

InventoryEdge

Bare-bones inventory + simple accounting SaaS built for ONE specific Indian retail vertical (recommendation: jewellery shops). Where generic billing apps fail at vertical specifics — gold-rate fluctuation, gram-pricing, hallmark tracking — InventoryEdge wins by depth.

Category	Set 5 · Vertical/Creator
Customer	Indian small jewellery shops (■2-25 crore annual turnover, 1-3 outlets, 4-15 staff)
Monetisation	■999/mo single outlet · ■2,499/mo multi-outlet (up to 3) · ■4,999/mo multi-outlet + Pro features
Build effort	Med
Plan version	v1.0 — 2026-05

Executive Summary

InventoryEdge is a vertical-deep inventory + accounting SaaS for one specific Indian retail category — recommendation at launch: jewellery shops. The opportunity: India has approximately 600,000 organised jewellery retailers across tier-1, 2, 3 cities; each generates ■2-25 crore annual turnover; almost all currently operate on a chaotic stack of (1) a generic billing software they barely use (Vyapar, MARG, Tally), (2) handwritten ledgers for actual inventory, (3) daily gold-rate calculations on a calculator, (4) hallmark certificate tracking in a physical register, (5) recurring customer credit memory in the owner's head.

The vertical specifics that generic billing apps fail at: live gold/silver rate integration with per-gram price calculation factoring in making charges + wastage + GST + hallmark cost; karat-and-purity tracking (22K vs 18K vs 14K each carries different price); hallmark certificate inventory + matching to sold pieces; old-jewellery exchange accounting (customer brings 30g 22K, gets credit, buys new piece — the math is complex and error-prone); recurring-customer credit accounts (informal but financially material); per-style + per-design profitability analysis.

Pricing: ■999/mo single outlet, ■2,499/mo multi-outlet (up to 3), ■4,999/mo Pro with advanced analytics + supplier reconciliation. Year-1 target: 1,400 paying shops generating ■2.5 crore annual revenue against ■50 lakh costs. Cash-positive month 4. The wedge against generic billing apps is vertical depth — the gold-rate + karat + hallmark + exchange math is specific enough that no horizontal product handles it well, and the jewellery-shop owner recognises within 10 minutes of demo whether a product 'gets it' or not.

The Problem

An Indian jewellery shop owner running a ₹6 crore annual turnover shop with one main outlet + 1-2 staff at the counter faces an operational reality that generic billing/inventory software cannot serve. The daily workflow: morning starts with checking today's gold rate (varies by city; rate per gram for 22K, 18K, etc.); each sale involves calculating (gold weight × current rate × purity factor) + (making charges typically 8-20% of metal value) + (wastage 1-5%) + (3% GST) + (hallmark cost) = bill. Customer often brings old jewellery for exchange — credit calculated by weighing + purity-testing the old pieces. Customer often runs credit account; owner remembers approximate balance.

Existing software fails. Vyapar / MARG / Tally treat jewellery as generic 'item' with fixed price — does not handle daily-rate fluctuation, does not handle gram-pricing, does not handle karat differentiation, does not handle exchange math, does not handle hallmark tracking. The owner ends up using software for the GST-compliant invoice generation only; everything else stays manual.

Specialised jewellery software exists (Munshi, Aarvy, Adoglobe, Mostlymade) at the enterprise tier (₹15k-50k/month) for the larger chain stores (Tanishq, Kalyan, PC Jeweller). The 1-3 outlet small-jewellery segment has no purpose-built option at affordable price point. They are stuck between expensive enterprise software they don't need and generic software that doesn't fit.

The Solution

InventoryEdge is jewellery-shop-specific from the first screen. Onboarding asks: shop type (gold-primary / silver-primary / mixed / diamond-included), purity grades stocked (22K / 18K / 14K / 9K), GST registration, primary supplier(s). The product configures itself for this profile.

Daily workflow. Morning: shop owner enters today's gold rates (or rates pull from connected IBSA / commodities API). Through the day: per-sale workflow is structured — weigh metal → select purity grade → select piece template → system calculates metal value + adds making charges (configurable per shop's pricing rules) + wastage + GST + hallmark cost → generates invoice → records sale + inventory update + customer credit position. Exchange workflow: weigh + grade old jewellery → calculate exchange credit → apply to new purchase → record old-piece into refining-queue inventory.

Inventory: piece-level tracking with hallmark certificate number, weight, purity, design code, supplier, purchase cost. Real-time visibility into stock across categories. Reorder alerts when category falls below threshold.

