**Introduction / Concept**

This business plan introduces the services of a quick, cheap and stress-free student removals service, to help transport their goods safely within the UK. Users are both of current and recently graduated university student.

**How it Works**

When booking a move via the mobile app, users request a time, a number of workers, and a number of hours to either load up, unload, or move from point A to point B of their destination. At that point, a nearby workforce expert confirms the request, the app will then display an estimated time of arrival for the expert heading to the pickup location. The app notifies users when the expert is about to arrive *(similar features to how Uber pickup works). \**Prior to booking online, users are able to get an instant moving estimation breakdown based on the service they require.  
  
The mobile app also provides info about the expert with whom users will meet and lay out a plan for the move and get to work – details including first name, photo, vehicle type, and licence plate number. This info helps the two connect at your pickup location and avoids any confusion.

When scheduling a time and date, users are recommended to place an order at least 48 hours in advance to ensure the move is serviced efficiently.

At the beginning of the move, the workforce experts clock in on site, either by text or through the phone app. If they’ve enabled text message updates, customers will receive a text when their experts have clocked in. At the end of the move, the experts will clock out in the same manner. The customer will then receive a confirmation email, where they must confirm the job time. They will also have the opportunity to rate their experts, as well as their overall experience. Once confirmed, the customer will be emailed a receipt providing a full breakdown of the service.

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| Persona: | University student |
| Photo: |  |
| Fictional Name: | Sarah Hobbs |
| Job Title / Major Responsibilities: | Student – is about to begin her studies in BA (Hons) Fashion Design at Goldsmiths University |
| Demographics: | * 21 years old * Female * Lives in Southampton with family (Mum, Dad & younger brother) * Has just completed A-Levels studies and has been accepted to university |
| Goals and tasks: | Having just finished her A-Levels studies, Sarah is ready to embark on further education by studying in London where she has always dreamt of living. She quite an outgoing individual who enjoys nights out and socialising with friends. Sarah mainly spends her time collecting dressing materials in which she can use on her pieces of work & to build her portfolio. She intends to bring all her resources with her to London so that she can continue her work in which will also help for her studies. |
| Environment: | Sarah’s comes from a family where both parents work unsociable hours during the weeks taking turns to look after their kids. Her father is a Chef and her mother is a Night Nurse. This causes a massive issue for Sarah in terms of offering the support to take her belongings from home to her new home at Goldsmiths University campus. |
| Quote: | “How on earth am I moving all this stuff to London, even with help of my parents – it still won’t all fit in the car”. |

**Technical Requirement**

This service will be provided via a functional Mobile app and will require the following features:

* Compatible on iOS and Android devices
* Authentication and authorization when logging into account
* GPS locations (location tracking and positioning on map)
* Profile credentials of workers
* Rating/reviews for service
* Fare calculator
* Payment system
* Integrated Security/Encryption

**Investments / Stakeholders**

* Real Estates
* Homeowners Association
* Universities
* Private Investors

**Market Research / Competitors**

The following businesses listed below are examples of similar ideas like the one proposed:

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| **Business Name** | **Concept** |
| **AnyVan**  [**https://www.anyvan.com/**](https://www.anyvan.com/) | AnyVan would be considered as a main competitor due to its good publicity exposure and their longevity in this market. They only provide their services via their online website and don’t only cater to university students. |
| **UniMove**  [**http://www.unimove.org/**](http://www.unimove.org/) | UniMove offers the exact same services and also targets students as their primary audience. They have been up and running for over 10 years and also promote their facilities nationwide. This includes storage services for students who wish to leave their belongings with the company until they have relocated homes. Similarly, to AnyVan, they only provide the services via an online website which looks like quite old and cluttered which may deter users. |
| **Uni Baggage**  [**https://www.unibaggage.com/**](https://www.unibaggage.com/) | Uni Baggage is also equally a luggage delivery company which is used mainly by students, it' services are also available to the general public. Uni Baggage reports that it is used by university students, holiday makers and the forces. They arrange the collection and delivery of its customers items through major couriers for considerably less than if the customer booked direct. Customers must use their company website in order to use the services, however they do include features which enables users to fully track their goods once delivered via a text notifications. |

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| **Pros** | **Cons** | **Solution** |
| Not many companies use mobile based applications to fully provide their services to their customers. | Many similar businesses already exist within this market – catering for students and members of public. | Ensure that the mobile app is seen as the unique selling point. The development must be sophisticated. |
| Flexible scheduling provides customers with an instant online booking for only the  time worked avoiding fixed charges and hidden costs. | Start-up costs could be quite costly considering hiring of vehicles, workforce, cost to maintain app running etc. | Ensure stakeholders needs is met to acquire the necessary finances |