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INTERNSHIP PROJECT

ServiceHub

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BAHADIR KUZU
Mn.128974

PROF. MANGIAROTTI MAURIZIO

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1 BUSINESS DESCRIPTION

ServisHub is a comprehensive online platform carefully designed to alleviate the complexity and intensity of modern life. Users can easily find the services they need in a wide range of services such as cleaning, transportation, renovation, event planning and training. This platform eliminates complex and time-consuming search processes, allowing users to use their time in the most efficient way. However, ServisHub is not just a search engine, it is also an ecosystem focused on quality, security and satisfaction.

The platform keeps quality standards high to gain the trust of users. Detailed profiles of service providers clearly show users their skills, experience and references, as well as the services they offer. This allows users to choose reliable and qualified service providers. Additionally, user reviews and feedback on the platform enable constant monitoring of service quality. In this way, users can make more informed decisions and check their service providers' compliance with quality standards.

ServisHub offers many advantages to both service providers and service seekers. While users easily find services that suit their needs, service providers gain access to a wide customer base. In this way, the platform maximizes the satisfaction of both parties and creates a cooperation environment based on mutual trust. As a result, ServisHub effectively responds to the demands of modern life, facilitates users' daily lives and offers a reliable solution in the service industry.



1.1 MISSION AND VISION

- 1.1.1 **Mission:** ServisHub's mission is to make users' lives easier by enabling them to easily find the services they need and to provide service providers with access to a wide customer base. By offering unique solutions to users, we facilitate service procurement processes and increase their satisfaction.
- 1.1.2 **Vision:** Our vision is to increase the quality of life of users by digitalizing service procurement processes and to lead the transformation in the service sector. Through our digital platform, we aim to raise the quality standard in the industry by enabling users to find, evaluate and make more informed choices of service providers.

1.2 SCOPE OF SERVICE

ServisHub covers a wide range of services in home, office, events, health, beauty and more. It provides services in different areas such as cleaning, renovation, transportation and organization services. We have a wide service network and various options to meet every need of our users. We also focus on meeting users' expectations with customized services.

1.3 SERVICE PROVIDERS AND USERS

Our platform brings together professionals and service seekers offering a wide range of services, from individual entrepreneurs to small businesses. Service providers create detailed profiles to showcase their capabilities, and users choose the service providers that best suit their needs. We provide our users with the opportunity to receive the best service by providing access to a wide network of providers.

1.4 QUALITY AND SAFETY STANDARDS

ServisHub complies with strict quality and security standards to keep user satisfaction and safety at the highest level. Profiles of service providers are examined in detail, reference checks are made and user feedback is taken into account. It is our priority to ensure the safety of our users by using secure payment systems and data protection measures.



1.5 USER EXPERIENCE AND SUPPORT SERVICES

Our platform offers a user-friendly interface and easy accessibility, allowing users to easily find service providers. There is also a support team that our users can reach if they have any problems or need help. It takes into account feedback to constantly improve the user experience and makes our platform even more user-friendly for users. Keeping customer satisfaction at the highest level and providing support at every step forms the basis of our service quality.

2 MARKET ANALYSIS

The market analysis conducted for ServisHub's online service platform to operate in Turkey includes an in-depth examination of the main competitors in the sector and the market. Within the scope of this analysis, platforms such as TaskRabbit, Thumbtack, AirTasker, Amazon Mechanical Turk and Handy, which are leading international platforms, as well as local platforms such as Cronoshare and Habitissimo operating in Italy, and platforms such as Armut, İsin Olsun Hizmet, which are popular in Turkey, were examined in detail. has been evaluated in some way.¹

Important issues such as market size, demand trends, target customer profile, competitive environment and geographical market analysis were discussed in detail, creating a solid foundation for determining ServisHub's strategic position and creating effective marketing strategies. This analysis is a critical step for ServisHub to achieve its goals and gain competitive advantage. Careful study of observed trends and market dynamics will allow the platform to succeed in the market by providing customer-oriented services and developing innovative solutions.

2.1 MARKET SIZE AND TRENDS

When the general size and trends of the service sector in Turkey are examined, it is seen that technological advances and changes in lifestyle have had a significant impact on the sector in recent years. Rapid urban transformation and population growth, especially in big cities, increases the demand for services such as home maintenance, renovation and transportation. As the work-from-home model has become widespread, the demand for services such as maintenance and cleaning of home offices has also increased. With the increased interest in online platforms during this period, the demand for services offered through these platforms has also increased significantly.^{2 3} Changing service demand and consumer habits in different regions and sectors of Turkey are of great importance in determining the growth potential and opportunities in the sector.⁴

2.1.1 General Size and Trends in the Service Sector

The service sector in Turkey is a dynamic sector that operates in a wide range and plays a critical role in the country's economy. Technological advances and changes in lifestyle in recent years have caused significant increases in service demand. Especially basic services such as home maintenance, renovation, cleaning and transportation show a constantly increasing demand. Rapid urban transformation and population growth in big cities further increases the demand for these services.⁵ While today's increasing work intensity and pace

¹ [Similarweb, Top Websites Ranking](#)

² [Republic of Turkey Ministry of Trade, Service Trade Statistics, 2023](#)

³ [World Bank, The World Bank in Türkiye, 2023](#)

⁴ [Dergipark, Characteristics of the Service Sector and Theoretical Study on the Interaction of Systematic and Non-Systematic Risks with Sector Securities](#)

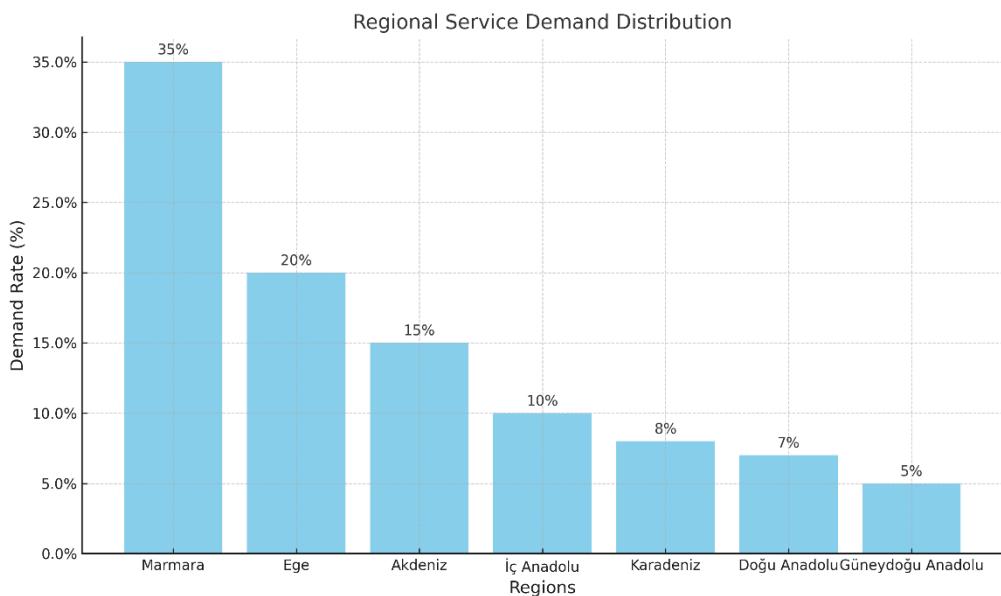
⁵ [Globaldata, Turkey Construction Market Report, 2024](#)

of life increase individuals' need for these services, the conveniences offered by technology have made this demand more accessible. This has led to the gradual expansion and diversification of the service sector, which contributes to increased business opportunities and competition.⁶

Growth Rates of the Service Sector in Turkey	
Year	Growth Rate (%)
2019	3.7
2020	7.4
2021	21.1
2022	9.1
2023	0,2
2024	4.0 (First Quarter)

⁷ [Fig1. Service Sector Growth Rates in Turkey, TUIK, Periodical Data](#)

2.1.2 Regional and Sectoral Distribution of the Market



⁸ [Fig2. Regional Service Demand Distribution, TUIK, Periodical Data](#)

Significant differences are observed between service demand and consumer habits in various regions of Turkey. Especially in big cities and touristic regions, dense population and tourism activities increase the demand for services such as travel, accommodation, event organization and transportation. Residents and

⁶ [Invest, Foreign Direct Investment \(FDI\) Strategy Of Turkey, 2021-2023](#)

⁷ [Fig1. Service Sector Growth Rates in Turkey, TUIK, Periodical Data](#)

⁸ [Fig2. Regional Service Demand Distribution, TUIK, Periodical Data](#)

tourists in these regions strive to meet their needs for various services in line with the dynamics of city life. On the other hand, demand takes a different direction in rural areas. Here, the demand for services close to nature, such as home maintenance and gardening, is high among people who prefer natural life. In rural areas where agriculture and natural life are at the forefront, services such as house maintenance and environmental regulation become an indispensable part of daily life. These differences are important in terms of understanding the regional dynamics of the service sector in Turkey and developing strategies accordingly.

➤ Demand Trends for Services

The service sector in Turkey is a dynamic sector that operates in a wide range and plays a critical role in the country's economy. Technological advances and changes in lifestyle in recent years have caused significant increases in service demand. Especially basic services such as home maintenance, renovation, cleaning and transportation show a constantly increasing demand. Rapid urban transformation and population growth in big cities further increases the demand for these services. While today's increasing work intensity and pace of life increase individuals' need for these services, the conveniences offered by technology have made this demand more accessible. This has led to the gradual expansion and diversification of the service sector, which contributes to increased business opportunities and competition.

Service Revenues of Turkey (TRY)

Service Categories	2018	2019	2020	2021	2022	2023 January- July
TOTAL	314507.3	383136.9	267701.0	509686.4	1200865.5	1007040.8
Logistics and Transportation	129012.6	133357.2	112609.0	202677.7	477198.0	380756.4
Travel (Including Health and Education)	137450.2	195538.5	93310.0	221062.2	558495.0	456088.0
Other Business Services	14516.7	18148.8	20342.0	29224.3	53905.5	41604.4
Insurance and Pension Services	6778.7	7364.4	6713.0	8383.0	14715.0	37844.4
Telecommunications, Computer, and Information Services	7579.0	8333.4	14791.0	21297.8	39933.0	31584.0
Maintenance and Repair Services	6004.9	7033.8	8141.0	11786.0	25515.0	25079.2
Financial Services	2936.2	2690.4	2674.0	3220.4	6547.5	10246.0
Construction	2968.0	2074.8	1673.0	2158.0	4725.0	5828.0
Personal, Cultural, and Recreational Services	673.1	1014.6	1071.0	1593.6	3928.5	3008.0

Official Services	4123.4	4537.2	2569.0	2830.3	6534.0	5470.8
Manufacturing Services on Physical Inputs Owned by Others	1579.4	1932.3	1988.0	2340.6	4644.0	5245.2
Charges for the Use of Intellectual Property	885.1	1111.5	1820.0	3112.5	4725.0	4286.4

⁹ [Fig3. Service Revenues of Turkey \(TRY\), Trade, Republic of Turkey Ministry of Trade](#)

2.1.3 Interest and Usage Habits in Online Platforms

Interest in and usage habits of online platforms are increasing day by day in Turkey. With the proliferation of mobile applications, users tend to easily find and contact service providers through online platforms. Especially the young population's interest and trust in such platforms is quite high. While these platforms respond to users' needs quickly and effectively, they also offer business providers the opportunity to communicate directly with a wide customer base. This trend contributes to the rapid growth and diversification of the online service market in Turkey.¹⁰

2.1.4 Current and Potential Opportunities

In the service sector in Turkey, there are existing and potential opportunities in various areas. In particular, the acceleration of the digitalization process and the increase in demand for online platforms increase the growth potential of online platforms such as Service Hub in the market.¹¹ This opens the door to new business opportunities for businesses by providing direct interaction and marketing opportunities with a wide customer base. In addition, improving service quality, ensuring customer satisfaction and developing innovative service models also offer important opportunities. These opportunities enable service providers to gain a competitive advantage and also provide them with the opportunity to offer better and innovative services to customers.

2.2 COMPETITION ANALYSIS

ServisHub's competitive environment has a dynamic structure where it is faced with various platforms at global and local levels. First of all, global platforms such as TaskRabbit, Thumbtack, AirTasker, Amazon Mechanical Turk and Handy stand out with a large user base and various service categories. In addition, local platforms such as Cronoshare and Habitissimo, which are widely used in Italy, also have a significant market share. In Turkey, local platforms such as Armut and Isin Olsun Hizmet play an important role in meeting the demand for local services.

Detailed analysis of the services offered by these competitors will play a critical role in determining ServisHub's competitive advantages and shaping its strategies. In this regard, in addition to factors such as customer focus, service diversity, user experience and reliability, developing customized solutions suitable for local needs will be important to increase ServisHub's competitiveness

⁹ [Fig3. Service Revenues of Turkey \(TRY\), Trade, Republic of Turkey Ministry of Trade](#)

¹⁰ [Oosga, Social Media in Turkey - 2023 Stats & Platform Trends](#)

¹¹ [SpringerLink, Research trends in digital transformation in the service sector: a review based on network text analysis](#)

2.2.1 Business Model and Platform Operation

Business Model Analysis is a critical step in understanding the basic operation of a business, its revenue sources, customer relationships and value proposition. This analysis helps determine what kind of value the business offers, which customer segments it focuses on, how it generates revenue, and its business processes. Business model analysis is also used to determine the business's market position, competitive advantages, operational structure and growth strategies. Each business's business model is unique and based on market dynamics, customer needs and industry-specific factors. Therefore, business model analysis is an important tool to highlight the strengths of the business and identify its weak points.

Comparison of Platforms' Business Models

Platform	Service Areas	Business model	Payment Model	Commissions and Fees
TaskRabbit¹²	House cleaning, furniture assembly, shopping, delivery, pet care, moving assistance, installation and repair, etc.	Customers create job requests, workers submit bids; Reservations are made at fixed hourly rates.	Card information is taken and provision is placed; Payment is made after the service.	Service fee and "Trust and Support Fee" are charged.
Thumbtack¹³	Home and event services	Customers choose service providers and receive quotes; providers find customers directly or through deals.	Secure payments are made with Thumbtack Pay, weekly budget and maximum customer price are determined.	The price is determined per potential customer, Thumbtack Pay is free, and there is no fee for those who receive the service.
AirTasker¹⁴	Cleaning, gardening, handyman services, graphic and web design, pet care, private lessons, etc. A wide range of services such as.	Users create job requests, officers submit bids, and users select the most suitable officers.	Payment is held in authorization until the task is completed and transferred to the officer once approved; Stripe is used.	A service fee of 10% to 20% of the task price is charged; The service fee decreases according to level tiers (Bronze, Silver, Gold, Platinum).
Amazon Mechanical Turk¹⁵	Various tasks such as data labeling, writing text, completing surveys	Users create tasks, other users complete those tasks.	Requesters pay the amount paid to workers and the MTurk fee; Rewards are managed through Stripe.	MTurk charges 20% on reward, 5% for Master Workers, and an additional fee for Premium Qualifications.

¹² [TaskRabbit](#)

¹³ [Thumbtack](#)

¹⁴ [AirTasker](#)

¹⁵ [Amazon Mechanical Turk](#)

Handy¹⁶	House cleaning, remodeling, installation, home renovation, outdoor projects, etc.	Customer creates demand, service providers make offers.	Payment is taken at the time of reservation and payment is made after the service.	A "Trust and Support Fee" and a monthly service fee apply for dormant accounts.
Cronoshare¹⁷	Home maintenance, moving services, private lessons, etc.	Customer creates demand, workers submit bids.	Payment is made directly between the client and the professional.	Trading commission 2% to 15%; Cronos virtual currency is used; Prepaid credits are used for customer communication.
Habitissimo¹⁸	Home maintenance, renovation, transportation, etc.	Users specify their needs, receive offers from service providers and choose the most suitable one.	Getting quotes is free, payment is made directly to the service provider, and professionals pay fees to submit quotes and access services.	Habitissimo does not charge commission; Payments are made for notifications and requests regarding subscriptions for different types of services.
Armut¹⁹	It offers a wide range of services such as house cleaning, renovation works and moving services.	Customer creates demand, service providers make offers.	Depending on the type of service, payment is made directly to the service provider or payment is made at the time of booking.	Service providers are charged a fee to obtain quotes; Payment is made when the service is received.
Isin Olsun Hizmet²⁰	It offers a wide range of services such as cleaning, catering, renovation, transportation, private lessons, health and organization.	Customer creates demand, workers submit bids.	Offers are made for service advertisements, payment is not managed by Isin Olsun Hizmet.	The platform is free; No fee is charged for posting ads and making offers.

²¹ Fig4. Comparison of Business Models of Platforms, from the websites of the platforms

¹⁶ [Handy](#)

¹⁷ [Cronoshare](#)

¹⁸ [Habitissimo](#)

¹⁹ [Armut](#)

²⁰ [İşin Olsun Hizmet](#)

²¹ Fig4. Comparison of Business Models of Platforms, from the websites of the platforms

➤ **TaskRabbit**

TaskRabbit is a platform that matches customers with local service providers, offering a wide range of services including house cleaning, furniture assembly, shopping, delivery, pet care, moving assistance, installation and repair. The platform offers service options for individual users, businesses, or both, and these preferences are indicated on the request search screen. The business model is based on customers creating job demands and workers submitting offers for these demands. Service profiles offer fixed hourly rates for jobs and follow through with the booking process. First, address and personal information are required and membership is free. Then, "Task Location", "Task Options" and "Details of Your Task" steps are followed to create a request. In the "Task Options" section, details such as the size of the task and the estimated duration are specified. Discounts are offered and selectable for repeatable jobs.

After completing these steps, the service provider profiles are displayed and the booking screen opens. One can choose between different service providers with filters such as "Elite Tasker" and "Great Value". Once the service provider is selected, card information is requested for payment and an authorization is placed for the specified hourly rate. If this provision is canceled within 24 hours before the task is due or the service provider does not respond to the task or is unavailable, it will be transferred to the service recipient's account as compensation. However, service providers who have violated TaskRabbit's terms of service within the last 90 days may not be eligible to receive compensation. Cancellation conditions are stated in the user agreement. Additionally, when choosing a service provider, a security fee called "Trust and Support Fee" is charged from the customer.

- **Trust and Support Fee:** TaskRabbit applies a Trust and Support fee to all invoices. Charges and refunds are not subject to this fee. Once the task is completed, you may see this charge as a separate item on your receipt. This fee helps support the following elements:
 - **TaskRabbit Happiness Pledge:** TaskRabbit may offer up to Ten Thousand US Dollars (\$10,000) in response to users' claims for damages or injuries resulting from the performance of a task. This commitment is offered to reassure users and improve service quality.
 - **Operational and security measures to protect users :** TaskRabbit takes operational and security measures to ensure the security and privacy of users. This is an effort to improve the reliability and security of the platform.
 - **Investing in our Customer Support Team:** TaskRabbit invests in a customer service team where users can get support if they encounter any issues. This is important to increase user satisfaction and speed up resolution of issues.
 - **Tools, team training and channels to help you complete your mission:** TaskRabbit provides tools, team training, and communication channels to improve service quality and ensure successful completion of tasks. This helps users have a better experience and meet their needs more effectively.

After selecting the tasker, a messaging and communication screen opens to facilitate communication between the customer and the tasker, and the details of the job are discussed on this platform.

Additionally, an invoice is generated based on the service request. This invoice may also include additional expenses and receipts discussed on the messaging screen. If additional costs are required for the service and these costs have not been paid in advance, the customer can prepay these costs and have Tasker deliver them. These additional costs are added to the chat thread as a receipt and are limited by sector for public safety.

Elements such as sales tax, VAT and service fee are also reflected in the invoice. In this case, TaskRabbit receives a commission from the customer. Payment of the invoice is expected after the service is

completed. If the invoice is not paid, the customer may be subject to additional penalties and may not receive benefits such as the TaskRabbit Happiness Pledge. For service providers, there is a one-time membership fee of \$25.

- **Service Fee:** When you book a task, you can see Tasker's hourly rates. All customers are charged a TaskRabbit service fee in addition to the Tasker Fee. The service fee is a percentage of the total fee you paid for your task, excluding refunds to Tasker (Taskers receive 100% of any refund). In other words, it is an additional commission fee reflected to the customer.

➤ **Thumbtack**

Thumbtack is a platform where customers can find various services and businesses can reach customers. It offers services under two main headings: Home and Activities. Since it is currently only available in the US, scanning is done via service description and zip code. A service provider can be selected by filtering among the listed profiles, and a special offer can be presented to the service provider by determining details such as timing, estimated duration and project type. Additionally, the availability of the service provider can be checked or contacted via direct message and phone request. This way you can become a potential customer.

From the service provider's perspective, there are two different customer types:

1. **Direct Leads:** These customers see you in the search results and decide to reach you directly. You can get leads directly by setting your targeting preferences and selecting the types of business you want.

Your maximum lead prices : Maximum lead prices refer to the highest amount you're willing to spend per lead. You can set these prices separately for each service. If you're not burning through your weekly budget and want more leads, you can try increasing your maximum lead prices for the most important services. This price is one of several factors that determine how many leads you will get. Your profile, star rating and reviews are also affected by factors such as local demand for your services, how quickly you respond to new leads, and more.

With maximum lead prices you can:

- **You can choose your maximum price per lead.** The higher your maximum price, the more likely you are to get leads.
- **You can customize your maximum price for each service you offer .** Set your maximum price for each service you offer. You can get more leads by setting higher prices for the most important leads.
- **You can control your expenses.** A budget is suggested based on your maximum price. Alternatively, you can choose not to set a weekly spending limit.

Thumbtack's Quality Commitment: Thumbtack backs all leads with a commitment to quality:

- **Phone Number Guarantee:** So you can always contact the customer.
- **Competition Limit:** Prevents you from competing with an unlimited number of professionals for potential clients.

Think about how many customers you want to find your business on Thumbtack each week. Use this to determine your maximum lead price. As you set up how much you want to spend, it tells you how far that amount can go and suggests a good budget for you.

Budget management:

Determine your maximum lead price by considering how many customers you want your business to find each week. It suggests a good budget by telling you how far that amount can go. Your budget is your

weekly spending limit for leads and bookings across all your services. When you add a new service, you set your budget and can edit it later as needed. You may not be able to reach your weekly budget, it depends on how many customers contact you from the search results.

If you reach your budget you have two options:

- **You can increase your budget.** Increases take effect immediately, so you won't miss out on customers seeing you in search results.
- **You can keep your budget as is.** You won't appear in search results until your budget is reset on Monday.

