



## Marketing Plan Project -- HOMIE

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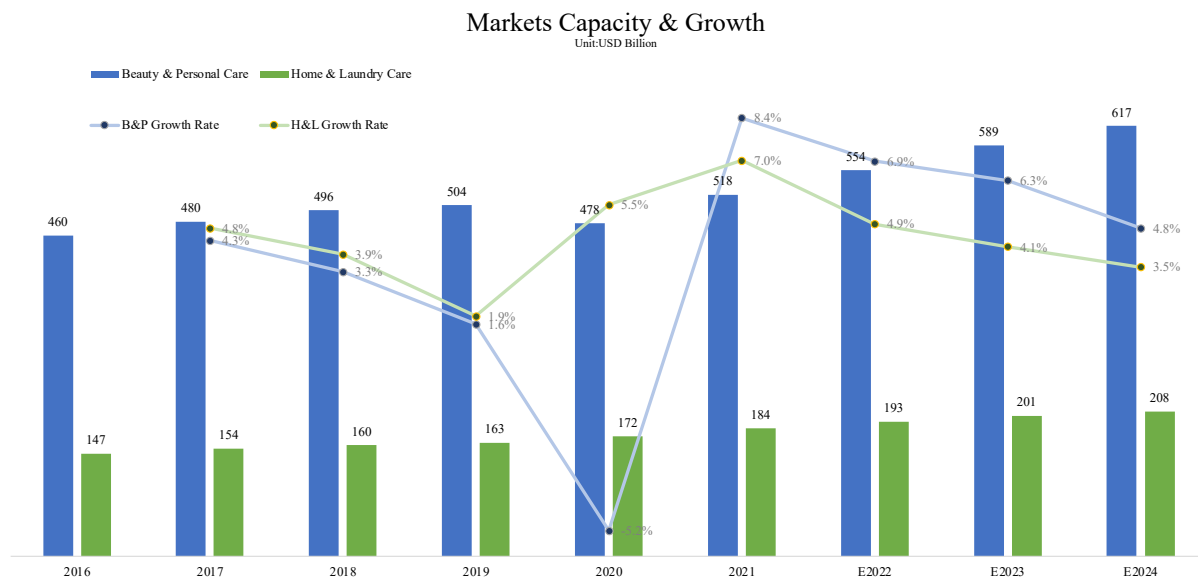
## Context Analysis & Business Objectives

### Market Research

#### Markets Capacity & Growth

As our product will covers wide range of services that concluded as home-based services, the markets research takes into various industries which can be simply categorized as Beauty & Personal Care (B&P) and Home & Laundry Care (H&L). For the more detailed demonstration, B&P includes cosmetics, skin care, personal care, and fragrances; H&L includes household cleaners, dishwashing detergents, laundry care, polishes, room scents, and insecticides.

According to the global data driven research, B&P market capacity was \$460 billions in 2016, and it has grown to \$518 billions in 2021 with the growth rate of 12.6%. On the other hand, H&L market capacity was \$147 billions in 2016, and it has grown to \$184 billions in 2021 with the growth rate of 25.2%. Even though the overall market capacity of H&L is almost 3 times smaller than B&P, H&L has much higher growth rates, which can be expected as an actively growing industry in the future. Furthermore, based on our calculation, the expected CAGR of B&P from 2022 to 2024 is 3.7%, and H&L is 2.5%.



Another insightful finding is that we can observe both industries boomed after COVID-19 outbreak period; therefore, we can reasonably forecast that COVID-19 has impacts to living habits – people would accept and be more tended to receive both B&P and H&L services in the home. With the data driven market research on these two main industries, we believe that our product providing all services in customer's home can gain optimistic market shares from both major industries.

## Market Analysis

### PEST Analysis

Political	The politics has no direct effects to the markets we are in. However, we need to consider Spanish local labor laws, as our services are all provided by labor forces. Considering there is a large number of immigrants in Spain, our product could wisely work with immigrant labor laws by creating more job opportunities.
Economical	Spain is one the countries with the highest unemployment rates in the EU -- 15.3% in the 2nd quarter of 2021; our product could provide much more flexible working opportunities, and we can take advantages to the local unemployed. Furthermore, take the local high inflation rate, we need to set a reasonable price seriously.
Social	In house cleaning and repairing services are common in Spain from either agencies or personal contacts; and younger generation has habits to receive beauty cares in store. However, after COVID-19, people's lifestyle is changing gradually -- people are being more open-minded to take the mentioned services in home. It is a great opportunity for us to be a pioneer of providing all home-based services in an APP with simple orders.
Technological	Mobile phone is commonly used, and people have been adapted to order services from mobile phone, like Uber, Uber Eats... Therefore, our product will be mainly focusing on the digital development of APP on mobile phone, and the greatest challenge would be the R&D of the APP and algorithm,

Based on the PEST analysis, we realize that our product will be a good suite to the current Spanish market, and there are many opportunities for us to take into advantages, including local unemployment rate, immigrant law, and lifestyle. Besides, there are also several factors that we need to concern – high inflation, technology obstacle, and incomplete changing lifestyle. We need to consider both opportunities and challenges while designing and developing the product and service, finding the balance between them.

### Competitor Analysis

Based on the understanding of our services, we target our competitors into the following three categories:

- Competitors who already run the market with such an application, if they exist;
- Agencies whom everyone needing a house services relies on to put them in contact with the job;
- Firms that employ a variety of employees who provide the same service to households.

Competitor	Location	Format	Service	Business Model
Handy	US, UK and Canada	APP, Website	Very wide range of services about the house : cleaning, furniture assembly, handyman services, mountings, painting, moving...	Connecting individuals looking for household services with top-quality, pre-screened independent service professionals
Soothes	Mainly in the US, Australia; Canada, UK	APP, Website	specialized on beauty care and wellness	Connects “providers” of services with customers, not employed by the company
Stootie	France	APP, Website	All about the house : cleaning, fixing, moving, renovation, transport, repair...	Connects “stooters” of services with customers, not employed by the company
TaskRabbit	Mainly in the US; UK, Canada, France, Germany, Spain, Portugal, Italy	APP, Website	Mounting, Furniture, Assembly Help Moving, Cleaning, Delivery, Home Repairs	Putting consumers with “taskers” who are not directly employed by the agency
HLPRS	Netherlands	Website	Cleaner, Handyman, gardener, babysitter	Connects “service providers” with customers, not employed by the company
Urban Company	Dubai	Website	Salon, SPA, cleaning, Covid tests at home, Pet grooming, disinfection, repairs	
Boomva	Spain	APP, Website	Wellbeing, beauty, home, tutoring lessons, care, leisure and events, business and pets	Links autonomous workers to a demanded service needed to be completed by a consumer

Based on the mapping of our competitors, we summarize the insights as: Some agencies employ the service providers, but this is not our direct competitors because their area is limited, and they are usually specialized in specific services. We are looking to gather a bigger community. Our innovation is to propose much more services than competitors: no one is proposing house services + wellness (sport and beauty cares) on the same platform. Therefore, we have to communicate hugely about the existence of these various services, could including photographer, pet-sitting, in order to attract potential customers coming for it but staying for the more classical services to simplify their daily life.

