

## "An innovative guide outside the store"

Every day our world is developing faster and faster and progress becomes irresistible. Since all sectors of our lives affect each other, it is important to strengthen progress in various areas for the harmonious development of society. Because of it, nowadays competition in all areas is very high and PR is no exception. So, in order to gain a competitive advantage, a company must have a certain set of knowledge or tools that are not available to a competitor. And one of these tools that can provide an advantage and what is equally important can save the company's time is our innovation:

It is an application for monitoring prices and availability of products in popular grocery chains in the Russian Federation. So, in this app, you can choose a product that you want to monitor and see its price and availability in different shops, or on the contrary, you can choose a shop and see the list of available products with their prices, but this is not all the functions. The app is aimed at manufacturing not only companies but ordinary consumers for which it would help to better coordinate their shopping before leaving the house during the pandemic, but the main idea of our app is still to deal with business.

So, the goal is to inform companies about the price structure on the market. This allows them to make sure that their pricing strategies match today's situation. This innovation will facilitate and speed up the work of organizations, and also allow consumers to cope faster with the search and selection of products. Previously, employees of retail companies went to the stores of competitors and checked the prices of products on each shelf. Now they don't have to perform these long-term and energy-consuming actions. With our innovation, manufacturers can track competitors, view statistics, and also visually see comparison tables for manufacturers, organizations, and companies.

An example is the following situation. A company that sells mango for 150 rubles for each pair will lose customers if competitors sell mangos of the same quality for just 100 rubles. This company will also lose money if customers want to buy the same mango for 200 rubles. The company may understand that it is not faced with any of these scenarios once again using the monitoring of prices. And for consumers, the app provides a comparison of the range of stores, the availability of products, and the convenience of purchasing them without going to the store itself.

In conclusion, we would like to highlight the main reasons why working with prices is useful for PR: Firstly, Product prices affect advertising success. Secondly, They also play an important role in the customer's purchasing decision. Thirdly, Pricing gives you an edge over the competition. And the last, but not the least, they help you better manage your stock and inventory. And, also, it seemed to us that today because of the pandemic our app became even more useful because companies employees will stay at home or office and ordinary consumers will go only to these shops that they really need.