Your balance: You load an appropriate amount upfront and pay using that balance as leads arrive. If you leave the auto-recharge feature on, it will automatically reload when your balance is reset. If you don't turn on auto-recharge, you'll be charged individually for service requests until you meet your budget or manually replenish your balance. These arrangements help service providers effectively acquire customers on Thumbtack and keep their budgets under control.

2. **Opportunities:** It's an ideal option for those looking for extra work, increasing your chances of getting in front of clients who haven't yet hired someone. These customers reached out to several Thumbtack experts and asked for quotes. Opportunities are priced separately from other leads. The servicer can view the cost of a customer responding to the servicer by opening the job details and clicking "View Price." When you land an opportunity, you'll only be charged if the customer responds to you. The cost of contacting opportunities differs from the overall budget.

Each opportunity shows how many professionals the customer contacted and how many professionals responded to them. You can find this information by clicking "View Details". Even if you're not the first professional the client contacts, you may be the first professional they hear back from. If the customer has not yet received a response from any professional, you will see "Be the first" in the opportunity.

Payment: Thumbtack Pay is a secure and easy-to-use payment system that does not require any extra applications or tools. There are no fees to deposit your earnings with our standard payout, and you can discuss job costs and payouts directly with your clients via Thumbtack.

Currently, clients can pay you up to \$3,000 per job per month through Thumbtack Pay. You can consider depositing up to \$3,000 through Thumbtack Pay and claim the remaining amount by waiting until the next month or by completing it outside of Thumbtack.

When it's time to pay, you can initiate a payment from a customer directly through Thumbtack. Your customer receives the request and can send their payment directly through the messaging platform.

Thumbtack Pay:

- **Free standard deposits:** It's free to use Thumbtack Pay for a standard deposit. There is no fee when you choose the standard payment option.
- **Customers prefer it :** Customers feel more secure when paying through the app and can enjoy discounts when they pay through Thumbtack. Thumbtack covers the cost of the discount so the servicer gets the full amount.
- **Your money is protected** Every payment is protected against unsupported credit card chargebacks.

You can still accept payments outside of Thumbtack. If you do not want to use Thumbtack Pay, you can fill out a form by notifying the website and remove this option from your account. If you change your mind, you can re-enable Thumbtack Pay from your Earnings tab. No fee is charged by the service recipient.

➤ **AirTasker**

AirTasker is a platform where users can reach local dispatchers for a variety of tasks. It offers a wide range of services, from home maintenance tasks such as cleaning, gardening and handyman services, to office-based tasks such as admin, graphic design and web design. There are also a variety of tasks available, such as pet care, makeup artistry, private lessons, and cabinet making.

The business model is based on users creating job demands and officers submitting offers for these demands. The transaction process is as follows:

1. **Job Description and Date Specification:** The user specifies the job description along with the title and date.
2. **Location and Address Selection:** Select whether the work will be done on-site or online. If it will be done at the workplace, address information is entered.
3. **Details and Images:** More details and images are added upon request.
4. **Budget Setting:** The user sets a budget for the job.
5. **Registration:** After the user registers, he publishes his offer.

Once the offer is published, it appears on the map and is listed with other bidden quests. Officers submit their own proposals and can contact the user when they want to do the job. This process allows users to find officers that best suit their needs and allows officers to choose jobs that best suit their abilities.

AirTasker offers a flexible and effective platform for both service providers and service recipients.

Payment: The paid amount is kept in provision and when the task is marked as completed, the customer is notified and if approved, the payment is transferred to the officer. Airtasker maximizes your opportunity to earn more by automatically deducting a service fee when payment is released to include variable transaction and insurance costs as well as ongoing maintenance costs to continually improve and evolve the Airtasker platform . When a quote is accepted and a task is assigned, the payment amount is debited from a Customer's card and transferred securely to Stripe (which holds the funds in escrow). While the task is completed, the payment is held securely by Stripe. Once the task is completed as approved by the customer, a payment release request is sent to Stripe. The payment is then transferred to Tasker's bank account.

Payment Process: AirTasker manages the payment process in a secure and user-friendly way. The following steps are followed in the process of completing and approving the work:

1. **Task Submission :** The customer creates a task by determining the task details.
2. **Receiving Quotes :** The client receives quotes from officers who want to complete the task.
3. **Offer Acceptance :** When a customer accepts an offer from an officer, the payment amount is debited from the customer's card and transferred securely to Stripe. These funds are held in an escrow account.
4. **Task Completion :** Once the task is completed, the officer requests payment.
5. **Confirmation and Payment Release :** The client confirms the task is completed and payment is released. Stripe transfers the payment to the officer's bank account within 3-5 business days.

Service Fee: When a task is assigned to you on AirTasker, you are charged a service fee. Once you complete the task, the payment minus the service fee is transferred to your bank account. Your service fee is calculated based on your current "level" and ranges from 10% to 20% of the mission price. This fee is collected to cover the platform's operating costs, insurance, support and payment expenses. This structure is designed to cover the costs of keeping the platform running and providing more business opportunities.

It also covers insurance, customer support and transaction costs. As you complete your tasks and your earnings increase, your service fee decreases, allowing you to earn more earnings.

Level Tiers: The higher your level, the lower your service fee:

- **Bronze Tier:** 20% service fee for those who earned less than \$400 in the last 30 days.
- **Silver tier:** 15% service fee for those who earned \$400 or more in the last 30 days.
- **Gold layer:** 12.5% service fee for those who earned \$1,500 or more in the last 30 days.
- **Platinum tier:** 10% service fee for those who earned \$3,500 or more in the last 30 days.

Dispute Resolution Process and Refund: Airtasker offers a free dispute resolution service to its users.

However, in order to resolve disputes, it is strongly recommended to first contact the other party directly and seek a solution. Thanks to the secure payment system provided by Airtasker Pay, you can have a fair payment process if things go wrong.

- **Stage 1 - Reporting what happened:**

Before contacting Airtasker, one should ensure that the dispute has been attempted to be resolved by contacting the other member. If an agreement cannot be reached, a form will be provided where both parties can describe the situation in detail.

- **Stage 2 - Review of details by Airtasker:**

Airtasker will review the task and the parties' responses. The evaluation of requests and offers will be made as an impartial arbitrator.

- **Stage 3 - Making a decision by Airtasker:**

The decision will be made based on the details and evidence shared. Detailed justification of the decision will be presented. If this advice is not accepted, the matter may be taken to the local court at your own expense.

Airtasker Insurance: Currently only valid in the USA, Airtasker Insurance comes into play in case the assigned Tasker damages your property or sustains an injury. In this case, you should first contact Tasker and try to find a solution. If there is difficulty communicating with Tasker, Airtasker can be contacted. Although Airtasker does not directly assist with payment, it provides support to facilitate communication between you and Tasker. If the dispute persists, legal action can be taken and support can be obtained from Airtasker to provide the necessary information to the relevant authorities.

Bonuses: If you wish to show gratitude to Taskers who have done an excellent job, an extra amount can be added to the accepted offer when payment is released. This is a great way to show your appreciation for Tasker.

➤ **Amazon Mechanical Turk**

Amazon Mechanical Turk (MTurk) is a platform that enables the completion of manpower-based tasks in an automated manner. A variety of tasks are offered on this platform, such as data labeling, text writing, and survey completion. MTurk is built on a business model that allows users to create tasks and have other users complete those tasks. Amazon Mechanical Turk generates revenue through transaction fees charged to task creators and uses different pricing models based on the complexity of tasks and the type of work in demand.

MTurk turns manual and time-consuming projects into smaller, manageable tasks, allowing workers to complete them. In this way, projects can be completed more quickly and efficiently. On the MTurk platform, those who create tasks are known as "Requesters" while the people who perform these tasks are

called "Workers". Amazon Mechanical Turk is a crowdsourcing marketplace that allows individuals and businesses to engage with a global workforce 24/7. MTurk is an effective way to complete your projects more efficiently and utilize manpower.

Main Features:

- **Arts Employee Community** : MTurk provides access to a virtual employee community that can help achieve business goals. AWS SDK supports the MTurk Requestor API, making it easy to integrate MTurk into your applications.
- **Task Management** : AWS tools allow you to distribute and manage tasks that require human intelligence. Flexible Requestor UI makes it easy to create and manage tasks.
- **Survey Publishing** : Researchers can use services like Qualtrics or SurveyMonkey to publish surveys to MTurk. Requestor UI allows creating and managing multiple HITs.
- **Time Saving** : Time can be saved by using the same HIT design for multiple companies using a CSV file.
- **Attributes Management** : Attributes allow you to manage and qualify employees so you can fine-tune who can view and work on your tasks.
- **Cost Management** : MTurk helps you reduce the overhead costs associated with hiring and managing a temporary workforce by converting fixed costs into variable costs. The price you pay for a HIT consists of two components: the amount you pay employees and the fee you pay MTurk.

Payment: The price Requesters pay for a Human Intelligence Task (HIT) consists of two components: the amount paid to workers and the fee paid to MTurk for that amount. Requesters decide how much workers will be paid.

- **MTurk Fee** : MTurk charges 20% of the reward and bonus amount (if any) paid to Workers. For HITs with 10 or more assignments, Workers receive a 20% surcharge on the award paid. The minimum fee is \$0.01 per assignment or bonus payout.
- **Master Features** : 5% of the reward paid to Master Workers.
- **Premium Qualifications** : Requesting Clients can use Premium Qualifications for any HIT with 10 or more assignments, including surveys, by using the Create Project feature on the Requesting Website. There is an additional fee for using Premium Features. Additional pay per task starts at \$0.05 and varies depending on qualification.

➤ Handy

Starting with the slogan "The easy and reliable way to take care of your home", Handy is a platform that reaches customers by digital marketing of various domestic services. It offers a variety of services such as house cleaning, renovation, installation, home renovation, and outdoor projects. The platform's aim is to enable busy people everywhere to book home services. The business model is based on customers creating service requests and appropriate service providers bidding on these requests.

Handy initially highlighted the most popular services, such as house cleaning and handyman tasks. Additionally, other services can be chosen via the all services tab. The platform works with vetted and screened professionals and relies on the "Happiness Contract" to ensure quality of service.

Screening Process:

1. Potential providers provide personal and/or corporate information and verify their home service experience.

2. Identity verification for individual professionals: Handy partners with Jumio to verify identity using computer vision technology.
3. Background check for individual professionals: Background checks performed by Checkr include national and local databases going back at least 7 years.
4. Vetting for company providers: Companies provide their corporate information to Handy and the company owner's background check is performed if necessary.

Happiness Contract: The precautions and insurance details taken in case of dissatisfaction with the reservations made on the Handy platform are as follows:

- **In Case of Dissatisfaction:** If you are not satisfied with the quality of service for reservations made directly on the Handy platform, another professional will be sent for your next reservation at no extra charge.
- **Property Damage Insurance:** Insurance is provided for property damage that occurs as a direct result of the professional's negligence. In this context, compensation of up to \$2,500 may be paid per incident. Additionally, up to \$1,000 may be awarded for damage to floors and property containing granite, marble or other stonework. Insurance conditions are detailed in the contract.

Payments and Discounts : Payments and discounts made on the Handy platform are as follows:

- **Payment Method:** Your payment method will be charged when an order is placed for your first cleaning or one-time bookings. Subsequent reservations in your plan will be charged the day before they are scheduled to occur. The sales tax shown on the booking confirmation page is an estimate and the actual sales tax charged may be at a different rate.
- **Referral Discounts:** When friends book with your personalized referral coupon code, both you and your friend receive a discount. This process is done with your shared personal invitation code. These discounts are only valid for services booked and paid for within the next 6 months on the Handy platform.
- **General and Saving Cleaning Credits:** General credits are earned when you cancel a reservation that has already been billed. Cleaning credits saved when you skip a clean during your plan period are earned. The value of the cleaning is charged and posted to your account.

Trust and Support Fee: It's a fee you'll see in the price breakdown for each booking. This fee helps cover costs such as third-party identity checks, customer service, and insurance for service professionals using the Handy platform.

Dormant Account Service Fee: Dormant accounts with a positive credit balance are charged a processing fee of up to \$10 per month. The account is considered dormant if it has not created or completed any bookings in the last 6 months. The account can be reactivated when you create or complete a new reservation.

➤ **Cronoshare**

Cronoshare is a platform that offers a practical way to reach local workers for a variety of services. Services are offered in various fields such as home care, moving services and private lessons. The business model is based on users expressing their needs and receiving offers from workers who meet these demands.

How Cronoshare Works:

1. **Your Need Is Stated:** A form is filled out to indicate the service you are looking for and professionals in your area are notified of this request.

2. **Receive Free Quotes:** Within a few hours, you will be contacted by up to 4 professionals who will offer you the best price quotes.
3. **The Best Choice is Made:** Customer comments of each professional who reaches you can be examined and the experience can be shared at the end of the job.

Payment: Payments for services provided by professionals hired through Cronoshare are managed directly between the client and the professional and are subject to the conditions stipulated by both parties. The payment amount is determined between the client and the professional, and Cronoshare's commission varies between 2% and 15% of the total budget of the transaction. On average, this commission for each new customer is around 6%. Moreover, for services performed on a regular basis, the cost corresponds to approximately an hourly cost of the average wage. In this way, payment for recurring services is managed more clearly and fairly.

Cronos: Cronos is the virtual currency used on the Kronoshare platform. This prepaid balance used to communicate with customers and businesses is called Chronos. Each request is associated with a specific amount of Chronos, and these Chronos are used to retrieve the customer's or job's contact information.

If you used Kronos and contacted a customer or business, but will not be performing the service with the customer, you can take advantage of the Cronoshare Guarantee to recover some of those used Kronos. You can reuse recovered Chronos to contact new customers. It is recommended to charge using chrono packs. These bundles allow you to purchase Kronos at a discount and save on every recharge. There are currently Bronze, Silver and Gold packages available.

Processing fees for each request depend on the type of local service and the verification status of the request's contact details. By default, all transaction fees are set to 15 times. There are different pricing for different customer verticals and contact options, for example, Customer's Phone unavailable, Phone available (SMS), Verified phone (Call).

Cronoshare Guarantee: To contact a potential customer, you need to purchase prepaid credit. For each customer contacted, you will be entitled to a refund of a portion of that balance, as long as you do not perform the work or service. This way, the recovered balance can be used to contact more customers.

Refer and Earn: Up to €30 extra balance coupon can be earned on your next top up by referring and inviting a new professional.

Subscriptions: After selecting the domains and types of jobs you want to purchase, once the subscription is activated, the system will start sending requests that meet the criteria you specified. When you receive a request, the amount is deducted from the balance in your account; In case of insufficient balance, the amount you choose will be loaded.

➤ Habitissimo

Habitissimo, a service market platform operating in Italy, offers an environment where users have the opportunity to find service providers in various service categories such as home maintenance, renovation and transportation. Users can create service requests that suit their needs on the platform and choose the most suitable service providers by evaluating the offers. Habitissimo is known for its user-friendly interface and reliable service providers, allowing users to get their work done easily.

Request a Quote:

1. **Sharing Project Details:** On Habitissimo, users can request services by publishing the details of their projects free of charge.

2. **Receiving Offers from Professionals:** Professionals and companies that can provide services in the region see the demands posted by users and contact those who are interested to offer their offers. Users can evaluate the offers to choose the most suitable one. Habitissimo does not identify professionals to contact; professionals submit their proposals individually.
3. **Selecting the Most Suitable Company:** Users can choose the one that suits their budget and other criteria among the offers they receive. Habitissimo has complementary tools such as customer reviews, trust seals and companies' past projects.
4. **Sharing Experiences:** When the renovation or maintenance process is completed, users can share their experiences about the company they have agreed with. This helps other users to identify quality service providers and make the right choices.

Payment: The Quote Service is completely free for individuals. They are professionals and companies who pay a fee to quote and access our services to increase their client base. Habitissimo does not receive any commission for contracted work and does not act as an intermediary. Habitissimo provides tools such as Trust and Testimonials Seals to assist its users in choosing a good professional. These tools are complementary and do not avoid the checks that must be made by the individual user before hiring a professional.

Habitissimo Guarantee: Habitissimo guarantees reliability when hiring a company or freelancer. In case of fraud, up to €1,500 is provided for advance payment of work materials.

Habitissimo Premium Guarantee: Coverage of up to €1,500 is provided in case of fraud for advance payments on work materials. In addition, the cost of correcting work that does not comply with agreed specifications and does not meet established criteria is also covered. These requirements are set out in the Terms and Conditions (limited to a maximum of 1,500 Euros).

Subscription: Subscriptions can be created for the jobs and areas that interest you most, so that contact information is received when your requests are published.

- **Price:** It can be activated or paused at any time without additional cost. Contacts are deducted from your listing's budget. Every Monday (or the first day of the week your subscription is activated if it's paused), an automatic recharge may occur to reach your weekly budget.
- **Distribution:** If there are more than 4 companies with the same domain and category, notifications are distributed according to different factors: Quality of the job file (reviews, projects, content) and Dynamic Pricing. In case of a tie, the system distributes notifications in rotation: the first 4 companies for each ad are ranked, and the next 4 companies are ranked for the next ad.
- **Reload:** If your weekly budget is reached and a user's request has not been delivered, the system will reschedule the delivery within the first 24 hours.
- **Pause:** Shopping can be paused and continued automatically when needed. You can go to the "Your Subscriptions" section in your profile, click the "Activated" button and select the pause days.

Returns: There is a 5-day period for reporting an incident after contact information is purchased. The Self-Employed or Verified Company seal must be activated in order for incidents to be reported, so before claiming a contact, ensure that the file has the valid seal.

My manager: It is a tool that will allow you to manage your business quickly and easily. With this quoting and billing program you can:

- Own quotes and invoices can be quickly created, customized and sent to individuals. There is an option to download them as pdf and share via email or Whatsapp. History and statuses can also be checked.

- All business information can be viewed and managed in one place via computer, tablet or smartphone.
- Expenses can be managed and reports can be viewed to see the full profitability of the business. At a glance, you can keep at hand how many quotes and invoices are issued per month.
- Your contact list can be kept up to date and things can be tracked. All contacts purchased from Habitissimo can be viewed and added as many times as desired, even if they are not from Habitissimo.

➤ **Armut**

Armut is offered to users as a platform where customers can find various services and businesses can reach customers. A wide range of services are offered, such as house cleaning, renovation works and moving services. The business model is based on customers creating business demands and businesses that meet these demands making offers.

Working principle:

1. **Stating your need:** Armut provides an interface for users to specify their requests. Users can submit their needs by filling out a short request form on the mobile application or website.
2. **Receiving and comparing free quotes:** Armut shares the created service requests with the appropriate service providers and offers usually begin to be received within a few hours. An average of 4 offers are usually submitted for the requested service. Users can review bidders' past work and references and choose from incoming bids.
3. **Selecting the offer:** When users decide which service provider they will work with, they can make their selection using the "Select Offer" button. After receiving the service, users can evaluate the service quality by writing positive or negative feedback about the service providers.

Armut Warranty: When a request is created through the Armut platform and a direct bid selection is made, up to 2,000 TL is covered for property damage and up to 2,000 TL for injuries. The conditions for benefiting from the Armut Guarantee are stated in detail in the Terms of Use.

Payment: Creating a service request on the Armut platform, receiving different offers and contacting service providers is completely free. However, a fee is required to obtain quotes from service providers. There are two different payment models:

1. After receiving an offer from Armut and reaching an agreement with a service provider, the work fee is paid to the service provider.
2. If services are to be received in the reservation model (e.g. house cleaning, massage, manicure/pedicure, etc.), payment is made at the reservation creation stage. In this case, no additional payment is required.

Those who serve Armut can become a member free of charge. After membership is created, an appropriate service profile for their profession must be opened. Armut will then be directed via mobile application, SMS and e-mail when there are jobs suitable for you. After reviewing the details of the works, a price quote can be given if appropriate.

Requests created on Armut.com are forwarded via Armut Mobile Applications, SMS and e-mail to the service providers that best suit the features shared by the service users in the request form. Requests are not listed openly and job submissions are made automatically. Matching is made based on criteria such as distance, request detail, availability, past satisfaction evaluations, job win percentages, profile completion rate. While the win rate is increased and customer satisfaction is ensured, bidding priority is increased.

After receiving mobile application, e-mail and SMS notifications, you can log in to the system and forward your offer to the requester. Claims typically close automatically after receiving quotes from four servicers, so it's important to act quickly. If the content of the job changes, you can agree with your customer to change the price and contact Armut to inform them that you have updated the quote amount. Serving members are subject to the same legal responsibilities as other citizens and taxpayers. Tax payments belong to the service providers and Armut has no authority to audit or impose sanctions on this matter.

➤ **Isin Olsun Hizmet**

Isin Olsun Hizmet offers a more specific service in addition to the general job search platform. On this platform, requests for specific services are created by customers and offers are submitted by suitable workers. The business model is based on customers creating demands and workers submitting offers in line with these demands. After the service type, description, address and personal information are entered by the customers, the workers present their offers and in this way, service recipients and providers meet.

There are many needs that need to be met in daily life. Isin Olsun Hizmet offers a platform to meet these needs through various service postings. Suitable services for different living spaces such as home, office and school can be found on the platform. Services for basic needs such as cleaning and cooking can be purchased. Additionally, larger projects such as renovations and transportation are among the areas where you can receive service. Private lessons can be found by looking at educational services ads. You can also receive services to meet your needs in the fields of health and organization. Advertisements are generally published to meet daily, weekly or monthly needs and include various services such as cleaning, painting and repair.

Daily jobs : Usually include short-term services such as house cleaning, warehouse organization, waitressing, bellboying, repairs and babysitting. These postings quickly bring together professionals who provide services and individuals who need these services.

Weekly postings: Preferred for regular services and provides time savings, professional service and easy access. For example, better quality results are achieved when weekly cleaning or repair work is done by professionals. These advertisements can be easily accessed on isinolsun.com and the details of the service are included in the advertisement descriptions.

Payment: Posting an ad on Isin Olsun Hizmet is completely free. Daily or weekly service announcements can also be published free of charge. It is also free to bid. The services provided are listed in service postings and offers can be received. Offers can be made for the ad and payment transactions are not managed by Isin Olsun Hizmet and no fee is charged.

2.2.2 Evaluation of Market Shares and User Satisfaction Levels

Assessing market shares and user satisfaction levels plays a vital role in ServisHub's competitive analysis. This analysis is critical to understanding ServisHub's position in the market, highlighting its strengths and identifying its weaknesses. In this context, leading competing platforms have been examined in detail.

TaskRabbit has a significant position in the market with a wide range of services and a strong user base. Platforms such as Thumbtack and Handy have a similarly strong market share and high levels of user satisfaction. On the other hand, although platforms like Amazon Mechanical Turk offer a variety of services, they may have mixed feedback on user satisfaction.

