

**BAHRIA UNIVERSITY LAHORE CAMPUS**

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**Final Project**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
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**STORE eASE**

**Bahria University Lahore Campus**

May 25, 2025

eNTREPRENEURSHIP PROJECT

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# Part I: Store Ease-Market Research Analysis

## 1. Customer Analysis

**Real-Life Potential Customers**

**Students (e.g., Bahria University, FC College)**

* Carry laptops, notes, and personal items daily
* Face inconvenience during short breaks/lunch hours due to lack of secure space
* Don’t have access to formal locker systems on campus  
  **Need:** Hourly or daily secure locker access **on campus**

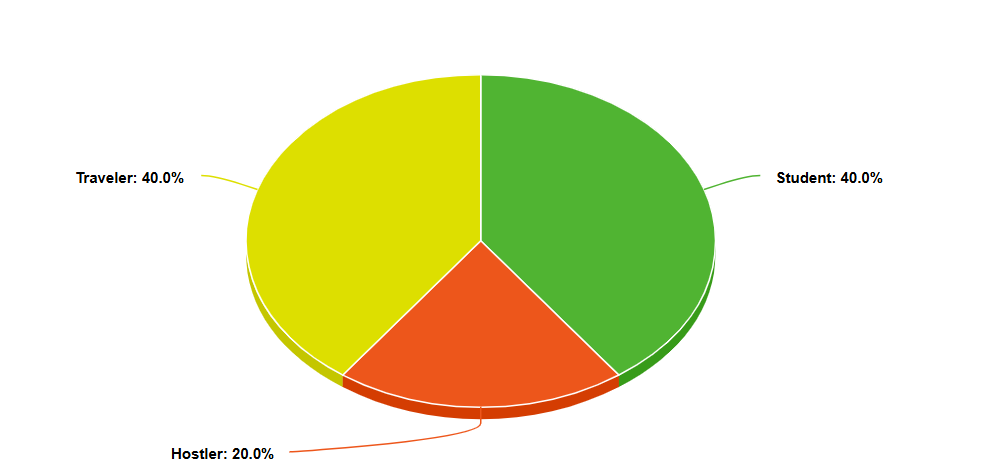
**Hostelers (e.g., Students from remote areas)**

* Must vacate hostels during semester/summer breaks
* Often pay room rent even during summer breaks or transport items back home, which is costly  
  **Need:** Monthly, affordable, and secure storage near hostels

**Travelers (Domestic tourists visiting Lahore, Islamabad, etc.)**

* Experience gaps between hotel checkout (e.g., 11 AM) and travel time (e.g., 6 PM)
* Carry luggage throughout the day due to lack of flexible storage  
  **Need:** Hourly or daily storage at key locations (e.g., bus stations, malls, hotels)

**Percentage of Potential customers according to segments:**



**What These Customers Prefer**

* **Safety:** No risk of theft or mishandling
* **Convenience:** Easily bookable via **mobile app/Website**
* **Flexible Timings:** From 1-hour to 3 or 6-months
* **Affordability:** Low daily/monthly rates for students and tourists
* **Digital Experience:** Smart lockers, QR access, real-time notifications

**How StoreEase Meets Their Needs**

* **24/7 Security** with biometric access, smart lockers, and CCTV
* **Mobile App** to book, pay, and manage storage via smartphone
* **Hourly/Daily/Monthly Packages** to fit exact duration needs
* **Strategic Locations** in university campuses, hostels, and tourist hubs
* **Insurance & Receipts** for peace of mind)

[**[1]**](https://eusafeluggage.com/luggage-storage-security-tips/)

## 2. Competitor Analysis

**Existing Informal Competitors (Per Segment)**

| **Segment** | **Current Alternative** | **Gaps** |
| --- | --- | --- |
| **Students** | Leave bags in class or friends’ rooms | Unsecure, no liability |
| **Hostelers** | Hostel common rooms / take items home | Manual, expensive, no insurance |
| **Travelers** | Hotel lobbies or extended bookings | Not always available, costly, not designed for luggage |

**StoreEase’s Edge**

| **Feature** | **StoreEase** | **Existing Options** |
| --- | --- | --- |
| Smart Lockers | Yes | No |
| QR/Biometric Access | Yes | No |
| Hourly/Daily Bookings | Yes | No |
| App-Based Booking | Yes | No |

[[2]](https://london-post.co.uk/why-luggage-storage-services-are-the-future-of-travel/)

## 3. Industry Analysis

**Industry Overview – Pakistan**

* Pakistan’s **temporary storage and warehousing industry** is growing at **15% annually** due to tourism and digital adoption [[3]](https://www.6wresearch.com/)
* The **e-commerce boom** adds pressure to existing storage infrastructure
* Students & tourists are core consumers of **short-term, app-based services**

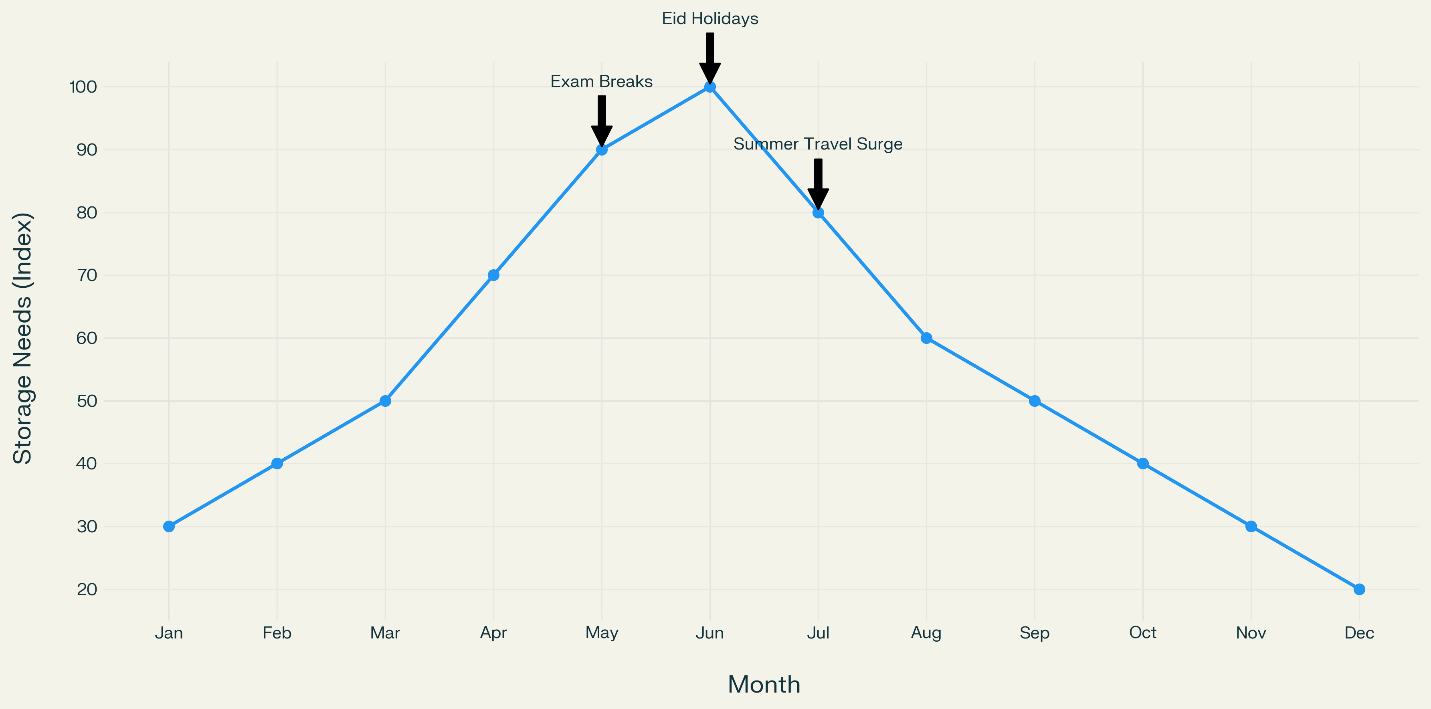
**Trends & Opportunities**

| **Trend** | **Opportunity** |
| --- | --- |
| Smartphone penetration among youth | App-based solutions are highly accessible [[4]](https://www.pta.gov.pk/en/telecom-indicators) |
| Tourism revival post-COVID | Hourly luggage storage in demand [[5]](https://www.unbaggaged.com/post/safest-luggage-storage-service-tips) |
| Academic schedules with summer/winter hostel closures | Recurring need for semester-based storage |
| Urbanization & shared spaces | Demand for flexible, localized storage |