## SWOT Analysis

\*See the graph in the appendix 1

### Strengths:

- Homie offers a wide range of services categorized as B&P and H&L.;
- Organized information of all workers in the sector you might be interested in: shows a description and rating that other customers have given them, and gives you the option to filter and choose the worker you might consider most suitable to your requirements; also has a random selection button of the workers if not interested in filtered selection;
- Different price options for different clients: standard and premium services based on customer's criteria;
- Quality and personal of customer services provided;
- Workers are certificated and trained professionals by Homie.

### Weaknesses:

- The app's algorithm and other technological functions may be complicated to develop, as we have different price, service, and filter options;
- Lack of leading case, knowledge, experience, and customer taste/reaction in this crossed-market.

### Opportunities:

- A new segment in the market and therefore, no direct competition since there are no other apps that have both B&P and H&L services merged into one platform;
- Changing life habits, such as Covid-19-adopted behaviors. With vaccinations and the advance on this virus, people now feel safer letting others into their homes;
- CSR, we provide career training, certification and opportunity to the local community;
- Global expansion to developed countries and tier 1 cities;
- Social media advertising, which will be in the same domain as our digital app.

### Threats:

- Strong indirect competitors who specialized in cleaning, beauty, repairing services;
- Safety concerns with COVID-19, stealing, etc.

## Porter's 5 Forces Analysis

\*See the graph in the appendix 2

### New Entrants:

We consider that we have intermediately increased threat of new entrants. There are several brands already existing, but we have more services provided with more flexible prices and higher quality control. We believe that this industry has the element of strong brand loyalty; therefore, we have to build strong relations with our customers to compete with new entrants. As there is no strict government policy and legislation and no huge capital required, it is a low-barrier industry to enter; thus, our characteristics must differentiate from the others.

### Supplier Power:

Our supplier power is relatively high, but our mechanism and pricing strategy will suppress it down, which will be demonstrated in the section of the pricing in detail in this report later. Our platform creates an open market to all suppliers; therefore, the major pricing power is based on suppliers. However, we as a platform, we will control the range of the price; thus, the price from suppliers cannot be neither too low nor too high. Our incomes are from commissions, like most of competitors, but we take less commission than them, attracting more suppliers in our platform and guaranteeing our profits by gaining high volume.

### Buyer Power:

Under the condition, we are facing relatively high buyer power, as there are many competitors' products being alternatives and there is a huge number of customers. We aim to gather high-volume of customers, gaining a little commission from suppliers. We provide an open market to both buyers and suppliers, and we only control a reasonable range of the pricing based on the quantitative investigation.

### Substitutes:

Based on the competitor analysis, we have more than 15 other APPs/companies providing similar services as ours. Besides the direct competitors, all other household service agencies and beauty & personal care stores are also considered as our substitutes. Therefore, we believe that the threats of substitutes power are strong in general. However, in Spain locally, we do not have competitive direct substitutes; thus, our main goal is to compete with indirect competitors – by influencing and changing people's living habits, adopting receiving all services in home.

### Competitive Rivalry:

As the mentioned in the previous analysis, the average growth rate of the industries we mainly focus on is 18.9% in the past 5 years, and the average expected CAGR in 3 years is 2.6%. The exit barrier of the area of our service is low, as we are more like a platform, earning from the commission. Besides, we have intermediate fixed costs and low switching costs between providers. Lastly, we believe we can create a variety of differences to our competitors. Therefore, we consider that we have intermediate-low competitive rivalry.

## Marketing Strategy: Creating Value

### Segmentation Proposal

Geographic	<p>Homie services will target on busy cities, characterized by intense activities and traffics. The main reason for this segmentation is that busy people do not have extra free time to go somewhere else to get their services delivered.</p> <ul style="list-style-type: none"> <li>First approach <ul style="list-style-type: none"> <li>Country: Spain</li> <li>City: Madrid, Barcelona (urban areas)</li> </ul> </li> <li>Further steps: <ul style="list-style-type: none"> <li>Other Tier 1 cities (in developed countries) in the Europe</li> <li>Other Tier 1 cities (in developed countries and highly developing countries) outside of the Europe</li> </ul> </li> </ul>
Demographic	<ul style="list-style-type: none"> <li>Age: 18 – 50</li> <li>Income: Middle to High Income</li> <li>Gender: All (more beauty &amp; personal cares for the female)</li> <li>Job: University Students, International Students, Managers, Executives</li> </ul>
Psychographic	<ul style="list-style-type: none"> <li>People who strongly believe “time is money”, aiming for high efficiency and organized</li> <li>Customers who look for superior quality and various choices and visibility</li> <li>People who have limited ability to move, and “lazy” people</li> <li>People who can adapt new habits, looking for being more convenient</li> <li>Mobile phone savvy</li> </ul>
Behavioral	<ul style="list-style-type: none"> <li>Focus on the people who believe in getting convenience and efficiency improved by using our APP</li> <li>Focus on the people who like or will be able to adapt receiving all services in the home</li> <li>Focus on the people who have strong brand loyalty; and we will explain it in the promotion on how we will stick our customers</li> </ul>

### Buyer Personas

\*See the graph in the appendix 3

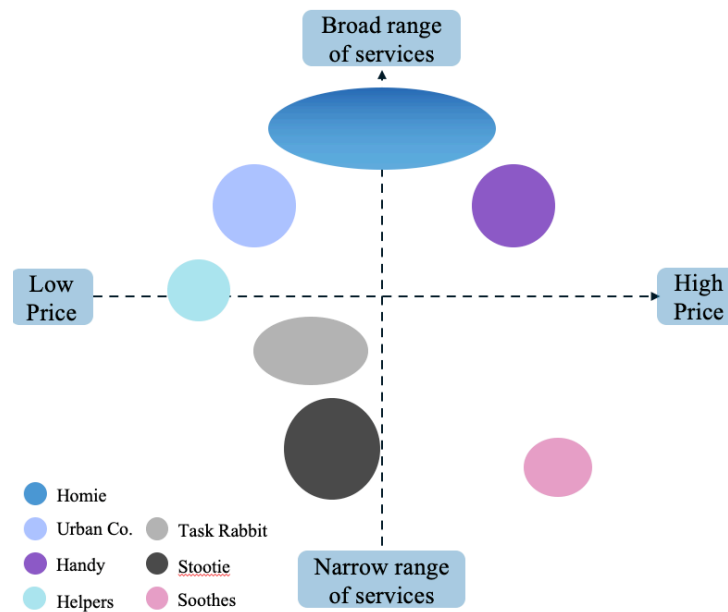
Attached is a research-based profile that depicts two target customers. Both are of different ages, one in their forties and the other one in their twenties. They both are very active people seeking more extra time to accomplish their goals and interests.

