



DELIBRO



KAMENG HOSTEL

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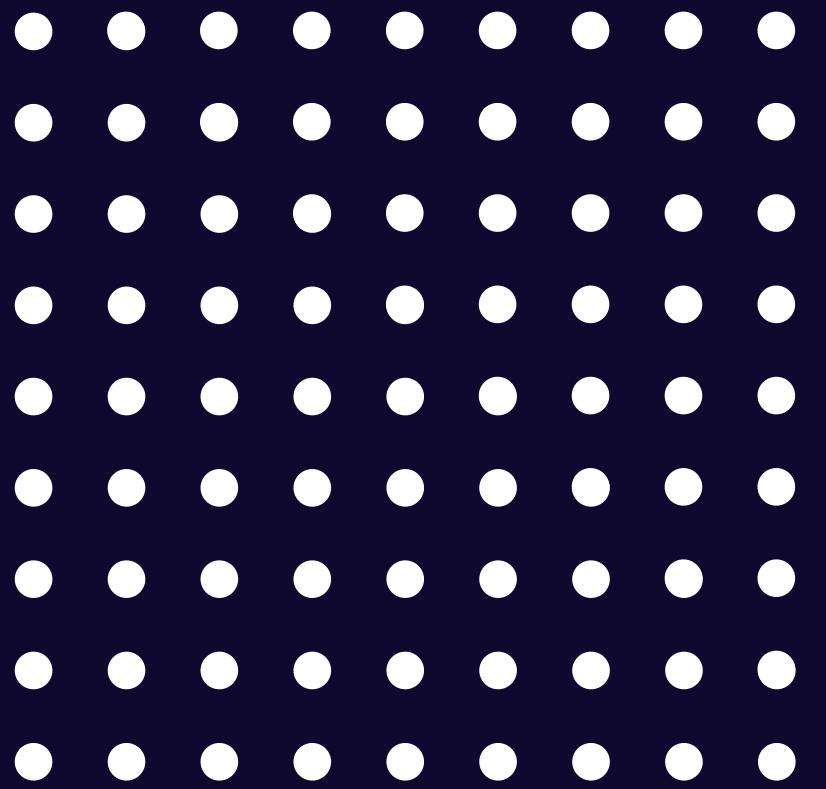
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PROBLEMS

TIME CONSTRAINT

Balancing academic work, extracurricular activities and personal commitments within limited time is already difficult

NO REPAIR SERVICES

There are no repair services available in the campus making it must to step out of the campus for all the repair works

CITY-CAMPUS TRAVEL ISSUES

City being too far by road to travel frequently and the time constraints caused by ferry, city-campus travel is difficult and tiring.



OUR VISION

Our goal is to provide a delivery service which

- Solves the Delivery problems of Campus Junta
- Based on Sustainability over Profitability
- Cost-effective for most of the Population

Solutions



Our platform combines a user-friendly mobile app with a reliable delivery service, creating a one-stop-shop for all your delivery needs.