In the local market, platforms such as Cronoshare, Habitissimo, Armut.com and İsin Olsun Hizmet are popular and generally receive positive user feedback. The market share and user satisfaction levels of each platform are important in shaping ServisHub's competitive strategies and positioning itself effectively in the market.

Market Shares and User Satisfaction Levels

Platform	Market share	User Satisfaction ²²	Positive Comments	Negative Comments
TaskRabbit	USA 40%, UK 20%, Canada, Germany, Spain, France, Italy, Portugal	Trustpilot 4.5/5 (100,000+ reviews, 80% 4-5 stars)	Reliability, professionalism, ease of use	High prices, cancellations and delays, inconsistency in quality
Thumbtack	10% across the US	Trustpilot 4.4/5 (100,000+ reviews, 80% 4-5 stars)	Ease of use, wide professional range, reliability	High prices, mispricing, inconsistency in quality
AirTasker	Australia 50%, New Zealand 20%, Ireland, Singapore, UK, USA	Trustpilot 4.3/5 (10,000+ reviews, 80% 4-5 stars)	Reliability, capability, ease of use	High prices, cancellations and delays, changing quality of work
Amazon Mechanical Turk	USA 60% and 42 countries around the world	Mixed feedback	Flexibility, earning opportunities	Task quality, data quality
Handy	USA, Canada, UK	Overall high, Handy Happiness Guarantee	Ease of use, safe and reliable professionals, high quality service	High prices, cancellations and delays, communication problems
Cronoshare	Spain, Italy, Brazil, Mexico, Chile	Generally positive, some issues	Affordable prices, large freelancer pool, ease of use	Variation in quality, communication issues, hidden fees
Habitissimo	Spain, Italy, Southern Europe, United Kingdom, France, Belgium, Germany, Japan	Generally positive, some concerns	Large professional network, easy to get quotes, tools to manage the project	High prices, difference in quality, communication problems, project delays
Armut	Türkiye, England, Romania, Egypt, Saudi Arabia, Poland, Hungary, Czech Republic, Italy	Trustpilot 4.5/5 (30,000+ reviews, 80% 4-5 stars)	Easy to use, large professional pool, secure payments, customer support	High prices, difference in quality, communication problems, project delays
İsin Olsun Hizmet	Türkiye	Trustpilot 3.9/5 (10,000+ reviews, 60% 3-4 stars)	Ease of use, lots of job postings	Fake ads, communication problems, inappropriate content

²³ Fig5. Market Shares and User Satisfaction Levels, from the websites of the platforms and Trustpilot

²² [Trustpilot, Customer Reviews](#)

²³ Fig5. Market Shares and User Satisfaction Levels, from the websites of the platforms and Trustpilot

➤ **TaskRabbit**

- **Market share**

TaskRabbit has a significant presence, according to estimates, especially in major markets such as the US and the UK. According to estimates, it has a market share as high as 40% in the USA and 20% in the UK. It also provides services in countries such as Canada, Germany, Spain, France, Italy and Portugal. However, it does not yet have a significant impact in Turkey. It is an internationally known brand.

- **User Satisfaction**

Overall, customer satisfaction is high on the TaskRabbit platform. Trustpilot has an average rating of 4.5 out of 5 stars for TaskRabbit. Additionally, 80% of over 100,000 reviews have 4 or 5 stars. Customers are generally satisfied with Taskers' reliability, professionalism and work ethic. The platform is easy to use and customer service is responsive.

However, some customers have also had negative experiences. The most common complaints include:

- **High prices:** Some customers find Taskers' fees to be high compared to other similar services.
- **Cancellations and delays:** Some customers have complained about Taskers canceling their appointments or experiencing delays.
- **Inconsistency in quality:** Some customers have noted that the quality of Taskers' work is variable.

➤ **Thumbtack**

- **Market share**

Thumbtack serves all 50 states across the US and has a significant market share. According to 2023 estimates, Thumbtack has established control over 10% of the home services market in the United States. This makes Thumbtack one of the largest home services platforms in the country.

- **User Satisfaction**

Thumbtack customer satisfaction is generally high. Thumbtack has an average rating of 4.4 to 5 stars on Trustpilot, with 80% of over 100,000 reviews being 4 or 5 stars. Customers are generally satisfied with Thumbtack's easy-to-use interface, wide selection of professionals, and reliability of the platform.

However, some customers have had negative experiences. The most common complaints include:

- **High prices:** Some customers feel that the fees of professionals at Thumbtack are high compared to other similar services.
- **Mispricing:** Some clients have reported that professionals added unexpected fees after the job was completed.
- **Inconsistency in quality:** Some clients have noted that the quality of professionals' work is variable.

➤ **AirTasker**

- **Market share**

AirTasker has a particularly strong presence in Australia. According to 2023 forecasts, Airtasker's market share in Australia was over 50%, making it one of the largest gig economy platforms in the country.

Additionally, in 2022, Airtasker had more than 20% market share in New Zealand. However, it also provides services in countries such as Ireland, Singapore, the United Kingdom and the USA.

- **User Satisfaction**

AirTasker generally scores high on customer satisfaction. Trustpilot has an average rating of 4.3 out of 5 stars for AirTasker, with 80% of over 10,000 reviews receiving 4 or 5 stars. Customers are generally satisfied with Taskers' reliability, capabilities, and work ethic. The platform is easy to use and the customer service team is generally quick to respond.

However, some negative experiences have also been reported. The most frequently expressed complaints are:

- **High prices:** Some customers find Taskers' fees to be high compared to other similar services.
- **Cancellations and delays:** Some customers have reported Taskers canceling or delaying appointments.
- **Varying quality of work:** Some customers have stated that the quality of service offered by Taskers varies from time to time.

➤ **Amazon Mechanical Turk**

- **Market share**

Amazon Mechanical Turk has a strong presence in the online jobs and microtasking space. According to 2023 estimates, MTurk controlled more than 60% of the microjob market in the United States, making it one of the largest microjob platforms in the country. Apart from this, it provides services in 42 more countries around the world.

- **User Satisfaction**

Overall, MTurk has advantages and disadvantages for both incumbents and orderers.

From the perspective of officers:

- **Flexibility and Profit:** MTurk is attractive by offering work from home and flexible working hours. Although the earnings per mission are low, a decent income can be earned by completing a sufficient number of missions.
- **Task Quality:** Some tasks may be boring or time-consuming, while others are more interesting and quick to complete.

From the perspective of those who order:

- **Fast and Cost-Effective Data Collection:** MTurk allows you to complete tasks such as filling out surveys and labeling data faster and more cost-effectively compared to traditional methods.
- **Data Quality:** Due to the diversity of officers, the quality of data collected may vary. There is a risk of encountering spam or low-quality data.

➤ **Handy**

- **Market share**

Handy has a particularly strong presence in the US, Canadian and UK markets. According to SimilarWeb, Handy.com is ranked #384 in the Business Services category and #131,183 globally in April 2024. This indicates that the platform has a significant volume of traffic. It does not yet have a significant impact on the Turkish market, but it is a well-known brand internationally.

- **User Satisfaction**

Handy generally scores high on customer satisfaction. Handy offers a "Handy Happiness Guarantee" program that allows customers to re-book if they are not satisfied with the services they have booked and paid for directly through the platform.

Handy's top positive customer reviews include:

- **Ease of Use:** The platform's interface is convenient and the booking process is simple.
- **Safe and Trustworthy Professionals:** Handy puts professionals through a rigorous screening process and clients can see the past performance of the service providers.
- **High Quality Service:** Clients are generally satisfied with the work of professionals.

However, there are also some negative comments:

- **High Prices:** Some customers find Handy to be more expensive compared to similar services outside the platform.
- **Cancellations and Delays:** In rare cases, the booked professional may cancel or delay the appointment.
- **Communication Issues:** In rare cases, customers may have difficulty communicating with Handy.

➤ **Cronoshare**

- **Market share**

Popular in Spain and Italy, Cronoshare has a strong presence in areas such as construction and home maintenance. Besides Spain and Italy, it also provides services in countries such as Brazil, Mexico and Chile. It does not yet have a significant impact on the Turkish market, but it is a well-known brand internationally.

- **User Satisfaction**

Cronoshare users are generally satisfied with the services the platform offers. However, some users have experienced problems with on-time delivery and communication.

Positive customer reviews highlight:

- **Affordable Prices:** Some customers note that Cronoshare offers more affordable prices compared to similar services outside the platform.
- **Wide Freelancer Pool:** Cronoshare allows customers to access a wide range of freelancers to suit their needs.
- **Ease of Use:** Customers generally find the platform's interface useful and the booking process simple.

However, there are also negative comments. These usually include:

- **Variation in Quality:** Freelancers' experience levels and quality of work can vary greatly.
- **Communication Problems:** In some cases, clients may have difficulty communicating with freelancers.
- **Hidden Fees:** In rare cases, there is a possibility of encountering unexpected additional fees after the project is completed.

➤ **Habitissimo**

- **Market share**

Popular in Spain and Italy, Habitissimo has a strong presence in areas such as construction and home maintenance. Its presence in Southern Europe has led to the creation of a network of more than 25,000 verified construction professionals. Since its founding in 2009, more than 5 million households have relied on the platform to improve their quality of life. In 2017 the company became part of British multinational HomeServe, a leading international home care and maintenance company. Since January 2023, Habitissimo and HomeServe are part of Brookfield Infrastructure, which operates in the United Kingdom, France, Belgium, Spain, Portugal, Germany and Japan. There are more than 57 qualified and specialized professionals in these countries, who cooperate with 10,000 companies and manage 70 companies specializing in heating, air conditioning and air conditioning.

- **User Satisfaction**

Habitissimo users are generally satisfied with the services offered by the platform. However, some users have expressed concerns about service quality and communication issues.

Positive customer reviews highlight:

- **Broad Professional Network:** Habitissimo connects customers with a wide range of professionals (such as interior designers, handymen, electricians) to suit their needs.
- **Easy to Get Quotes:** The platform makes it easy for clients to get quotes for the project from different professionals.
- **Project Management Tools:** Through the Habitissimo platform, customers can follow project details and communicate with professionals.

However, negative reviews also exist and these often include:

- **High Prices:** Some customers feel that the fees of professionals on Habitissimo are higher compared to similar services outside the platform.
- **Variation in Quality:** Professionals' experience levels and work quality may vary.
- **Communication Issues:** In some cases, customers may have difficulty communicating with professionals on the platform.
- **Project Delays:** Some projects may experience unexpected delays.

➤ **Armut**

- **Market share**

Popular in Turkey, Armut has a wide range of services. It has a strong presence in areas such as home maintenance, renovation and cleaning. It also operates under the name HomeRun in the UK, Romania, Egypt, Saudi Arabia, Poland, Hungary and the Czech Republic. In Italy, it operates as a venture partnership under the name ProntoPro . According to SimilarWeb, Armut.com is the 200th most visited website in Turkey, which indicates that the platform has a significant traffic volume.

- **User Satisfaction**

Armut customer satisfaction is generally high. Its average rating on Trustpilot is 4.5 out of 5 stars, with 80% of over 30,000 reviews being 4 or 5 stars. Customers generally mention the ease of use of the platform, its large pool of professionals, and their satisfaction with the services they receive.

The prominent positive customer comments of Armut are as follows:

- **Easy to Use:** It is easy to register on the platform and get quotes from professionals.
- **Wide range of Professional Pool:** Armut has a wide range of professionals for all types of home services.
- **Secure Payments:** Armut offers a payment system so that customers and professionals can make transactions safely.
- **Customer Support:** Offers 24/7 customer support to resolve issues and assist customers.

However, negative reviews also exist and these often include:

- **High Prices:** Some customers feel that the fees of professionals on Armut are higher compared to similar services outside the platform.
- **Variation in Quality:** Professionals' experience levels and work quality may vary.
- **Communication Issues:** In rare cases, customers may have difficulty communicating with professionals on the platform.
- **Project Delays:** Some projects may experience unexpected delays.

➤ Isin Olsun Hizmet

- **Market share**

Isin Olsun Hizmet, popular in Turkey, has a strong presence in services such as home maintenance, cleaning and renovation. However, it is not an internationally recognized brand. According to SimilarWeb, isinolsun.com is the 395th most visited website in Turkey, indicating that the platform has a significant traffic volume. Isin Olsun announced that it exceeded 10 million downloads in 2021 and has over 1 million active users.

- **User Satisfaction**

Isin Olsun Hizmet customer satisfaction is generally at a medium level. Its average rating on Trustpilot is 3.9 out of 5 stars, with 60% of over 10,000 reviews being 3 or 4 stars. Customers often mention that the platform is easy to use and offers access to many job postings.

However, there are also negative reviews and these often include:

- **Fake Postings:** Some users state that they have encountered fake or misleading job postings on the platform.
- **Communication Problems:** Customers state that they have difficulty communicating with Isin Olsun Hizmet customer service.
- **Inappropriate Content:** Some users state that they are exposed to inappropriate or offensive content on the platform.

2.2.3 Technological Infrastructures

These 9 service platforms use an infrastructure consisting of websites, mobile applications, APIs and other technologies. Websites and mobile applications are often developed using modern JavaScript frameworks such as React, Angular or React Native. On the server side, popular programming languages such as Node.js, PHP or Elixir are preferred. For databases, PostgreSQL and MySQL are the most commonly used

options. Stripe is the most preferred payment infrastructure and is preferred for payment transfers to businesses and employees. Platforms such as AWS, Google Cloud Platform or Heroku are used as cloud infrastructure.

Technological Infrastructures of Platforms

Platform	Website Technology	Mobile Application Technology	Payment Infrastructure	Mapping and Positioning	Push Notifications	Data analysis
TaskRabbit	React, Node.js, Express.js, PostgreSQL	React Native, Swift, Kotlin	Stripe, Braintree	Google Maps, Mapbox	Firebase Cloud Messaging, Apple Push Notification	Google Analytics, Mixpanel
Thumbtack	Angular, Java, Spring Boot	React Native, Swift, Kotlin	Stripe, Braintree	Google Maps, Mapbox	Firebase Cloud Messaging, Apple Push Notification	Google Analytics, Mixpanel
AirTasker	Angular, Node.js, Express.js, MongoDB	React Native, Swift, Kotlin	Stripe, Braintree	Google Maps, Mapbox	Firebase Cloud Messaging, Apple Push Notification	Google Analytics, Mixpanel
Amazon Mechanical Turk	HTML, CSS, JavaScript, Java, Spring Boot	None	Amazon Payments	None	None	Amazon Mechanical Turk Reporting
Handy	React, Node.js, Express.js, PostgreSQL	React Native, Swift, Kotlin	Stripe, Braintree	Google Maps, Mapbox	Firebase Cloud Messaging, Apple Push Notification	Google Analytics, Mixpanel
Cronoshare	PHP, Laravel, MySQL	React Native, Swift, Kotlin	PayPal, Stripe	Google Maps, Mapbox	Firebase Cloud Messaging, Apple Push Notification	Google Analytics, Mixpanel
Habitissimo	PHP, Symfony, MySQL	React Native, Swift, Kotlin	PayPal, Stripe	Google Maps, Mapbox	Firebase Cloud Messaging, Apple Push Notification	Google Analytics, Mixpanel
Armut	PHP, Laravel, MySQL	React Native, Swift, Kotlin	PayPal, Stripe	Google Maps, Mapbox	Firebase Cloud Messaging, Apple Push Notification	Google Analytics, Mixpanel
İsin Olsun Hizmet	PHP, Laravel, MySQL	React Native, Swift, Kotlin	PayPal, Stripe	Google Maps, Mapbox	Firebase Cloud Messaging, Apple Push Notification	Google Analytics, Mixpanel

²⁴ Fig6. Technological Infrastructures of Platforms, from the websites of the platforms

²⁴ Fig6. Technological Infrastructures of Platforms, from the websites of the platforms

2.2.4 Marketing Strategies and Campaigns

Examining Marketing Strategies and Campaigns is critical to understanding various aspects of the competition. This analysis is done to understand how competing platforms are marketed, what strategies are adopted and what types of campaigns are run. Marketing activities of platforms are generally shaped based on online advertising, content marketing, social media interaction, collaborations and user feedback. Additionally, discounts, promotions and special offers organized during certain periods also play an important role in attracting and retaining users. This analysis is a critical step to shape ServisHub's marketing strategies and gain competitive advantage.

➤ Target group

- **Broad Audience:**

TaskRabbit, Thumbtack, AirTasker, Cronoshare, Armut and İsin Olsun Hizmet, which appeal to a wide audience, appeal to different demographic groups and various needs by offering a wide range of services. This strategy involves offering a wide range of services to increase user diversity and demand. At the same time, these platforms design a user-friendly platform and mobile application to facilitate access by users of all levels. Features such as a simple and intuitive user interface, easy registration and login facilities, and multilingual support allow users to easily access the platform.

With the marketing diversity strategy, wide audiences are reached and the awareness of the platform is increased by using various marketing channels such as digital advertisements, content marketing, influencer collaborations and local events. This comprehensive approach enables platforms to reach a wide user base and meet users' needs.

- **Home and Workplace Services:**

Handy stands out with its service orientation and reliable technicians strategies in the field of home and workplace services. It offers quality and reliable services by specializing in certain areas such as house cleaning, furniture assembly, electrical and plumbing repair. Measuring customer satisfaction after each service and performing continuous quality control plays a critical role in keeping service quality high. By providing regular training and certification to technicians, it is aimed to increase their competencies and raise service standards.

Within the scope of the reliable technicians strategy, service providers are selected through a strict screening process and we work with experienced and reliable people. The performance of technicians is constantly monitored and improved through user comments and a scoring system. Additionally, technicians are provided with ongoing support and resources, enabling them to do their jobs more efficiently and effectively. These approaches help Handy increase customer satisfaction and reliability in home and business services.

- **Home Renovation and Repair:**

Habitissimo offers services in the field of home renovation and repair with geographical coverage, quality workmanship and value-adding strategies. It aims to reach a wide customer base by creating a wide service network in all regions of Spain. It increases its geographical reach by collaborating with local construction and renovation companies, while reaching a local customer base with geographically targeted digital advertisements. Within the scope of its quality workmanship strategy, it offers high quality workmanship by working with experienced and referenced contractors.

Evaluating the work quality after each project and making continuous improvements and providing professional project management services from the beginning to the end of the projects are among its

priorities. It helps customers finance their projects by offering appropriate financing options with its value-adding strategy. Additionally, it increases customer confidence by offering a guarantee for all works and enriches the customer experience by offering additional services such as architectural consultancy and material supply. With these strategies, Habitissimo aims to ensure customer satisfaction and reliability in the field of home renovation and repair.

- **Micro Jobs:**

Amazon Mechanical Turk stands out for its diversity and access, ease of payment and user experience improvement strategies on its microjobs platform. The platform aims to appeal to a wide user base by offering a variety of micro-tasks such as data entry, survey filling and content moderation. While reaching a global user base by becoming international, it offers the opportunity to customize tasks according to the needs of the users. Within the scope of the ease of payment strategy, it provides fast and reliable payment processes after the completion of the tasks. It provides flexibility by offering various payment methods (bank transfer, PayPal, gift cards) according to users' preferences and enables users to easily track their payments with transparent payment processes.

To improve user experience, it offers a variety of tools and resources to complete tasks. It provides training and support to users to complete tasks more efficiently and makes continuous platform improvements based on a feedback system. With these strategies, Amazon Mechanical Turk aims to increase user satisfaction and ensure the effectiveness of the platform.

➤ **Common Strategies for All Platforms**

- **Reliability:**

- Having a network of reliable and qualified service providers with a comprehensive verification and screening process.
- Protecting transactions using secure payment gateways.
- To provide transparency with customer comments and scoring system.
- Providing customer support and solution-oriented service.

- **User Friendliness:**

- To offer easy navigation and operation by designing a user-friendly platform and mobile application.
- Providing an easy process of creating tasks and getting quotes.
- Supporting different languages and currencies.
- Paying attention to user feedback and using it to improve the platform.

➤ **Main Strategies of Platforms**

- **TaskRabbit:**

- Focusing on a network of local service providers to complete tasks quickly and easily.
- Providing a simple platform for users to quickly post tasks and receive quotes.
- Providing transparency by showing officers' past performances and customer comments.

- **Thumbtack:**

- To provide high quality service by creating a network of licensed and certified professionals.
- Investing in digital marketing channels such as search engine optimization (SEO) and paid advertising.

- Offering customers the opportunity to compare quotes from multiple service providers.
- **AirTasker:**
 - Creating a platform where users can interact with each other and create a sense of community.
 - Offering a wide range of service providers with different skills and experiences.
 - Offering a variety of tools and resources to complete tasks.
- **Amazon Mechanical Turk:**
 - Offering access to a multitude of microtasks in areas such as artificial intelligence, data entry and research.
 - Offering various APIs and tools to complete tasks.
- **Handy:**
 - Investing in a network of experienced and reliable technicians and implementing a stringent screening process.
 - To provide customer convenience by offering fast booking and flexible programming options.
 - Providing customers with a satisfaction guarantee after the service is completed.
- **Cronoshare:**
 - To offer a wide range of services by incorporating many service providers in different categories.
 - Ensuring customers find the most suitable service with a free quote comparison tool.
 - Implementing a transparent pricing policy and building trust by displaying customer comments.
- **Habitissimo:**
 - To ensure high reach by providing a wide geographical coverage area in Spain.
 - Offering financing options to help customers finance their projects.
 - Providing additional services (architectural consultancy, material supply) to offer a one-stop solution for renovation and repair projects.
- **Armut:**
 - To ensure high access by providing a wide geographical coverage area in Turkey.
 - Providing a user-friendly platform with an easy process of creating tasks and getting quotes.
 - Providing easy access and tracking via mobile application.
 - Investing in a network of reliable and qualified service providers.
- **Isin Olsun Hizmet:**
 - To ensure high access by providing a wide geographical coverage area in Turkey.
 - To increase service diversity by collaborating with local businesses.
 - Providing easy access and tracking via mobile application.
 - Investing in a network of reliable and qualified service providers.