Both target customers carry very busy lifestyles and wish to have more time for themselves. One is married and seeks more time with family and friends, and the other one is a university student who wishes for more university engagement and good grades as well as having a good social life. We define this segment as active people who want great experiences and live life to the fullest. Due to their busy lifestyles, our buyer personas may face some difficulties when it comes to achieving their goals and interests. Homie will help perform responsibilities faster while delegating tasks to a professional third person. This will make the completion of these tasks more efficient and will allow our target customers to have more free time for themselves.

Nowadays, people’s lives are way busier than they were years ago. Technology, globalization, and competition demand for more capable and better-formed people, which means that from now into the future, people will need to continue to spend huge amounts, or even more time on their academic, work, and personal growth, leaving little time to take care of the house, hygiene, and food work. Homie is aimed at anybody that seeks more free time and help with

their responsibilities; it has the potential to have long-term profitability while providing well-required services with the aim of freeing people and granting them the time they desire for themselves.

### Positioning Map



### Unique Selling Proposition

Our positioning will be “Homie, an APP where you can find all advanced home-based services -- easy, convenient, quick!” Homie is a mainly mobile phone APP oriented open platform, connecting selected suppliers and customers directly. We are a company which can change people’s old habits of living by saving their time. We provide various services, majority in beauty & personal care and home & laundry care services, and professionals/suppliers will serve you in your home where people consider as the safest and most comfortable place.

As the mentioned positioning map, we provide the wildest range of services among all competitors in the market; besides, we also provide flexible prices. We provide an open platform for suppliers and buys: suppliers can set up the price of the service but within the price range designed by Homie, and this is for avoiding the negative effect of the “price war”. In addition, buyers have options of standard service, premium service, and some others. The price of each standard of service will be differentiated, and buyers can choose the fittest one based on their need and affordability.



## Marketing Implementation: Delivering Value

### 4Ps – Product, Place, Price, Promotion

#### Product / Service

In the digital era, everything is becoming more and more linked to the technology and to the proverb: “time is money”. Modern and city people do not have extra time to do the tedious house works. Time, which should be invested in working, going out to have dinner with your family and friends, or enjoying your habits; however, it is sometimes spent on tasks such as cleaning, repairing your toilet, or round trip from the barbershop/beauty shop to your home.

Therefore, Homie is coming!!!

Homie is an APP that provides various home-based services. Our APP is orientated towards customer satisfaction, we provide a wide range of home-based services, from house cleaning and repairment to beauty and personal cares. Our network helps you find the adequate service for your situation offering flexible price-ranges and personal preferences. By using Homie, you no longer need to call a friend or a contact to give you the number of a math teacher, a house cleaner, a nutritionist, an electrician or even a plumber. Customers are one click away from it. Our APP is a platform that regroups every kind of housing service, and customers do not even need to call or to speak to somebody. They just need to choose what service they want, and boom: in the least time possible, service is ringing at your doorbell.

#### Place

As concluded in the segmentation, the ideal places for the platform to implement are busy cities, with lots of traffic and activity. These are the places where people are in the most need of a time-efficient platform for home services because they don’t have time to do it themselves. We will launch in Madrid initially, then to Barcelona. For the further expansion, we will target on the tier 1 cities in the Europe; then we expect to expand to other continents with major concentration on tier 1 cities. Cities like London, Paris, New York, Tokyo, Mumbai, Beijing would be ideal targets for the platform to grow in size and gather the maximum volume of potential customers.

#### Price

Pricing is done by each professional (supplier). One of the strategies each professional has for customers to choose them is pricing. They are the ones selling their services and thus, are in their hand to build the most eye-catching profile for the consumer to be attracted. As for the revenue for Homie, this could be done using a scheme of prices. In general, Homie takes 10% commission, which is almost the lowest one in the market. With the strategy of low commission, we can attract more professionals to work on our platform; on the other hand, we also achieve a lower price for our customers. Our philosophy of being successful is by gaining giant user volume. Besides, for controlling the negative effect of “price war” on our open platform, we will set the range of the price for professionals corresponding to the services they provide (e.g. the price range for cleaning service would be around 10-20 euros per

hour, professionals can only set up the price from the range); therefore, the price of each service would neither be too low nor too high.

### Promotion

As we have stated previously we have two types of groups of people that are in our interest to attract. The consumer of the app and the professionals seeking jobs. The consumers will be treated with the 'consumer promotion' strategies. An initial brainstorm prospect includes all the short-term forms of curiosity that may arise to the consumer from these strategies:

- I. Rebates. We will offer a voucher of a determined percentage to be discounted for the next purchased service through the app by the consumer. Since Homie offers an intense range of prices depending on the service that is to be done, we will give discounts accordingly. For example, spend 30 euros -> 5% discount, more than 75 euros -> 15% discount, more than 500 euros -> 10% discount and so on.
- II. Price packs. we will offer occasional offers of the popular "3 for 2" discounts were the customer can have 3 services done for the price of two (an example includes a person who desires to get their hair, nails and make-up done simultaneously or an individual building a house who requires an electrician, a plumber and a painter).
- III. Premiums/ Advertising Specialties. Depending on the job, Homie could have different merchandising. The meal prepper stores the ready to eat meals in tupperwares with Homie's logo. The plumber installs a new pipeline with Homie's logo (since we do not manufacture the pipelines, the logo could be a sticker that is simply placed on the changed product)(this would have to be a deal with the manufacturer for Homie not to get into conflict).
- IV. Point-of-Purchase (POP). These could include short advertising videos (10-15 seconds) showing some of the services our app offers (essentially very short advertisement clips). Also, pictures promoting holiday discounts "during black friday week, 25% discounts in all food related services"...
- V. Contests, Sweepstakes and Games. These could appear in the form of a lottery in one of the tabs of the app whereas the user after having hired multiple services is given coupons and must enter said tap to check whether they have some sort of discount in their next hiring service with Homie or not.

Regarding the professionals, these could be offered other types of promotions such as 'during 20 minutes at the time of your choice, you will be placed as the first option when a consumer types your area of expertise' (example: the dog walker Fred will be placed as the first option when the consumer types something like "dog walking services"). Another promotion strategy is offering a monetary reward for bringing another (or multiple) new professionals to the app.

## Digital Strategy

Digitalization and technology weight a major part in our business. As our potential customers, mostly, are mobile phone savvy, we will put a myriad effort on the digital marketing, and it will take around 80% of the total marketing efforts. Besides the digital marketing side, we are playing as an open platform, technology company, to connect service suppliers and customers. Therefore, the technology used on the APP development, algorithm, UI, and UX these will be significantly important. For accelerating the quality and experience of our services to both supplier and buyer sides, our technology used in digitalized business will take around 75% of our company.