1 Person to Person Delivery

2 Food Delivery

3 Service Center to Person Delivery

4 Shop to Person Delivery

FEATURES



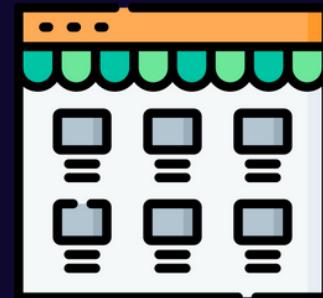
Library Book Drop



Repairing Products



Fast Delivery



Shop Catalog



Grocery Delivery

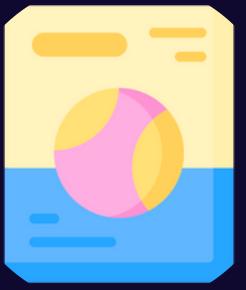


Search Options

FEATURES



Local Stores Online



Poster Printing

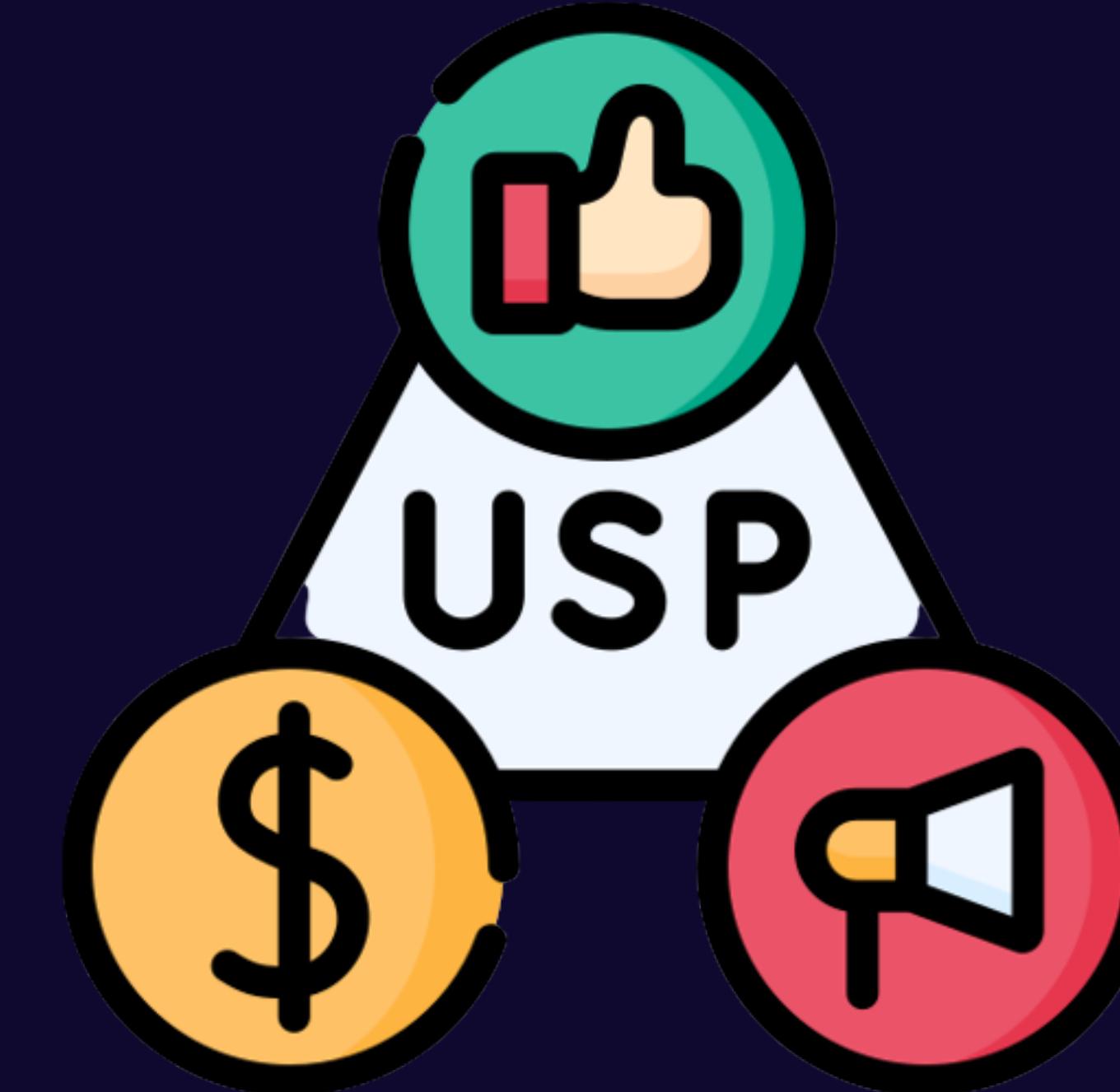


Late Night Delivery

UNIQUE SELLING PREPOSITION

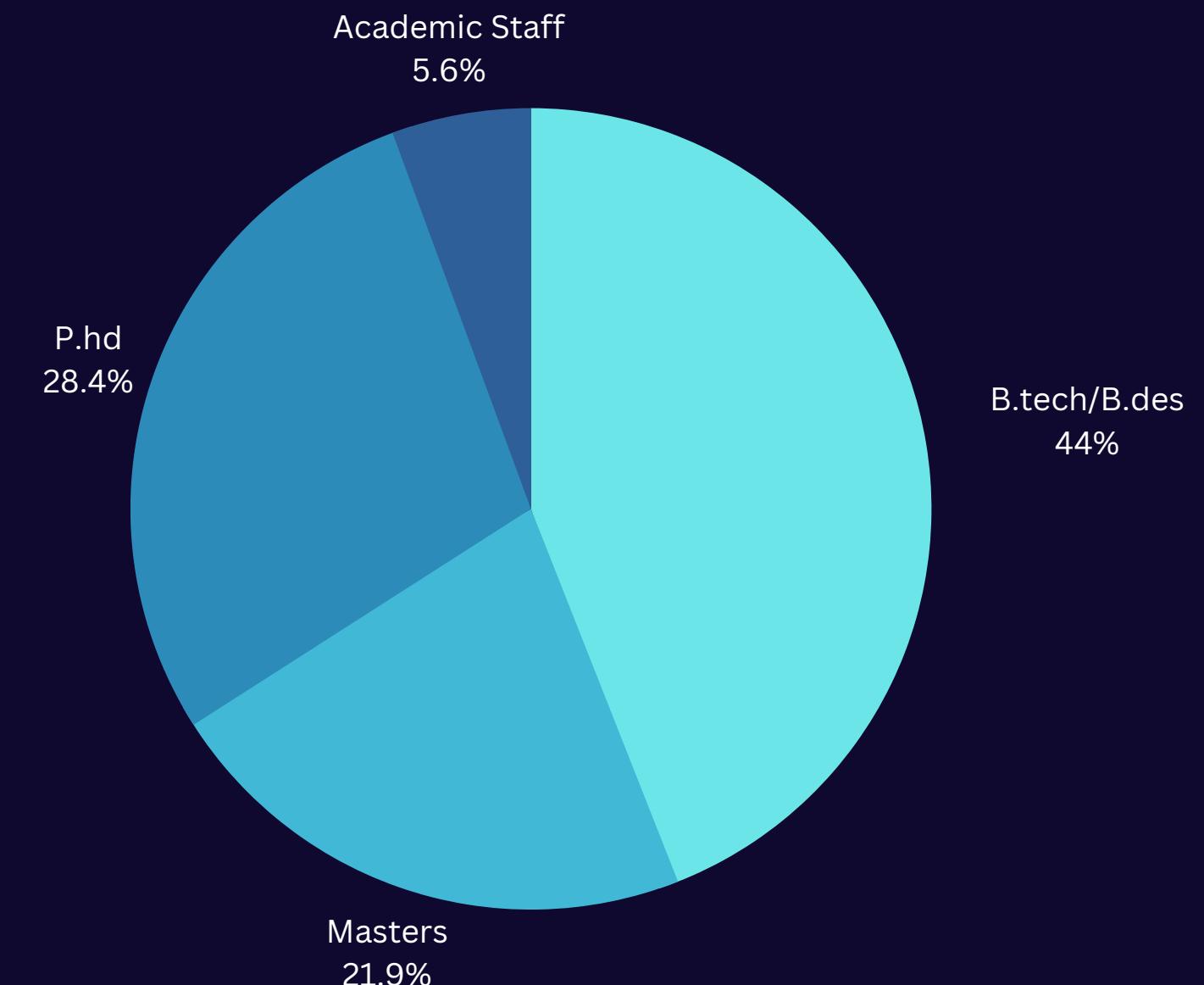
OUR USPs ARE:

1. Person To Person Delivery
2. Door To Door Delivery
3. Convenient Repair Service
4. Late Night Delivery



Market Analysis

PLACE	NO.OF SHOPS
Hostel	35+
Khokha	12
Food Court	5
Tappri and others	3
Cores	5
Market Complex	3
TOTAL	63+



Total no. of students:-

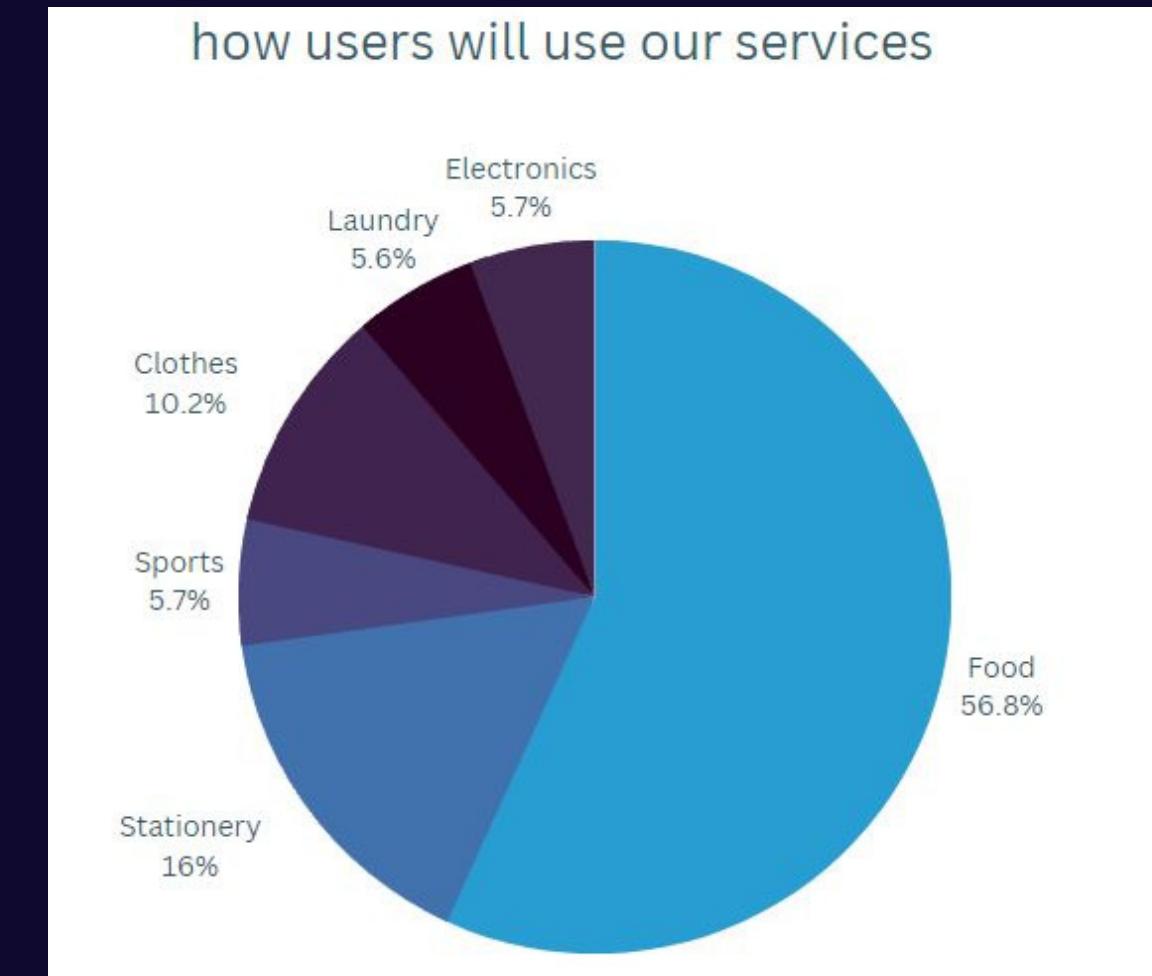
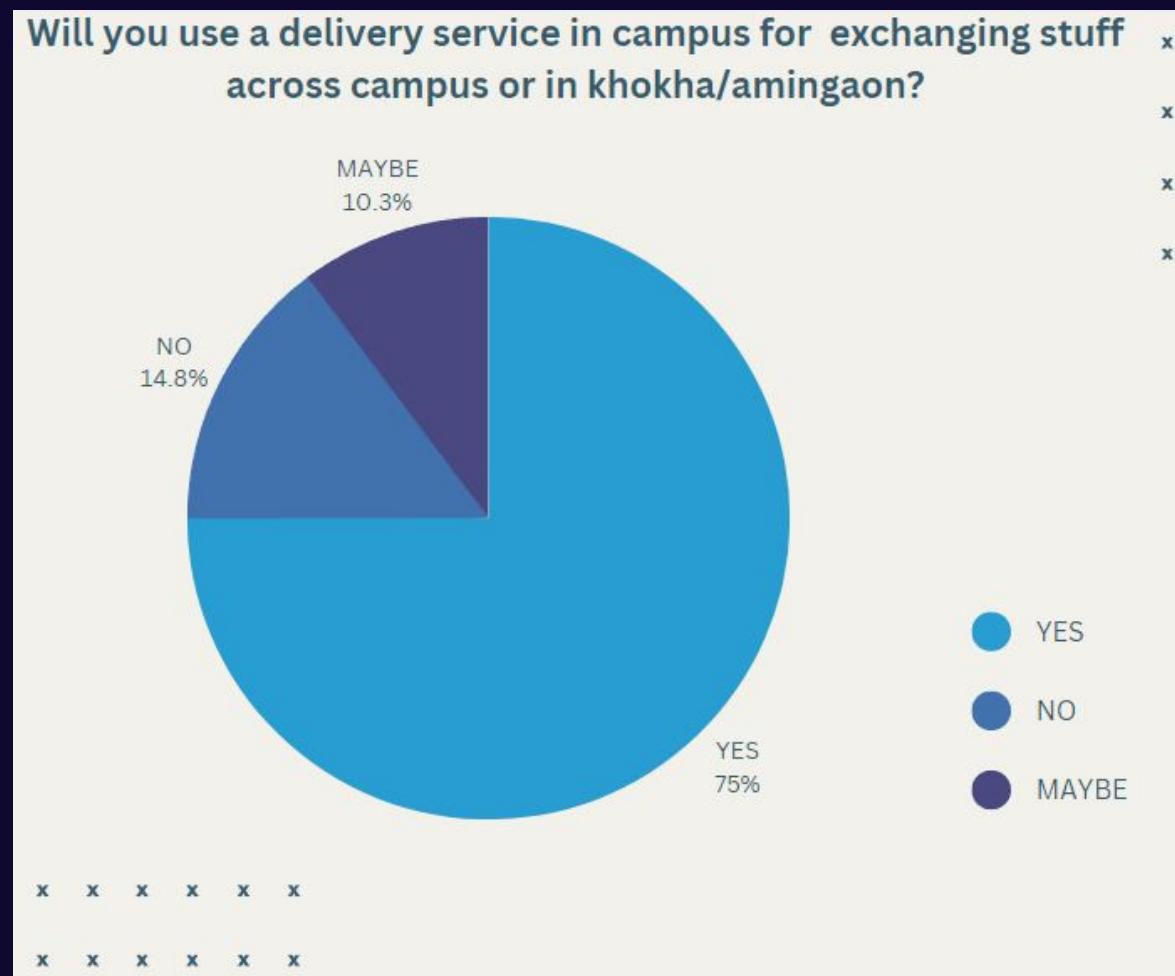
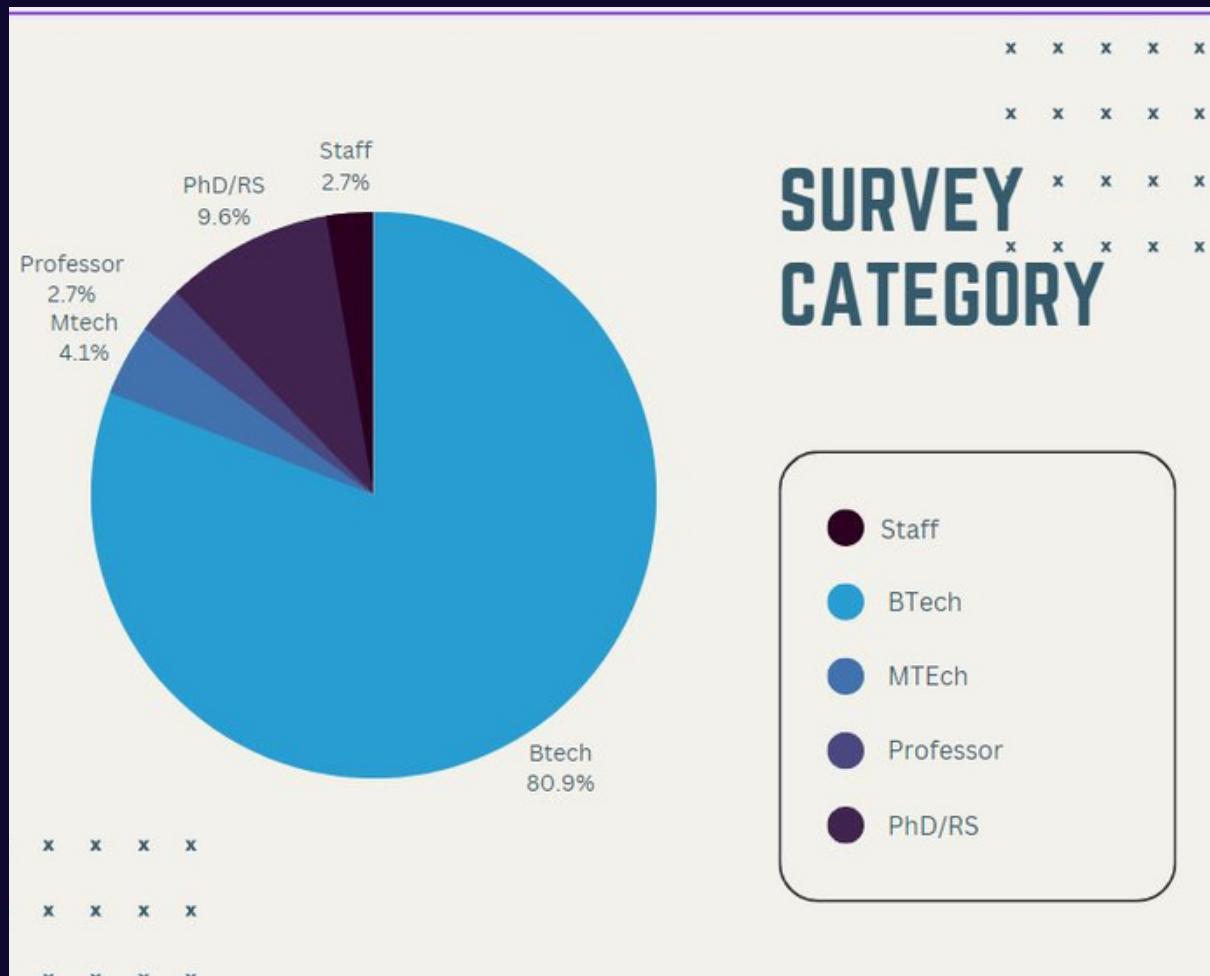
BTech and BDes: 3236