General Comparison of Platforms

Platform	Target group	Marketing Strategies	User Experience and Reliability Approaches
TaskRabbit	Broad Audience	- Local service provider network - Simple task posting and getting quotes - Quick and easy completion of tasks	- User-friendly platform - Showing past performance and customer reviews of officers - Easy registration and login process
Thumbtack	Broad Audience	- Licensed and certified professional network - SEO and paid advertising - Quote comparison between service providers	- User-friendly platform - Easy task creation - Multilingual support - Transparent pricing
AirTasker	Broad Audience	- User interaction and community building - Wide range of service providers - Various task completion tools	- User-friendly platform - Community building features - Easy creation and management of tasks
Amazon Mechanical Turk	Micro Jobs	- Various micro missions - International reach - Customize missions	- Fast and reliable payment processes - Various payment methods - Task completion tools and trainings
Handy	Home and Workplace Services	- Network of reliable technicians - Strict screening process - Customer satisfaction and quality control	- User-friendly platform - Easy booking and flexible scheduling - Satisfaction guarantee
Cronoshare	Broad Audience	- Wide range of services - Free quote comparison tool - Transparent pricing	- User-friendly platform - Customer reviews - Ease of quote
Habitissimo	Home Renovation and Repair	- Broad geographic coverage - Collaboration with local construction and renovation companies - Quality workmanship - Offering financing options - Providing additional services	- User-friendly platform - Project management services - Guaranteed works - Additional services such as architectural consultancy and material supply
Armut	Broad Audience	- Wide geographical coverage - User-friendly platform - Mobile application - Reliable network of service providers	- Easy task creation and getting quotes - Mobile app access - Network of reliable and qualified service providers
İsin Olsun Hizmet	Broad Audience	- Wide geographical coverage - Collaboration with local businesses - Mobile application - Network of reliable service providers	- User-friendly platform - Easy access and monitoring - Network of reliable and qualified service providers

²⁵ Fig7. General Comparison of Platforms, from the websites of the platforms

²⁵ Fig7. General Comparison of Platforms, from the websites of the platforms

3 TARGET GROUP

ServiceHub's target audience ranges from individuals to small businesses and large corporate companies. Individual users include young adults, families and retirees who need a variety of services such as cleaning, transportation, renovations, child care, healthcare and education. Businesses are SMEs, large companies and freelancers and benefit from services such as office cleaning, technical support, transportation, security and event organization. ServiceHub aims to help users use their time efficiently and receive reliable, quality service.

Demographic, geographical, psychographic and behavioral segmentation criteria were taken into account when determining the target audience. Factors such as age, gender and income level were taken into consideration in demographic segmentation; Services appropriate to regional needs are offered by taking into account the differences between large cities and rural regions in geographical segmentation. In psychographic segmentation, users' lifestyles and values were examined, and in behavioral segmentation, service usage frequency and loyalty status were evaluated. These segmentations aim to increase satisfaction by best adapting ServiceHub's services to users' specific needs.²⁶



3.1 DEMOGRAPHIC SEGMENTATION²⁷

Demographic segmentation allows users to be grouped by age, gender and income level. This segmentation helps understand the specific needs and preferences of different user groups and enables services to be delivered more effectively.²⁸

3.1.1 Age

Segmentation of users by age groups is done to determine the needs and expectations of different age groups. Each age group has its own service demands.

²⁶ [Semrush, Target Audience: What It Is & How to Find Yours](#)

²⁷ TUIK 2023 data: [Elderly, Youth, Children](#) in Turkey

²⁸ [Adroll, Demographic Segmentation](#)

➤ **18-35 Years Old**

- **Students and New Graduates:** These individuals, who are at the beginning of their education or careers, seek services with time management and budget sensitivity. They often need services such as house cleaning, transportation and private lessons.
- **Young Professionals:** Young adults who are focused on their careers seek support in their daily work due to their busy work schedule. Cleaning, transportation, renovation, technology support and personal care services stand out in this group.

➤ **35-55 Years**

- **Individuals who have established a family:** This group, who likes to spend time with their families, shows great demand for child care, education, health and home care services. They also need home staging, cleaning and renovation services.
- **Career-Oriented Middle-Aged People:** Individuals who are advanced in business life and rising in their careers especially attach importance to technical support, transportation and maintenance services for the smooth progress of their business.

➤ **55 Years and Over**

- **Retirees and Individuals Near Retirement:** They mostly need health, home care, gardening and personal care services. This group is also interested in in-home care and organization services.
- **Social Elders:** Individuals who still live their lives socially need a variety of services such as technology support, personal training and health services.

3.1.2 Gender²⁹

Gender segmentation is done to identify the different service needs of men and women. Both genders have their own demands and expectations.

➤ **Women:**

Female users demand a wide range of services, from domestic services to personal care services. Cleaning, child care, transportation and beauty services are important for housewives and working women.

• **Housewives:**

- **House Cleaning:** Housewives attach great importance to cleaning services to ease the burden of daily household chores. These services include detailed services such as general cleaning, deep cleaning, carpet and curtain washing.
- **Child Care:** Housewives with young children show great demand for child care services. Services such as baby care, play groups, and after-school care stand out in this group.
- **Cooking:** There is a high demand for cooking services such as daily meal preparation, special diet meals, nutritious meals for children. Catering services for special events and invitations are also included in this category.

²⁹ [TUIK, Gender Statistics, 2023](#)

- **Personal Care:** Housewives need services such as hairdresser, manicure, pedicure, massage and skin care in order not to neglect their personal care.
- **Working Women:**
 - **Cleaning:** Working women who cannot find time for household chores due to their busy work schedule need regular and reliable cleaning services. These services may include additional services such as weekly cleaning, ironing and laundry.
 - **Child Care:** Working women need child care services to ensure that their children are in a safe environment during work hours. Nursery, babysitter and after-school care services stand out in this group.
 - **Transportation:** Working women who travel frequently between work and home need reliable transportation services. These services include taxi, car rental and chauffeur services.
 - **Beauty Services:** Working women who want to look well-groomed in business and social life demand beauty services such as hairdresser, skin care, make-up and massage.

➤ **Men:**

Male users especially need renovation, transportation, technology support and cleaning services. For single men and heads of families, these services ensure that daily life is maintained in an orderly and efficient manner.

- **Single Men:**
 - **Renovation:** Single men seek professional support for the repair and renovation needs they encounter at home or in the office. Services such as electricity, plumbing, painting and furniture assembly are included in this category.
 - **Transportation:** Single men who move or travel frequently need transportation services. Moving services, shipping and cargo services are important for this group.
 - **Technology Support:** Single men are interested in technical support services for the installation and maintenance of technological devices. Services such as computer repair, network installation and smart home systems stand out in this category.
 - **Cleaning:** Single men who cannot spare time for cleaning work due to their busy work or social lives need regular cleaning services. Services such as house cleaning, laundry and ironing are in demand.
- **Family Heads:**
 - **Child Care:** Heads of families seek reliable services for the care and education of their children. Babysitting, private lessons and after-school programs are among these services.
 - **Education:** Heads of families who attach importance to the education of their children need private lessons, language courses and educational consultancy services. Additionally, consultancy services on child development and parenting are also in demand in this group.
 - **Health:** Heads of families, who prioritize the health and safety of their families, need health checks, home care services and emergency support services. These services include family health counseling and home doctor visits.

- **Security:** They demand services such as security systems installation, camera monitoring and security consultancy for home and family security. These services are important for improving safety both at home and in the workplace.

3.1.3 Income Rate³⁰

Income segmentation determines the services users need based on their economic situation. Middle and upper income groups have different service demands.

➤ Middle Income Group

- **Cleaning Services:** Individuals in the middle income group attach great importance to affordable and reliable cleaning services. These services include services such as weekly or monthly regular cleaning, spring cleaning, carpet and upholstery washing.
- **Transportation Services:** This group looks for economical transportation solutions. They want to find solutions that fit their budget in areas such as transportation, moving services, urban transportation and cargo services. Affordable and reliable transportation services are among the most preferred services in moving processes.
- **Renovation and Repair Services:** Individuals in the middle-income group who want to have renovation and repair works done at home or at work at an affordable cost, demand services such as electricity, plumbing, painting and furniture assembly. Looking for the combination of quality workmanship and affordable prices, this group prefers reliable and affordable service providers.
- **Education and Child Care:** Middle-income families seek affordable and quality education and care services for their children. Services such as nurseries, playgroups, after-school programs and private lessons enable these families to contribute to their children's education without exceeding their budget.
- **Beauty and Personal Care:** Individuals in this group look for beauty and personal care services that fit their budget. Services such as hairdresser, manicure, pedicure and skin care are provided by businesses that offer affordable and quality services.

➤ Upper Income Group

- **Personal Assistant:** Individuals in the upper income group show great demand for personal assistant services. These services include tasks such as daily planning, appointment tracking, shopping, travel organization and special event hosting. Personal assistant services offer customized solutions to improve the customer's quality of life and ease their workload.
- **Private Education and Consultancy:** Families in this income group pay special attention to the education of their children and seek high standards of educational services such as private lessons, one-on-one education programs, language courses, art and music lessons. Additionally, there is a high demand for services such as career counselling, life coaching and personal development courses.
- **Health and Wellness:** Individuals in the upper income group invest in health and wellness services. Private doctor visits, personal trainers, dietitians, massage therapists, spa and wellness programs are

³⁰ [TUIK, Income Distribution Statistics, 2023](#)

among the attractive services for this group. Additionally, specialized healthcare services such as home health services, private nursing and elder care are also requested.

- **Beauty and Aesthetics:** Luxury and customized beauty services are important for individuals in this income group. Plastic surgery, professional skin care, premium hairdresser services, makeup artist services and special spa treatments stand out in this category.
- **Lifestyle and Entertainment:** Individuals in the upper income group invest in special services to maintain their high standard of living. Personal chefs seek customized and luxury services in areas such as private cooking classes, VIP event hosting, private travel consultancy and luxury transportation services. Additionally, services such as personal shopping consultants and stylists are also in demand in this group.



3.2 GEOGRAPHIC SEGMENTATION³¹

Geographic segmentation aims to identify users' needs based on the regions where they live. Individuals living in big cities and rural areas have different service demands.

3.2.1 Major Cities

People living in big cities have a high demand for cleaning, transportation and personal care services due to their intense work and life pace. In addition, those living in city centers also need services such as technical support and renovation.

³¹ [TUIK, Address-Based Population Registration System Results, 2023](#)

➤ **Town center:**

- **Dense Population and Business Centers:** There are dense population and business centers in the city centers of Istanbul, Ankara and Izmir. Those who work and live in these regions have a high demand for cleaning, transportation, renovation and personal care services. For example, office and home cleaning, professional transportation services, emergency repair and maintenance works, and personal care services such as hairdresser, skin care and massage are highly preferred.
- **Residential Areas:** Individuals living in apartments and high-rise buildings also need apartment management and maintenance services. Services such as elevator maintenance, security systems, common area cleaning and landscaping are in demand in these regions.
- **Intense Work Tempo:** Individuals with a busy work tempo need various services to make their daily lives easier. Services such as food delivery, laundry and dry cleaning services, home care services and child care are important for individuals living and working in city centers.

➤ **Suburbs:**

- **Large Living Spaces:** Families living outside city centers, in suburbs with larger living spaces, especially need child care, home education and landscaping services. For example, nursery and play groups for children, private lessons and educational consultancy services are in high demand in these regions.
- **Home Education and Care Services:** Families living in the suburbs seek professional support for their children's education and home care services. There is a high demand for services in areas such as private lessons, home teaching, language courses, health and care services.
- **Gardening and Landscaping:** In suburbs with larger gardens, gardening, landscape design and maintenance services are in demand. These services include jobs such as lawn mowing, tree pruning, planting and garden cleaning. Additionally, arrangements for outdoor activities and special landscaping projects are also important in these regions.

➤ **Touristic Areas:**

- **Antalya:** Service demands in the accommodation and tourism sector are high in touristic regions such as Antalya. Professional cleaning, maintenance and organization services are in high demand for hotels and resorts. In addition, transportation services, guidance, event organization and entertainment services are also of great importance for tourists.
- **Short-Term Rental:** Cleaning and maintenance services are required for short-term rental apartments and holiday homes located in tourist areas. Entrance-exit cleaning, laundry and general maintenance services have an important place in this sector.
- **Event Organization :** Weddings, congresses and special events are frequently held in regions such as Antalya. For such events, services such as organization services, decoration, catering, sound and lighting systems installation are in demand.

➤ **Industry and Trade Centers:**

- **Bursa and Adana:** Technical support, transportation and maintenance services are in great demand in cities where industry and trade are intense, such as Bursa and Adana. Services such as maintenance of machines, technical service, electrical and installation works are important in factories and workplaces.

- **Logistics and Transportation:** Logistics and transportation services are needed to ensure that production and distribution activities continue uninterrupted in industrial zones. Transportation, storage, cargo services and customs procedures are frequently requested in these areas.
- **Institutional Cleaning and Maintenance:** Factories, warehouses and commercial centers need regular cleaning and maintenance services. Professional support is sought in areas such as industrial cleaning, ventilation systems cleaning, floor maintenance and security services.
- **Employee Support Services:** Support services such as food services, shuttle transportation, health services and occupational health and safety training provided for personnel working in industrial and commercial centers are in demand. These services are critical to increase the efficiency of businesses and ensure employee satisfaction.

3.2.2 Rural Areas

Those living in rural areas need agricultural support services, animal care and home repair services. Individuals in these regions also attach importance to gardening and home care services.

➤ **Agriculture and Natural Habitats:**

- **Farms and Villages:**
 - **Garden Arrangement :** People living in farms and villages need landscaping and maintenance services for their large gardens and agricultural areas. These services include lawn mowing, tree pruning, planting, irrigation systems installation and landscape design.
 - **Agricultural Support Services :** Farm owners need a variety of services to support their agricultural activities. These services include soil analysis, plant disease diagnosis and treatment, planting and harvest support, organic farming consultancy and greenhouse installation.
 - **Animal Care :** Those who raise livestock on farms demand services such as veterinary services, vaccination and disinfection, nutritional consultancy and maintenance and repair of animal shelters for animal health and care. Specialized services such as maintenance of milking equipment and animal reproduction consultancy are also required.
 - **House Repair and Maintenance Services :** Houses in villages and farms often require maintenance and repair. These services include roof repair, plumbing repair, electrical work, painting and whitewashing, and door and window repair. Additionally, insulation services are also requested to increase energy efficiency.
- **Rural Houses and Detached Houses:**
 - **Home Maintenance and Cleaning:** Homeowners in rural areas need regular home cleaning and maintenance services. These services include daily cleaning, seasonal deep cleaning, window cleaning, carpet and upholstery cleaning. Additionally, laundry and ironing services are among the services in demand.
 - **Elderly Care and Home Health Services:** Home care services are of great importance for elderly individuals living in rural areas. Nursing services, home doctor visits, physical therapy, personal care and daily life support services stand out in this group. In addition, home health checks and mobile health services are also in demand.
 - **Renovation and Repair:** People living in rural houses need professional support for the maintenance and repair of their homes. Services such as roof repair, exterior painting, interior

renovation, plumbing repair, and electrical installation arrangements are common. Additionally, solar panel installation and insulation services are also demanded in these regions in order to increase energy efficiency.

➤ **Gardening and Landscaping Services:**

- **Gardening and Maintenance:** Owners of detached houses need gardening services for regular maintenance and beautification of their gardens. These services include areas such as lawn mowing, flower planting, tree pruning, garden irrigation systems installation, compost and organic fertilizer use. In addition, services such as installation of garden furniture and decorative elements are also in demand.
- **Landscape Design:** Rural homeowners use landscape design services to improve the aesthetics and functionality of their yards. These services include projects such as the construction of walking paths, installation of water features (pools, fountains), lighting systems, pergola and pergola construction. Additionally, protecting natural habitats and sustainable landscaping practices are also important in this category.

➤ **Agricultural and Pet Care:**

- **Agricultural Support and Consultancy:** Rural homeowners need consultancy and support services for small-scale agricultural and horticultural activities. These services include topics such as soil analysis, plant nutrition programs, organic farming practices and greenhouse installation. Additionally, training and support services on growing organic vegetables and fruits in home gardens are also requested.
- **Pet Care:** People living in rural areas need veterinary services for the care and health of their pets. Services such as vaccinations and routine checks, nutritional consultancy, emergency veterinary services, grooming and care are included in this category. Additionally, special services such as pet training services and shelter construction are also requested.

3.3 PSYCHOGRAPHIC SEGMENTATION

Psychographic segmentation is done based on users' lifestyles, values and attitudes. Individuals with different lifestyles need various services to different degrees.

3.3.1 Life style:

- **Individuals with a Busy Work Tempo³²:** Career-oriented individuals take care to use their time efficiently to maintain their work and private life balance. Therefore, they show high demand for cleaning, transportation and technical support services. For example, solutions such as regular house cleaning, transportation of household goods, computer and device repair services, and online assistance services stand out in this group. Additionally, food delivery, dry cleaning, laundry and ironing services are also important for these individuals.
- **Family-Oriented Individuals³³:** Individuals who prioritize their families and homes attach great importance to child care, home organization, cleaning and health services. This group looks for support in areas such as reliable babysitters, after-school care services, cleaning and organizing services, and home health and care services. Additionally, family-friendly activities, child development consultancy, private lessons and

³² [TUIK, Labor Force Statistics, April 2024](#)

³³ [TUIK, Marriage and Divorce Statistics, 2023](#)

educational programs are also in demand in this group. Services such as security systems installation and maintenance, nutritional counseling and health checks are also important to ensure healthy living and a safe home environment.

- **Health and Fitness Enthusiasts:** Individuals who care about their health and staying in physical shape demand personal trainer, dietician, health consultancy and home care services. These services include personal fitness training, special diet programs, nutrition consultancy, home yoga and pilates classes, sports equipment installation and maintenance. Additionally, massage therapy, spa services, physical therapy and rehabilitation services are also in demand in this group.
- **Technology Enthusiasts:** Individuals who are curious about technology need services such as computer and device support and smart home systems installation. This group seeks professional support in areas such as computer and device repair, software and hardware installation, network installation and security systems, smart home device integration, and audio and video systems installation. Additionally, online security consultancy, data recovery services and technology training are also important in this group.

3.3.2 Values and Attitudes:

- **Those Seeking Quality and Reliability:** Individuals who care about quality and reliability when receiving service look for service at high standards. This group, looking for a quality guarantee in cleaning, technical support and personal care services, prefers professional and reliable service providers. For example, high standards are demanded in areas such as certified cleaning staff, expert technical support teams, professional beauty and healthcare services. Additionally, customer satisfaction guarantee and referenced service providers are important factors for this group.
- **Technology-Friendly Individuals:** Individuals who prefer to receive online services and actively use digital platforms. This group generally consists of young and middle-aged individuals. They attach importance to online reservation and payment systems, user-friendly mobile applications and fast digital services. Additionally, service providers' online profiles, user reviews and rating systems are critical for this group. Online education, digital health consultancy and e-commerce services are also in demand in this group.

3.3.3 Behavioral Segmentation

- **Frequency of use:**
 - **Regular Users:** Subscription and Continuous Service: Individuals who regularly receive services such as cleaning, maintenance and transportation benefit from ServiceHub's subscription and ongoing service offerings. This group prefers ongoing services such as regular home and office cleaning, weekly or monthly maintenance services, ongoing technical support, subscription-based meal delivery, personal trainer, and health consultations. Additionally, these users expect to benefit from special discounts, loyalty programs and premium service packages.
 - **Occasional Users:** Project and Need-Based Use: Users who receive certain services as needed usually seek services for large projects or sudden needs. This group requests services during certain periods or in special situations, such as moving and transportation services, major renovation and renovation projects, special event organization, emergency technical support, seasonal cleaning and maintenance services. Additionally, service providers that offer flexible and fast solutions for these users are important. This group generally looks for the combination of affordability and high quality in project-based work.

➤ **Loyalty Status:**

- **Loyal Customers:** Users who consistently choose ServiceHub because they are satisfied with the platform, regularly benefit from various services. These users gain cost advantages and receive more personalized services by taking advantage of the special discounts, loyalty programs and bonus services offered by the platform. For example, regular services such as weekly or monthly cleaning subscriptions, regular technical support services, ongoing transportation and logistics services are important to these users. They also further strengthen their relationship with the platform through customer satisfaction surveys and feedback mechanisms.
- **New Customers:** Users who have just discovered the platform and want to try it are often attracted to the platform by promotions and first user discounts. These users may want to try services at low risk and cost initially. For example, they are attracted to the platform by attractive offers such as percentage discounts on initial service purchases, free consultations or a trial period. Additionally, features such as the platform's user-friendly interface, fast service access and customer support are also important for these users. New users whose first experience is positive have the potential to turn into loyal customers over time.

3.3.4 Corporate Target Audience

Corporate customers need various services to make their business processes efficient. Small and medium-sized businesses (SMEs) and large corporate companies demand services such as office cleaning, transportation, technical support and employee training. This segmentation is used to better understand the needs of different customer groups in the business and optimize service delivery.

➤ **Small and Medium Enterprises (SME)³⁴:**

- **Office Cleaning:** For SMEs, a clean and tidy office environment increases employee productivity and makes the work environment more professional. These businesses need services such as regular office cleaning, carpet and upholstery cleaning, window cleaning, and hygiene of toilet and kitchen areas. Regular and high-quality cleaning services protect the health of employees and improve the general appearance of the workplace.
- **Transportation and Logistics:** SMEs attach great importance to transportation and logistics services for the timely and safe transportation of their goods and products. These services include local and international shipping, warehouse management, cargo services and urgent delivery solutions. Reliable logistics services help SMEs optimize their supply chain processes and increase customer satisfaction.
- **Technical Support and Maintenance:** Regular maintenance and technical support of computers and other office equipment ensures that SMEs' business processes continue uninterrupted. These services include computer repair, network setup and management, software updates, data backup and security solutions. Technical support services ensure that the IT infrastructure of SMEs operates safely and efficiently.
- **Training and Development:** SMEs that need training services for the continuous training and development of their employees demand various services in this field. Vocational training programs, leadership and management training, occupational health and safety courses, language courses and technical training are included in this category. Training services improve the skills of employees and increase the competitiveness of the business.

³⁴ [TUIK, Small and Medium Enterprises Statistics, 2022](#)

➤ **Large Corporate Companies³⁵:**

- **Large-scale Cleaning Services:** Large companies require professional cleaning services for the cleanliness and organization of large office spaces. These services cover a wide range of services, including daily cleaning, deep cleaning, industrial cleaning, specialty area cleaning (for example, laboratories or data centers) and waste management. Continuity and high standards of cleaning services ensure employee health and workplace hygiene.
- **Security Services :** Large companies require security services to ensure facility and employee safety. These services include the provision of security personnel, installation of electronic security systems, access control, fire safety, monitoring and alarm systems. Security services enable companies to maintain their operations in a secure environment and support risk management processes.
- **Event Organization:** Large companies require professional organization services for planning and management of corporate events. Services such as venue selection, logistic support, technical equipment supply, catering services and event coordination are requested for events such as conferences, seminars, product launches, in-company training, social events and year-end celebrations. Professional event organization strengthens the brand image of companies and increases employee loyalty.
- **Entrepreneurs and Freelancers :** Individuals who start their own businesses or are freelancers can use the platform to grow their business and reach a wider customer base through ServiceHub. This group includes individuals who offer services based on flexible working hours and projects. For example, various freelance professionals such as graphic designers, software developers, digital marketing experts, content writers and photographers can promote their services and reach customers through the platform. In addition, features such as flexible working opportunities, project management tools, invoicing and payment systems offered by the platform facilitate freelancers' business processes and increase their productivity.