The purpose of our digital strategy is raising awareness of Homie's existence and motivation, achieving a followers base of 20k at the end of the 3 months social media campaign. We aim to establish ourselves in our product-market fit as quick as possible to start blitz scaling. Indeed, the concept of our company is easily replicable and if we are not able to implement ourselves with focus and speed, competitors will do it in our place. This is the reason why, as our principal targeted consumers are mostly social media addicts, we want to use those tools to build our name and solidify it in the target market's memory. Using promotional features such as those embedded in Instagram's options for a business account, Homie will appear on the feeds of social media users that fall right into our target market's category, as recognized by their social media uses and habits. On the social media accounts, various feedback videos from consumers who experienced our services will be posted and promoted for maximum reach for our target audience and hence, maximizing chances of conversions.

Moreover, we can also promote posts that themselves offer promotions for downloading the app as soon as it will be available. The goal is to boost up demand during the campaign before starting the application to give it some momentum. Another idea to increase visibility is to promote the application through influencer's accounts, who have to attract the consumers by applying the "use-code: 'JBALVIN' to get 50% off on your three first services" method. A big plus behind this social media campaign is that it works as almost 'free' advertising, the idea being that awareness and interest in the application travels by the modern-day version of 'word-of-mouth', without having to pay anyone to promote it. The promotional costs are limited, as they will only need to be covered for the first two weeks of launching the social media campaign, and social media sites use a 'pay-per-click' system, except the cost of influencer's promotions. The concept is that if the social media campaign has enough users and momentum, the clicks would come from friends' and followers' accounts, with little or no sponsored advertisements. These objectives will be assumed through the utilization of company profiles on various social media sites. Instagram is the most prominent example in this area. Setting up a business account allows consumers to communicate directly with customer service and corporate representatives, such as via emailing, phoning, or sending a message to the business account, knowing that a human will respond and allocate his time to discuss the issue. This affords Homie with increased accessibility to widely available, provided input, whilst still reducing the time needed for Homie to create a deeper, and ideally, more deep connection both for immediate and potential customers. It should also provide management with insight to data. Instagram makes follower material accessible for assessment. Crucially, metrics on the gender, follower count, age range, leading locations, our followers' active hours of the day every day of the week, and our followers' active

days of the week are all obtainable. This gives us clarity for action because as we have access to all this data, we know exactly when the best time is to capture the most clients' attention. To quantify the performance of this digital strategy, three main KPIs will be focused on: the growth rate of followers, the conversions rate per post, and the app downloads issued from the account's content.

## Media Plan

\*See the graph in the appendix 4

Media planning is the process by which marketers determine where, when, and how often they will run an advertisement in order to maximize engagements and ROI. Today's world requires marketers to anchor multiple forms of media. Having an omnichannel approach requires marketers to know exactly where, when, and often they will advertise to maximize ROI and customer attention and satisfaction.

Our service is relatively new in the market and has the potential to gain a large market share. Since it is an untapped market, we need to be quick advertising to avoid potential competition to be shadowing us, that is why we will follow an aggressive marketing strategy mostly in the launching phase, that will continue for at least the first year.

In order for us to reach customer awareness, we will need to advertise our service in places where our target audience will be spending time and be receptive to new ideas and services we could use in their lives.

To recall, our target customers are young to middle-aged people who carry busy lifestyles that wish to have time for themselves. Since we are in the digital age and spend huge amounts of time on our phones, laptops, tablets, and social media, the wisest approach would be a digital one: direct advertising on TV, social media, SMS, SEM, email, influencer, YouTube; and indirect advertising on intermediary articles, Homie's webpage, Homie's mobile APP.

But, since we are targeting busy people who might not spend much time on their digital devices due to lack of time, another wise option would be targeting them in the streets, on their way to their busy workplace and routine. Not going on social media is possible, but them not attending their daily tasks and responsibilities walking, taking the metro, etc, is inevitable and impossible. That is why we also need to implement on the banners on streets and metro stations.