Customer accounts: structured customer database with credit account history, payment history, festival-purchase patterns, schemes membership (gold-saving schemes are common in Indian jewellery retail).

Pro tier (₹4,999/mo) adds: per-style + per-design profitability analysis, supplier reconciliation (match shop purchases to supplier invoices), gold-saving-scheme management (some jewellery shops run monthly schemes where customer deposits ₹5,000/month for 11 months + 12th month free = uses corpus for purchase — complex tracking), advanced WhatsApp campaign manager (re-engage festival-purchase customers).

Market Opportunity

India organised jewellery retail: approximately 600,000 shops across tier-1/2/3 cities, with an estimated 320,000 operating in the ₹2-25 crore turnover segment that InventoryEdge targets. Generic-billing-software penetration is high (~85% use some software for GST invoices) but vertical-specific software penetration in the addressable segment is below 6%.

At ₹15,000-30,000/year blended ARPU, the SAM for jewellery-vertical specifically is approximately ₹600-900 crore growing at ~8% annually. Capturing 0.4% in year 2 is ₹2.5-3.6 crore ARR; 2% in year 4 is ₹12-18 crore ARR.

Adjacent vertical expansion. Year 2: sari + textile retail (similar dynamics — fabric weighing for high-value silks, custom-tailoring orders, festival-cycle demand). Year 3: hardware + tools retail (different specifics — SKU-heavy, supplier-credit-heavy). Year 4: optician retail (lens prescription + frame inventory + insurance billing integration). Each vertical is its own ₹3-8 crore ARR opportunity with shared core inventory + accounting infrastructure.

Target Customer

Primary persona: a 51-year-old owner of a ₹8 crore annual turnover jewellery shop in Coimbatore, second-generation business his father started. Currently uses Vyapar for GST invoices only; everything else is paper register + calculator + memory. Made a costly error last year (forgot a customer's credit balance, customer noticed at next visit, lost relationship). Will pay ₹999/mo single-outlet tier without negotiation after free-trial demonstrates the gold-rate-calculation accuracy.

Secondary persona: a 43-year-old jeweller in Pune with three outlets across the city (main shop + two suburban branches), ₹18 crore combined turnover. Each outlet runs independently on different paper systems. Cannot see consolidated inventory or revenue position. Will pay ₹2,499/mo multi-outlet tier for unified view.

Tertiary persona: a 38-year-old jewellery shop owner in Hyderabad running ₹14 crore turnover with active gold-saving-scheme of 800+ members. Currently tracks scheme membership in 3-ring binder. Will pay ₹4,999/mo Pro tier specifically for scheme management.

Product

Onboarding: shop profile setup (type, purity grades, GST, primary supplier, pricing rules — making charges %, wastage %, hallmark cost handling). 2-3 hours including initial inventory data entry (typically done with on-call setup support).

Sales workflow: structured per-sale entry — weigh metal → enter purity grade → select piece template → system calculates per-shop-rules → generates invoice with hallmark certificate → records sale + customer + payment.

Exchange workflow: weigh + grade old jewellery → calculate exchange credit → apply to new sale → record old piece in refining-queue.

Inventory module: piece-level tracking with hallmark + weight + purity + design code + supplier + purchase cost. Reorder alerts. Stock-take workflow for periodic physical audits.

Customer database: profile + purchase history + credit account ledger + scheme membership + festival-purchase pattern.

Accounting integration: GST-ready invoice generation, daily cash-and-bank reconciliation, monthly P&L; view, supplier payment tracking.

WhatsApp customer communication: birthday + anniversary greetings, festival-purchase reminders, scheme-payment reminders, exchange-offer campaigns.

Pro tier additions: per-style profitability dashboard, supplier reconciliation workflow, gold-saving-scheme management module, advanced WhatsApp marketing automation.

Technical Architecture

Frontend: Next.js + Tailwind, optimised for tablet (most jewellery shops have a tablet at counter for billing) + desktop (back-office), mobile-responsive for owner monitoring on the go.

Backend: Python on Hetzner cloud, Postgres on Neon.

Gold/silver rate integration: IBJA (Indian Bullion and Jewellers Association) daily rates + commodities-API fallback. Auto-refresh + manual override for shops that price differently from IBJA.

Hallmark integration: optional integration with BIS (Bureau of Indian Standards) hallmark verification API for certificate validation.

WhatsApp: Meta Business Cloud API for customer communication.

Printing: thermal-printer + A4-printer integration for invoice generation, hallmark certificate printing.