**Local Relevance**

* Over **20,000 students** face storage challenges during breaks in Lahore alone [[6]](https://www.fccollege.edu.pk/)
* Tourist footfall in Northern Pakistan exceeds **10,000 travelers per month** [[7]](https://www.thenews.com.pk/)

**The timeline graph of storage needs peaks:**



## 4. SWOT Analysis

**Strengths**

* Tech-driven, AI-powered, secure lockers
* Directly addresses underserved segments: students, hostelers, and tourists
* Scalable **asset-light** business model
* Trusted locations via partnerships with universities and hotels

**Weaknesses**

* Brand awareness is low (new startup)
* No physical infrastructure owned
* App development and management cost
* Relies on **external approvals (e.g., NOCs from university administration)**

**Opportunities**

* Rapid growth in domestic tourism
* Smartphone usage among students and travelers rising
* Institutional partnerships can provide instant trust and access

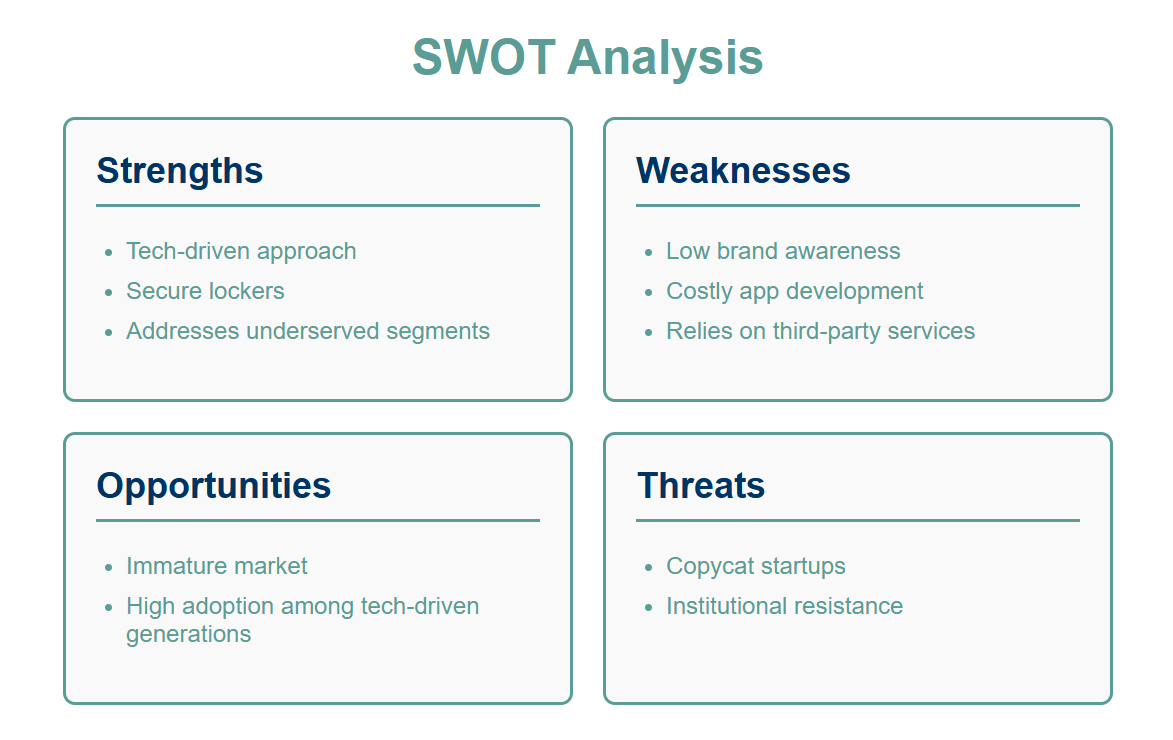
**Threats**

* Copycat startups entering with similar models
* Institutional resistance or bureaucratic delays
* Tech reliability (if the app crashes or lockers malfunction)

**Strategic Implications**

* **Leverage Strengths:** Position StoreEase as a secure, student-first tech solution on digital platforms
* **Fix Weaknesses:** Partner with universities to get endorsements and physical access
* **Exploit Opportunities:** Start with student-focused pilot, then expand to tourist-heavy areas
* **Defend from Threats:** Patent the tech, offer insurance, maintain high customer satisfaction

**SWOT Matrix Infographic:**



# Part II: StoreEase - Business Model Development

## How create, deliver and capture Value

### How to Create Value

StoreEase creates value by solving real problems for travelers, students, and hostelers who need **safe, flexible, and affordable temporary storage**. We use technology and partnerships to make the storage experience easy and trustworthy.

* **Secure Storage:** Providing lockers and units with 24/7 CCTV and insurance options ensures customer belongings are safe.
* **Convenient Access:** A user-friendly mobile app allows customers to book, pay, and access storage easily using QR codes.
* **Flexible Options:** Customers can choose storage time and size that fit their needs — from a few hours to several months.
* **Multiple Locations:** By partnering with hostels, hotels, and commercial hubs, StoreEase offers storage close to where customers need it.

[**[1]**](https://eusafeluggage.com/luggage-storage-security-tips/)

### How to deliver Value

StoreEase delivers this value through:

* **Digital Platform:** Our mobile app and website provide seamless booking, payment, and real-time tracking.
* **Physical Infrastructure:** Strategically placed storage units in high-traffic, convenient locations.
* **Customer Support:** 24/7 assistance through chatbots and human agents ensures help is always available.
* **Partnerships:** Collaborations with hotels, hostels, local space owners, and logistics providers expand reach and enhance convenience.
* **Transparency and Security:** Digital confirmations, inventory records, and insurance build customer trust and peace of mind.

### Capture Value

Store Ease captures value by generating revenue and building customer loyalty through:

* **Rental Fees:** Charging customers daily or monthly fees based on the size and duration of storage.
* **Premium Services:** Offering add-ons like insurance coverage and larger or specialized lockers at higher prices(for later).
* **Partnership Revenue:** Earning commissions or fees from partner businesses (hotels, hostels) that refer customers or host storage units.
* **Customer Retention:** Encouraging repeat business through loyalty discounts, referral rewards, and regular communication.
* **Cost Efficiency:** Using technology to automate bookings and reduce staffing costs improves profitability.