ServiceHub Target Audience

Segmentation Category	Group	Services Needed
Demographic Segmentation	Students and New Graduates aged 18-35	House cleaning, transportation, private lessons
	Young Professionals Aged 18-35	Cleaning, transportation, renovation, technology support, personal care
	Individuals Between the Ages of 35-55 who Started a Family	Child care, education, health, home care, home organization, cleaning, renovation
	Career Oriented Middle Aged People Between 35-55 Years Old	Technical support, transportation, maintenance services
	Retirees Aged 55 and Over	Health, home care, gardening, personal care

³⁵ [TUIK, Institutional Sector Accounts, 2022](#)

	Social Elderly People Aged 55 and Over	Technology support, personal training, healthcare services
Gender Segmentation	Housewives	House cleaning, child care, cooking, personal care
	Working Women	Cleaning, child care, transportation, beauty services
	Single Men	Renovation, transportation, technology support, cleaning
	Heads of Family	Child care, education, health, security
Geographic Segmentation	City Center in Big Cities	Office and home cleaning, transportation, renovation, personal care
	Suburbs in Major Cities	Childcare, homeschooling, landscaping
	Touristic Regions (Antalya etc.)	Cleaning, maintenance, transportation, guidance, event organization
	Industry and Trade Centers (Bursa, Adana)	Technical support, transportation, maintenance services, logistics
	Rural Areas	Gardening, agricultural support services, animal care, home repairs
Psychographic Segmentation	Individuals with Intense Work Tempo	Cleaning, transportation, technical support, food delivery, dry cleaning
	Family Oriented Individuals	Child care, home organization, cleaning, health, security
	Health and Fitness Enthusiasts	Personal trainer, dietitian, health consultancy, home care
	Tech Enthusiasts	Computer and device support, smart home systems installation
Corporate Target Audience	SMEs	Office cleaning, transportation, technical support, employee training
	Large Corporate Companies	Large-scale cleaning, security services, event organization
	Entrepreneurs and Freelancers	Project management tools, invoicing and payment systems

³⁶ Fig8. ServiceHub Target Audience

³⁶ Fig8. ServiceHub Target Audience

4 SERVICES

ServiceHub is an innovative platform that brings together individuals who want to receive service and professionals who provide services. It offers a wide range covering the most demanded service categories in Turkey. It hosts professionals who are experts in many fields, from cleaning services to renovation and repair, from private lessons to health and beauty services. Users can easily find suitable service providers for their various needs, such as daily house cleaning, sports and exercise, pet care, special day organizations. ServiceHub is a comprehensive solution that aims to make users' lives easier and speed up the job finding process for professional.



Category	Subservices					
1. Home Services	Cleaning services	Daily House Cleaning	Post-Construction Cleaning	Carpet and Sofa Washing	Glass and Facade Cleaning	Disinfection Services
	Renovation and Repair	Painting and Whitewashing Works	Plumbing Repair	Electrical Repair	Carpentry Services	Tiles and Ceramic Flooring
	Transport and Transportation	House to House Transportation	Intercity Transportation	International Transportation	Elevator Transportation	Packaging and Packaging

	Garden and Landscape Care	Lawn Mowing	Landscape Design	Tree Pruning	Gardening	Plant Care and Watering
	Pet Services	Home Care and Feeding	Touring Service	Veterinary Services	Pet Hairdresser and Grooming	Education and Socialization
2. Education and Private Lessons	Academic Support	Mathematics and Science	Turkish and Literature	High School Preparatory	University preparation	Homework and Project Help
	Foreign Language Trainings	English	Italian	French	Spanish	German
	Art and Music Lessons	Painting and Sculpture	Piano and Guitar	Violin and Drums	Voice Training	Digital Art
	Sports and Exercise	Yoga and Pilates	Personal Training	Swimming Lessons	Dance Lessons	Tennis and Golf
	Child and Youth Trainings	Kindergarten and Primary School Support	Coding and Robotics	Creative drama	Chess and Mind Games	Music and Sports Activities
3. Health and Beauty	Beauty and Care Services	Skin Care and Cleansing	Professional Makeup	Mani Pedi	Hair Removal and Laser	Haircut and Care
	Health Service	Dietitian Consultancy	Physical therapy and rehabilitation	Home Health Services	Psychological Counseling	Yoga and Meditation
	Fitness and Exercise	Personal Training Programs	Group Exercise Sessions	Rehabilitation Exercises	Weight Loss Programs	Body building
	Massage Services	Sports Massage	Medical Massage	Aromatherapy Massage	Reflexology Massage	Classic Massage
	Alternative Treatment Methods	Acupuncture	Homeopathy	reiki	Herbal Treatments	Yoga Therapy
4. Event and Organization	Wedding Organization	Planning and Coordination	Venue Decoration	Music and Entertainment	Photo and Video Shooting	Catering Services
	Birthday Parties	Concept Determination	Animation Services	Venue Selection	Cakes and Treats	Souvenirs

	Corporate Events	Seminars and Conferences	Launch Organizations	Internal Events	Fair Organizations	Employee Motivation Activities
	Special days	New Year Parties	Holiday Organizations	Graduation Ceremonies	Mother's and Father's Day	Valentine's day
	Other Organizations	Picnics and Outdoor Activities	Sports Events	Cultural and Artistic Events	Social responsibility projects	Special Concept Parties
5. Office and Business Services	Office Cleaning	Daily Cleaning	Weekly Cleaning	Monthly Detailed Cleaning	Carpet and Upholstery Cleaning	Glass Cleaning
	Technical support	Computer Maintenance	Network Setup	Printer Repair	Data Recovery	Software Updates
	Cargo and Courier	Fast Courier	Same Day Delivery	International Shipping	Document Transportation	Motor Courier
	Work safety	Risk analysis	Fire security	Employee Training	First aid training	Providing Safety Equipment
	Human Resources	Recruitment Services	Performance evaluation	Employee Training	Payroll Services	HR Consultancy
6. Automotive Services	Vehicle Maintenance	Periodic maintenance	Engine Oil Change	Brake Control	Battery Replacement	Tire Change
	Car wash	Internal Cleaning	Exterior Cleaning	Detailed Cleaning	Polishing	Engine Cleaning
	Tuning and Modification	Performance Enhancement	Sound System Installation	Vehicle Interior Design	Exterior Modified	Rim and Tire Change
	Roadside Assistance	Towing Service	Tire Repair	Battery Booster	Refueling	Accident Assistance
	Rental Services	Daily Rental	Weekly Rental	Long Term Rental	Luxury Car Rental	Minibus and Bus Rental
7. Technology and Digital Services	Web Development	Web designing	E-Commerce Site Setup	CMS Integration	SEO Services	Website Maintenance
	Mobile Application Development	iOS Application Development	Android Application Development	Hybrid Applications	Application Test	Updates and Maintenance

	Graphic design	Logo design	Brochure and Catalog Design	Social Media Design	Advertising Design	Creating Corporate Identity
	Digital marketing	Social media management	Google Ads Management	Content Marketing	Email Marketing	Influencer Marketing
	IT Consultancy	System Integration	Cloud Solutions	Data security	IT Strategy Development	Software Consultancy
8.Travel and Accommodation	Tour Organizations	City Tours	Cultural Tours	Adventure Tours	Gastronomy Tours	International Tours
	Accommodation Services	Hotel reservation	Airbnb Services	Resorts	Campgrounds	Boutique Hotels
	Rent a car	Passenger Vehicles	Minibus Rental	Luxury Vehicles	Caravan Rental	Car Rental with Driver
	Transfer Services	Airport Transfer	Local Transfer	VIP Transfer	Group Transfer	Private Transfer
	Visa and Passport Procedures	Visa application	Passport Renewal	Travel insurance	Consular Procedures	Translation Services
9.Food and Catering	Catering Services	Wedding Catering	Corporate Catering	Special Invitations	Picnic Catering	Brunch Catering
	Personal Chef Services	Cooking at Home	Special Menus	Diet Foods	Cooking Classes	Weekly Meal Prep
	Cakes and Desserts	Wedding Cakes	Birthday Cakes	Special Desserts	Cupcakes and Muffins	Diet Desserts
	Barista Services	Private Barista	Coffee Courses	Beverage Courses	Barista Courses	Cafe Opening Organization
	Organic Products	Organic Vegetables and Fruits	Organic Meat and Dairy Products	Organic Pulses	Organic Snacks	Organic Beverages
10.Consultancy Services	Business Consulting	Strategy Development	Creating a Business Plan	The market research	Risk management	Project management
	Financial Consulting	Tax Consultancy	Accounting Services	Budget management	Financial Analysis	Investment consulting
	Legal Consultancy	Company Law	Business law	Family Law	Real Estate Law	Intellectual Property Law

	Career Counseling	CV Preparation	Job Search Strategies	Interview Preparation	Career Coaching	Individual Development Plans
	Education Consultancy	Education Abroad	University Selection	Scholarship Consultancy	Language Schools	Educational Planning

³⁷ Fig9. ServiceHub Services

5 BUSINESS MODEL

5.1 LOGIN AND USER REGISTRATION

The ServiceHub platform has a structure that enables service recipients and providers to meet safely and effectively. In the initial phase, a completely free registration system will be offered for both service users and service providers in order to accelerate customer acquisition. However, due to security and authentication measures, both parties must perform security verification with their card information during registration. This is important to confirm the accuracy of users' credentials and ensure platform security.

5.1.1 Registration Process:

➤ **Step 1: Entering Basic Information:**

Users fill out the registration form by entering basic information such as name, surname, e-mail address and phone number.

Users accept the terms of use and privacy policy of the platform.

➤ **Step 2: Identity and Address Verification:**

Users are requested to provide a scanned copy of a valid identification document (e.g. identity card, passport) for identity verification.

For address verification, an invoice (e.g. electricity, water bill) or proof of residence received within the last three months is required.

➤ **Step 3: Security Verification with Card Information:**

A small provision is made by taking the users' card information. This process is necessary to ensure user authentication and create a secure payment environment.

When the provisioning process is completed successfully, the user's account is approved and access to the platform is provided.

➤ **Step 4: Creating a Profile:**

Users become ready to receive or provide service by filling out their profile information.

Users who provide services create a profile detailing their skills, experience and the services they offer. Additionally, certificates and references, if any, are also added to the profile information.

³⁷ Fig9. ServiceHub Services

Service users add information indicating their personal preferences and service requests in order to search for services that suit their needs.

5.2 SERVICE REQUEST AND OFFER PROCESS

Service users define the service they need on the platform and request a quote. This process has been meticulously designed to optimize user experience and identify the most suitable service providers.

5.2.1 Creating a Service Request:

➤ **Step 1: Initiating the Service Request:**

The user receiving the service logs into the platform and clicks on the "Create Service Request" section. Selects the service category (for example, cleaning, repairs, shipping).

➤ **Step 2: Entering Service Details:**

The user enters details such as the type of service, tasks to be done, date and time, location. If there are additional requests and special requirements, this information is also added.

➤ **Step 3: Additional Files:**

Additional service-related files (e.g. project images, plans) can be uploaded.

5.2.2 Offer Process:

➤ **Step 1: Analysis of Service Request:**

ServiceHub analyzes user-generated service request. During the analysis, an estimated bid price is determined using historical data based on industry and business size.

➤ **Step 2: Selecting Service Providers:**

The system selects the four most suitable providers according to certain criteria. During selection, factors such as past performances of service providers, user comments and ratings, and availability are taken into consideration.

An automatic ranking is made taking into account the profiles, competencies and previous customer evaluations of the service providers.

➤ **Step 3: Submission of Offers:**

The offer prices and profiles of the four selected service providers are presented to the service user.

The user receiving the service chooses the most suitable one among these offers and contacts the service provider.

➤ **Step 4: Communication and Discussing Details:**

The service user contacts the service provider directly to discuss the details and clarify the service conditions.

Service details, expectations and special requests are discussed using messaging and conversation features on the platform.

5.2.3 Offer Criteria and Selection:

➤ **Criterion 1: Service Provider Profile:**

The service provider's profile, references and previous customer comments are examined in detail.

The service provider's area of expertise and the quality of the service he provides are evaluated.

➤ **Criterion 2: Quote:**

The price offer offered by the service provider is evaluated according to whether it is compatible with the budget of the user receiving the service.

The suitability and reasonableness of the price offer to market conditions are taken into consideration.

➤ **Criterion 3: Appropriateness and Timing:**

The suitability of the service provider and the time period in which he can perform the service are examined.

In case of emergency service needs, the ability of the service provider to respond quickly is evaluated.

➤ **Criterion 4: Expertise and Track Record:**

The service provider's past performance in similar services and level of expertise are taken into account.

Previously completed projects of the service provider and customer satisfaction rate are taken into consideration.

5.3 PAYMENT AND BILLING

When service recipients and providers reach an agreement, the payment process can be managed in two different ways. This is designed to ensure users have a flexible and secure payment experience.

5.3.1 Individual Payment

Users make the payment among themselves after agreeing on the service details. This method is suitable for users who prefer to pay directly outside the platform. ServiceHub recommends users who pay in this way to enter into a contract among themselves.

➤ **Service Details and Price Agreement:**

The service recipient and the service provider agree on service details and price via the platform.

Users clearly define the scope of work, duration and delivery terms.

➤ **Determining the Payment Method:**

Users determine the payment method among themselves. This method can be cash, bank transfer, mobile payment or other payment systems. Online invoicing and payment via the website is recommended over individual payment.

The service provider notifies the service user about his/her preferred payment method.

➤ **Payment Fulfillment:**

The service recipient makes payment to the service provider's account using the specified payment method after the service is completed.

Payment is made immediately or after a certain period of time, depending on the completion process of the service.

➤ **Approval and Evaluation:**

Once the service is completed, both parties confirm the completion of the service via the platform.

Users build their reputation on the platform by providing feedback and evaluations about service quality.

➤ **Advantages:**

- Provides flexibility and speed.
- Ease of direct communication and understanding between users.
- A payment method independent of platform fees.

➤ **Disadvantages:**

- You do not benefit from the assurance and protection provided by ServiceHub.
- Platform support is limited in case of possible disputes.

5.3.2 Payment with ServiceHub Assurance

Users make service payments in the form of a provision via the ServiceHub platform. This method provides additional security and protection with the billing system and ServiceHub assurance.

➤ **Service Request and Offer Approval:**

The service user creates a service request on the platform and makes an agreement with the service provider.

The service provider approves his offer and the parties agree on the service details.

➤ **Provisioning Process:**

The user receiving the service enters payment information on the platform.

The determined service fee is withdrawn from the user's card as a provision and kept under ServiceHub assurance.

➤ **Performance of the Service:**

The service provider completes the service within the specified time and conditions.

After the service is completed, the service provider notifies on the platform that the service has been completed.

➤ **Confirmation and Payment Release:**

The user receiving the service confirms on the platform that the service is completed and satisfied.

After approval, the provisioned payment is transferred to the service provider's account.

➤ **Invoice and Documentation:**

ServiceHub digitally transmits invoice and payment details to the user when the service is completed.

The invoice includes all items including service fee, security fee, service fee and taxes, if any.

➤ **Advantages:**

- It provides assurance and protection.
- Platform support is offered in cases of disputes regarding payment and service quality.
- The payment process and billing are easy and secure.

➤ **Disadvantages:**

- There is a small commission and service fee deduction.

5.4 COMMISSION AND EXTRA FEES

In order to provide safe and guaranteed service, the ServiceHub platform charges certain commissions and extra fees for payments made via invoicing method. These fees are charged for the sustainability of the platform and the provision of quality service for users.

5.4.1 Security deposit

The security fee is a fee collected from the service user and ensures that the service process is completed safely. This fee is withdrawn as a provision at the beginning of the service and collected after the service is completed.

➤ **Rate:** 5% of invoice amount

➤ **From whom it is collected:** It is collected from the user receiving the service.

5.4.2 Service Fee

A service fee is a fee collected from the user providing the service and funds the services offered by the platform, such as support, assurance and customer service. This fee is deducted when the service is completed and the provision payment is made.

➤ **Rate:** 10% of invoice amount

➤ **From whom it is collected:** It is collected from the user providing the service.

5.4.3 Taxes and VAT

In line with legal requirements, the necessary taxes and Value Added Tax (VAT) are added to the invoicing transactions. These taxes are calculated on the service fee and are stated in the invoice details.

➤ **Rate:** At current legal rates

➤ **From Whom to Buy:** It is added to the service fee and collected from the user.

Sample Payment and Billing Process

Service Information:	
Service Area:	[User name]
Service provider:	[Service Provider Name]

Service:	[Service Details]
History:	[Service Date]
INVOICE ITEMS	AMOUNT (TL)
Service Fee:	1000 TL
Security Fee (%5):	50 TL
Service Fee Deduction (10%):	100 TL
VAT (18%):	180 TL
The total payment:	1230 TL
PAYMENT INFORMATION	
Amount to be paid by the Service User:	1230 TL
Amount to be Paid by the Service Provider:	900 TL

³⁸ Fig10. Example Payment and Billing Process

5.5 USER EXPERIENCE AND SECURITY

ServiceHub implements various security measures and quality controls in order to continuously improve the user experience and provide a secure platform. In this way, both service recipients and service providers' trust in the platform increases and satisfaction is ensured.

5.5.1 Profile Verification

➤ **Detailed Review:**

Profiles of service providers are examined in detail. During this process, the information provided by users is verified and care is taken to ensure its completeness. During the profile creation phase, details about the identity information, contact information and services of the service providers are requested.

➤ **Reference Checks:**

References of service providers and previous customer feedback are checked. These testimonials evaluate the service provider's past performance and reliability. Reference checks provide information about the service provider's work experience and customer satisfaction.

➤ **Certificates and Licenses:**

The certificates and licenses required by service providers for the services they offer are checked. This is especially important for technical and specialist services. The validity of certificates and licenses is updated regularly.

³⁸ Fig10. Example Payment and Billing Process

5.5.2 Feedback and Reviews

➤ **User Feedback:**

Service users can evaluate service providers and provide feedback. This feedback creates an important reference point for other users. The feedback system helps in constantly monitoring the performance of service providers and ensures that quality is maintained.

➤ **Evaluation System:**

Service providers are ranked on the platform according to the reviews and ratings they receive. Service providers with high scores and positive feedback are more preferred. The rating system helps users make more informed decisions.

5.5.3 Secure Payment Systems³⁹

➤ **Encryption and Data Security:**

All payments made on the platform are protected using advanced encryption technologies. User information and payment details are stored on secure servers. Data security is ensured with SSL certificates and other security protocols.

➤ **Payment Protection:**

Payments made with ServiceHub assurance are kept as a provision until the service is completed. Payment is released once the service is completed and confirmed. This method protects the rights of both the service recipient and the service provider and provides solutions in cases of dispute.

➤ **Dispute Resolution Center:**

When there is a dispute between users receiving and providing services regarding payment or service quality, the ServiceHub dispute resolution center comes into play. This center mediates between parties to resolve disputes and ensure a fair outcome.

5.6 MARKETING AND CUSTOMER ACQUISITION

The services, which are initially offered free of charge, are a strategic step to rapidly expand the customer base and increase users' trust in the platform. It is aimed to reach large audiences through advertising and digital marketing methods. Additionally, service quality is improved by continuously collecting feedback to increase user satisfaction.^{40 41}

5.6.1 Advertising and Digital Marketing

➤ **Social Media Marketing:**

Large audiences are reached by running active campaigns on social media platforms such as Facebook, Instagram, Twitter and LinkedIn. With social media ads, targeted demographic groups are reached and brand awareness is increased.

³⁹ [Razorpay, What is Payment Security? Types and Payment Security Strategies in 2024](#)

⁴⁰ [DeloitteInsights, 2022 Global Marketing Trends Growing with Customer Focus](#)

⁴¹ [IIENSTITU, Customer Relationship Management, 5 Methods You Need to Know to Retain Customers](#)

- **Search Engine Optimization (SEO):**
SEO strategies are applied to ensure that the ServiceHub website ranks high in search engines. It is aimed to increase organic traffic through keyword analysis and content optimization.
- **Search Engine Advertising (SEM):**
Advertising campaigns are organized on Google Ads and similar platforms. With these campaigns, the target audience is reached on certain keywords. Effective advertising management is done with the pay-per-click (PPC) model.
- **Email Marketing:**
Information and promotions are provided to existing and potential customers through regular e-mail campaigns. Email lists are segmented and personalized content is sent.

5.6.2 User Feedback and Quality Improvement

- **Feedback Collection:**
Surveys and feedback forms are regularly used to collect users' experiences and suggestions. Metrics such as Net Promoter Score (NPS) are used to measure users' satisfaction levels.
- **Continuous improvement:**
The collected feedback is analyzed and action plans are created to improve service quality. Regular updates and improvements are made to the platform to improve user experience.

5.7 REVENUE MODEL

ServiceHub generates revenue through commissions and additional fees charged to its users. In the long term, different income sources such as premium memberships, advertising revenues and additional services can also be evaluated. This section explains all the details of the revenue model.

5.7.1 Commissions and Fees

- **Security deposit**
The security fee is collected to ensure the safe completion of the service process. This fee is withdrawn as a provision at the beginning of the service and collected after the service is completed. The security fee is used to guarantee that the service will be completed in a quality and reliable manner. It ensures the creation of funds to resolve disputes that may occur during the service and to increase users' trust in the platform.
 - **Rate:** 5% of invoice amount
 - **From whom to buy:** From the user receiving the service
 - **Usage areas:**
 - **Security :** To ensure the security of the service and prevent fraud attempts.
 - **Support Services :** Providing fast and effective support in cases of dispute.
 - **Customer Satisfaction :** To increase customer satisfaction by encouraging users to receive service safely.

➤ Service Fee

The service fee funds the services the platform provides, such as support, assurance and customer service. This fee is deducted after the service is completed and the provision payment is made. The service fee is collected from the profits earned by the service providers in return for the services they provide on the platform. It is used to ensure the sustainability of the platform and provide high quality service for users.

- **Rate :** 10% of the invoice amount
- **From Whom to Buy:** From the user providing the service
- **Usage areas:**
- **Operational Costs :** Operational costs required to ensure the continuous operation of the platform.
- **Development and Maintenance :** Development and regular maintenance of the technological infrastructure of the platform.
- **Customer Services :** To provide users with fast and effective customer support services.

➤ Taxes and VAT

In line with legal requirements, the necessary taxes and Value Added Tax (VAT) are added to the invoicing transactions. These taxes are calculated on the service fee and are stated in the invoice details. Accurate and timely collection of taxes increases the legal compliance and reliability of the platform.

