**
- **Different customer touch points**
- **Gain shopper insights**
- **Brand visibility through advertising space**
- **Retail offers and discounts wall**

# How it works: Shopper



# How it works: Merchant

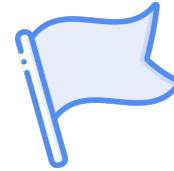




# Gain Competitive advantage



**Fast, Simple Setup**



**Data analytics report**



**Wider online reach**

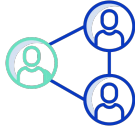


**360 customer view touch points**



**Online customer feedback & engagement**

# Business model



Affiliate marketing



Revenue sharing



Brand advertisement



White labeling

# Value proposition



- **Click-and-collect**
- **Scan and Pay**
- **Bill Payments**
- **Promotions**
- **All shops in one**
- **Loyalty points**
- **Coupons**
- **E-receipts**
- **Mobile payment**
- **POS System**

[\(All in one and more\)](#)

## Customers using this solution