[[2]](https://london-post.co.uk/why-luggage-storage-services-are-the-future-of-travel/)

## Business Model Canvas Summary

**1. Customer Segments:**

* Students
* Hostelers
* Travelers

**2. Value Proposition:**

* Safe, flexible, accessible storage
* Smart booking via app
* Affordable packages

**3. Channels:**

* Mobile app
* Website
* Social media
* Partner locations

**4. Customer Relationships:**

* 24/7 support
* Loyalty and referral programs

**5. Revenue Streams:**

* Rental fees
* Premium add-ons
* Partner commissions

**6. Key Resources:**

* App and tech
* Smart lockers
* Security systems

**7. Key Activities:**

* App maintenance
* Booking management
* Partner coordination

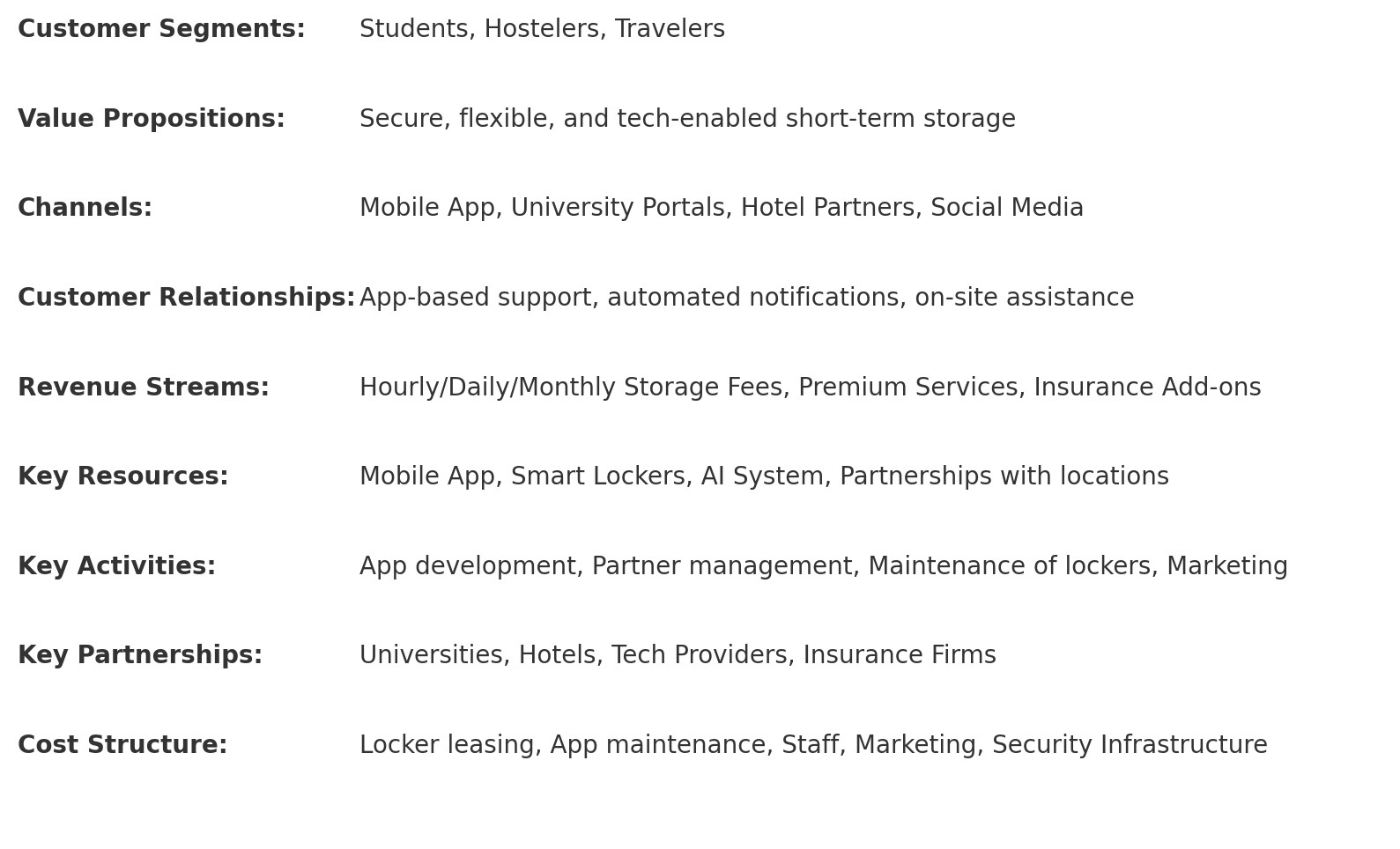
**8. Key Partnerships:**

* Hotels and hostels
* IT and logistics vendors

**9. Cost Structure:**

* App development
* Locker rental or purchase
* Marketing and staffing
* Security infrastructure

**Business Model Canvas Visual**



# Part III: Resource Assessment – *StoreEase*

## Resource Requirements

### A. Physical Resources

| **Resource** | **Details** | **Estimated Cost** |
| --- | --- | --- |
| Smart Lockers | QR/Biometric-enabled lockers (10 units) | PKR 150,000 – 250,000  [[8]](https://www.camcode.com/blog/types-of-warehouse-storage-systems/) |
| Portable Storage Containers | 5 large mobile containers | PKR 500,000 – 1,000,000 [[9]](https://ibrahimportacabin.pk/container-for-rent/) |
| CCTV & Sensors | Cameras and basic monitoring | PKR 150,000 [**[1]**](https://eusafeluggage.com/luggage-storage-security-tips/) |

### B. Technology Infrastructure

| **Resource** | **Description** | **Estimated Cost** |
| --- | --- | --- |
| Mobile App Development | Cross-platform iOS/Android + backend | PKR 800,000 – 1,200,000 |
| Website Development | For customer access and admin | PKR 200,000 – 300,000 [[10]](https://boostsuite.com/launching-storage-business/) |
| Cloud Hosting | AWS, Google Cloud, backup | PKR 25,000/month [[11]](https://www.pcmag.com/picks/the-best-business-cloud-storage-and-file-sharing-providers) |
| AI Security/Analytics | Predictive and fraud detection | PKR 500,000 – 800,000 [[12]](https://www.advisoryexcellence.com/warehousing-on-demand-the-benefits-of-temporary-storage-solutions/) |

### C. Operational Setup

| **Resource** | **Description** | **Monthly/Annual Cost** |
| --- | --- | --- |
| Location Lease | Bahria University pilot site | PKR 50,000/month [[13]](https://bahria.edu.pk/) |
| Office Space | Co-working or small leased space | PKR 60,000/month [[14]](https://coworker.com/) |
| Utilities | Power, internet, water | PKR 25,000/month [[15]](https://www.pitb.gov.pk/) |
| Insurance | Damage, loss, liability | PKR 100,000/year |

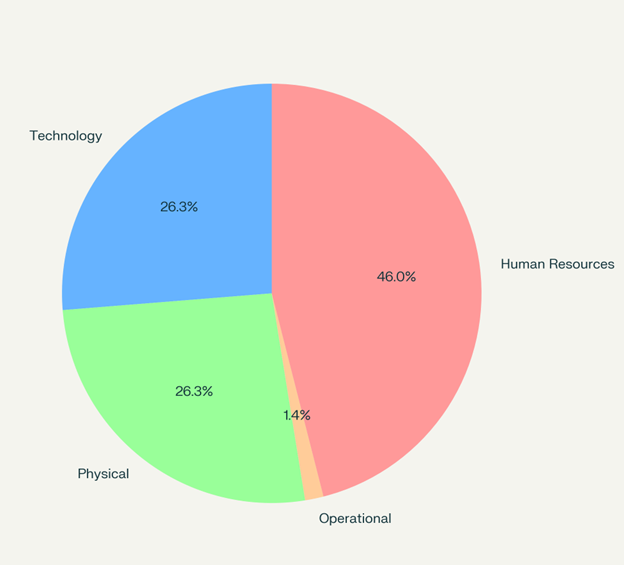
### D. Human Resources

| **Role** | **Monthly Cost** |
| --- | --- |
| Technical Lead | PKR 120,000 |
| Operations Manager | PKR 90,000 |
| Marketing Specialist | PKR 80,000 |
| 2 Customer Service Reps | PKR 50,000 each |
| Security Guard | PKR 30,000 |
| Maintenance | PKR 25,000 |
| Finance (Part-Time) | PKR 60,000 |