- **Rate :** At valid legal rates
- **From whom to purchase :** It is added to the service fee and collected from the user.
- **Usage areas:**
- **Legal Compliance :** Fulfillment of tax obligations.
- **Public Services :** Using tax revenues for public services.

5.7.2 Premium Memberships

Premium memberships offer service providers more benefits and visibility, helping them increase their business volume. Three different levels of premium membership are offered: **Bronze, Silver and Gold**. The benefits and pricing details offered at each level are explained below .

➤ Advantages:

- **Greater Visibility:** Premium members have the opportunity to attract more customers by ranking higher in search results and on the home page.
- **More Right to Bid:** Premium members have more right to bid compared to regular users. While regular users are offered the right to make 10 bids per month, this right is increased to 15 bids for Bronze members, 20 bids for Silver members and 25 bids for Gold members.

➤ Pricing and Benefits

Premium memberships come with a monthly subscription fee. Membership fees may vary depending on the benefits provided. It provides advantages for members to be featured in search results and on the home page and in the number of bids.

- **Bronze Membership**

- **Monthly Fee** : 1000 TL
- **Visibility** : Priority ranking in search results.
- **Right to Bid** : Right to make 15 bids per month.

- **Silver Membership**

- **Monthly Fee** : 1500 TL
- **Visibility** : Higher priority on the home page and search results.
- **Right to Bid** : Right to submit 20 bids per month.
- **Support** : Access to fast customer support services.

- **Gold Membership**

- **Monthly Fee** : 2000 TL
- **Visibility** : Highest priority on the home page, category pages, and search results.
- **Right to Bid** : Right to make 25 bids per month.
- **Support** : Access to fast customer support services.

5.7.3 Advertising Revenues^{42 43}

➤ Advertising Areas

The ServiceHub platform offers advertising spaces where service providers can promote their services. Ad spaces are strategically positioned in different areas of the platform and the user interface.

- **Home Page Ads:** The areas with the highest visibility are used to attract users' attention.
- **Category Page Advertisements:** In certain service categories, targeted advertisements are presented to reach the relevant user audience.
- **Search Results Ads:** Ads that appear primarily in users' search results increase the visibility of service providers.
- **Blog and Content Advertisements:** Advertising spaces are offered on ServiceHub's blog and content pages, and targeted advertisements are displayed based on users' interests.

⁴² [Landmarklabs, The Advertising Revenue Model: Complete Guide With Pricing Strategies, Marketing and Examples, 2022](#)

⁴³ [SmartInsights, Revenue model options: 10 revenue generation techniques for digital businesses](#)

➤ **Advertising Models^{44 45}**

- **Pay Per Click (CPC):** Advertisers pay for each click on their ad. For example, \$20 for each click.
- **Pay Per Impression (CPM):** Advertisers pay to have their ads displayed a certain number of times. For example, \$200 for 1000 impressions.
- **Pay Per Conversion (CPA):** Advertisers pay for each successful conversion (for example, registration or purchase) that occurs through their ad. For example, \$300 for each conversion.
- **Fixed Fee Advertisements:** Advertising space can be rented for a fixed fee for a certain period of time. For example, 10,000 TL per month for home page advertising space.
- **Targeted Advertising Campaigns**
Advertising campaigns are targeted based on factors such as users' demographics, interests, and past behavior. In this way, advertisers increase the effectiveness of their ads by reaching the right audience.
- **Behavioral Targeting :** Personalized ads are presented based on users' behavior on the platform.
- **Geotargeting :** Ads are shown based on users' location, thus targeting local service providers more effectively.
- **Demographic Targeting :** Ads are presented according to users' demographic characteristics such as age, gender, and income level.

5.7.4 Additional services

➤ **Private Consultancy and Training**

Special consulting and training services are offered for service providers. These services are designed to improve service quality and support professional development. Supporting the professional development of service providers, increasing service quality and ensuring customer satisfaction.

- **Training Programs :** Training programs and seminars organized to increase the competencies of service providers. Certificates awarded to service providers who complete specific training programs help users evaluate service quality.
- **Consultancy Services :** Special consultancy services are offered to improve the business processes of service providers and increase customer satisfaction. Integration and API services are offered for large-scale businesses and third-party software. These services were developed to automate business processes and increase efficiency. API access is provided for service providers and large-scale businesses to integrate into the ServiceHub platform. It provides integration solutions developed for the specific needs of businesses. For example, integration with CRM systems. It contributes to the field of business process automation and technological integration.
- **Extra Service Packages:** Some additional service packages are offered to ensure that advertisements reach more users and to help service providers attract more customers. In this way, it provides access to extra income sources for the service provider.

⁴⁴ [Codica, 10 Best Monetization Practices for a Successful Online Marketplace in 2024](#)

⁴⁵ [Sloboda-Studio, 7 Different Types of Marketplace Business Models That Actually Work](#)

- **Advertising Packages** : Special advertising packages are offered for service providers to gain greater visibility.
- **Promotions and Campaigns** : Special promotion and campaign options are offered for service providers at certain periods.
- **Special Profile Design** : Special profile design services are offered to make the profiles of service providers more professional and attractive.

➤ **Events and Seminars**

ServiceHub can generate revenue by organizing various events and seminars for its users. These events enable service providers and service recipients to come together and share knowledge and experience. In terms of usage areas, it contributes to enabling service providers to share their knowledge and experiences and to enable service providers and service recipients to come together and establish a network.

- **Paid Events** : Events and seminars organized by charging a participation fee.
- **Sponsored Events** : Events organized with the support of sponsors provide additional income.
- **Affiliate Programs** : Within the scope of partnership agreements with certain businesses, customers are offered special discounts and benefits. Joint income is obtained by collaborating on various projects.

6 OPERATIONAL STRUCTURE

ServiceHub's operational structure encompasses all the processes, personnel and technology required to ensure the platform operates effectively and efficiently. This section will explain in detail how ServiceHub is structured to manage its daily operations and provide the best experience to customers and service providers.^{46 47 48 49}

6.1 ORGANIZATIONAL STRUCTURE

ServiceHub's organizational structure is designed to enable different departments to work collaboratively. This structure includes core departments such as management, operations, customer service, technical support, marketing and sales. Each department is responsible for performing a specific function of the platform.

6.1.1 Management Department

➤ **CEO (Chief Executive Officer):**

- He determines the general strategy of the company, reports to the board of directors and supervises all business processes.
- It creates the vision and mission of the company and directs the work of all departments accordingly.
- Manages major strategic partnerships and business agreements.

⁴⁶ [McKinsey & Company, Products and platforms: Is your technology operating model ready? Article, 2020](#)

⁴⁷ [Emerald, On-demand service platform operations management: a literature review and research agendas](#)

⁴⁸ [Whatfix, Digital Transformation, 7 Types of Organizational Structures +Examples, Key Elements, 2022](#)

⁴⁹ [Blog.hubspot, 10 Types of Organizational Structures Every Company Should Consider](#)

- **COO (Chief Operating Officer):**
 - Responsible for daily operations. It works to increase the efficiency and effectiveness of operational processes.
 - Coordinates all operational processes and ensures interdepartmental cooperation.
 - Manages the operational budget and prepares operational performance reports.
- **CFO (Chief Financial Officer):**
 - Responsible for financial management. It manages issues such as budget planning, financial analysis and financial reporting.
 - Manages financial risks and develops financial strategies.
 - Reports the company's financial situation to the board of directors.

6.1.2 Operations Department

- **Operations manager:**
 - Manages and supervises all operational activities.
 - Develops strategies to determine and achieve operational goals.
 - Manages quality control processes and identifies improvement opportunities.
- **Quality Control Experts:**
 - It monitors the quality of services provided by service providers and offers improvement suggestions.
 - It analyzes user feedback and evaluates the performance of service providers.
 - It determines quality standards for service providers and monitors compliance with these standards.
- **Operations Assistants:**
 - Provides support and coordination of daily operational processes.
 - Prepares reports for the operations manager and collects necessary data.
 - Communicates with service providers and resolves operational issues.

6.1.3 Customer Service Department

- **Customer Services Manager:**
 - Supervises the work of the customer service team and develops strategies to increase customer satisfaction.
 - Improves customer service processes and organizes team training.
 - Tracks and reports customer service KPIs (Key Performance Indicators).
- **Customer Representatives:**
 - Solve problems and provide support to users and service providers.
 - Answers calls and emails and provides live support services.
 - Conducts surveys and collects feedback to measure customer satisfaction.

➤ **Feedback Analysts:**

- Analyzes and reports user feedback.
- Develops strategies to increase customer satisfaction.
- Provides improvement suggestions based on feedback.

6.1.4 Technical Support Department

➤ **Technical Support Manager:**

- Manages the work of the technical team and ensures the smooth operation of the platform.
- Develops strategies and implements solutions to solve technical problems.
- It ensures the security and efficiency of the technical infrastructure.

➤ **Software Developers:**

- Develops and updates the software infrastructure of the platform.
- It adds new features and improves existing systems.
- Detects and fixes software errors.

➤ **System Administrators:**

- Provides server and database management and takes security measures.
- Monitors and optimizes system performance.
- Manages backup and recovery processes.

6.1.5 Marketing and Sales Department

➤ **Marketing manager:**

- Plans and manages marketing strategies.
- Organizes digital and traditional marketing campaigns.
- Manages the marketing budget and conducts ROI (Return on Investment) analyses.

➤ **Sales Manager:**

- Determines sales targets and manages the performance of the sales team.
- Develops and implements sales strategies.
- Prepares sales reports and presents them to the management team.

➤ **Digital Marketing Experts:**

- Organizes advertising campaigns on digital channels and provides social media management.
- Applies SEO (Search Engine Optimization) and SEM (Search Engine Marketing) strategies.
- Tracks and reports digital marketing performance.

- **Sales Representatives:**
 - It contacts service providers and includes them on the platform.
 - Actively searches for customers to achieve sales targets.
 - Manages sales processes and maintains customer relationships.

6.2 BUSINESS PROCESSES

ServiceHub's operational business processes have been meticulously designed to enable service providers and users to use the platform effectively. The main business processes are:⁵⁰ ⁵¹

6.2.1 Service Provider Registration and Approval Process

- **Record:**
 - Service providers fill out the application form and upload the necessary documents to register on the platform. These documents include identification, work experience and references.
 - Identity verification and background check processes of service providers are carried out.
- **Approval:**
 - Applications are reviewed by the operations department. Documents are verified and reference checks of service providers are carried out.
 - Once the approval process is completed, service providers gain full access to the platform.
- **Education:**
 - Approved service providers are provided with training on the use of the platform and service standards.
 - Service providers are informed about customer service and quality standards.

6.2.2 Management of Service Requests

- **Creating Request:**
 - Users create the service they need by filling out the request form on the platform. The request form includes the type of service, location, time, and special requirements.
 - Once the request is created, notifications are sent to the appropriate service providers.
- **Taking offers:**
 - Service requests are forwarded to appropriate service providers and service providers submit their offers.
 - Users can review service providers' profiles, compare offers, and review review scores.
- **Vote:**
 - Users choose the most suitable one among the offers and make an agreement with the service provider.

⁵⁰ [Blog.Hubspot, Service Operations: The Ultimate 2024 Guide](#)

⁵¹ [Kissflow, The Extensive Guide to Business Processes for 2024](#)

- Once agreement is reached, service providers contact the user to confirm job details and customer expectations.

6.2.3 Quality Control and Feedback

➤ **Service Evaluation:**

- Once the service is completed, users can rate the service providers and provide feedback.
- The rating system includes options to rate service providers' performance and leave comments.

➤ **Tracing:**

- The operations department constantly monitors user feedback and service providers' performance.
- Improvement plans are developed for underperforming service providers.

➤ **Improvement:**

- Quality control experts contact service providers, offer improvement suggestions and organize training.
- Based on user feedback, continuous improvements are made to service processes.

6.2.4 Payment Transactions

➤ **Secure Payment:**

- Users pay for the service and payments are processed through secure payment systems. All payment transactions are protected by SSL/TLS encryption.⁵²
- Payments are transferred to the service provider when the service is completed and confirmed by the user.⁵³

➤ **Service Completion:**

- The service provider notifies the user that the service is completed and user confirmation is awaited.
- After user approval is received, the payment is transferred to the service provider.

➤ **Invoice Management:**

- The platform records all payment transactions and provides invoices to users and service providers.⁵⁴
- The bill management system allows users and service providers to keep track of their past payments and services.

6.2.5 Customer Support Services

➤ **Support Request:**⁵⁵

- Users and service providers can contact the customer service department for any problems they encounter or questions they want to ask.
- Support requests are received via phone, email or live chat.

⁵² [Stripe, Payment security: An in-depth, actionable guide for businesses](#)

⁵³ [FitSmallBusiness, What Is a Secure Payment System?](#)

⁵⁴ [FreshBooks, What Is a Secure Payment System?](#)

⁵⁵ [Docs.Stripe, Security at Stripe, Learn how Stripe handles security](#)

- **Solution:**
 - Customer representatives quickly resolve support requests and ensure user satisfaction.
 - Technical problems are directed to the relevant technical support team and the solution process is followed.

- **Follow-up:**
 - Problems that cannot be resolved are forwarded to the relevant departments and the solution process is followed.
 - The customer service team returns feedback and verifies the resolution of the problem to ensure user satisfaction.

6.3 TECHNOLOGICAL INFRASTRUCTURE

ServiceHub's technological infrastructure is designed to ensure safe, fast and trouble-free operation of the platform. The main components are:

6.3.1 Cloud computing

- **AWS (Amazon Web Services):⁵⁶**
 - It offers high-performance servers and data storage solutions.
 - It provides flexible and scalable infrastructure so that the platform grows seamlessly as the number of users and service providers increases.

- **Azure:⁵⁷**
 - Provides secure and flexible cloud services.
 - It ensures high availability and performance of the platform worldwide.

6.3.2 Secure Payment Systems

- **SSL/TLS Encryption:**
 - All data transmissions are protected by SSL/TLS encryption.
 - Ensures the security of user and service provider information.

- **PCI DSS Compliance:**
 - Payment systems operate in compliance with PCI DSS (Payment Card Industry Data Security Standard).
 - It provides protection of financial information and secure payment transactions.

6.3.3 Data Analytics

- **Big Data Analytics:**
 - User behavior and service quality are monitored using big data analytics tools.

⁵⁶ [Aws.Amazon, Cloud Storage on AWS](#)

⁵⁷ [Aws.Amazon, AWS Whitepaper](#)

- By analyzing the data, the platform's performance and user experience are improved.
- **Machine Learning:**
- User experience is optimized with machine learning algorithms.
 - Personalized service recommendations are offered based on user and service provider needs.

6.3.4 Mobile and Web Applications

- **Android and iOS Apps:**
- It allows users to easily request services from their mobile devices.
 - It allows service providers to manage job offers from their mobile devices.
- **Web Platform:**
- Users and service providers can access the platform and perform transactions through their web browsers.
 - It provides easy and fast access with its user-friendly interface.

6.4 OPERATIONAL STRATEGIES

ServiceHub's operational strategies ensure effective management and continuous improvement of the platform. The main strategies are:^{58 59}

- **Continuing Education and Development**
- **Service Provider Trainings:**
Regular training is provided to service providers. These trainings are organized to improve service quality and maintain standards. Trainings are organized in the form of online modules and face-to-face sessions.
 - **Customer Service Trainings:**
The customer service team receives ongoing training so they can communicate effectively with users and resolve issues quickly. Training programs cover communication skills, problem-solving techniques and customer satisfaction.
- **Feedback Management**
- **Surveys:**
Surveys are conducted regularly to measure user satisfaction and service quality. Service quality is improved by analyzing survey results.
 - **Feedback Analysis:**
User feedback is analyzed in detail and suggestions are developed to improve the platform. Improvement processes based on feedback are implemented regularly.

⁵⁸ [Equilogics, The Role of Continuous Training in Elevating Customer Service Standards](#)

⁵⁹ [Trainingmag, The Power of Continuous Learning: Strategies for Professional Development in the Workplace](#)

➤ **Performance Monitoring**

- **KPI (Key Performance Indicators):**

Key performance indicators are determined and these indicators are monitored regularly. Performance targets are determined in areas such as service quality, customer satisfaction and operational efficiency.

- **Reporting:**

Performance reports are prepared and shared with the management team. These reports play an important role in making strategic decisions. Reports are prepared in weekly, monthly and annual periods.

➤ **Innovative Solutions**

- **Technological Innovations:**

The latest technological innovations are researched and implemented to improve service delivery processes and enhance customer experience. New technologies and solutions are tested with pilot projects and successful ones are integrated into the platform.

- **Pilot Projects:**

New services or improvement suggestions are tested with pilot projects. Pilot projects are implemented with real users and service providers and the results are analyzed.

➤ **Productivity Increasing**

- **Process Automation:**

Repetitive tasks are automated and the efficiency of processes is increased. Manual processes are minimized by using automation tools and software.

- **Resource Management:**

Human and financial resources are effectively managed and optimized. Resource management strategies focus on budget planning, personnel management and operational efficiency.

7 PLATFORM FEATURES

With these comprehensive and detailed features, ServiceHub aims to provide a reliable, transparent and user-friendly platform for service seekers and service providers. These features help service providers gain access to a wide customer base while providing fast and effective solutions to users' needs. Below, all the detailed features of the platform are detailed.^{60 61 62}

⁶⁰ [Acima, The Importance of a User-Friendly Interface, 2023](#)

⁶¹ [Certmagic, Human-Computer Interaction, 2023](#)

⁶² [Aleo, 15+ Best Practices In Creating A Friendly User Interface](#)

7.1 USER -FRIENDLY INTERFACE AND EASY ACCESS

➤ **Multiple Device Support:**

- **Web Application:** A user-friendly web interface suitable for desktop and laptop computers. Users can access the platform through their web browsers, request services and manage their existing requests.
- **Mobile Applications:** Mobile applications optimized for Android and iOS devices allow users to access services even on the go. Mobile applications instantly inform users about service status with push notifications.
- **Responsive Design:** Responsive design that provides a consistent and seamless user experience in web and mobile applications. This offers a view that is automatically optimized based on device screen size.

➤ **Easy Navigation:**

- **Home Page and Dashboard:** Personalized home page and user panel where users can quickly create and manage service requests. The user panel offers the opportunity to view pending, completed and canceled service requests.
- **Category and Filtering:** Possibility to easily find the services they are looking for with search by service categories (cleaning, renovation, transportation, education, etc.) and advanced filtering options. Users can filter service providers based on their ratings, prices, and user reviews.
- **Quick Access:** Shortcut links that give users quick access to frequently used services, favorite providers, and past requests. With the "Repeat" feature, users can quickly re-request services they have previously received.

7.2 RELIABLE AND QUALIFIED SERVICE PROVIDERS

➤ **Detailed Profile Pages:**

- *Biography and Experience:* Detailed biography section where service providers introduce themselves and share their skills, certifications and past work experience. Providers are categorized by their areas of expertise.
- **Portfolio and References:** Portfolio area that demonstrates the competence of the provider with photographs of previously completed work and customer references. Users can decide by reviewing examples of completed work.

➤ **Verification Process:**

- **Identity and Skill Checks:** Verifying the identities of service providers and validating their skills by the platform. This is done by checking identity documents and certificates.
- **Background Check:** Performing background checks on service providers in accordance with security standards, examining criteria such as criminal record, work history and customer references.

➤ **User Comments and Rating:**

- **Evaluation System:** Rating system where users help other users make decisions by rating and commenting on service providers. At the end of each service, users can rate the service provider's performance and leave detailed comments.
- **Feedback Mechanism:** Continuous monitoring of user feedback and evaluation of the performance of service providers. There is a special team for the management and resolution of negative feedback.

7.3 SECURE AND TRANSPARENT PAYMENT SYSTEMS

➤ **Various Payment Methods:**⁶³

- **Credit Card and Digital Wallets:** Users can pay via credit card, debit card and digital wallets (PayPal, Apple Pay, Google Wallet). Users can manage their payment methods in profile settings.
- **Money Transfer and EFT:** Payment options via bank transfer and EFT are especially suitable for corporate users. Payment transactions are made through the platform's secure payment system.

➤ **Secure Payment Transactions:**

- **SSL/TLS Encryption:** Securing all payment transactions with SSL/TLS encryption technology. This protects user information and ensures a secure payment process.
- **Escrow Account:** Keeping payments in an escrow account until the service is completed, thus providing security for both the service provider and the user. Payment is released after user confirmation.

➤ **Invoice and Documentation:**

- **Digital Invoices:** Invoices that are automatically created and shared with users digitally when the service is completed. Users can download their invoices from the platform and track their past payments.
- **Taxes and Other Fees:** Transparent disclosure of all taxes and surcharges on invoices. Tax reporting tools are also offered for service providers.

7.4 SERVICE REQUEST AND OFFER REQUEST PROCESS

➤ **Creating an Easy Service Request:**

- **Step by Step Guide:** A simple and clear guide that allows users to create service requests step by step. Users receive guiding tips when filling out the service request form.
- **Service Customization:** The opportunity for users to customize service details (date, time, location, special requests). Notes can be added for additional services and special requests.

➤ **Offer Comparison:**

- **Price and Service Details:** Users can compare incoming offers based on criteria such as price, service details, provider profiles and reviews. Offers are presented in tables so users can easily compare them.

⁶³ [McKinsey & Company, Consumer Digital Payments](#)

- **Feedback and Testimonials:** Access to past performance, customer reviews and testimonials of bidding service providers. Users can evaluate service providers objectively.

7.5 CONTACT AND SUPPORT

- **Communication tools:**
 - **Instant Messaging:** Instant messaging feature between users and service providers enables service details to be clarified quickly. Messaging history is stored in the user panel.
 - **Call and Video Call:** The opportunity to make direct calls or video calls through the platform offers detailed conversations, especially for complex service requests. This feature can be activated or deactivated according to the user's privacy preference.
- **Customer Support Services:**
 - **24/7 Support:** Available 24/7, the customer support team is ready to solve any problems of users. Users can submit support requests via the platform or by phone.
 - **Multi-Language Support:** Provides accessibility for international users by offering support in different languages. The platform provides services in the language preferred by users.
 - **Help Center and FAQ:** A comprehensive help center and knowledge base where users can quickly access frequently asked questions and get support. The help center includes detailed articles and video guides.

7.6 TECHNOLOGICAL INFRASTRUCTURE

- **Cloud Based Solutions:**⁶⁴
 - **AWS Integration:** Cloud-based infrastructure that provides high performance and flexibility using Amazon Web Services. This ensures the platform is scalable and reliable.
 - **High Availability:** A redundant and scalable structure that minimizes server interruptions and provides high availability. Data backups are made regularly and possible data loss is prevented.
- **Data Security and Privacy:**⁶⁵
 - **GDPR Compliance:** Data processing policies that are fully compliant with the European Union General Data Protection Regulation (GDPR) and other local data protection laws. Users' data is processed in accordance with legal requirements.
 - **Data Encryption:** End-to-end encryption and other security measures to ensure the security of user data. Database security is provided by two-factor authentication and data masking techniques.