Masters: 1612

Ph.D.: 2091

Academic Staff: 413+

USER Research & Survey



TRAFFIC ANALYSIS

The user survey is done with 100 users out of which the majority of users are BTech students i.e. 80.8%.



PROBLEM ANALYSIS

As per the survey, 56% of people want to go to the city to repair their damaged products and want the delivery service to save time and even be busy with academics and co-curricular activities.

User Research and Company Validation

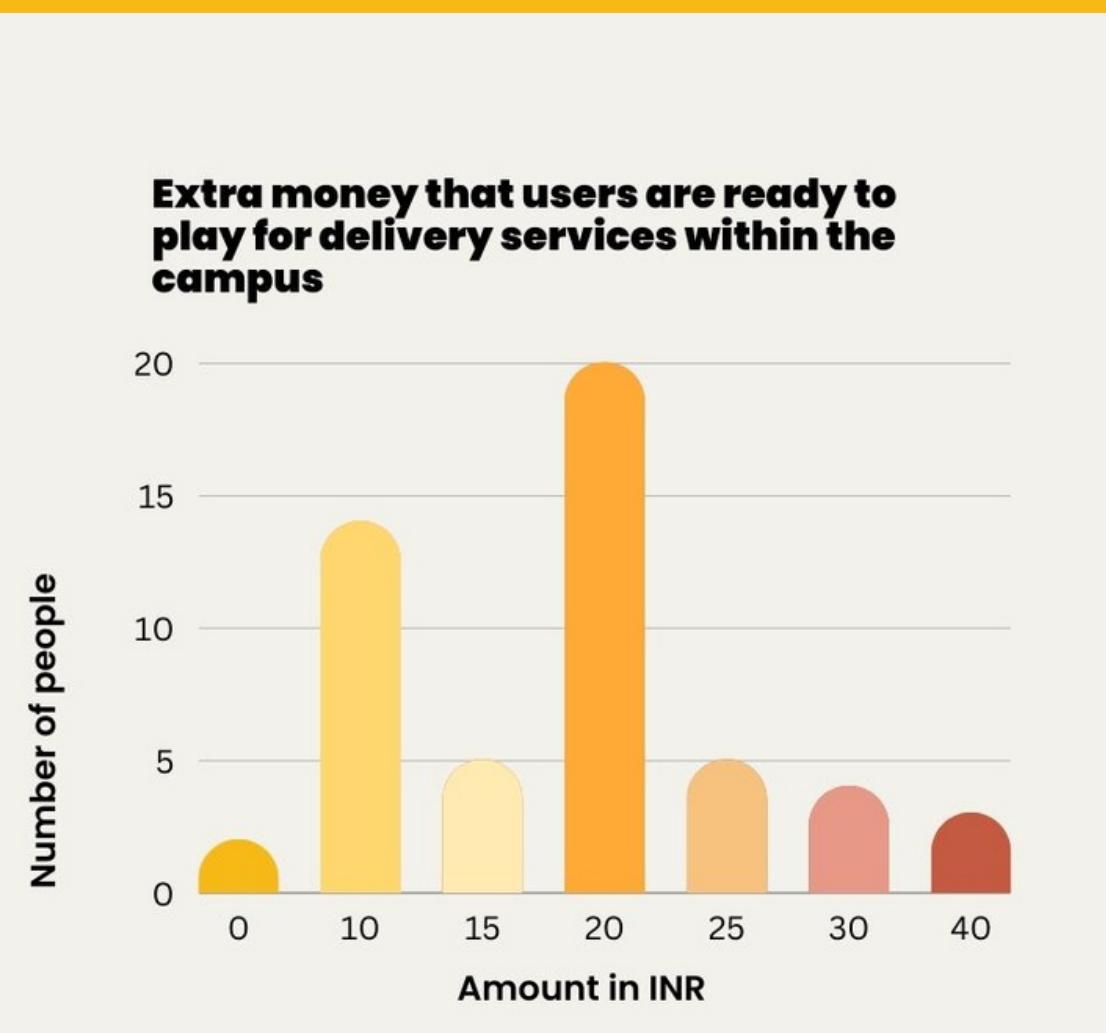
How many days are you willing to wait rather than go to the city yourself to repair stuff