### E. Financial Resources

| **Category** | **Amount** |
| --- | --- |
| Startup Capital | PKR 3 – 4 million |
| Working Capital (6 months) | PKR 2.5 million |
| Emergency Fund | PKR 1 million |
| Monthly Operational Cost | PKR 835,000 |

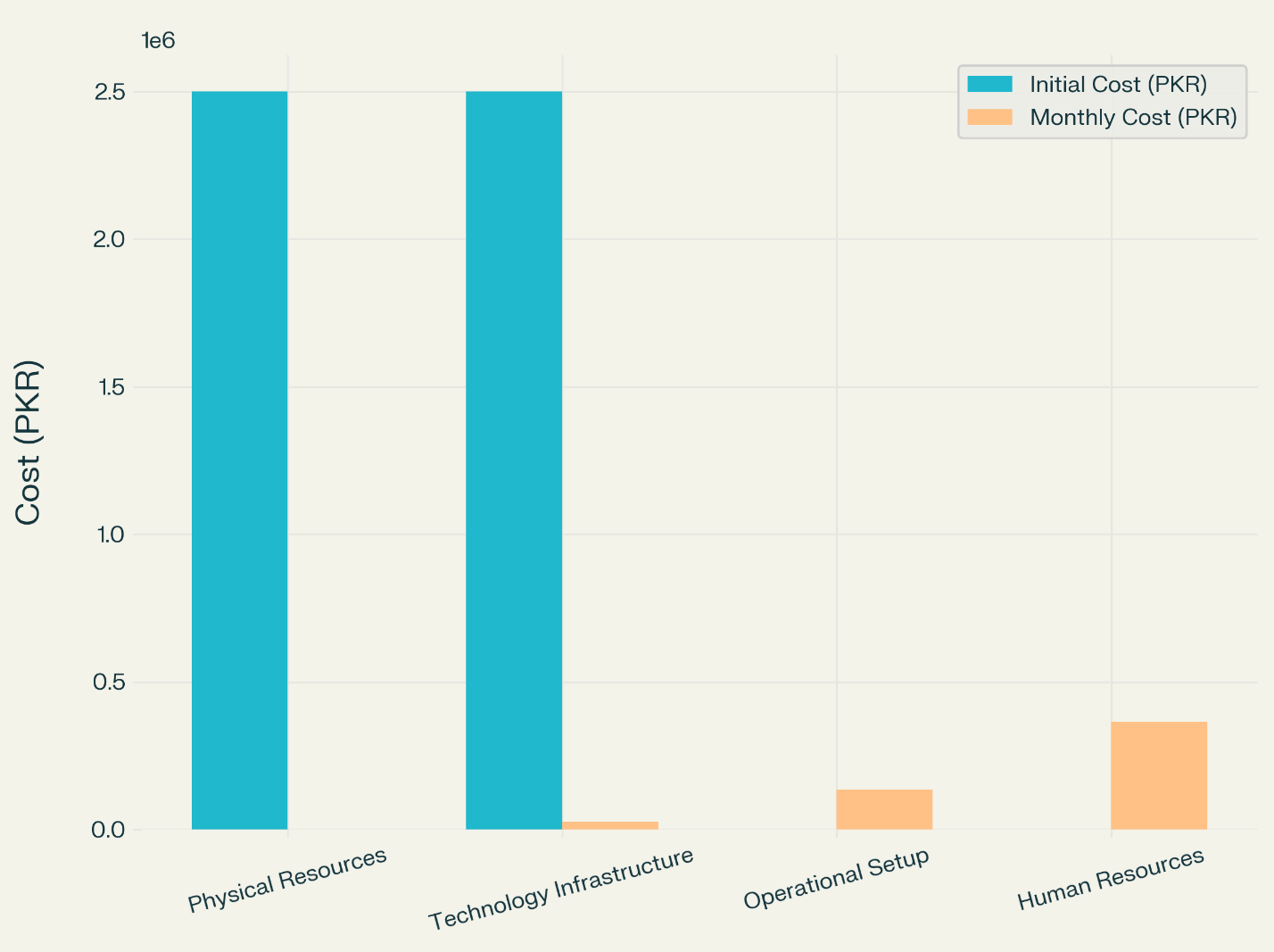
**% share of total investment (tech, HR, physical, ops):**



**Total Investment Summary**

* **Initial Investment**: PKR 6.5 – 7.5 million
* **Monthly Costs**: PKR 835,000

**Resource categories vs. cost (initial vs. monthly):**



## 2. Resource Acquisition Plan

### A. Funding Options

#### 1. Equity Financing

* Angel Investors: Raise PKR 4 million in exchange for 40% equity

[[16]](https://www.seedventures.org/)

* Bahria University Incubator: Grant of PKR 1 million for 10% equity  
  [[17]](https://www.bahria.edu.pk/buic/incubator/)
* Co-founder capital: PKR 1 million from internal investment

#### 2. Debt Financing

* Small Business Loan: PKR 2 million   
  [[18]](https://www.sbp.org.pk/smefd/index.htm)
* Equipment Lease/Loan: PKR 1 million   
  [[19]](https://www.kamyabjawan.gov.pk/)

#### 3. Government Grants

* **NIC (National Incubation Center)**: PKR 1 million  
  [[20]](https://nicpakistan.pk/)
* **Kamyab Jawan Program**: Youth support up to PKR 500,000  
  [[21]](https://www.pmyp.gov.pk/)

#### 4. Bootstrapping Strategies

* Pre-sell storage packages (premium/monthly plans) Target: PKR 300,000
* Revenue-sharing partnerships with hotels/hostels
* Lean MVP approach to delay full-scale app development

### B. Potential Partners

#### 1. Space Partners

* Bahria University (confirmed beachhead) [[13]](https://bahria.edu.pk/)
* Hotels near airports and tourist areas: **Serena**, **PC**
* Commercial buildings with unused basement/parking areas or under utilized area.

#### 2. Technology Partners

* Local software houses (e.g., Systems Ltd., Techlogix)
* Payment Gateways: **Jazz Cash**, **EasyPaisa**  
  [[22]](https://www.easypaisa.com.pk/)

#### 3. Operations & Logistics

* Courier/logistics firms for portable lockers
* Security companies for 24/7 personnel
* Insurance providers: **TPL Insurance**, **EFU**

#### 4. Marketing Partners

* Tour operators and booking platforms (e.g., **Sastaticket.pk**)
* Student societies and university marketing cells
* E-commerce platforms (Daraz, Facebook seller communities)

**Potential Partners:**



# Part IV: Marketing Plan – StoreEase

## 1. Target Market Segmentation

StoreEase focuses on three highly relevant market segments based on extensive customer validation.

### A. Students (Age: 18–24)

* **Demographics**: University students in urban areas (e.g., Lahore, Islamabad)
* **Psychographics**: Tech-savvy, value convenience and security, price-sensitive
* **Behavior**: Regularly carry laptops/books, no formal locker systems on campuses

**Why this segment?**  
Students are mobile throughout the day, often needing secure space between classes, during lunch breaks, or while participating in extracurriculars.  
[[6]](https://www.fccollege.edu.pk/)

### B. Hostel Residents (Age: 18–26)

* **Demographics**: Non-local students and interns living in rented accommodations
* **Psychographics**: Practical, responsible, limited space/resources
* **Behavior**: Require storage during semester breaks or hostel closures

**Why this segment?**  
Hostel shutdowns during holidays create repeat demand for medium-term, monthly storage solutions.