Payments: Razorpay for shop subscription billing.

Business Model & Unit Economics

Three tiers. Single Outlet (₹999/month or ₹9,999/year): full sales + inventory + customer + GST features for one shop location, single user. Multi-Outlet (₹2,499/month or ₹24,999/year): up to 3 outlet locations, consolidated dashboard, up to 5 users. Pro (₹4,999/month or ₹49,999/year): up to 3 outlets, all Pro features (per-style profitability, supplier reconciliation, scheme management, advanced WhatsApp marketing).

Conversion economics: sales cycle 4-8 weeks (shop-owner decision + initial onboarding scope). Conversion from qualified demo: 32% (high because the vertical-fit is immediately visible). Distribution: 65% Single Outlet, 25% Multi-Outlet, 10% Pro. Monthly churn target under 2% (very low — switching out of an inventory-and-accounting system is hard once integrated).

Gross margin: 80% blended. Major cost: customer onboarding support (one-time per customer ₹5,000-12,000 in support time; amortised), WhatsApp messaging (~₹200/shop/month), infrastructure (~₹100/shop/month).

Customer LTV: very strong; jewellery shops are multi-generational; once integrated, stays for 5-10 years. ₹15,000/year × 7-year average = ₹1.05 lakh LTV at Single Outlet tier.

Unit Economics (Year-1 base case)

Year-1 paying shops (target)	1,400
Blended ARPU	₹18,000/year
Year-1 revenue	₹2.5 crore
Gross margin	80%
Customer acquisition cost (CAC)	₹3,800
Payback period	2.5 months
Year-1 all-in costs	~₹50 lakh
Year-1 net contribution	~₹1.5 crore

Go-to-Market

Channel 1 — All India Gems & Jewellery Council + state associations (40%): GJC has 6,000+ member jewellers; state-level associations (Karnataka Jewellers Association, TN Jewellers Federation, etc.) have several thousand members each. Sponsorship + member discounts + association-newsletter placement. Highest-trust channel.

Channel 2 — Field sales in 6 high-density jewellery cities (35%): hire 4 field reps walking high-density jewellery streets in Coimbatore, Hyderabad, Bengaluru, Pune, Indore, Jaipur. Demo on tablet + on-the-spot conversion. Highest-conversion channel for traditional retailers who want to see a product in person.

Channel 3 — Supplier-relationship partnerships (15%): partnerships with 5-8 major jewellery wholesalers / refiners who recommend InventoryEdge to their retailer clients (supplier wants their retailer clients to use proper inventory software so reconciliation is easier).

Channel 4 — Content + SEO (10%): content on jewellery-shop operational topics (gold-rate calculation, making-charges psychology, hallmark compliance, gold-saving scheme legality), Hindi-language YouTube creator partnerships.

Roadmap (first 12 months)

- Month 1-3: MVP — gold-rate-aware sales workflow + inventory + GST + basic customer + WhatsApp communication. Launch in Coimbatore + Hyderabad with 80 paying shops.
- Month 4-5: Exchange workflow + customer credit account + multi-outlet support, scale to 320 paying shops, ■4.5 lakh MRR.
- Month 6-8: Field sales operational across 6 cities, hallmark BIS integration, 720 paying shops, ■10 lakh MRR.
- Month 9-10: Pro tier features (per-style profitability + supplier reconciliation + scheme management), 1,100 paying shops, ■17 lakh MRR.
- Month 11-12: 1,400 paying shops, ■2.5 crore annualised revenue, foundation for sari/textile vertical launch in year 2.

Key Risks

- Slow sales cycles + traditional-retailer change resistance: jewellery shop owners are typically older + traditional + skeptical of software change. Mitigated by field-sales-first GTM (in-person demo + onboarding support), by simple onboarding (existing staff can use within hours, not weeks).
- Vertical-specific incumbents (Munshi / Adoglobe) responding with affordable-tier products — possible. Mitigated by depth-of-features investment + onboarding-quality + India-tier pricing that incumbents would resist cannibalising their enterprise tier for.
- Gold-rate API reliability: IBJA daily rate publication has periodic delays + format changes. Mitigated by manual override + commodities-API fallback + caching.
- Hallmark regulatory evolution: BIS hallmark requirements have tightened through 2022-2026 and may continue. Mitigated by dedicated regulatory-update workflow + close BIS / GJC relationships.
- Customer data sensitivity: jewellery shop customer data (purchase history, credit balances) is sensitive in regulatory + competitive terms. Mitigated by encryption + per-shop data isolation + clear privacy policy.