Transportation Marketing Application using Cross Platform Technologies

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Abstract −The Vision of this project is to ensure fair price to the truck community by devising new techniques and by making use of online market. An application, that serves as a platform for movement of transportation products form the supplier directly to the consumers or retailers. This mobile and web application provides privilege for both owner and consumers or retailers to buy and sell the required transportation (Goods) products without theinvolvement of a middleman at its right profitable price. The supplier experts shall analyse the product that comes into this platform, approve it and provide ratings based on quality. This makes all the available goods products easily accessible. Hence it provides freedom of pricing and freedom of access. Through this we can ensure transportation to make selling decisions most advantageously.

Keywords: Advertising, Geo-targeting, Cross platform mobile application.

Introduction

1. Motivation

According to research, nearly 86%of phones in India will be used to access internet by 2020. This growth in smart phones has led to staggering growth for mobile advertising. However, while mobile advertising is going rapidly, advertisers are still having trouble getting user's attention. Furthermore understanding user's behaviour is difficult on mobile devices, unlike browsers cookies we cannot save them on mobile devices.

One way to do this is use of geospatial data. A unique and potentially very powerful that comes from mobile phones is the GPS derived latitude and longitude location of users of time they are served an advertisement.

To benefits the transportation community, form the new global market access opportunities, the internal transportation marketing system in the country also needs to be integrated and strengthened. In particular, the market system has to be revitalized to:

1) Provide incentives to owner to produce more;
2) Convey the changing needs of the consumers to the producers to enable production planning;
3) Foster true competition among the market players and
4) To enhance the transportation in the ultimate price of this agricultural produce.

2. Challenges and Awareness

The awareness or market information in general was found to be relatively poor in case of truck driver as compared to the traders since the accessibility of market information in terms of communication systems is very poor in case of drivers.

The awareness on market information pertains to only arrivals and prices in local markets in all the categories of truck owners. The other important production and marketing parameters like post-harvest handling, grading and standardization, etc. Were not known to the small and medium farmers but a few large farmers were aware of them.

Overall, this application when implements will satisfy the needs of the buyers and sellers making them both happy. This application concept was already thought of by the Government of India knows as DIGITAL INDIA , but still it don't come into existence. But this application will stand out differently as it will be customized into our regional language if needed. Further, more updates can be implemented into this play as a part of up gradation process later. Let us have an insight on

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how products actually reach the customers, going through the hands of various middlemen and then to the customer or retailer.

3. Proposed model and experimental analysis

The development of this application will be very productive source for a transporting community. The ultimate aim of making this as a liable model to put an end trauma and difficulties face by truck community. Basically this model work as follows:

1) Getting details from supplier.
2) Analysing the product obtain, considering the various criteria of examination required for it, with the help of experts.
3) Get the right value of product and uploading it.
4) Truck driver will select the product to be delivered. After selecting, driver will be notified with pickup location.
5) After loading goods/material inside, the supplier have to make payment.
6) After that truck driver will deliver the goods to destination location.

The details of the product is given by the supplier should be proper. Then products are estimated based on its quality, quantity and price. Depending on the quality of product rating is given.
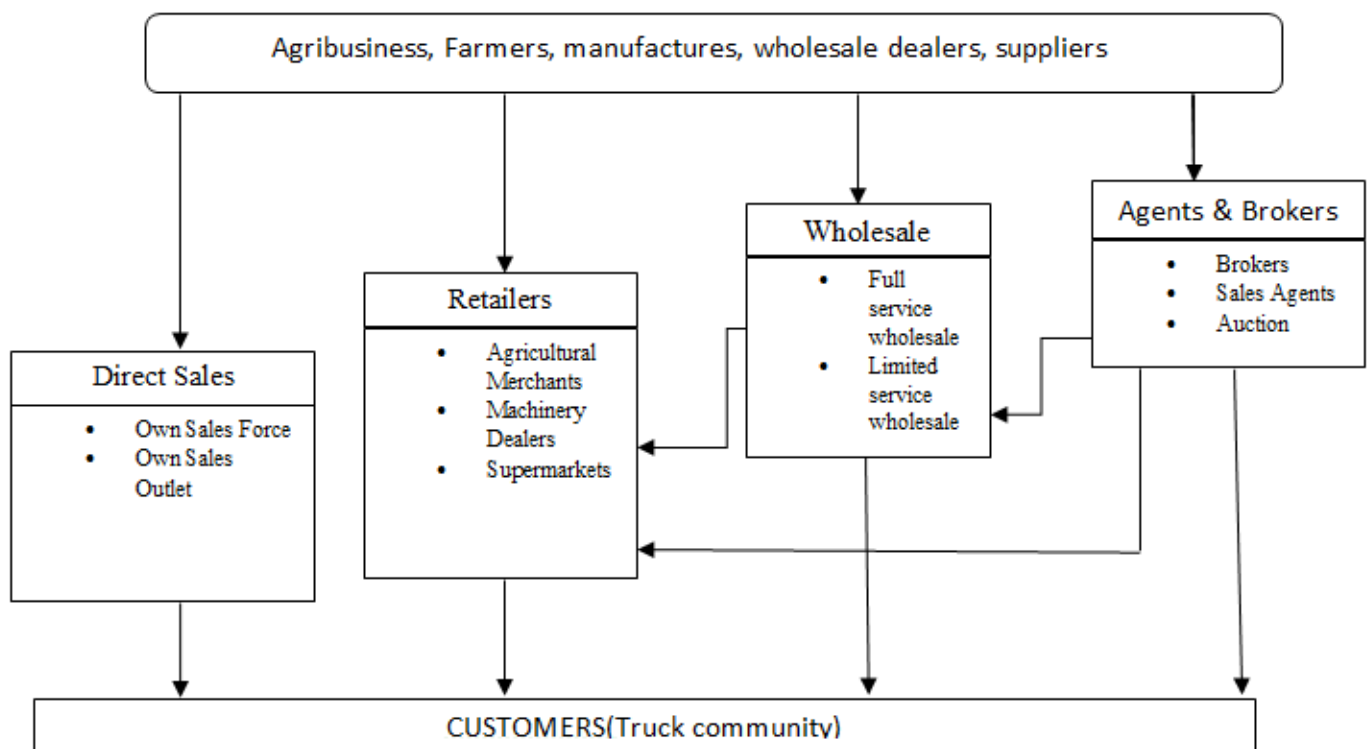