### C. Travelers (Age: 25–40)

* **Demographics**: Tourists, business travelers, seasonal visitors
* **Psychographics**: Digital first, mobile, prefer convenience over cost
* **Behavior**: Seek short-term storage after hotel checkout and before transit

**Why this segment?**  
They face a clear gap between checkout (11 AM) and departure (evening/night), needing secure, hourly storage.  
[[23]](https://www.thenews.com.pk/print/1010158-travel-and-tourism-sector-seeks-more-attention)

## 2. Marketing Strategies

### A. Digital Marketing

**Key Platforms:**

* **Facebook & Instagram**: Targeted ads to students and travelers
* **YouTube Shorts**: Demo videos of storage usage, customer testimonials
* **Google Ads**: Local keywords (e.g., *"temporary locker Lahore"*)
* **Email Marketing**: Deals, updates, and partnership outreach (universities, hotels)
* **SEO Strategy**: Blog content around *"secure storage for students"*, *"where to store luggage in Lahore"* for organic search

**Engagement Tactics:**

* **Influencer Campaigns**: Collaborate with student vloggers and travel bloggers
* **Referral Incentives**: App-based referral programs to drive organic sign-ups
* **Review Strategy**: Request reviews from happy customers on Google Play/App Store

[**[24]**](https://www.statista.com/statistics/1176107/pakistan-social-media-users/)

### B. Conventional Marketing

**Offline Tactics:**

* **Flyers & Brochures**: Handouts in hostels, university gates, bus terminals
* **Campus Events**: Orientation weeks, student society fairs, info booths
* **Hostel Collaboration**: Poster placements, onboarding talks with management
* **Radio or Local Cable Ads**: Run seasonal promotions during Eid, summer breaks, and tourism peaks

## 3. Branding Strategy

### A. Brand Personality

* **Friendly, secure, tech-smart, and youth-focused**
* Speaks in a simple, reassuring tone

### B. Brand Positioning

* **“Your safe space, anytime – Smart storage at your convenience.”**
* Positioned as a **student- and traveler-first**, mobile-led platform

### C. Brand Message

* **“Store smart. Travel light. "**
* **“Your campus storage companion.”**
* **“Your personal storage companion”**
* **“Less baggage. More life.”**

Focused on freedom, security, and flexibility

### D. Visual Identity

****

### E. Strategic Alignment

* Visuals and tone are tailored to **digital-native, safety-conscious youth**
* Consistent across **app, websites, flyers, and video content**
* Builds an identity that’s modern, safe, and easy to engage with

# Part V: Operations Plan – StoreEase

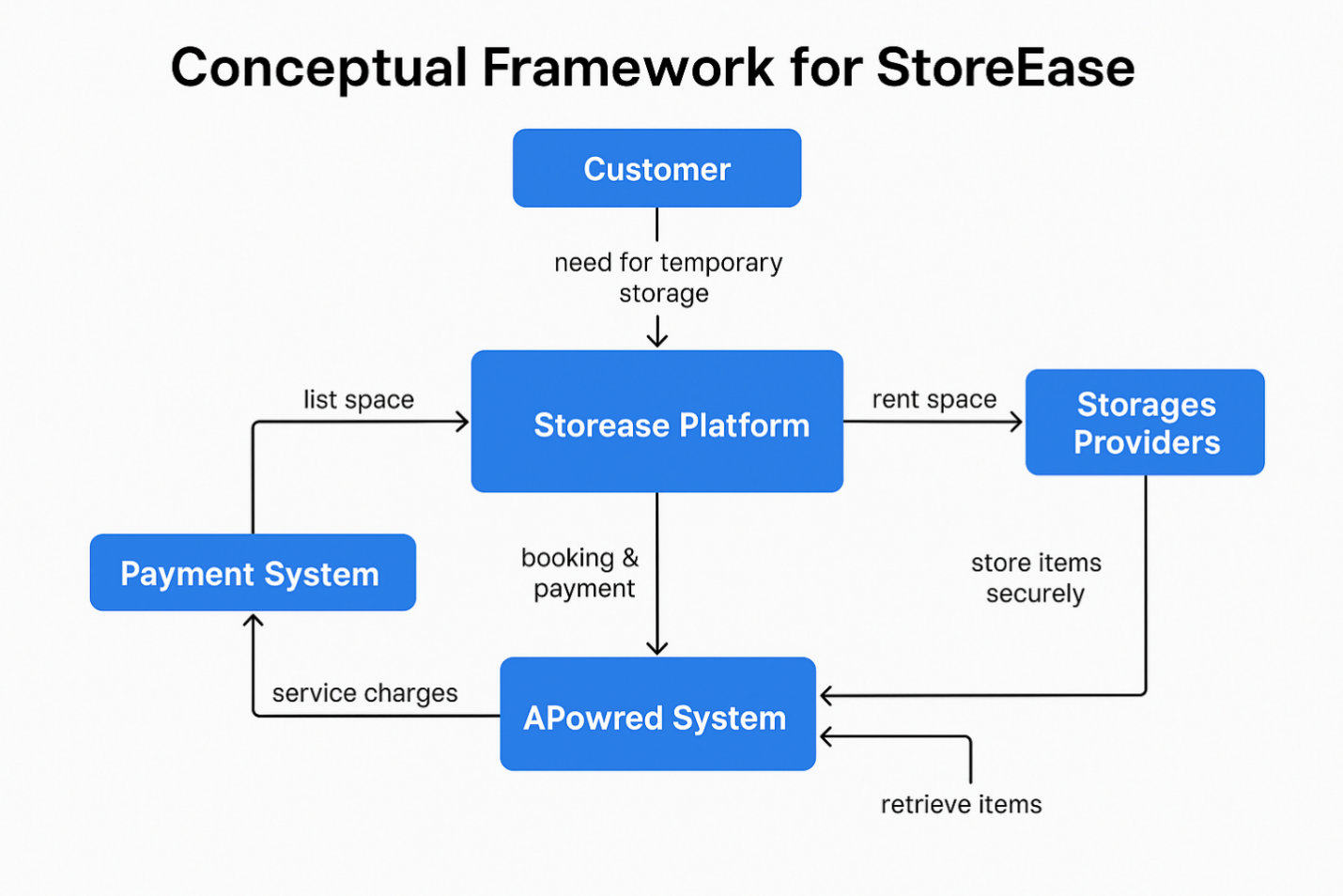
## 1. Product/Service Delivery Process

Since StoreEase is a **tech-enabled service platform**, its operations focus on **service delivery** rather than manufacturing. So the step-by-step operational flow for how StoreEase delivers its storage solution:

### Step-by-Step Service Delivery Process

1. **Customer opens mobile app/web portal**
   * Browse nearby available lockers/storage spots
   * Views prices, duration options, and security features
2. **Locker Booking & Payment**
   * Customer selects time slot and location
   * Pays via Jazz Cash/EasyPaisa/Debit card
   * Gets a unique QR code for locker access
3. **Drop-off**
   * Customer visit’s location
   * Scans QR code at smart locker/attended storage counter
   * Stores belongings; receives digital inventory receipt
4. **Storage Duration**
   * Storage is monitored via **24/7 CCTV**
   * Customer can track time or extend storage via app
5. **Pickup**
   * Customer returns and unlocks with QR/biometric
   * Item status confirmed via app
   * Feedback prompt is shown after pickup

