

OZANOO.COM- Another start up by a student of Poornima Foundation

Over the past 14 years Poornima Foundation has been supporting 10,000 students by providing them endless amount of mentoring & advice to make them experts in their field. Many of the students have been huge inspiration to their fellow mates as well as to the whole Poornima fraternity. Every year a big lot prove their worth to the prospective employers while other progressed to develop successful businesses. Nishan Garg of Poornima College of Engineering is one them. **HE IS HIS OWN BOSS!** "It's better to create employment for others rather than to be an employee for others". Keeping this belief in mind Nishan took admission in Computer Science Engineering knowing that he honed the entrepreneurial skills from the very beginning of his college life. After attending classes in the daytime he works on his recent startup of selling mobile & tech products online through his e-store named **OZANOO.COM** during rest of the hours.

BASIC IDEA

As an undergrad of CSE department it is relatable that mobile accessories & other tech products interest's him so much that he formed OZANOO.com during his IV year. The basic idea behind OZANOO came from the increasing spending capacity of people online. With the technological advancement and growing number of smartphones ,tablet users and increasing popularity of gadget accessories among youth as well as middle aged men/women who also like to keep up with the trends, showed him an opportunity to start a new venture related to accessories for different devices. Also these accessories not only enhance the looks of the product but also makes life & experience better by increasing the device security, utilization & overall feel of the device.

High cost & affordability of the branded accessories were another factors which triggered the idea to start Ozanoo through which he has tried to regularize the IT industry by providing the products at a relatively cheaper price.

PLAN

His plan was to reduce the margin and sell them off at a very low cost on which he has worked to earn a good profit. Currently he plans to run the online e-store successfully and later on wish to develop an App for Ozanoo. Initially he has targeted only a small region i.e. Pratap Nagar and surrounding areas of let's say 5 kms. Because these areas are highly populated by college students and also they are the mass users of such products. Also as he himself is residing in the same area which makes it easy for him to get the products delivered on time.

ABOUT OZANOO

Ozanoo is an upcoming online retailer offering latest mobile phones & trendy accessories like earphones, headphones, power banks, screen guards & covers, speakers, chargers & cables, Bluetooth, music & MP3 players, pen-drives and memory cards. Its quality products & reasonable prices has certainly influence its customers for better purchase decisions making it a fun-filled experience of buying online. To give premium class service to its customers, Ozanoo also has free home delivery and exclusive online special offers which will not be heavy on your pocket and it assures that "YOU SAVE MORE". It is completely dedicated to enhance the customer shopping experience by providing a platform which makes complex buying decisions easy for them.

Few of its offers are:

- 1). Ozanoo introductory coupons offering with flat 100 off on 249/- or above, Flat 250 off on 249/- or above & flat 450 off on 999/- or above
- 2). Free Cash on Delivery in Jaipur.
- 3). 3 Day return/exchange on damage or defective products.
- 4). Free shipping on all orders.

5). 3-5 days of delivery time.

How it works:

- 1). Go to the online store <http://ozanoo.com/>
- 2). Select products you wish to buy, add the items by clicking on + button which appears when you hover the product.
- 3). You can also add items by clicking on the product image and selecting the number of items to add from the dropdown menu. Don't forget to click **Add to Cart!**
- 4). Click the checkout button on the top right of the page to checkout your cart.

For more details visit:

<http://ozanoo.com/>

For customer support:

serviceozanoo@gmail.com

You can also write to him on:

nishanpce143@poornima.org

nishangarg89@gmail.com

FUTURE PLANS

Nishan plans to expand the business on a big scale by developing an app for purchasing the mobile accessories of Ozanoo. Other promotional activities are being worked out like:

- (i). Offer higher discounts on products ordered online, less price for a specific product is more than one product is ordered.
- (ii). Warranty for specific time on specific products.
- (iii). Availability of exceptional product demanded by a customer.
- (iv). Focus on Customer feedback for continuous development and sharing customer product reviews.
- (v). Cash back on first purchase.
- (vi). Referral bonus to customers.