⁶⁴ [Limoncloud, AWS Cloud Transition & Setup](#)

⁶⁵ [AscentOptics, Revolutionize Your IT with a Virtual Data Center: The Future of Cloud and Network Virtualization](#)

7.7 FEEDBACK AND CONTINUOUS IMPROVEMENT

➤ User Feedback:

- **Surveys and Evaluation Forms:** Regular surveys and evaluation forms to measure user experiences and continually improve the platform. User satisfaction is tracked in detail with scores and comments.
- **Feedback Loop:** Collecting and analyzing user feedback and continuously improving the platform in line with this feedback. User feedback is actively used in product development and service improvement processes.

➤ Performance Monitoring:

- **Reporting and Analysis:** Advanced reporting and analysis tools to monitor and evaluate the performance of service providers. Performance reports are used to empower service providers.
- **Training and Development:** Regular training programs and development opportunities for service providers aim to improve performance and increase customer satisfaction. Training programs are offered in the form of online courses and workshops.

8 MARKETING AND SALES STRATEGY

8.1 MARKETING STRATEGY

With detailed marketing and sales strategies, ServiceHub will reach its target audience effectively and rapidly expand the platform's awareness and user base. At the same time, it will continue its long-term success by increasing customer satisfaction. Digital marketing, social media, SEO, SEM, email marketing and continuous improvement strategies based on user feedback will increase ServiceHub's competitiveness in the market and ensure customer loyalty. Additionally, comprehensive sales strategies supported by direct sales, online sales, partnerships and events will support sustainable growth by increasing the platform's revenues.^{66 67 68}

8.1.1 Digital Marketing and Advertising

➤ Social Media Marketing:

- **Targeting:**
 - **Demographic Targeting:** Targeting will be done according to demographic factors such as age, gender, marital status and income level. For example, married women between the ages of 25-45 can be targeted for house cleaning services, and men between the ages of 30-50 can be targeted for renovation services.
 - **Geographic Targeting:** The local target audience will be reached by focusing on big cities such as Istanbul, Ankara and Izmir. Service demands in each city will be analyzed and campaigns will be customized accordingly.

⁶⁶ [WordStream, These 14 Digital Marketing Trends Will Have the Biggest Influence in 2023](#)

⁶⁷ [B2BDigitalMarketers, 12 Best Digital Marketing Strategies for 2023 and Beyond](#)

⁶⁸ [DigitalMarketingInstitute, What are the Top Digital Marketing Trends for 2023?](#)

- **Psychographic Targeting:** Targeting will be done according to interests, lifestyle and consumer behavior. For example, the focus will be on segments such as newlywed couples, families with children, and employees with a busy work schedule.
- **Content Strategy:**
 - **Educational Videos:** Short videos will be created to explain to users how the services work and how they can benefit from them. These videos will showcase the benefits and user experiences of the services.
 - **User Stories:** Success stories and customer testimonials will be published where existing users will share their positive experiences.
 - **Blog Posts and Articles:** Blog posts containing tips, guides and expert opinions about the services will be published. For example, topics such as "10 Ways to Keep Your Home Cleaner" or "Things to Consider in Home Renovation" will be covered.
 - **Infographics and Visual Content:** Infographics that visually explain service processes, benefits and user satisfaction will be prepared. These images will be designed to be easily shared on social media.
- **Advertising Campaigns:**
 - **Sponsored Content:** Large audiences will be reached with sponsored content on social media platforms. For example, services will be promoted through sponsored posts on Facebook and Instagram.
 - **Targeted Advertising Campaigns:** Advertising campaigns will be created for specific demographic and geographical targets. For example, special discount campaigns for users in a certain age range.
 - **Retargeting:** Retargeting advertisements will be made to users who visited the site but did not receive service. These users will be encouraged to return to the platform.

➤ **Search Engine Optimization (SEO):^{69 70 71 72}**

- **Keyword Research:**
 - **Keyword List:** A comprehensive keyword list will be created by determining the most searched keywords related to the services. For example, keywords such as "Istanbul cleaning services", "Ankara renovation companies".
 - **Long Tail Keywords:** More specific and low competition long tail keywords will be targeted. For example, "Affordable house cleaning in Izmir".
- **Content Production:**
 - **Blog Posts and Guides:** SEO friendly content will be created. For example, guides such as "5 Practical Tips for House Cleaning" or "Things to Consider When Renovating Your New Home".
 - **Categorical Pages:** Optimized pages for service categories will be created. Detailed information and keyword-focused content will be added for each service category.

⁶⁹ [Backlinko, KEYWORD RESEARCH: The Definitive Guide](#)

⁷⁰ [Semrush, Keyword Research for SEO: What It Is & How to Do It](#)

⁷¹ [Kinsta, A Step-By-Step Guide to Keyword Research](#)

⁷² [Wordstream, The Top 10 SEO Trends & Strategies to Get More Traffic in 2022](#)

- **Frequently Asked Questions (FAQ) Section:** A FAQ section will be created to answer questions frequently asked by users. This section will both answer users' questions and provide SEO benefits.
- **Technical SEO:**
 - **Site Speed and Performance:** The loading speed of the website will be optimized. Fast loading pages will increase user experience and improve search engine rankings.
 - **Mobile Compatibility:** The website will be made fully mobile compatible. Mobile user experience will be optimized to rank higher in searches made from mobile devices.
 - **Meta Tags and Titles:** Appropriate meta descriptions, title tags and alt tags will be used for each page. Descriptions that contain keywords and attract the user will be written.

➤ **Search Engine Advertising (SEM):**

- **Google Ads:**⁷³
 - **Keyword Planning:** The most appropriate keywords for certain services will be selected and advertising campaigns will be created. For example, "house cleaning in Istanbul", "renovation companies in Ankara".
 - **Ad Groups:** Separate ad groups will be created for each service. These groups will be customized based on relevant keywords and target audience.
 - **Advertising Texts:** Interesting and transformative advertising texts will be written. For example, "Professional Cleaning Services in Istanbul – Book Now!" like.
- **Budget management:**
 - **Budget Planning:** The advertising budget will be effectively planned and optimized. A certain budget will be allocated for each campaign and this budget will be adjusted according to performance.
 - **Cost Per Click (CPC) Optimization:** Costs per click (CPC) will be optimized and the focus will be on keywords that provide the highest conversion rate.
- **Performance Tracking:**
 - **Analysis and Reporting:** The performance of advertising campaigns will be analyzed regularly. The effectiveness of the campaigns will be evaluated using Google Analytics and Google Ads reports.
 - **A/B Tests:** A/B tests will be conducted with different ad texts and images. The combinations that show the highest performance will be determined and implemented.

➤ **Email Marketing:**

- **Personalized Campaigns:**
 - **Segmentation:** Personalized e-mail campaigns will be created according to customer segments. For example, new cleaning packages will be offered to customers who have previously received cleaning services.

⁷³ [Ads.Google, Google Ads](#)

- **Content Customization:** Email contents will be customized based on users' previous purchases and preferences. Personalized recommendations and offers will be provided.
- **Automated Email Sequences:**
 - **Welcome Emails:** Welcome emails will be sent to new users. These emails will promote the platform and offer discounts on users' initial service purchases.
 - **Shopping Cart Reminders:** Shopping cart reminders will be sent to users who select a service but do not complete it. These emails will encourage users to complete their purchases.
 - **Birthdays and Special Days:** E-mails containing discounts and promotions will be sent to users on their birthdays and special days.
 - **Post-Service Thank You E-mails:** After receiving the service, thank you e-mails will be sent to users and their feedback will be requested.
- **Content and Design:**
 - **Professional Design:** E-mail contents will be prepared with user-friendly, interesting and professional designs. The message will be made clear and attractive with images, call buttons and short descriptions.
 - **Mobile Compatibility:** Care will be taken to ensure that e-mails are mobile compatible. Designs that can be easily read and clicked on mobile devices will be used.
 - **A/B Tests:** A/B tests will be performed on email titles, content and images. Combinations with the highest opening and click rates will be determined.

8.1.2 User Feedback and Quality Improvement

- **Feedback Collection:**
 - **Surveys and Forms:**
 - **Post-Service Surveys:** Satisfaction surveys will be sent to users after their service purchases. These surveys will measure service quality, service provider performance and overall satisfaction level.
 - **Feedback Forms:** Feedback forms will be available on the website and mobile application. Users will be able to convey the problems and suggestions they encounter through these forms.
 - **User Interviews:**
 - **One-to-One Meetings:** Detailed feedback will be received through one-on-one meetings with users at certain periods. These conversations will be aimed at understanding users' experiences and suggestions about the platform.
 - **Focus Groups:** Focus group studies will be held with specific user groups. These groups will provide feedback on the platform's ease of use, service quality, and overall satisfaction.
- **Continuous improvement:**
 - **Data analysis:**
 - **Feedback Analysis:** The collected feedback will be analyzed regularly to determine the most common problems encountered by users and their satisfaction levels. Analysis results will be used to improve service quality.

- **KPI Tracking:** Critical performance indicators (KPIs) such as user satisfaction, return rates, and service quality will be monitored regularly. These indicators will be used to measure the success of the platform and identify areas for improvement.
- **Action Plans:**
 - **Problem Solving:** Fast and effective solutions will be developed for identified problems. For example, necessary precautions will be taken or training will be provided regarding a service provider that is frequently complained about.
 - **Service Development:** New services and features will be developed based on user feedback. For example, a new service category can be added or the scope of existing services can be expanded in line with users' demands.
 - **Platform Updates:** Regular updates and improvements will be made to the platform to improve user experience. These updates will be prioritized in line with user feedback.

8.1.3 Target Audience-Specific Strategies

➤ **New Customers:**

- **Trial Campaigns:**
 - **First Use Discount:** Special discounts will be offered to customers who use the platform for the first time. For example, 20% discount on the first service purchase.
 - **Free Trial Services:** Free trial services will be offered to new customers in certain service categories. These services will allow users to experience the platform.
 - **Welcome Packages:** Welcome packages will be offered to new users. These packages will include discount coupons, service promotions and user guides.

➤ **Corporate Customers:**

- **Special Packages:**
 - **Corporate Cleaning and Maintenance Packages:** Special packages will be prepared for office cleaning, technical maintenance and support services for corporate customers. These packages will be customized according to the needs of corporate customers.
 - **Employee Training and Development Programs:** Employee training and development programs will be offered to corporate customers. These programs will aim to increase employees' skills and increase work efficiency.
- **Long Term Agreements:**
 - **Special Agreements:** Long-term service agreements will be made with corporate customers to ensure loyalty and generate regular income. These deals will include special discounts and benefits.
 - **Customer Relationship Management:** Special customer representatives will be appointed for corporate customers. These representatives will be in constant communication to understand and meet the needs of corporate customers.

8.2 SALES STRATEGY

8.2.1 Sales Channels and Strategies^{74 75 76}

➤ **Direct Selling:**

- **Sales Team:**
 - **Trained Sales Representatives:** Potential customers will be reached directly by creating a trained sales team. Sales representatives will introduce the benefits and services of the platform.
 - **Sales Processes:** Targets will be determined for each sales representative and performance will be monitored. Sales processes will be managed and optimized with CRM systems.
- **One-to-One Meetings:**
 - **Appointment Systems:** One-on-one meetings and presentations will be organized with potential customers. In these meetings, the services offered by the platform will be explained in detail and users' questions will be answered.
 - **Demo Demonstrations:** Demo demonstrations of the platform will be given to potential customers. These demonstrations will explain how the platform works and how users can benefit from it.

➤ **Online Selling:**

- **Website and Mobile Application:**
 - **User-Friendly Interface:** A user-friendly and easily accessible website and mobile application will be developed to enable users to receive services quickly and smoothly.
 - **Secure Payment Systems:** Various and secure payment methods such as credit card, debit card, money transfer and digital wallet will be offered. Users' payment processes will be optimized to be fast and secure.
- **Online Support:**
 - **Live Support:** Users will be offered 24/7 live support service. Users will be able to benefit from live support when they experience any problems with the platform or need help.
 - **FAQ and Help Centers:** A comprehensive FAQ (Frequently Asked Questions) section and help center will be created on the website and mobile application. Users will be able to find answers to the questions they are curious about here.

➤ **Business Partnerships and Collaborations:**

- **Local Businesses and Associations:**
 - **Joint Marketing Campaigns:** Services will be promoted by collaborating with local businesses, associations and chambers of commerce. Large audiences will be reached through joint events and cross promotions.

⁷⁴ [Zendesk, 5 powerful sales strategies, examples, and best practices](#)

⁷⁵ [Engagebay, 12 Powerful Sales Growth Strategies For 2024](#)

⁷⁶ [Blog.Hubspot, The Ultimate Guide to B2B Sales in 2024](#)

- **Partnership Programs:** Mutual benefit will be achieved by creating partnership programs with local businesses and associations. These programs will help both parties expand their customer base.
- **Influencer Collaborations:**
 - **Social Media Influencers:** Services will be promoted by collaborating with influencers who have a large follower base on social media. Influencers will experience the services and share them with their followers.
 - **Blog and Vlog Collaborations:** Collaborations will be made with popular bloggers and vlog producers. These people will review the platform and introduce it to its users.

8.2.2 Sales Incentives and Promotions⁷⁷

➤ **Discounts and Campaigns:**

- **Special Day and Holiday Campaigns:** Special discounts and campaigns will be organized during certain periods such as New Year's Eve, holidays and special days to attract customers. For example, the "New Year's Clean" campaign during the New Year period.
- **Early Booking Discount:** Discounts will be offered for reservations made a certain time in advance. For example, 10% discount for reservations made 1 month in advance.

➤ **Loyalty Programs:**

- **Points System:** A loyalty program will be created where customers can earn points for every service purchase and use these points for discounts or free services.
- **Special Benefits:** Loyal customers will be offered special discounts and free additional services. Extra advantages will be provided to customers who participate in the loyalty program.

➤ **Reference Programs:**

- **Referral Discount:** Referral programs will be created for existing customers to recommend the platform to their friends and family. Discounts will be offered to existing customers and new users for each new user.
- **Reference Tracking:** The effectiveness of the reference program will be regularly monitored and optimized and new incentives will be added.

8.2.3 Other Marketing and Sales Strategies

➤ **Events and Seminars:**

- **Participation:**
 - **Service Sector Activities:** Participation will be made in fairs, events and seminars organized for the service sector. At these events, the services offered by ServiceHub will be introduced and one-on-one communication will be established with potential customers.

⁷⁷ [SmallBizTRENDS, 50 Holiday Marketing Ideas for Your Business This Holiday Season](#)

- **Networking Events:** The professional network will be expanded by participating in business and sectoral networking events. Potential business partners and customers will be met at these events.
- **Arrangement:**
 - **Our Own Events:** As ServiceHub, we will organize our own events to ensure one-on-one contact with potential customers. At these events, user experiences will be shared and the advantages of the services will be explained.
 - **Webinars:** Wide audiences will be reached through webinars to be held via online platforms. In these seminars, experts will provide information about the services and users' questions will be answered.

➤ **Media and Press:**

- **Press Releases:**
 - **Regular Information:** Information about ServiceHub will be provided by regularly sending press releases to media organizations. New services, campaigns and important developments will be shared with the media.
 - **Newsletters:** Newsletters and articles about ServiceHub will be published in cooperation with media organizations.
- **Interviews and News:**
 - **Media Interviews:** Interviews and news will be published in cooperation with media organizations. Interviews with experts and platform users will increase ServiceHub's awareness.
 - **Television and Radio:** ServiceHub's services will be promoted by participating in television and radio programs. In these programs, the advantages of the services and user experiences will be shared.

9 FINANCIAL PLAN

ServiceHub's financial plan covers all financial aspects of the platform, from startup costs to revenue projections, from expense analysis to profitability and cash flow calculations. This plan has been prepared in detail to ensure the sustainability and growth of the platform. This plan has been revised taking into account Turkey's economic conditions in 2024.

9.1 STARTUP COSTS

Basic expenses that ServiceHub must make during the establishment phase:

9.1.1 Platform Development and Software Costs:^{78 79}

Pen	Annual Cost (TL)
Web and mobile application development	1,500,000

⁷⁸ [Quokka Labs, Website Development Costs 2024](#)

⁷⁹ [TechnBrains, Custom Software Development Costs 2024](#)

Software licenses and integrations	200,000
Security and authentication systems	200,000
Server and hosting services	150,000
Ongoing maintenance and updates (annual)	300,000
Total	2,350,000

⁸⁰ Fig11. Platform Development and Software Costs

9.1.2 Marketing and Advertising Costs:⁸¹ ⁸²

Pen	Annual Cost (TL)
Launch campaigns	500,000
Digital marketing (SEO, SEM)	500,000
Social media ads	400,000
Traditional media advertising (TV, radio, press)	400,000
Total	1,800,000

⁸³ Fig12. Marketing and Advertising Costs

9.1.3 Personnel Costs:⁸⁴ ⁸⁵

Position	Annual Cost (TL)	Number of People	Total Annual Cost (TL)
software developers	1,750,000	5	8,750,000
Marketing team	1,250,000	3	3,750,000
Customer service representatives	675,000	3	2,025,000
Management and administrative staff	1,750,000	2	3,500,000
Total			18,025,000

⁸⁰ Fig11. Platform Development and Software Costs

⁸¹ [TechniBrains , Marketing Budget for Startups 2024](#)

⁸² [Forbes , Quokka Labs, Digital Marketing Costs 2024](#)

⁸³ Fig12. Marketing and Advertising Costs

⁸⁴ [LinkedIn, Türkiye'de Yazılımcı Maaşları 2024 Raporu: Detaylı İnceleme](#)

⁸⁵ [Glassdoor, Marketing Team Salaries 2024](#)

⁸⁶ Fig13. Personnel Costs

9.1.4 Office and General Expenses:

Pen	Annual Cost (TL)
Office rental and expenses	1,000,000
Office equipment and furniture	500,000
Energy and communication expenses	300,000
Total	1,800,000

⁸⁷ Fig14. Office and General Expenses

9.1.5 Legal and Consultancy Fees:

Pen	Annual Cost (TL)
legal advice	250,000
Patent and trademark registration costs	150,000
Accounting and financial consultancy	200,000
Total	600,000

⁸⁸ Fig15. Legal and Consultancy Fees

9.1.6 Total Startup Cost:

Category	Total Annual Cost (TL)
Platform Development and Software	2,350,000
Marketing and Advertising	1,800,000
Personnel Costs	18,025,000
Office and General Expenses	1,800,000
Legal and Consultancy Fees	600,000

⁸⁶ Fig13. Personnel Costs

⁸⁷ Fig14. Office and General Expenses

⁸⁸ Fig15. Legal and Consultancy Fees

Grand total	24,575,000
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⁸⁹ Fig16. Total Startup Cost

9.2 REVENUE ESTIMATES

ServiceHub's revenue model is based on commissions received from its users, premium membership fees, advertising revenues and revenues from additional services. Estimates were made in line with income-increasing strategies. Calculated based on the number of customers and service providers.

Customer and Service Provider Forecasts:

- 4,000 customers and 4,000 service providers in the first year
- 6,000 customers and 6,000 service providers in the second year
- 8,000 customers and 8,000 service providers in the third year

9.2.1 Commissions and Fees:

Security Fee (%5): It is collected from the users receiving the service. **Service Fee (10%):** It is collected from the users providing the service. It is calculated as each customer performs 1 transaction per year. **Assurance Fee and Service Fee:** It is estimated that there will be 4,000 transactions per year per 4,000 customers and an average of 500 TL per transaction.

Total annual service fee: 4,000 customers x 1 transaction x 500 TL = 2,000,000 TL

Assurance Fee: 2,000,000 TL x 5% = 100,000 TL

Service Fee: 2,000,000 TL x 10% = 200,000 TL

Total Commissions and Fees: 100,000 TL + 200,000 TL = 300,000 TL

9.2.2 Premium Memberships:

Bronze Membership: 1,000 TL per month, **Silver Membership:** 1,500 TL per month, **Gold Membership:** 2,000 TL per month. The rate of users purchasing premium membership is calculated as 50% (half of the total service providers do not purchase premium membership). **Bronze membership rate:** 60%, **Silver membership rate:** 30%, **Gold membership rate:** 10%.

Total number of users serving: 4,000

Number of users purchasing premium membership: 4,000 x 50% = 2,000 users

Bronze Membership (60%): 1,000 TL x 1,200 users x 12 months = 14,400,000 TL

Silver Membership (30%): 1,500 TL x 600 users x 12 months = 10,800,000 TL

Gold Membership (10%): 2,000 TL x 200 users x 12 months = 4,800,000 TL

Total Premium Membership Revenues: 14,400,000 TL + 10,800,000 TL + 4,800,000 TL = 30,000,000 TL

⁸⁹ Fig 16. Total Startup Cost

Total Premium Membership Revenues: If half of the service providers do not receive premium, half of the total revenue = $30,000,000 \text{ TL} / 2 = 15,000,000 \text{ TL}$

9.2.3 Advertising Revenues:

- **Pay Per Click (CPC):** Model where advertisers pay for each click on their ads. For example, \$5 for each click.

Average of 10,000 clicks per month

Average 5 TL per click

Monthly Income: $10,000 \times 5 \text{ TL} = 50,000 \text{ TL}$

Annual Income: $50,000 \text{ TL} \times 12 = 600,000 \text{ TL}$

- **Pay Per Impression (CPM):** A model in which advertisers pay to have their ads displayed a certain number of times. For example, \$50 for 1000 impressions.

Average of 1,000,000 impressions per month

Average of 50 TL per 1000 impressions

Monthly Income: $1,000,000 / 1,000 \times 50 \text{ TL} = 50,000 \text{ TL}$

Annual Income: $50,000 \text{ TL} \times 12 = 600,000 \text{ TL}$

- **Pay Per Conversion (CPA):** A model in which advertisers pay for each successful conversion (for example, a registration or purchase) that occurs through their ad. For example, \$20 for each conversion.

Average of 2,000 conversions per month

Average of 20 TL per conversion

Monthly Income: $2,000 \times 20 \text{ TL} = 40,000 \text{ TL}$

Annual Income: $40,000 \text{ TL} \times 12 = 480,000 \text{ TL}$

- **Flat-Fee Advertising:** Renting advertising space for a fixed fee for a specified period of time. For example, 10,000 TL per month for home page advertising space.