Time taken for the repair process



User Research and Idea Validation



Our Ideal Delivery Fees for the Campus Delivery will vary from Rs .10-20, depending on the location. For Repair Services, estimated Delivery fees will range from Rs 50-100. Depending upon location and type of product

User Research and Idea Validation

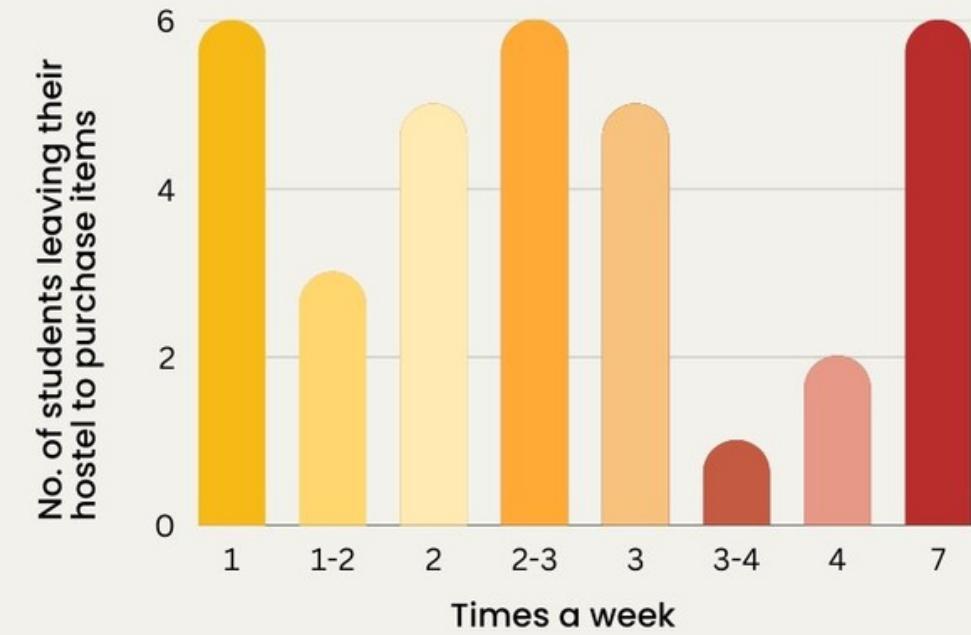
How much time do you expect for delivery from the city



Expected time for delivery services within the campus



Frequency of students leaving hostel to purchase items.



As per the graph shown most of the students need frequent delivery within the room due to time constraints and hectic schedules.

SWOT ANALYSIS



STRENGTH

- Our service provides a solutions to student problems of time management
- Due to the Selective user base(Only campus students), our service is easier to market.
- The majority of the customer base belongs to early adopters of such services that we offer.

OPPORTUNITY

- Collaboration with nearby repair shops in exchange for the commission once the trust has been built.
- After enough campus-to-city deliveries begin, we will expand the service to include goods delivery from the city.
- Ordering urgent delivery from the city to the university.
- Providing premium or specialized delivery services for product categories (such as perishable goods, big items, lab equipment, etc.) will help us to stand out from the competition.



WEAKNESS

- Initially, City to Campus delivery will occur once-twice a week
- Lack of trust of customers for fragile items like Laptops
- Quality check and return service cannot be provided at the initial stage

THREATS

- In vacations since a large majority of people are not on campus then the service might get difficult to operate and sustain.
- Door-to-door delivery might not be allowed by the HMC

Competitive Analysis

INDIRECT COMPETITORS

Indirect Competition:

- Basic phone repair is done at Khokha
- Lohit stationary provides repair services for sports items
- A person might ask his friend to deliver the item
- Door-to-door laundry service is provided at manas hostel



zomato

DIRECT COMPETITORS

Direct competition:

- Amazon
- Swiggy / Zomato
- Foodzone delivery
- Dihing canteen delivers food (10/- for orders below 100; above 100 free delivery)



Market size

Link



	TAM (Total Addressable Market)	(SAM) Serviceable Addressable Market	SOM(Serviceable Obtainable Market)
Person to person	1,15,200	₹57,600	9600
Shop to person			
Food	5,76,000	₹100800	57600
City to campus (Repair work)	32,000	₹17,040	N/A
Total	₹ 723200	₹ 175440	₹ 67200

Business Model Canvas



CHANNELS

- Word of Mouth
- Adsense
- Social MediaWord-of-mouth can be a powerful tool, particularly because our user base is small and tightly interconnected.
- Pamphlets and Catalogues
- Social Media
- Memes
- IITG Fests
- Offline Advertising

KEY ACTIVITIES

- Delivery of required products
- Repairing of damaged items

COST STRUCTURE

- Marketing
- Technology & Development
- Delivery Personnels
- Mode of transportation

VALUE PROPOSITIONS

- Save valuable time of our users
- The convenience of doorstep delivery.
- Additional income source for cleanliness workers
- Local business promotion

CUSTOMER RELATIONSHIPS

- transactional
- hyper local ecosystem
- Long-term
- Personal
- Automated services