Fig. 1: Flow of products from supplier to customers (actual)

The figure 1 represents the flow of goods/ transportation product that reach into hands of truck community through various sources in between. First of we get all farm product from farmers. Next those products are goes into hand of agents and middlepersons, where the farmer loses nearly 30%of their actual profit. Those agents make their profit. After that comes the wholesale marketing, where products have to brought in bulk otherwise the suppliers will face the loss still. After all the cut down of actual profit hat supplier should get, it goes down quite leaving very little profit to the main supplier.

Now as you can see, there is huge gap that has been filled and the communication between the suppliers and the truck community have been made simple. There is no involvement of middleman. The products are produced by factories, farmers and then it is directly to the hands of customers. There is huge difference between profit when we start using this application.
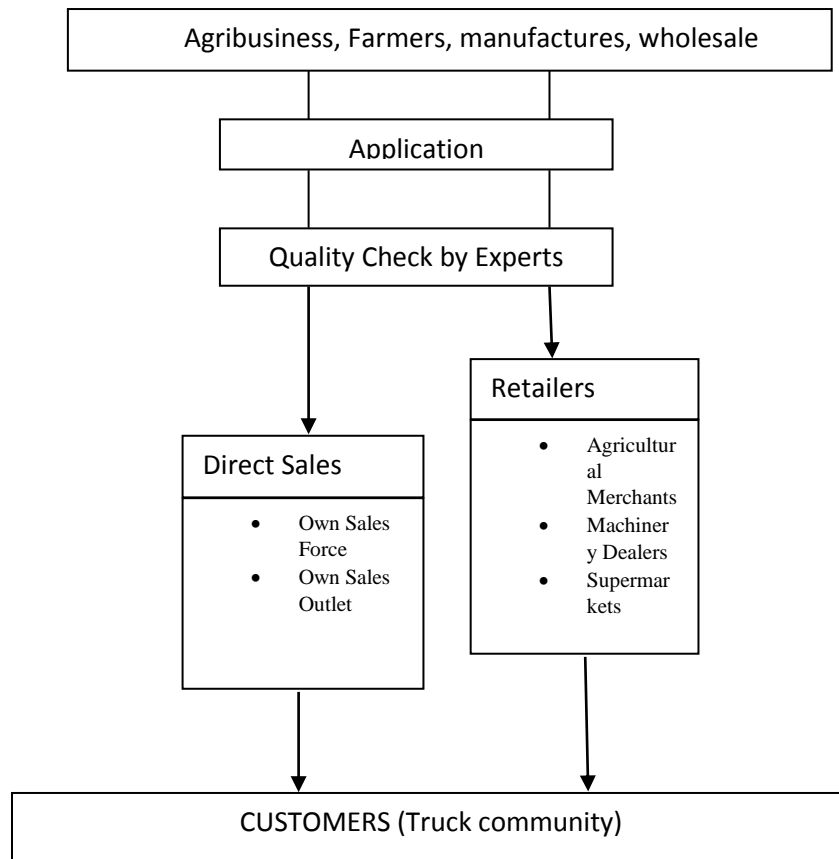

Fig. 2: Flow of products when you use application

4. Conclusion

There is no doubt that in any marketing there is a motive towards profit involved and at the same time the marketing is to be based on certain values, principles and philosophies such as offering just and fair prices to the farmers who toil hard to till. Bringing necessary reforms coupled with proper price discovery mechanism through regulated market system will help streamline and strengthen transportation marketing. Through this mobile and web application, we can make sure it is profitable for both the farmers and consumers.

5. References

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