**Flow Diagram:**



### Potential Bottlenecks & Challenges

| **Challenge** | **Risk** | **Solution** |
| --- | --- | --- |
| High booking demand at peak hours | No availability | Use AI-based dynamic scheduling & waitlist system |
| App crash/payment failure | Transaction interruption | Build robust, redundant backend + payment retry logic |
| Locker jams or access failure | Delays/frustration | On-site support staff + emergency override system |
| User doesn’t pick up on time | Overlapping bookings | Add grace period, auto-extension alerts, late fees |
| Storage misuse (hazardous items) | Legal/security risks | Include digital agreements & AI-powered item scan alerts |

## 2. Supply Chain Management

StoreEase doesn't manufacture but it manages a **multi-tier service-based supply chain** for lockers, software, maintenance, and location access. [1]

**Supply Chain Structure**

| **Tier** | **Role** | **Examples** |
| --- | --- | --- |
| **Tier 1** | Locker hardware & installation | Local metal fabricators, smart-lock tech suppliers |
| **Tier 2** | Tech infrastructure | App developers, cloud providers (AWS, Firebase) |
| **Tier 3** | Space partners | Hostels, universities, hotels |
| **Tier 4** | Operations vendors | CCTV suppliers, security guards, logistics teams |

### Sourcing & Distribution Process

1. **Sourcing Smart Lockers & Equipment**
   * Source locally (or import if cost-effective) based on size & budget
   * Partner with suppliers offering maintenance contracts
2. **Software Delivery**
   * Outsourced to a local dev house (via equity or retainer)
   * Built with microservices for scalable, modular updates
3. **Storage Deployment**
   * Install lockers in approved university/hostel areas
   * QR scanner & security system integrated on-site
4. **User Access & Delivery**
   * Service activated upon user booking → real-time availability mapping

### Potential Supply Chain Risks & Solutions

| **Risk** | **Mitigation** |
| --- | --- |
| Delay in locker supply or repairs | Maintain spare units in inventory for quick swaps |
| Software bugs during peak usage | Use cloud auto-scaling + dev support |
| Disputes with space providers | Draft MoUs with revenue-sharing terms & liability clauses |
| Delivery bottlenecks in setup | Pre-schedule installation batches with location-specific crews |

## 3. Customer Service Strategy

Customer service is **key to retention**, especially in a **trust-dependent business**-like storage.

### Customer Service Standards

| **Standard** | **Details** |
| --- | --- |
| Response Time | In-app/chat/email response within **2 hours** |
| Complaint Resolution | Issue resolved or escalated within **24–48 hours** |
| Refund/Compensation Policy | Available for valid storage failure cases |
| 24/7 Support | Chatbot for basic queries + human escalation available 9 AM–9 PM |