Channels	Advertising Detail	Advertising Investment
Social Media	<ul style="list-style-type: none"> <li>- It will mostly take place on Facebook, Instagram, and TikTok since they are the most social media platforms with the most active target users.</li> <li>- Start from day 1 with an aggressive strategy in order to reach as many people as possible</li> </ul>	<p>Since we will be advertising on mostly 3 social media platforms (Instagram, Facebook, and TikTok), we budget that Homie would need to spend around 12,000\$ a month for aggressive advertising during the first 9 months, then we could see and maybe reduce it to 10,000\$ if we see we gained a large market share and don't need that much advertising.</p> <p>Instagram:</p> <ul style="list-style-type: none"> <li>- Average CPC: 0.9\$</li> <li>- CPM: 6.70\$</li> </ul> <p>Facebook:</p> <ul style="list-style-type: none"> <li>- Average CPC: 0.97\$</li> <li>- CPM: 7.19\$</li> </ul> <p>TikTok:</p> <ul style="list-style-type: none"> <li>- Average CPC: 1\$</li> <li>- CPM: 10\$</li> </ul>
TV	<ul style="list-style-type: none"> <li>- Not the primary main channel.</li> <li>- Will advertise from month 1 until month 4</li> <li>- The prime time for the average person to watch TV is around dinner time, from 8 pm to 11 pm, when they relax and enjoy their favorite series/movies.</li> </ul>	<p>30 second commercial per 1000 views in local television stations: minimum 5\$.</p> <ul style="list-style-type: none"> <li>- We know that Facebook has a CPM of 7.19\$, and TV has a CPM of 5\$</li> <li>- Assuming that the minimum monthly money needed to advertise properly on Facebook is 3,000\$, we will spend the same ratio on TV advertising.</li> <li>- <math>3000\\$ / 7.19\\$ = 417.24</math>. We can round this to 417 thousand (417,000) impressions we will get on Facebook.</li> <li>- Then this means that using the same ratio for TV advertisements, we would calculate: <math>5\\$ \text{ CPM} * 417 = 2,086.23\\$</math> that we will be spending on TV advertising to get around 417,000 views.</li> </ul>
SMS	<ul style="list-style-type: none"> <li>- A very unexpected place to advertise Homie, which translates into not a lot of companies advertising here. This will create an advantage for Homie since it won't have too much competition spamming possible clients, therefore more people will be reached and read the messages.</li> <li>- Start in month 1 until month 10</li> </ul>	<ul style="list-style-type: none"> <li>- There are many SMS services out there. One of the better-reviewed ones Textedly. Textedly offers anywhere from 24\$/month for 1,200 text messages up to 2,800\$/month for 240,000.</li> <li>- For Homie, since SMS is not the main target channel, we could spend 1,000\$ each month for an approximate total number of 60,000 messages.</li> </ul>
Email	<ul style="list-style-type: none"> <li>- Email is commonplace for companies to advertise and spam</li> <li>- Either way, most people have email and check it daily, therefore advertising on email would be a good idea</li> <li>- Email marketing is a great option, as it costs cheap and can reach to many potential customers</li> <li>- Start with email in month 1 until month 10</li> </ul>	<ul style="list-style-type: none"> <li>- Email marketing costs can vary from 9\$ to 1000\$ per month.</li> <li>- Since email marketing won't be one of our main target channels, we can opt for 600\$ monthly.</li> </ul>
Influencers	<ul style="list-style-type: none"> <li>- Influencers can be a great way to reach new people. Most influencers are considered role models by their supporters/fans. They also have a wide community with many people in it that are receptive to what the influencer says and recommends for them.</li> <li>- Start in month 1 with the aggressive strategy up to month 7</li> </ul>	<ul style="list-style-type: none"> <li>- We will be getting influencers for Instagram, TikTok, and Youtube</li> <li>- According to businessofapps.com, there are different Instagram packages varying from 300 to 3,000\$. Since influencers will be one of the main target channels for advertising, we will be aggressive on this from day 1.</li> <li>- Instagram: 3,000\$ allows for 5 photos + blog post per month.</li> <li>- We can assume similar costs for TikTok and Youtube, so in total, we would be spending around 9,000\$/month on influencers.</li> </ul>
Youtube	<ul style="list-style-type: none"> <li>- Youtube is another platform with billions of daily views (almost 5 billion daily views). It would make a lot of sense to advertise here since Youtube pops many ads before getting to watch the real video you are interested in.</li> <li>- Start in month 1 also with the aggressive strategy up to month 7</li> </ul>	<ul style="list-style-type: none"> <li>- According to webfx.com, a daily average Youtube advertising budget is around 10\$.</li> <li>- Since we are gonna be aggressively advertising on Youtube we can do a daily budget of 70\$ (7 times the daily average), which in a month translates to 2,100\$.</li> </ul>
SEM	<ul style="list-style-type: none"> <li>- Our SEM strategy consists of getting as many clicks as possible.</li> <li>- According to smdigitalpartners.com, SEM monthly cost can differ a lot from the package you get (basic, locally focused, multi-location, and high-level.</li> <li>- This will help to "get found online, especially for local markets and businesses; with this plan, you'll get advanced social media campaigns, PPC campaigns and sales funnel creation and implementation".</li> <li>- Use SEM all 12 months long.</li> </ul>	<ul style="list-style-type: none"> <li>- We can get the locally-focused which goes from 2,000\$ to 5,000\$ per month, and averages at 3,500\$ per month.</li> <li>- 3,500\$ per month for 12 months</li> </ul>
Street and Metro Banners	<ul style="list-style-type: none"> <li>- Advertising on digital platforms makes sense and is a wise decision, but in order for our service to reach as many target customers as possible, advertising also has to be physical and catch the eye of busy people.</li> <li>- We will start advertising from month 1 until month 10.</li> </ul>	<ul style="list-style-type: none"> <li>- Street banners usually cost about 40\$ for a 5'x2'.</li> <li>- Having a monthly budget of 1,000\$, we can get 25 monthly banners that can be split into the street and the metro.</li> </ul>
Charitable Events	<ul style="list-style-type: none"> <li>- This is a great way to attract customers by giving free charitable events where they can see how down to earth and responsible we are at Homie</li> <li>- We can have a street post once a month where we give free bonuses for cleaning your house if you donate up to 5€ for the less fortunate communities. We will get that money to an NGO ourselves and post it on Instagram so that consumers know we are legit.</li> <li>- We will do this once every two months</li> </ul>	<ul style="list-style-type: none"> <li>- Our average selling price for households is 30€. We will give away two hours of cleaning which can be an average of 26€.</li> <li>- We will be paying the service ourselves to those cleaners.</li> <li>- We will have 1000€ worth of bonuses every two months, which means we can give 38 people these bonuses for donating.</li> </ul>

## Customer Omnichannel Journey

Channels is the way in which a business reaches/ communicates its audience/ customer segments. Omnichannel retail (omnichannel commerce) is a multichannel approach to sales that focus on providing seamless customer experience whether the client is shopping online from a mobile device, a laptop or in a brick-and-mortar store.

### **5 Steps Process Used by Homie:**

#### 1. Get to know the customer

In order to achieve knowledge of Homie's target audience, it will take two things into account:

- Stimulus, first moment of truth and second moment of truth.
  - Stimulus: the first insight a consumer has of our service app. For the maximum effect, Homie will have to be presented in a straightforward message with appealing and relevant back up.
  - First moment of truth: first few seconds between the stimulus and the decision to contract a professional through Homie. The "backup" mentioned above will be the FMOT and be mainly presented as clips/ images of our contracted professionals performing on-the-job tasks and positive consumer reviews.
  - Second moment of truth: the instant after committing to purchasing a Homie's service. This will be presented to the customer as friendly reassurance texts from the professional to the consumer through the app.
- Job, Pains, Gains
 

These three are all related. Homie's aim tackles a pain or inconvenience the consumer has and thus our job is making sure within the smallest period of time, said problem gets resolved. Thirdly, gains can be in three forms. The reward the consumer gets from solving their need/ want, the professional's extrinsic reward of perhaps a tip from the customer and intrinsic motivation of having performed a good job and perhaps a good review written by the contractor.

#### 2. Select right channels

Homie:

- Direct: Advertisements (TV, social media) and people.
- Indirect: Intermediary articles, Homie's webpage, Homie's mobile application.

#### 3. Choose a clear purpose per channel

Two main purposes; Communication channel and distribution channel.

- Communication channel: "are mediums through which you can send a message to its intended audience. For example, phone calls, text messages, emails, video, radio, and social media".
  - Homie -> Advertisements (TV, social media) and people, intermediary articles, Homie's webpage, Homie's mobile application.

- Distribution channel: "is a chain of businesses or intermediaries through which a good or service passes until it reaches the final buyer or the end consumer".
  - Homie: Webpage and mobile application.

\*NOTE: Intermediary articles are those which mention Homie. For example, an article mentioning "Top 10 service applications".

#### 4. Connect all channels

Communication channels' purpose is to lead a potential consumer to a distribution channel. TV advertisements will include mention and present the website and application link. Social media will have a "swipe-up" feature on the advertisement directing the viewer to the webpage and the app.

As for the general public and intermediary articles, we will have to make sure Homie is advertised as "an app to reach any service from the best professionals" so when outside parties advertise us, in their definition of what we do, our two main distribution channels (webpage and mobile app) are mentioned.

Moreover, the distribution channels themselves are also communication channels. The app can send notifications to consumer from time to time in hope of reminding the once customer of our existence. Perhaps some loyal customers can opt to be notified once a week (for example) of a service and choose to proceed by the customer accepting and booking the service. An example is cleaning. If the user wants to have their house cleaned twice a week, a notification from the app will be sent the day before for the customer to simply accept the offer and henceforward, book the professional cleaner for said day.

#### 5. Maintain your channels

This will be ensured by the daily use of these measures and research on what is working and what can be improved.

Divided into distribution channels (from which customers can purchase our services) made up of Homie's mobile application and web page and the communication channels including TV, social media, SMS, email, influencers, youtube ads, intermediary articles and people through "swipe-up"/ phone number/ email/ links which lead them the app/webpage or another communication channel that links them to the distribution channels we offer.