KEY PARTNERS

- Cleanliness worker as delivery personnels

CUSTOMER SEGMENTS

- Students
- Professors, administration Staff, and married scholars

KEY RESOURCES

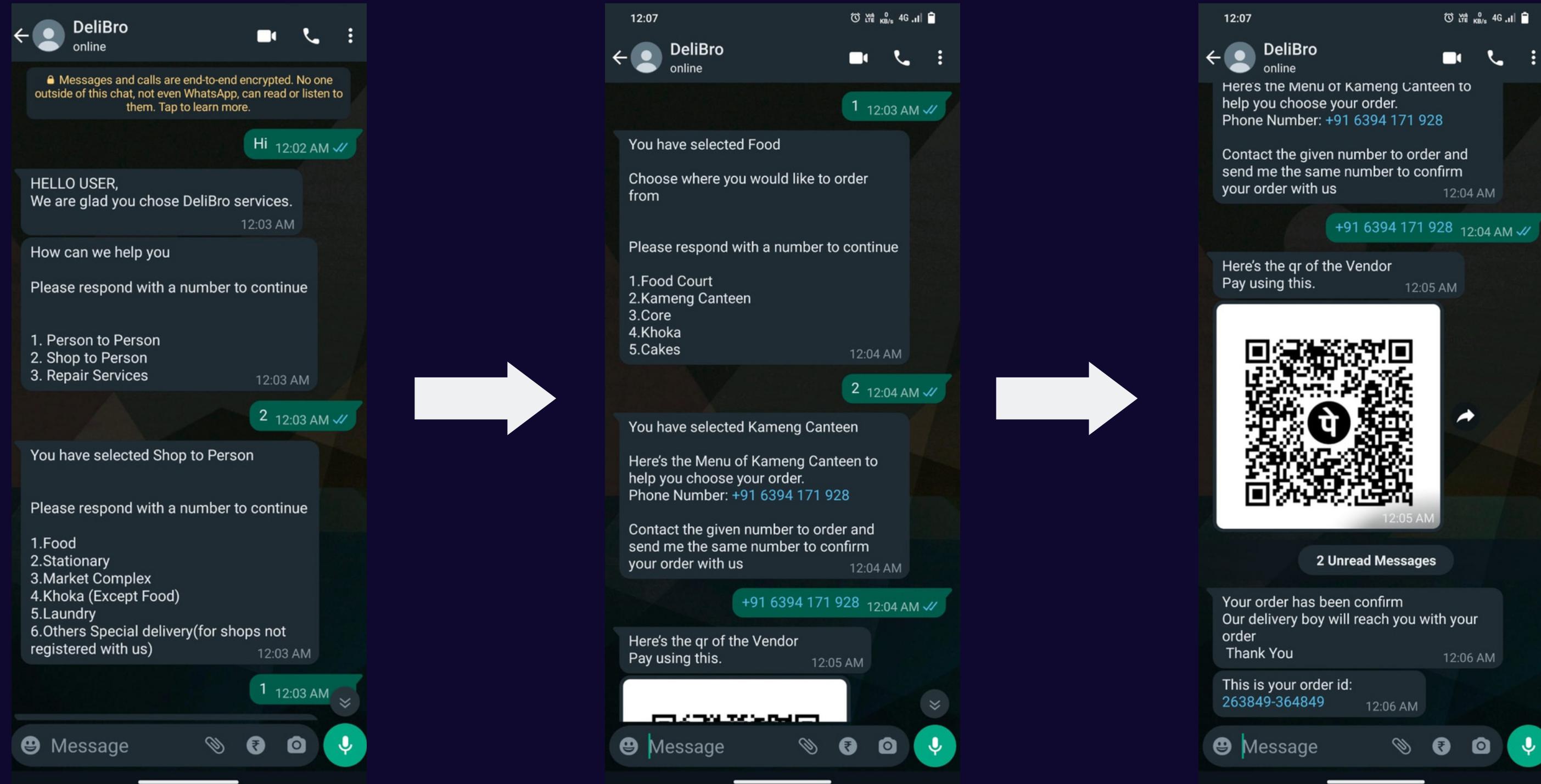
- A bot to avail our services
- Campus catalogue consisting list of all items available in stores inside the campus
- Menus and contact info of all canteens

