

How Pricekart Is Helping Small Scale Retailers Grow Their Business



Nashik, Sep 17, 2018 ([IssueWire.com](http://www.IssueWire.com)) - Nethority Technologies Pvt. Ltd., announced its product Pricekart.com in the price comparison market in 2017. Pricekart.com is a price comparison website which allows users to compare prices of products across various online stores. In today's digital scenario, most users prefer online shopping due to the convenience it offers. This online shopping trend has become a boon for e-commerce giants like Flipkart, Amazon, ShopClues, etc, who grab most of the online sales.

After making a place for itself in the Indian price comparison market, the founders of Pricekart.com understood that in spite of having better deals and offers, small-scale retailers were completely overlooked because of these e-commerce giants. Without having a platform and the required funding to advertise their own products, these small businesses stood no chance to compete in the market. That's when Pricekart introduced the Merchant System.

This merchant system is specifically designed to help empower these small-scale businesses and offer them a platform to display their products. While most price comparison websites only display the leading 5 online stores to compare prices from, Pricekart's merchant system will integrate and display products even from these small online stores.

This will not just offer users a wide array of options to choose from, but will also provide a large platform for these small-scale retailers to display their products on.

By the year 2020, online shoppers are predicted to increase by more than 5 times, to keep up with these increasing numbers, more and more such small-scale retailers will make their appearance. Pricekart aims to provide a platform for all these emerging small-scale online businesses. The [Merchant Centre on Pricekart](#) will allow business owners to upload their products in a single click. To ensure genuinity, a dedicated team of professionals at Pricekart will evaluate and verify these retailers to offer users the best deals and products.

“Our main goal was to create a platform that would benefit small-scale retailers, but at the same time also ensure their genuinity so that our users are offered only the best”, said Nitin Nagar, Founder, and CTO. “Small Scale Retailers have been completely overlooked because of e-commerce giants, in spite of offering better deals and offers. We aim to offer the best to our users, and that was the main motive for starting the merchant system”, said Ruturaj Kohok, Founder & CEO of Pricekart and [Nethority Technologies](#). “This platform will give small online businesses an opportunity to showcase their products, and at the same time, our users are given a vast variety of products to choose from”, Ruturaj added.

What Problem Does Pricekart Solve for Small-Scale Retailers?

Being visible to the right buyers is one of the most important benefits that these small online businesses can reap from the merchant system at Pricekart. With exposure to reach their target audience, small-scale retailers can also boost their sales. Pricekart’s merchant system offers complete transparency and is cost-effective. Registered businesses only have to pay for the traffic that they get on their website without any additional charges. The system is built for small online businesses to compete with other e-commerce giants economically.

About Pricekart

[Pricekart.com](#) is a price comparison website which allows users to compare prices of various products. Pricekart initially started only with the [Mobile price comparison](#) category, however, it has expanded its product listings which now include tablets, laptops, home appliances, televisions, cameras, books etc from top online stores. Pricekart uses a machine learning algorithm and its very own data intelligence system to derive real-time prices of products from 100+ online stores.

Apart from the lowest price, users can also rely on Pricekart for getting deals, discounts, offers, coupons, latest news & updates and trusted reviews for over millions of products.

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Source : [Pricekart.com](#)

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