## Capture Value

### KPIs

Based on Homie's media plan, we set up the KPIs in marketing side of the first 4 moths, as we conduct intense and explosive marketing strategy in the first 4 months; therefore, we will monitor and analysis the outcome from our media plan. For the final KPIs of the first 4 months, we need to achieve 27,000+ fans, 1,400+ mentions, 11,900 interactions, and average of 43% engagement level among all social media. For the other marketing channels, we also set up KPIs

of click-through rate, conversions, conversion rate, CTR, quality score, and several more with specific quantitative numbers.

Besides the KPIs for the marketing side, we need to set up KPIs for the suppliers on our platform for preventing they make a deal with customers in personal instead of trading on the platform:

- B&P care service supplier: at least 20 deals per month
- H&L care service supplier: at least 40 deals per month

The KPI of the number of deals is referred at the average number of deals among 70 percentiles to 80 percentiles. (E.g. deals at top 80% is 10, deals at top 70% is 30; therefore, the KPI set is 20 deals) In the case of the part-time suppliers (students over 16 years old), if their identity is recognized, there will be no KPI for them.

Marketing Channels	Indicators	KPIs (Month 1)	KPIs (Month 2)	KPIs (Month 3)	KPIs (Month 4)	KPIs of Intense 4 Months
Social Media Marketing	Followers and fans	Instagram: 1,000 TikTok: 2,000 Facebook: 600	Instagram: 3,500 TikTok: 4,500 Facebook: 1,000	Instagram: 3,500 TikTok: 4,500 Facebook: 1,000	Instagram: 2,000 TikTok: 3,000 Facebook: 400	Instagram: 10,000 TikTok: 14,000 Facebook: 3,000
	Number of mentions	Instagram: 150 TikTok: 100 Facebook: 100	Instagram: 150 TikTok: 100 Facebook: 100	Instagram: 150 TikTok: 100 Facebook: 100	Instagram: 150 TikTok: 100 Facebook: 100	Instagram: 600 TikTok: 400 Facebook: 400
	Interactions	Instagram: 400 TikTok: 800 Facebook: 200	Instagram: 1,500 TikTok: 2,000 Facebook: 400	Instagram: 1,500 TikTok: 2,000 Facebook: 400	Instagram: 1,000 TikTok: 1,500 Facebook: 200	Instagram: 4,400 TikTok: 6,300 Facebook: 1,200
	Engagement Level	Instagram: 40% TikTok: 40% Facebook: 33%	Instagram: 43% TikTok: 44% Facebook: 40%	Instagram: 43% TikTok: 44% Facebook: 40%	Instagram: 50% TikTok: 50% Facebook: 50%	Instagram: 44% TikTok: 45% Facebook: 40%
TV	Click-through rate	8%	10%	12%	13%	11%
	Conversions	40%	45%	45%	47%	44%
SMS	Click-through rate	20%	23%	26%	30%	25%
	Conversions	25%	30%	32%	35%	31%
Email	Click-through rate	25%	30%	33%	35%	31%
	Conversions	33%	35%	35%	37%	35%
Influencers	Engagement Level	40%	45%	50%	50%	46%
	Click-through rate	20%	25%	30%	30%	26%
	Conversion rate	30%	30%	32%	32%	31%
YouTube	Click-through rate	10%	10%	10%	10%	10%
	Conversion rate	40%	40%	45%	48%	43%
SEM	CTR	12%	14%	14%	15%	14%
	Quality Score	7	8	8	7	7.5
	Conversion rate	42%	46%	47%	53%	47%
Street & Metro Banners	Click-through rate	5%	7%	8%	10%	8%
	Conversions	60%	60%	60%	60%	60%
Charitable Events	Attendance (People)	150	60	300	100	153
	Key Accounts (People)	15	6	60	10	23

## Marketing Activities Calendar (1<sup>st</sup> Year)

The following is the 1<sup>st</sup> year marketing activities calendar designed based on our media plan and promotion activities.

Activities		Q1 2022				Q2 2022			Q3 2022			Q4 2022	
		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Digital Marketing	TV												
	Social Media												
	SMS												
	Email												
	Influencers												
	YouTube												
	SEM												
Onsite Marketing	Street & Metro Banner												
	Charity Events												
Promotions	Rebates												
	Price Packs												
	Premiums/Ad. Specialties												
	Point-of-Purchase												
	Contests												



## Financials

For the financials, Homie aims to get 500,000 euros of the investments from various sectors, including angel investors, venture capitalists, and some other channels. With the solid supplier of the cash flow, we will be able to constantly implement our marketing plan, activities, and the daily running of the company. In the first year, we probably cannot achieve making profit – like most of the start-ups; however, we will achieve the balance of income and expenditure in 3 years and start making profit from year 4. The expected ROI we might achieve for our investors will be 70% in 6 years and 200% in 10 years.