REVENUE STREAMS

- Delivery Charges
- Commission from repair shop and city

Bot-User

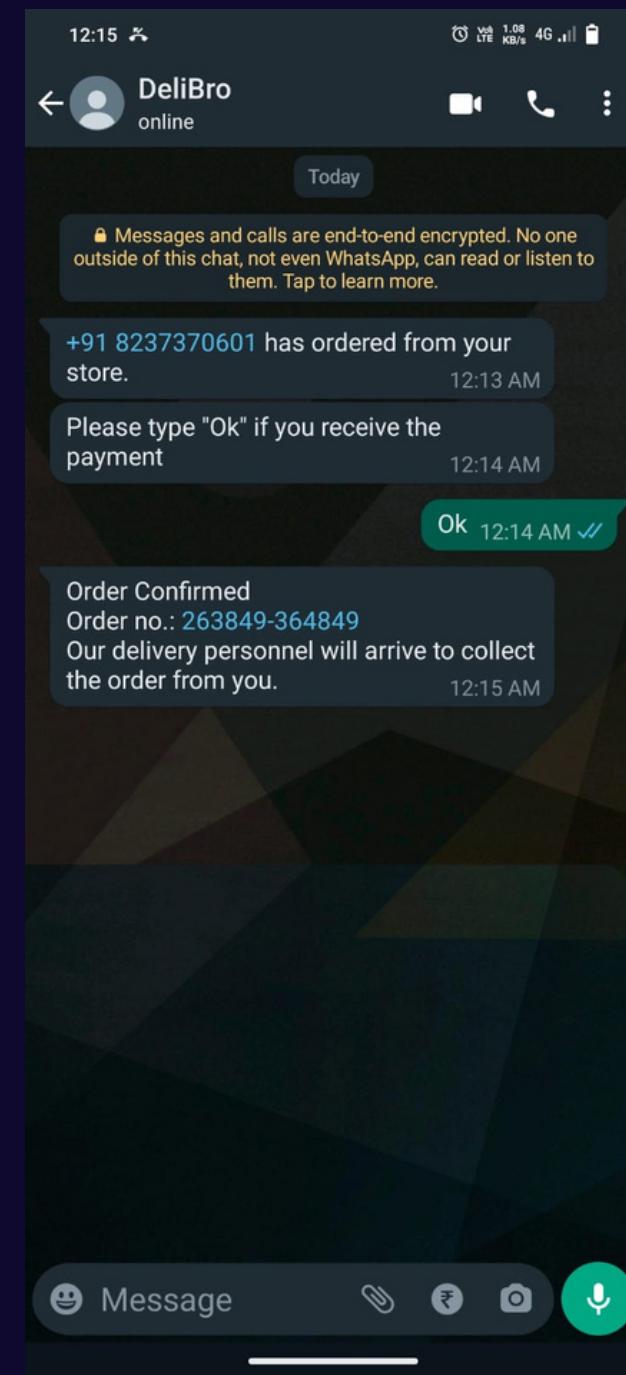
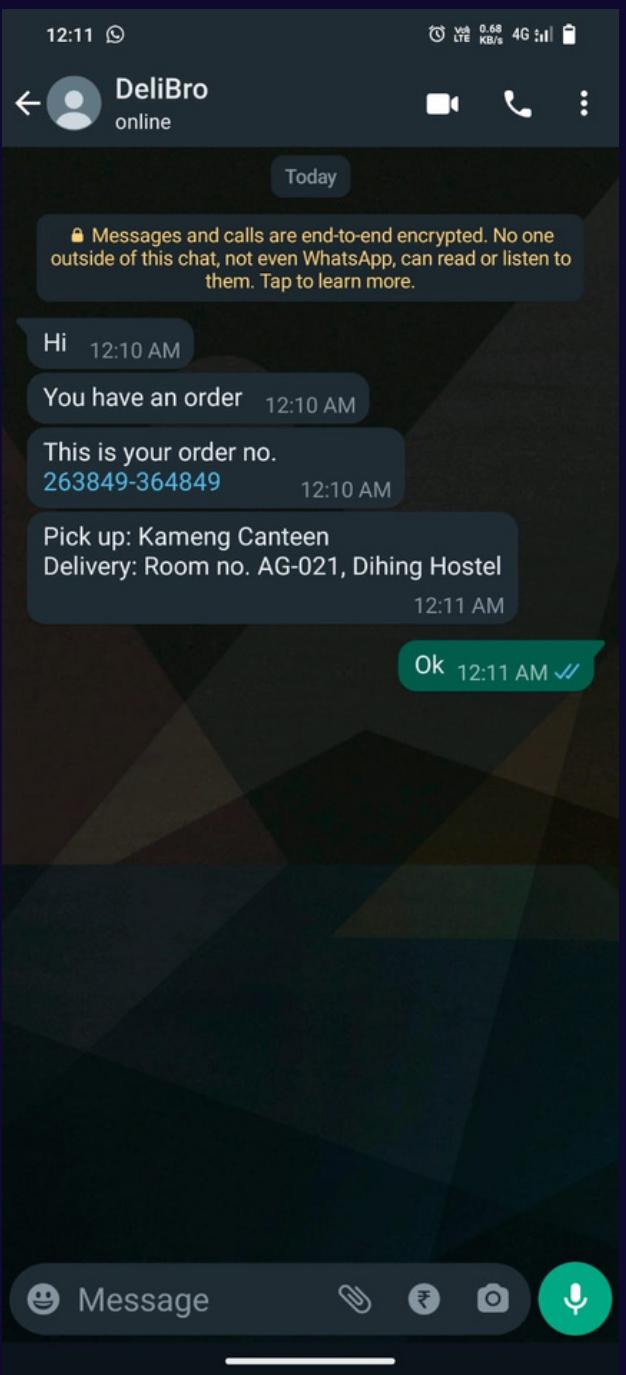
USER INTERFACE



USER INTERFACE

Bot-Delivery Boy

Bot-Vendor



Marketing Strategy



Corporate swag, such as shirts, stickers, etc.



Pamphlets and Posters throughout the campus.



Meme Marketing.

KPI

Revenue

Average rating per delivery



Total orders per day

No. of complete deliveries

IMPLEMENTATION ROADMAP

WEEK 1

16-19 FEB

- Talking to the Delivery Agent (cleaners)
- Making and testing first MVP (WhatsApp Bot)

WEEK 2

20-25 FEB

- Training delivery agent

WEEK 3

26 FEB-03 MAR

- Actually implementing late night delivery in one particular Hostel to collect data and test the MVP

12 March

Releasing
a Fully Functional
App

WEEK 4

04-10 MAR

- Talking and Registering To Campus and Khoka Shop
- Creating a super user friendly mobile application
- Marketing throughout campus

KAMENG HOSTEL

THANK YOU!