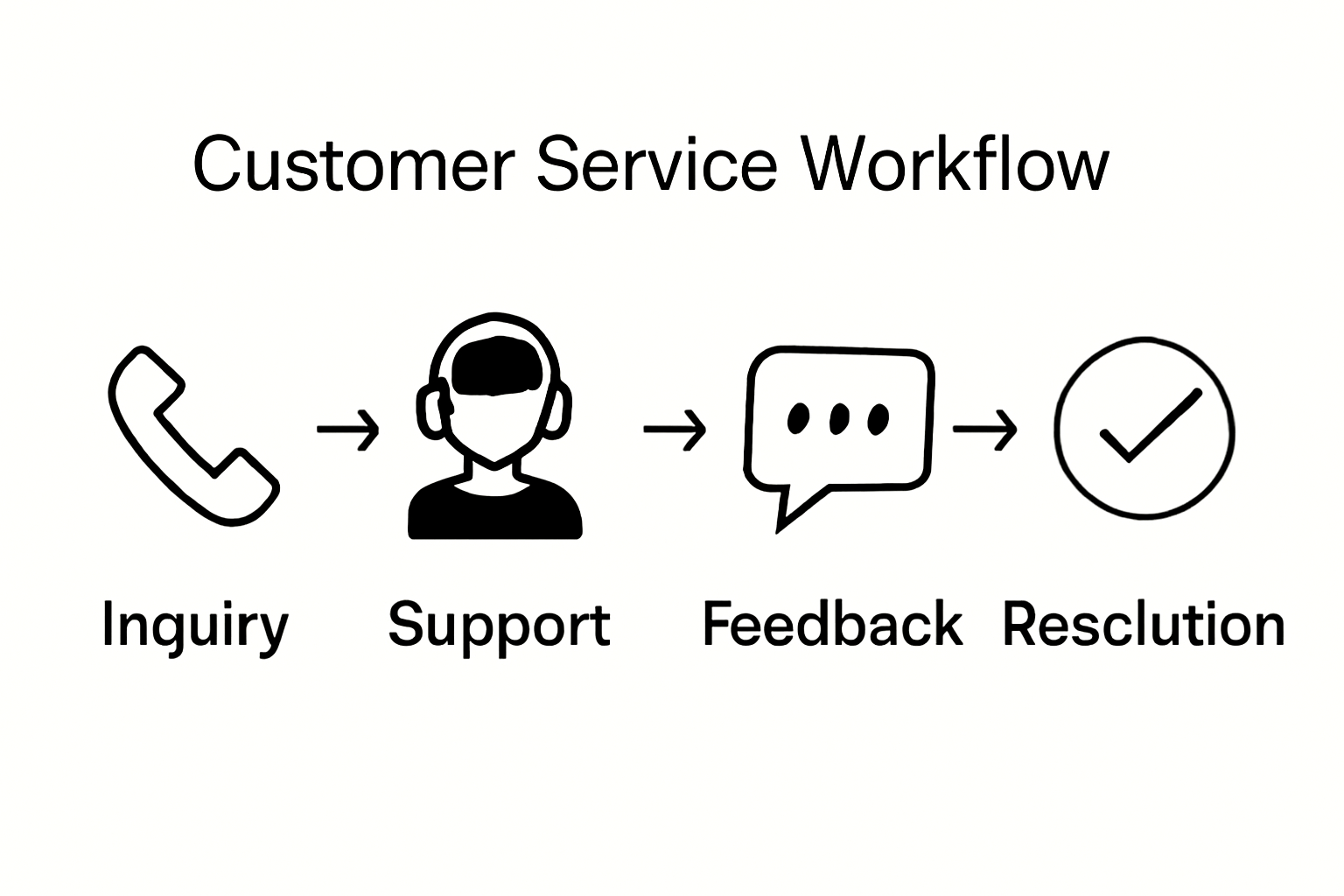
### Feedback & Support Channels

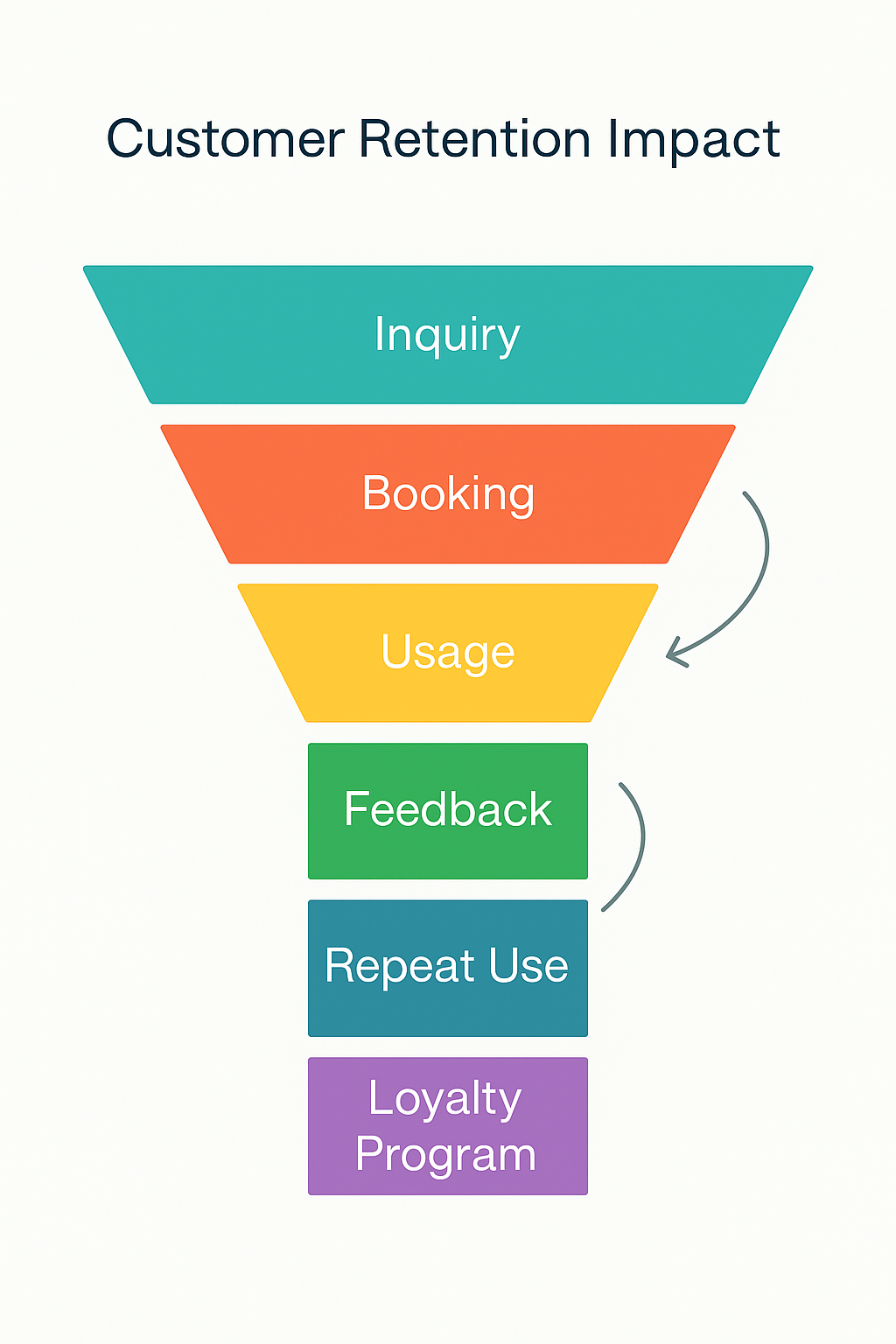
* **Mobile App Chat**: Chatbot for booking, extensions, FAQs
* **WhatsApp Business & Email**: Formal complaint or inquiry channels
* **Post-Booking Survey**: Optional feedback form via app/email
* **Call Support**: Helpline during working hours for elderly/less tech-savvy users

### Customer Satisfaction & Retention Tactics

* Loyalty Programs: Discounts for repeat use or referrals
* Trust Signals: Verified partner badges, user reviews, insurance options
* Transparency: Clear billing, real-time locker tracking
* Performance Monitoring: NPS (Net Promoter Score) after each booking
* Periodic App Updates: Feature improvements based on feedback

**Customer Service Workflow:**



**Customer Satisfaction Funnel:**  


# Part VI: Financial Projections (Simplified) – *StoreEase*

## 1. Revenue Forecasts (First Year)

**Service Lines and Channels**

StoreEase generates revenue primarily through:

1. **Hourly Storage Rentals** (for travelers)
2. **Daily/Weekly Student Storage**
3. **Monthly Storage for Hostelers**
4. **Premium Add-ons** (insurance, priority locker access)
5. **Partner Commissions** (space providers)

**Estimated Monthly Revenue Breakdown**

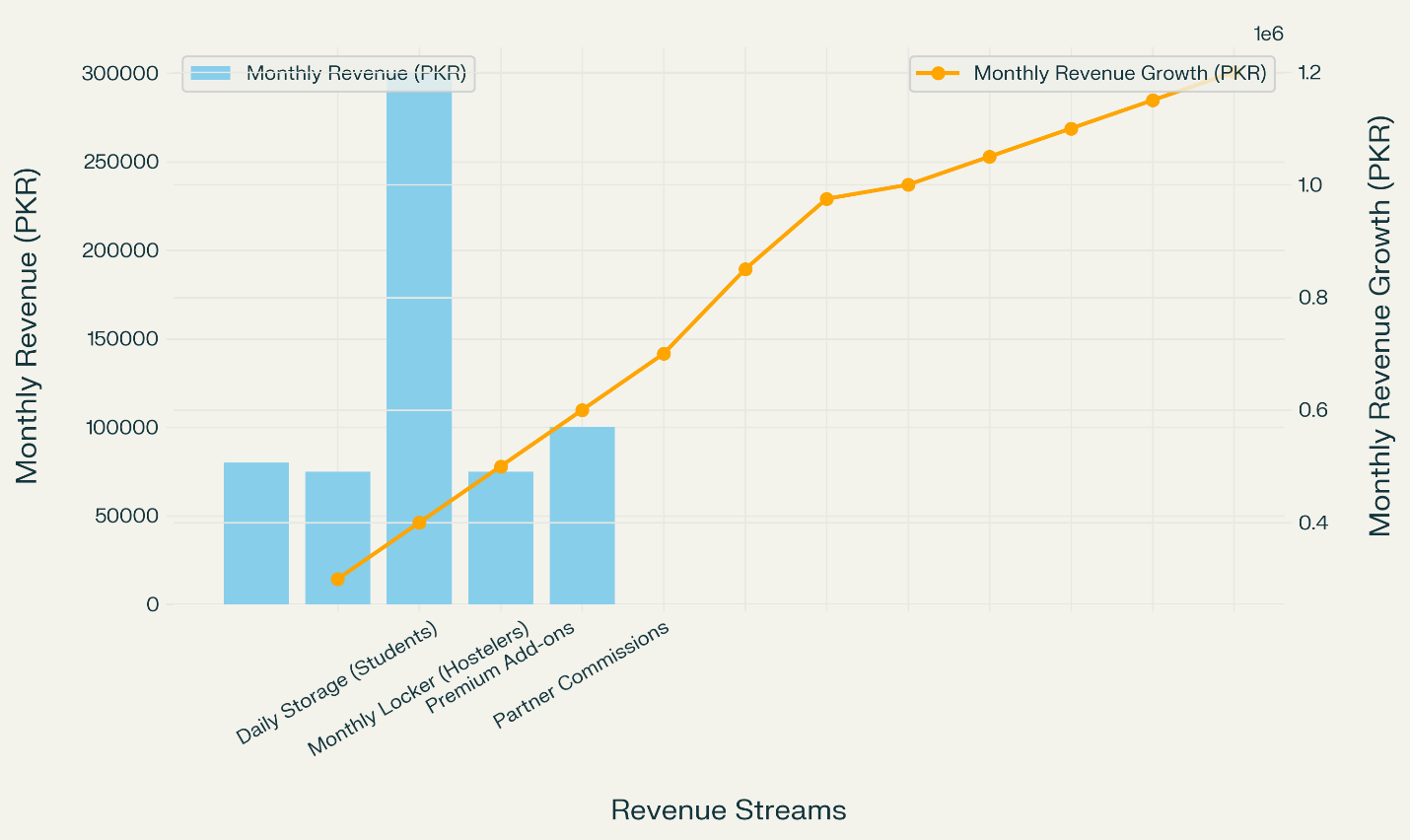
| **Revenue Source** | **Price (Avg)** | **Units/Month** | **Monthly Revenue** | **Annual Revenue** |
| --- | --- | --- | --- | --- |
| Hourly Storage (Travelers) | PKR 200/session | 400 | PKR 80,000 | PKR 960,000 |
| Daily Storage (Students) | PKR 250/day | 300 | PKR 75,000 | PKR 900,000 |
| Monthly Locker (Hostelers) | PKR 3,000/month | 100 (during breaks) | PKR 300,000 | PKR 3,600,000 |
| Premium Add-ons | PKR 500/user | 150 | PKR 75,000 | PKR 900,000 |
| Partner Commissions | Avg. PKR 10,000/location | 10 | PKR 100,000 | PKR 1,200,000 |

**Total Projected First-Year Revenue**

**PKR 7,560,000**

Assumptions: Pilot operations at 2–3 key locations with steady monthly growth and 50–60% capacity utilization.

