



@dssmartcart

Patent Pending No: 62525233

www.dssmartcart.com



IMAGINE

Imagine a Shopping Experience without ever having to wait in a check out line.

Now Imagine never having to track down a clerk to find a item you're looking for.

As a business owner imagine if you could eliminate the cost of paying salaries to your cashiers, increasing your display space, tax cuts, and increased revenue streams.

Sound good?

Now imagine one last thing...

You no longer have to worry about Amazon biting into your profits.

This is now a reality attainable by you.



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SOLUTION

Everything you imagined can be a reality with the all New **SMART CART**!

The **SMART CART** will revolutionize the way the world shops and how businesses operate.

With our **SMART CART** consumers can now save time and hassles when shopping while businesses can cut back on payroll, taxes and other costs with employing cashiers.



SEE ATTACHMENT FOR DETAILS ON THE **SMART CART**

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Business Benefits

- ✓ Substantial reduction in payroll costs
- ✓ Recent Govt. regulations have increased the cost of hiring and keeping employees
- ✓ Reduced exposure from employees (insurances, taxes etc)
- ✓ Saving from reduced salaries can help cut cost elsewhere which enables the store to pass on the savings to its consumers, helping it be competitive with the likes of Amazon.com
- ✓ First year tax deductions for the cost of the investment
- ✓ Second year tax savings in the form of depreciation
- ✓ Increased shelf space due to the reduction of counter space
- ✓ Faster shopper times helps in moving more clients in and out of the stores
- ✓ An easier experience compared to scanning items with an APP
- ✓ Drawing clients in that normally wouldn't due to check out lines
- ✓ Reduces store theft unlike any self scanning APP
- ✓ Generate advertising revenue from vendors through ads on the SMART CART displays
- ✓ Consumer data and shopping preferences



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Consumer Benefits

- ✓ Time saved by eliminating long queues
- ✓ Promotions on the **SMART CARTS** display helps customers purchase items they may have overlooked or weren't intending to buy
- ✓ Time saved allows a customer to browse longer leading to potential sales
- ✓ Ability to sync grocery list to the cart which lets the customer know if a item on their list is out of stock or on sale.
- ✓ Shopping preferences saved with club card
- ✓ Coupons as you shop appear on the screen
- ✓ Search for locations of products from the interactive screen
- ✓ Real time price totalling informing customers on their totals and savings
- ✓ Client shopping history will help stores direct consumers to sales on items a client has a history of buying



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Benefits over similar products



Some stores have started using APP based check-out systems. They are cheap to build, but it ends there. Here's why our SMART CART is a better solution.

- ✓ APP USERS - Only people that have downloaded an app + have smart phones + are members can use it. Which means you still need to employ cashiers.
- ✓ The SMART CART - can be used by anyone, club members, new customers, cash paying customers and clients paying by Credit Cards.
- ✓ Apps are time consuming as you have to physically scan each item with your phone and only items with bar code's can be registered (no produce). With the SMART CART you throw in your items and it scans them, if something doesn't have a bar code the scales in the cart will sound a alarm. This way you can search for the item ex: (a pound of apples that you place in a cart, select PRODUCE, than select "APPLES" and it will automatically register a price.

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Benefits over similar products

- ✓ THEFT- apps do not help curb theft since only items that are scanned will be registered, this doesn't prevent someone from scanning 1 out of 2 items placed in a cart. With the **SMART CART** if it senses weight that has not been scanned it won't allow you to scan another item or check out.
- ✓ INCOME STREAM – Unlike apps the **SMART CART** serves as an added revenue stream for the business. You can charge Vendors to advertise on the carts monitors generating a steady and healthy stream of advertising dollars. The **SMART CART** ends up paying for itself while becoming another income source
- ✓ COUPONS / PROMOTIONS – Through the carts main screen clients can view promotions and select coupons for items they are buying. This eliminates the need for customers to clip coupons and also helps increase sales. A customer may buy something they weren't planning on



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