

## **The Advent of q-Commerce**

### **An Introduction to q-Commerce**

When it comes to quick commerce (q-commerce), the name says it all. q-commerce, in the simplest of terms, is the natural evolution of electronic commerce (e-commerce). As a mode of commerce, q-commerce takes the strengths of e-commerce and extends them further. For instance, e-commerce allows consumers to order their goods online and receive their delivery in a matter of days. q-commerce builds on this, and often boasts a delivery time of just minutes. Essentially, q-commerce propagates the notion that speed is king, and that nothing is more important than efficiency and convenience. For some, it might seem surprising to see how quickly e-commerce has evolved in order to make way for q-commerce. The quick transition can be owed to technological developments, better logistics infrastructure, and a change in lifestyle and priorities amongst customers, vendors, and other concerned individuals.

### **The Journey from Superstores to q-Commerce**

Barter and trade are fundamental to human life as we know it. This is the case as life revolves around the problem of scarcity. As humans we tend to not have all the things we want and need at our fingertips when we want or need them. The solution to this problem is simple, all we need to do is trade: money in exchange for the goods and services we desire. The practice of commerce is a tale as old as time. That being said, commerce has not always favored the consumer. Availability and convenience, for many years, was a large problem. Then came superstores and megastores. These large, brick and mortar businesses were the first commercial initiatives that prioritized convenience and speed. Large superstores stocked a plethora of goods that individuals could buy. They were, in essence, a one-stop shop for customers in a given area. But, the convenience offered by superstores wasn't enough.

Then came the internet. The introduction and growth of the internet made things even faster and more convenient. e-commerce came into being and people could get what they needed without having to physically go to the store. The only catch: having to wait a number of days for deliveries to arrive. The introduction and implementation of q-commerce takes the power and might of the internet and uses it to champion speed and convenience. q-commerce platforms are organized, easy to use, and promise that goods will get to a customer without hassle.

### **The Importance of Technology and Logistics**

In order to truly comprehend the q-commerce process, one must first grasp the importance of logistics technology. Logistics technology is essential to any form of

delivery. This is the case as drivers and riders need to know where to pick up orders and where to drop them off. Customers need to know when they can expect their goods to be delivered and vendors need to know when goods should be packaged and ready to be dispatched. Improvements in GPS, mobile connectivity, and tracking features in the last handful of years has allowed e-commerce and now q-commerce operations to place their players on a map.

Beyond logistics technology, it is also crucial to understand how artificial intelligence and machine learning play a role in making deliveries more and more seamless. The purpose of artificial intelligence is to create technologies that are capable of thinking and behaving like human beings. Machine learning is an application of artificial intelligence. Machine learning allows computers, programs, and other technologies to expand their capabilities and cache of knowledge. Machine learning and artificial intelligence are critical when it comes to both e-commerce and q-commerce. This is the case as machine learning allows for a program to learn from both customer and vendor behavior.

### **The Necessity of q-Commerce**

In the simplest of terms, q-commerce is a necessity. Life is busier than it was a few decades ago. Think about a typical day in Dhaka, the traffic, the work day, and all the responsibilities a typical adult has to juggle. When you add complicated grocery processes and long waits to that equation life becomes much harder than it needs to be. q-commerce is a solution to this problem. You can place your orders when you want them.