**Revenue streams by category, line graph of monthly revenue growth:**



## 2. Expense Budget (First Year)

**Fixed Costs**

| **Category** | **Cost/Month** | **Annual Total** | **Justification** |
| --- | --- | --- | --- |
| Office Rent + Utilities | PKR 85,000 | PKR 1,020,000 | Small admin office + energy costs |
| Salaries (core team) | PKR 500,000 | PKR 6,000,000 | Tech, ops, marketing, support |
| Insurance | PKR 100,000/year | PKR 100,000 | Risk coverage for stored items |
| Cloud Hosting & App Maintenance | PKR 30,000 | PKR 360,000 | AWS/Firebase + app fixes |

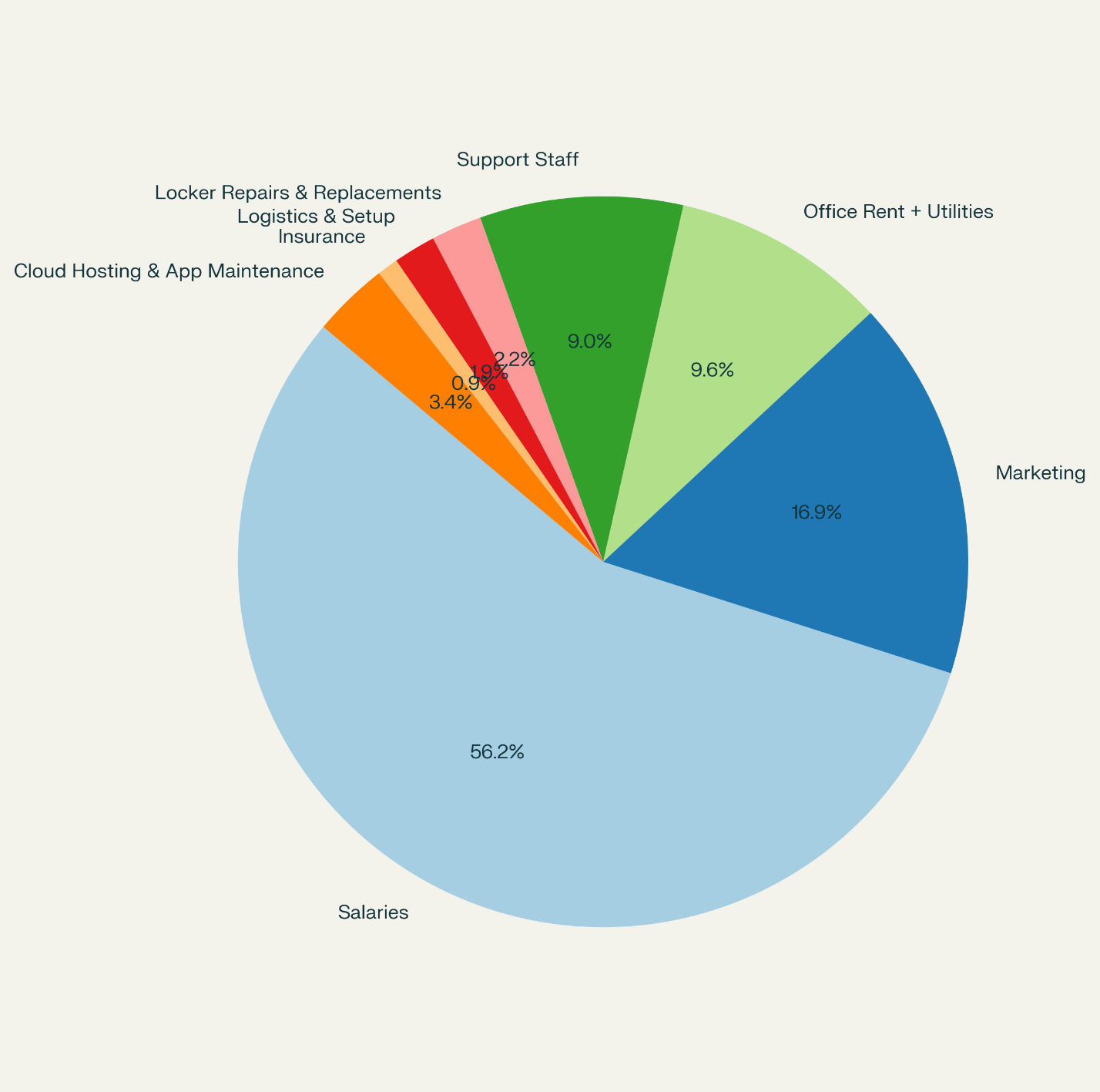
**Variable Costs**

| **Category** | **Monthly Avg** | **Annual Total** | **Justification** |
| --- | --- | --- | --- |
| Marketing | PKR 150,000 | PKR 1,800,000 | Digital + offline campaigns |
| Locker Repairs & Replacements | PKR 20,000 | PKR 240,000 | Maintenance of storage units |
| Support Staff (field/security) | PKR 80,000 | PKR 960,000 | Operations across 2–3 sites |
| Logistics & Setup | PKR 50,000 (initially) | PKR 200,000 | Locker delivery and setup |

**Total Projected Expenses for Year 1**

* **Fixed Costs**: PKR **7,480,000**
* **Variable Costs**: PKR **4,200,000**
* **Total**: PKR **11,680,000**

**Pie chart of cost distribution (e.g., salaries, marketing, logistics):**



## 3. Break-even Analysis

**Break-even Point Calculation**

Let’s assume:

* **Average Revenue per Customer**: PKR 750
* **Average Monthly Fixed + Variable Costs**: PKR 973,333
* **Break-even Customers/Month** = Total Monthly Costs / Revenue per Customer  
  → PKR 973,333 ÷ 750 ≈ 1,298 customers/month

**Time to Reach Break-even**

| **Month** | **Users Targeted** | **Monthly Revenue** |
| --- | --- | --- |
| Month 1 | 400 | PKR 300,000 |
| Month 3 | 800 | PKR 600,000 |
| **Month 6** | **1,300+** | **PKR 975,000** **“BREAK-EVEN”** |
| Month 12 | 1,500+ | PKR 1,100,000+ |

**Conclusion:** StoreEase is projected to reach break-even in **6–7 months**, assuming active digital marketing, user retention, and 60% locker utilization.

**Tactics to Achieve Break-even**

* **Referral Bonuses** and Loyalty Discounts
* **Partner Promotions** with universities and travel agencies
* **Introductory Offers** in pilot locations
* **App Push Notifications** for repeat usage
* **Dynamic Pricing** for high-demand hours

**Break-even chart showing total revenue vs. total cost line intersection at Month 6:**

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