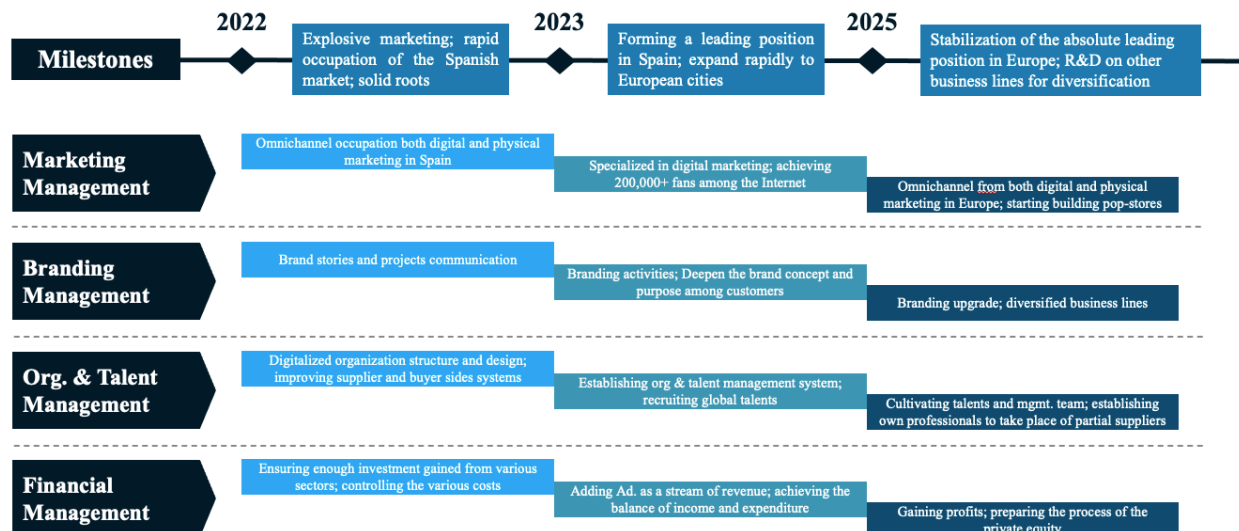
### Financial Statement

Unit: Euro

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Year 2022
<b>REVENUE:</b>													
Sales:													
B&P Service	400	1000	2000	3000	3500	4000	4500	5000	5500	6000	6500	7000	48400
H&L Service	1500	4000	8000	15000	20000	25000	30000	35000	40000	45000	50000	55000	328500
Avg price per unit:													
B&P Service	€ 40	€ 40	€ 40	€ 40	€ 40	€ 40	€ 40	€ 40	€ 40	€ 40	€ 40	€ 40	40
H&L Service	€ 15	€ 15	€ 15	€ 15	€ 15	€ 15	€ 15	€ 15	€ 15	€ 15	€ 15	€ 15	15
Commission:													
B&P Service	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%
H&L Service	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%
Revenue:													
B&P Service	€ 1,600	€ 4,000	€ 8,000	€ 12,000	€ 14,000	€ 16,000	€ 18,000	€ 20,000	€ 22,000	€ 24,000	€ 26,000	€ 28,000	€ 193,600
H&L Service	€ 2,250	€ 6,000	€ 12,000	€ 22,500	€ 30,000	€ 37,500	€ 45,000	€ 52,500	€ 60,000	€ 67,500	€ 75,000	€ 82,500	€ 492,750
<b>TOTAL REVENUE</b>	<b>€ 3,850</b>	<b>€ 10,000</b>	<b>€ 20,000</b>	<b>€ 34,500</b>	<b>€ 44,000</b>	<b>€ 53,500</b>	<b>€ 63,000</b>	<b>€ 72,500</b>	<b>€ 82,000</b>	<b>€ 91,500</b>	<b>€ 101,000</b>	<b>€ 110,500</b>	<b>€ 686,350</b>
<b>EXPENSES:</b>													
Marketing expenses	€ 28,735	€ 27,845	€ 28,735	€ 27,845	€ 26,878	€ 25,988	€ 26,878	€ 16,109	€ 16,999	€ 14,329	€ 12,905	€ 12,015	€ 265,260
Wages:													
Programmer *3	€ 10,500	€ 10,500	€ 10,500	€ 10,500	€ 10,500	€ 10,500	€ 10,500	€ 10,500	€ 10,500	€ 10,500	€ 10,500	€ 10,500	€ 126,000
Marketer *5	€ 12,500	€ 12,500	€ 12,500	€ 12,500	€ 12,500	€ 12,500	€ 12,500	€ 12,500	€ 12,500	€ 12,500	€ 12,500	€ 12,500	€ 150,000
Accountant *1	€ 2,500	€ 2,500	€ 2,500	€ 2,500	€ 2,500	€ 2,500	€ 2,500	€ 2,500	€ 2,500	€ 2,500	€ 2,500	€ 2,500	€ 30,000
Lawyer/PR *1	€ 2,500	€ 2,500	€ 2,500	€ 2,500	€ 2,500	€ 2,500	€ 2,500	€ 2,500	€ 2,500	€ 2,500	€ 2,500	€ 2,500	€ 30,000
Customer Service *4	€ 6,000	€ 6,000	€ 6,000	€ 6,000	€ 6,000	€ 6,000	€ 6,000	€ 6,000	€ 6,000	€ 6,000	€ 6,000	€ 6,000	€ 72,000
Total Wages	€ 34,000	€ 34,000	€ 34,000	€ 34,000	€ 34,000	€ 34,000	€ 34,000	€ 34,000	€ 34,000	€ 34,000	€ 34,000	€ 34,000	€ 408,000
Web/APP Maintenance	€ 500	€ 500	€ 500	€ 500	€ 500	€ 500	€ 500	€ 500	€ 500	€ 500	€ 500	€ 500	€ 6,000
Insurance	€ 1,000	€ 1,000	€ 1,000	€ 1,000	€ 1,000	€ 1,000	€ 1,000	€ 1,000	€ 1,000	€ 1,000	€ 1,000	€ 1,000	€ 12,000
Accountant initial fees													€ 2,000
Legal permits													€ 2,000
Training													€ 4,000
<b>TOTAL EXPENSES</b>	<b>€ 64,235</b>	<b>€ 63,345</b>	<b>€ 64,235</b>	<b>€ 63,345</b>	<b>€ 62,378</b>	<b>€ 61,488</b>	<b>€ 62,378</b>	<b>€ 51,609</b>	<b>€ 52,499</b>	<b>€ 49,829</b>	<b>€ 48,405</b>	<b>€ 47,515</b>	<b>€ 699,260</b>
<b>NET INCOME</b>													<b>€ (12,910)</b>

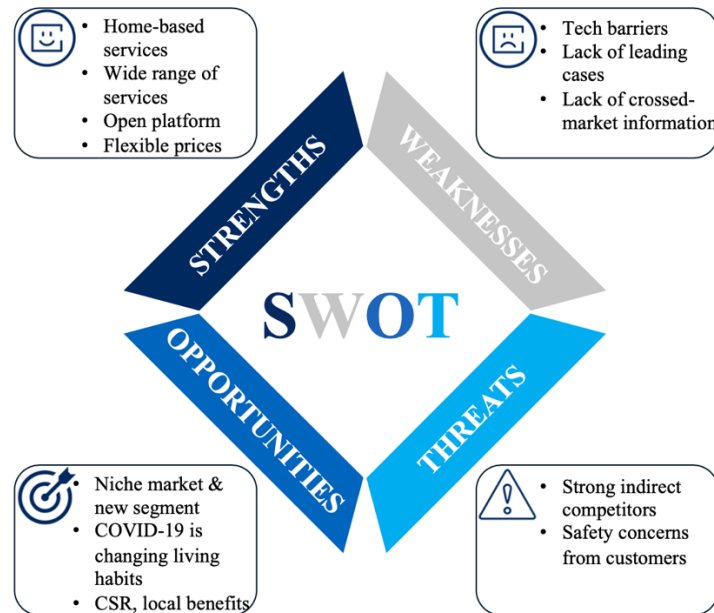
## 1-Year Goal & 3-Year Vision

Homie's 1<sup>st</sup> year goal is to occupy the majority of the market share in Spain rapidly by our explosive marketing plan, high-quality services, and high volume of supplier and buyers. For the 3 years strategic development plan, Homie aims to expand to other tier 1 European cities, building strong branding and organization structure, and conducting more events and activities with omnichannel marketing plan.

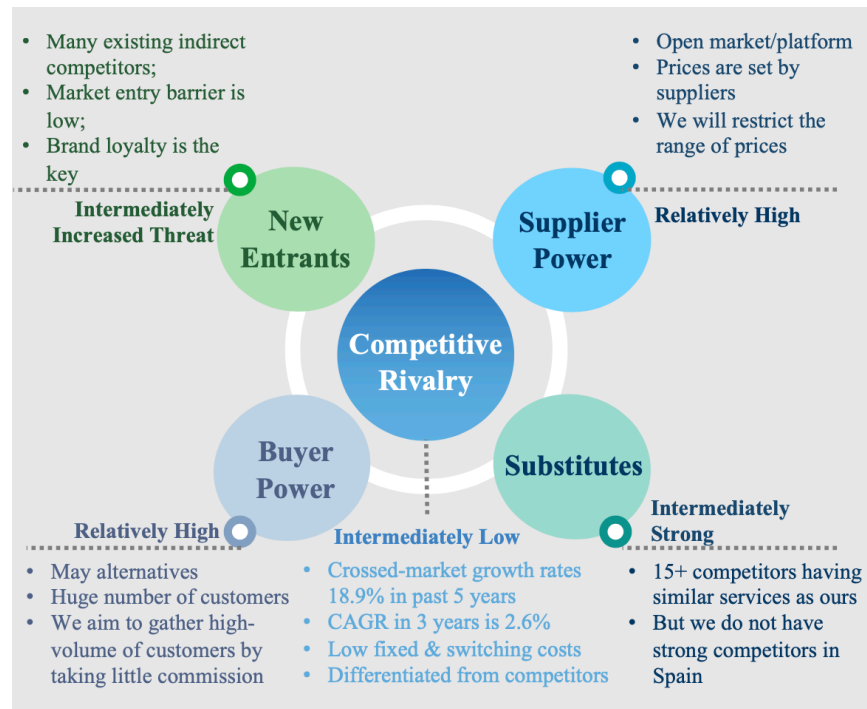


## Appendix


### Appendix 1: SWOT Analysis



### Appendix 2: Porter's 5 Forces Analysis



## Appendix 3: Buyer Personas



**PERSONAL NAME**

**Arthur Monet**

**QUOTE**

"I want to take care of my responsibilities and enjoy life, but this is too much..."

**AGE**

20

**LOCATION**

Madrid, Spain

**PROFESSION**

Uni Student

**ABOUT THEM**

Arthur was hoping for a fun and interesting experience in university. He did not foresee that time would be a problem. He is struggling to accomplish all his goals, and cooking, housework, and transportation take him way too much time. Arthur is not eating much food and spending too much time and money buying unhealthy and quick meals. With Homie, all these time management problems fade away: he is one click away from having groceries or healthy choices of food delivered to his house, cleaners that help keep the house and clothes clean... to fulfill his goals and his previous expectations.

**INTERETS**

Uni & Social Life

Party

Traveling

Healthcare

**AFFINITIES**

Clean & Tidy Room

Video Games

Movies in Home

Play with friends in home







**GOALS**







- Get good grades
- Be very social and active
- Participate in many uni activities

**FRUSTRATIONS**

- Not enough time to study and do well
- Not eat quality and healthy food
- Clothes and house not clean

**PLATFORM THEY USE**



**PERSONAL NAME**

**Lucía González**

**QUOTE**

"I wish I could spend more time for myself and enjoy the company of my family."

**AGE**

45

**LOCATION**

Madrid, Spain

**PROFESSION**

Teacher

**ABOUT THEM**

Lucía has a busy life which involves her job, taking care of the house, preparing meals, and educating her children as well as driving them to their schools and activities. She wants more free time for herself to enjoy with friends, family, and travel. She has a cleaner twice a week, but that is not enough, since there are many other things that need to be taken care of such as problems with electricity, heater, water, AC, etc. Homie can be used by Lucía, her children, her husband, or the cleaner in order to get everything done faster and more efficiently by professionals. She will have the life she desires while having time for her and her interests.

**INTERETS**

Family Time

Movies

Traveling

Healthcare

**AFFINITIES**

Clean and tidy house

Children education

Movies in Home

Relax and enjoy free time

**GOALS**

- Create strong bonds with family
- Take part in children's education
- Good health

**FRUSTRATIONS**

- Busy life raising her children
- Busy taking care of housework
- Not enough time to enjoy life

**PLATFORM THEY USE**















## Appendix 4: Media Plan

First Year Total Investment in €													
Advertising Channels	1st Month	2nd Month	3rd Month	4th Month	5th Month	6th Month	7th Month	8th Month	9th Month	10th Month	11th Month	12th Month	Total
Digital													
TV	€ 1,856.75	€ 1,856.75	€ 1,856.75	€ 1,856.75									€ 7,426.98
Social Media	€ 10,680.00	€ 10,680.00	€ 10,680.00	€ 10,680.00	€ 10,680.00	€ 10,680.00	€ 10,680.00	€ 10,680.00	€ 10,680.00	€ 8,900.00	€ 8,900.00	€ 8,900.00	€ 122,820.00
SMS	€ 890.00	€ 890.00	€ 890.00	€ 890.00	€ 890.00	€ 890.00	€ 890.00	€ 890.00	€ 890.00	€ 890.00			€ 8,900.00
Email	€ 534.00	€ 534.00	€ 534.00	€ 534.00	€ 534.00	€ 534.00	€ 534.00	€ 534.00	€ 534.00	€ 534.00			€ 5,340.00
Influencers	€ 8,010.00	€ 8,010.00	€ 8,010.00	€ 8,010.00	€ 8,010.00	€ 8,010.00	€ 8,010.00						€ 56,070.00
Youtube	€ 1,869.00	€ 1,869.00	€ 1,869.00	€ 1,869.00	€ 1,869.00	€ 1,869.00	€ 1,869.00						€ 13,083.00
SEM	€ 3,115.00	€ 3,115.00	€ 3,115.00	€ 3,115.00	€ 3,115.00	€ 3,115.00	€ 3,115.00	€ 3,115.00	€ 3,115.00	€ 3,115.00	€ 3,115.00	€ 3,115.00	€ 37,380.00
Physical													
Street & Metro Banners	€ 890.00	€ 890.00	€ 890.00	€ 890.00	€ 890.00	€ 890.00	€ 890.00	€ 890.00	€ 890.00	€ 890.00			€ 8,900.00
Charitable Events	\$ 890.00		\$ 890.00		\$ 890.00		\$ 890.00		\$ 890.00		\$ 890.00		€ 5,340.00
											\$ 890.00		€ 265,259.98

## Appendix 5: Project Timeline

Project Timeline										
Tasks		October				November				December
		Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9
Context Analysis & Business Objectives	Data driven research		4 ppt (Spain*2, Global*2)							
	Competitors		3 ppt (Spain*1, Global*2)							
	SWOT Analysis		2 ppt							
Marketing Strategy: creating value	Segmentation			2 ppt						
	Target (Buyer Personas)			1 ppt						
	Positioning Map			1 ppt						
	Unique Selling Proposition			1 ppt						
Marketing Implementation: delivering value	Define and present your Product or Service			2 ppt						
	Pricing: Price and Promo			2 ppt						
	Key Visual (Slogan, brand equity, logo)			1 ppt						
	Digital Strategy: should include specific Digital and/or Tech weight									
	Media Plan									
	Customer Omnichannel Journey									
Capture Value	KPIs									
	Marketing Activities Calendar (first year)									
	Financials (Budget needed and expected ROI)									
Recap & Calendar for: 1) 1 week trial and a 3, 3 months vision										