5 fixed advertising spaces per month

Average of 10,000 TL per month for each

Monthly Income: $5 \times 10,000 \text{ TL} = 50,000 \text{ TL}$

Annual Income: $50,000 \text{ TL} \times 12 = 600,000 \text{ TL}$

- **Total Advertising Revenues:**

Annual CPC Revenue: 600,000 TL

Annual CPM Revenue: 600,000 TL

Annual CPA Income: 480,000 TL

Annual Fixed Fee Advertising Revenue: 600,000 TL

Total Annual Advertising Revenue: 2,280,000 TL

9.2.4 Additional services:

- **Special Consultancy and Training Programs:** Training and consultancy programs organized for service providers. For example, 1,000 TL for each program.

Average of 50 programs per month

Average of 1,000 TL for each

Monthly Income: $50 \times 1,000 \text{ TL} = 50,000 \text{ TL}$

Annual Income: $50,000 \text{ TL} \times 12 = 600,000 \text{ TL}$

- **Integration and API Services:** Integration and API services for large-scale businesses and third-party software. For example, 5,000 TL per month.

Average of 5 integration services per month

Average of 5,000 TL for each

Monthly Income: $5 \times 5,000 \text{ TL} = 25,000 \text{ TL}$

Annual Income: $25,000 \text{ TL} \times 12 = 300,000 \text{ TL}$

- **Advertising Packages and Promotions:** Advertising packages and promotions offered for service providers to gain greater visibility. For example, 500 TL for each package.

Average of 100 packages per month

Average of 500 TL for each

Monthly Income: $100 \times 500 \text{ TL} = 50,000 \text{ TL}$

Annual Income: $50,000 \text{ TL} \times 12 = 600,000 \text{ TL}$

- **Total Additional Service Revenues:**

Annual Consultancy and Training Income: 600,000 TL

Annual Integration and API Revenue: 300,000 TL

Annual Advertisement and Promotion Revenue: 600,000 TL

Total Annual Additional Service Income: 1,500,000 TL

Revenue Estimates:

Income Item	Monthly Income (TL)	Annual Income (TL)
Commissions and Fees	75,000	900,000
Premium Memberships	1,250,000	15,000,000
Advertising Revenues	190,000	2,280,000
Additional services	125,000	1,500,000
Total	1,640,000	19,680,000

⁹⁰ Fig17. Revenue Projections

9.3 EXPENSE ESTIMATES^{91 92}

9.3.1 Personnel Costs:

Position	Monthly Cost (TL)	Annual Cost (TL)
software developers	145,833	1,750,000
Marketing team	104,167	1,250,000
Customer service	56,250	675,000
Management and administrative staff	145,833	1,750,000
Total	452,083	5,425,000

⁹³ Fig18. Personnel Costs

9.3.2 Marketing and Advertising:⁹⁴

Pen	Monthly Expense (TL)	Annual Expense (TL)
Digital marketing	41,667	500,000
Social media ads	33,333	400,000
Traditional media ads	33,333	400,000

⁹⁰ Fig17. Revenue Projections

⁹¹ [Invest, Cost of Doing Business in Turkey](#)

⁹² [Numbeo, Cost of Living in Turkey](#)

⁹³ Fig18. Personnel Costs

⁹⁴ [TelevizyonReklamAjansi, TV Reklam Fiyatları](#)

Total	108,333	1,300,000
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⁹⁵ Fig19. Marketing and Advertising

9.3.3 Platform Maintenance and Development:

Pen	Monthly Expense (TL)	Annual Expense (TL)
Continuous software updates	25,000	300,000
Server costs	12,500	150,000
Security precautions	15,000	180,000
Total	52,500	630,000

⁹⁶ Fig20. Platform Maintenance and Development

9.3.4 Office and General Expenses:

Pen	Monthly Expense (TL)	Annual Expense (TL)
Office rental and expenses	83,333	1,000,000
Office equipment and furniture	41,667	500,000
Energy and communication expenses	25,000	300,000
Total	150,000	1,800,000

⁹⁷ Fig21. Office and General Expenses

9.3.5 Legal and Consultancy Fees:

Pen	Monthly Expense (TL)	Annual Expense (TL)
legal advice	20,833	250,000
Accounting and financial consultancy	16,667	200,000
Total	37,500	450,000

⁹⁸ Fig22. Legal and Consultancy Fees

⁹⁵ Fig19. Marketing and Advertising

⁹⁶ Fig20. Platform Maintenance and Development

⁹⁷ Fig21. Office and General Expenses

⁹⁸ Fig22. Legal and Consultancy Fees

9.3.6 Annual Expense Estimates:

Expense Item	Monthly Expense (TL)	Annual Expense (TL)
Personnel Costs	452,083	5,425,000
Marketing and Advertising	108,333	1,300,000
Platform Maintenance and Development	52,500	630,000
Office and General Expenses	150,000	1,800,000
Legal and Consultancy	37,500	450,000
Total	800,416	9,605,000

⁹⁹ Fig23. Annual Expense Projections

9.4 PROFITABILITY ANALYSIS

As a result of comparing income and expenses, ServiceHub's profitability is predicted as follows. The projected profit for the first year was achieved with the impact of the platform's revenue-increasing strategies and marketing activities. Starting from the second year, it is aimed to increase profitability with the acceleration of marketing strategies and user acquisition.

9.4.1 Annual Profitability Projection:

Financial Item	Amount (TL)
Total Annual Income	19,680,000
Total Annual Expense	9,605,000
Net Profit/Loss	10,075,000

¹⁰⁰ Fig24. Annual Profitability Projection

9.4.2 Profitability Forecast (3 Years):¹⁰¹

Year	Income (TL)	Expense (TL)	Net Profit/Loss (TL)
one	19,680,000	9,605,000	10,075,000
2	24,500,000	10,700,000	13,800,000

⁹⁹ Fig23. Annual Expense Projections

¹⁰⁰ Fig24. Annual Profitability Projection

¹⁰¹ [Spglobal, Credit FAQ: Turkiye's Economic Outlook 2023-2024](#)

3	30,000,000	11,750,000	18,250,000
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¹⁰² Fig25. Profitability Estimate (3 Years)

9.5 CASH FLOW

Cash flow indicates the liquidity position of the business and is critical for assessing its ability to pay. Monthly net cash flow is calculated to increase from January to December.¹⁰³

9.5.1 Monthly Cash Flow (Example):

Moon	Income (TL)	Expense (TL)	Net Cash Flow (TL)
Fireplace	1,200,000	650,000	550,000
February	1,400,000	700,000	700,000
March	1,500,000	750,000	750,000
April	1,600,000	800,000	800,000
May	1,700,000	850,000	850,000
June	1,800,000	900,000	900,000
July	1,900,000	950,000	950,000
August	2,000,000	1,000,000	1,000,000
September	2,100,000	1,050,000	1,050,000
October	2,200,000	1,100,000	1,100,000
November	2,300,000	1,150,000	1,150,000
December	2,400,000	1,200,000	1,200,000
Total	21,100,000	11,100,000	10,000,000

¹⁰⁴ Fig26. Monthly Cash Flow (Example)

9.6 INVESTMENT NEEDS

External financing sources are needed for ServiceHub's growth strategy and sustainability. In this context, potential investors and financing sources were identified:

¹⁰² Fig25. Profitability Estimate (3 Years)

¹⁰³ [Vergi Dosyasi, Ratios Measuring the Liquidity Situation of the Business](#)

¹⁰⁴ Fig26. Monthly Cash Flow (Example)

- **Equity Investment:** Capital increase of existing partners
- **Venture Capital and Angel Investors:** Investors who support innovative projects
- **Credit and Financing:** Bank loans and other financing instruments

Investment Amount:

Investment Source	Amount (TL)
Equity Investment	10,000,000
Venture Capital and Angel Investors	10,000,000
Bank loan	15,000,000
Total	35,000,000

¹⁰⁵ Fig27. Investment Amount

9.7 FINANCIAL STRATEGIES^{106 107}

ServiceHub's financial strategies aim to achieve long-term sustainability and growth goals:

- **Cost Control and Efficiency:**
 - Reducing operational costs and increasing efficiency
 - Investing in automation and efficiency-enhancing technologies
- **Revenue Increasing Strategies:**
 - Increasing premium memberships and advertising revenues
 - Discovery of new revenue sources and expansion of additional services
- **Investor Relations and Financing:**
 - Raising capital by building strong relationships with potential investors
 - Collaborations with angel investors and venture capital funds
- **Cash Flow Management:**
 - Regular cash flow analyzes and short-term liquidity plans
 - Establishment of financial reserves and allocation of emergency funds
- **Risk management:**
 - Carefully monitoring exchange rates, inflation and other economic variables
 - Regularly updating financial forecasts and creating risk scenarios

¹⁰⁵ Fig27. Investment Amount

¹⁰⁶ [Aposto, Turkey's Economy in 2024: Challenges and Recommendations](#)

¹⁰⁷ [KMPG, Banking Sector Overview](#)

10 RISKS AND MANAGEMENT

Managing risks for the ServiceHub platform is critical to successful operation and sustainable growth. In this section, the potential risks that the platform may face and the strategies implemented to manage these risks will be discussed in detail. Each strategy has been meticulously planned and detailed to support the long-term success and sustainability of the platform. In this way, ServiceHub aims to provide reliable, high-quality and uninterrupted service to its users.^{108 109 110}

10.1 RISK IDENTIFICATION AND ASSESSMENT

10.1.1 Risk Maps:

Risk maps will be created to identify and evaluate risks that may be encountered in business processes. These maps analyze the potential impacts and possibilities of risks and identify the priority risk areas of the business. Risk maps will be designed with varying levels of detail for each risk category.

10.1.2 Risk Analysis Tools:

Possible risks that may arise in business processes will be constantly monitored and evaluated using risk analysis tools. These tools ensure that the platform is prepared for any risks and help manage risks effectively. Major tools to use include SWOT analysis, PESTLE analysis, and FMEA (Failure Mode and Effects Analysis).¹¹¹

Analysis Tool	Explanation
SWOT Analysis	Identifies strengths, weaknesses, opportunities and threats.
PESTLE Analysis	It evaluates political, economic, social, technological, legal and environmental factors.
FMEA	Analyzes potential failure modes and the effects of these failures.

¹¹² Fig28. Risk Analysis Tools

10.2 RISK CATEGORIES

Risks are divided into various categories and specific risks are detailed under each category.

Risk Category	Explanation	Examples
Operational Risks	Operational problems with systems and processes.	System failures, service quality inconsistencies

¹⁰⁸ [Bloomberg, What Awaits Turkey's Economy in 2024?](#)

¹⁰⁹ [Gartner, Gartner Identifies Top Security and Risk Management Trends for 2022](#)

¹¹⁰ [Cioinsight, IT Risk Management Guide for 2022](#)

¹¹¹ [McKinsey & Company, Managing financial crime risk in digital payments](#)

¹¹² Fig28. Risk Analysis Tools

Financial Risks	Fluctuations in economic conditions and financial obligations.	Income fluctuations, non-fulfillment of tax and insurance obligations
Marketing and Competition Risks	Market dynamics and competitive conditions.	Competition, changing user needs
Legal and Regulatory Risks	Legislative compliance and legal regulations.	Non-compliance with legislation, data security violations

¹¹³ Fig29. Risk Categories

10.2.1 **Operational Risks:** Operational risks include problems encountered regarding technical infrastructure and service delivery.

Risk	Explanation	Effects
System Faults	Interruptions and malfunctions that may occur in the technical infrastructure of the platform.	It can negatively impact user experience and cause loss of trust.
Service Quality	Inconsistencies in the performance of service providers and user dissatisfaction.	It may damage the reputation of the platform.

¹¹⁴ Fig30. Operational Risks

10.2.2 **Financial Risks:** Financial risks are related to economic fluctuations and financial obligations.

Risk	Explanation	Effects
Income Fluctuations	Fluctuations in income that may occur depending on economic conditions.	It may threaten financial stability.
Financial Obligations	Failure to fulfill tax, insurance and other financial obligations.	It can lead to legal problems and financial penalties.

¹¹⁵ Fig31. Financial Risks

¹¹³ Fig29. Risk Categories

¹¹⁴ Fig30. Operational Risks

¹¹⁵ Fig31. Financial Risks

10.2.3 Marketing and Competition Risks: Marketing and competitive risks are related to market dynamics and user expectations.

Risk	Explanation	Effects
Rivalry	Decrease in market share and emergence of new competitors.	It can impact revenues and customer base.
Market Demands	Changing user needs and expectations.	It may cause existing services to be insufficient.

¹¹⁶ Fig32. Marketing and Competition Risks

10.2.4 Legal and Regulatory Risks: Legal and regulatory risks relate to legal compliance and data security.

Risk	Explanation	Effects
Legal Compliance	Legal problems and penalties that may be encountered in case of non-compliance with the legislation.	Legal problems and financial penalties.
Data security	Protection of personal data and privacy violations.	It may cause legal and reputational damage.

¹¹⁷ Fig33. Legal and Regulatory Risks

10.3 RISK MITIGATION STRATEGIES

Proactive and reactive measures will be taken to reduce risks. These strategies aim to minimize the effects of risks and ensure the sustainability of the platform.

10.3.1 Proactive Measures:

Proactive Measure	Explanation
System Redundancy	Establishing backup systems against possible interruptions in the technical infrastructure. Data center redundancy and cloud-based solutions will be used.
Quality control	Regular auditing of service providers and evaluation of user feedback. Performance evaluation systems of service providers will be established.

¹¹⁸ [Fig34. Proactive Measures](#)

¹¹⁶ Fig32. Marketing and Competition Risks

¹¹⁷ Fig33. Legal and Regulatory Risks

¹¹⁸ [Fig34. Proactive Measures, Reciprocity, What Is Proactive Risk Management?](#)

10.3.2 Risk Transfer:

Risk Transfer	Explanation
Insurance Policies	Insurance coverage of risks such as cyber attacks, business interruptions and legal liabilities.
Contracts	Inserting risk sharing clauses into contracts with third-party service providers.

¹¹⁹ [Fig35. Risk Transfer](#)

10.3.3 Continuous Monitoring and Review:

Continuous Monitoring and Review	Explanation
Regular Inspections	Regular audits and reviews will be conducted to assess the effectiveness of risk management strategies. These audits will be carried out by internal audit teams and independent auditors.
Updates and Improvements	Risk management policies and procedures will be constantly updated and improved against changing conditions and new risks.

¹²⁰ Fig36. Continuous Monitoring and Review

10.4 RISK MANAGEMENT PROCESSES

Risk management processes include the stages of identifying, evaluating, mitigating and monitoring risks. Effective management of these processes ensures the sustainability of the platform.

10.4.1 Risk Identification:

Period	Explanation
Risk Identification Meetings	Each department is responsible for identifying risks related to its own operations.
Surveys and Focus Group Discussions	Identification of risks through surveys, focus group discussions and business process analysis.

¹²¹ Fig37. Risk Identification

¹¹⁹ [Fig35. Risk Transfer, Srarisk, Proactive Risk Management: Safeguarding Your Business, 2023](#)

¹²⁰ Fig36. Continuous Monitoring and Review

¹²¹ Fig37. Risk Identification

10.4.2 Risk assessment:

Period	Explanation
Risk Matrix and Scoring	Grading the identified risks according to their impact and probability.

¹²² Fig38. Risk Assessment

10.4.3 Risk Mitigation Plans:

Plan Type	Explanation
System Redundancy and Maintenance	Performing regular maintenance and updates to prevent system failures.
Alternative Workflows and Backup	Creating alternative workflows and backup plans.

¹²³ [Fig39. Risk Mitigation Plans](#)

10.4.4 Continuous Monitoring:

Period	Explanation
KPIs and KRIs	Continuous monitoring of risks and effectiveness of strategies.

¹²⁴ Fig40. Continuous Monitoring

10.4.5 Reporting:

Reporting Type	Explanation
Monthly Reports	Monthly reporting of risk management activities to the board of directors.
Quarterly Reports	Analyzing and reporting risk management activities quarterly.
Annual Reports	Annual evaluation and reporting of risk management activities.

¹²⁵ Fig41. Reporting

¹²² Fig38. Risk Assessment

¹²³ [Fig39. Risk Mitigation Plans, Emerald, Proactive risk mitigation strategies and supply chain risk management performance: an empirical analysis for manufacturing firms in Turkey, 2020](#)

¹²⁴ Fig40. Continuous Monitoring

¹²⁵ Fig41. Reporting

10.4.6 Education and Awareness:

Training Method	Explanation
Regular Trainings	Providing regular training to employees on risk management.
Online Courses	Providing employees with continuous training opportunities through online courses.

¹²⁶ Fig42. Training and Awareness

10.4.7 Emergency Response Plans:

Emergency Type	Explanation
Fire	Emergency response plans to be implemented in case of fire.
Natural disasters	Emergency response plans prepared for natural disasters.
Cyber Attacks	Rapid response mechanisms against cyber attacks.

¹²⁷ Fig43. Emergency Response Plans

10.4.8 Business Continuity Plans:

Plan Type	Explanation
Critical Business Functions	Identification of critical business functions and precautions to be taken in case these functions are interrupted.
Testing and Update	Regular testing and updating of business continuity plans.

¹²⁸ [Fig44. Business Continuity Plans](#)

10.4.9 Monitoring and Feedback Mechanisms:

Mechanism	Explanation
User Feedback	Collection and evaluation of user feedback.
Performance Measurements	Making performance measurements and evaluating the results.

¹²⁹ Fig45. Monitoring and Feedback Mechanisms

¹²⁶ Fig42. Training and Awareness

¹²⁷ Fig43. Emergency Response Plans

¹²⁸ [Fig44. Business Continuity Plans](#), [InsightTurkey](#), Turkey in the Global Cybersecurity Arena: Strategies in Theory and Practice, 2022

¹²⁹ Fig45. Monitoring and Feedback Mechanisms

10.4.10 Technological and Cyber Security Measures:

Precaution	Explanation
Firewalls	Use of firewalls to secure the platform.
Data Encryption	Application of data encryption methods to protect personal data.
Access Control Systems	Using access control systems to control access.
Security Audits	Conducting regular security audits.

¹³⁰ Fig46. Technological and Cybersecurity Measures

10.5 SAMPLE SCENARIOS FOR RISK MANAGEMENT

10.5.1 System Failure Condition:

My name	Explanation
Precaution	System redundancy and regular maintenance.
Intervention	Rapid intervention of technical teams and commissioning of alternative systems.
Feedback	User information and satisfaction surveys.

¹³¹ Fig47. System Failure Situation

10.5.2 Financial Fluctuations:

My name	Explanation
Precaution	Diversified revenue sources and financial controls.
Intervention	Budget revision and financial advice.
Feedback	Financial reports and management reviews.

¹³² Fig48. Financial Fluctuations

¹³⁰ Fig46. Technological and Cybersecurity Measures

¹³¹ Fig47. System Failure Situation, Oecd, Corporate Governance Risk Management and Corporate Governance

¹³² Fig48. Financial Fluctuations, IBM, Cost of a Data Breach Report 2020

10.5.3 Data Breach:

My name	Explanation
Precaution	Strong cybersecurity measures and employee training.
Intervention	Rapid detection and intervention, notification of affected users.
Feedback	Security audits and remediation reports.

¹³³ Fig49. Data Breach

11 LEGAL AND REGULATORY PROCEDURES

Rigorous implementation of legal and regulatory procedures will enable ServiceHub to operate legally and reliably in Turkey and lay a solid foundation for long-term success. These processes will increase the reliability of the platform and maximize user satisfaction. In order to establish and operate the ServiceHub platform in accordance with legal and regulatory requirements in Turkey, the following legal and regulatory procedures must be followed:^{134 135 136 137}

11.1 BUSINESS REGISTRATION AND LICENSES

11.1.1 Company Establishment:

- **Company Type Selection:** One of the Joint Stock Company (A.Ş.) or Limited Company (LTD.ŞTİ.) types must be selected. While a Joint Stock Company can be publicly traded, a Limited Company requires fewer formalities and is more suitable for small businesses.
- **Company Articles of Association:** A notarized articles of association must be prepared and submitted to the Trade Registry Office. This document includes details such as the purpose of the company, capital structure, management and audit boards.
- **Trade Registry:** The company must be registered at the Trade Registry Office. After the registration process is completed, it is announced in the Turkish Trade Registry Gazette.
- **Tax Registration:** A Tax Identification Number must be obtained by applying to the Tax Office. At this stage, the Tax Certificate is prepared and the company is recognized as a taxpayer.
- **Social Security Institution (SGK) Registration:** If workers are to be employed, they must be registered with the Social Security Institution (SGK). This registration is required for employees to benefit from social security rights.

¹³³ Fig49. Data Breach

¹³⁴ [Mondag, Establishing a Limited Company in Turkey: Necessary Documents and Procedures, 2022](#)

¹³⁵ [Trade, Republic of Turkey Ministry of Trade, Establishing a Company in Turkey](#)

¹³⁶ [Pilc.law, Pi Legal Consultancy, Establishment of a Company in Turkey](#)

¹³⁷ [Mescilaw, Mesci Law Firm, Register A Company in Turkey](#)

- **Municipal License:** A working license must be obtained from the relevant municipality for the place where the business will operate. This license, which will be obtained from the municipality, is mandatory for the business to operate legally.

11.1.2 Licenses and Permissions:

- **E-Commerce Information System (ETBİS) Registration:** Companies engaged in electronic commerce are required to register with ETBİS. This registration is an important step to ensure users shop safely.
- **Professional Qualifications and Certificates:** Professional qualifications and certificates of the professionals who will serve on the platform must be checked. For example, documents from relevant professional chambers for plumbers, electricians and other specialist services.

11.2 ELECTRONIC COMMERCE AND PERSONAL DATA PROTECTION^{138 139 140}

11.2.1 Electronic Commerce Law:

- **Law No. 6563 on the Regulation of Electronic Commerce:** The rules stipulated by the law must be followed in commercial communication, contract and payment processes. One should be especially careful about commercial electronic messages and distance sales contracts.
- **Commercial Electronic Message Management System (IYS):** For commercial electronic messages to be sent to users, registration must be made in the IYS and prior approval must be obtained from the users. This system secures users' right to reject commercial messages.

11.2.2 Protection of Personal Data:

- **Personal Data Protection Law No. 6698 (KVKK):** In the processes of processing, storing and sharing user data, we must act in accordance with the KVKK.
- **Data Controllers Registry Information System (VERBİS):** The platform must register with VERBİS as the data controller. This registration is the obligation of all real and legal persons who process personal data.
- **Disclosure Obligation:** Users must be provided with clear and understandable information about data processing processes. Users should be ensured to know which data is processed and for what purposes.
- **Explicit Consent:** Explicit consent must be obtained from users for the processing of their personal data. This consent must be specific, clear and informative.

11.2.3 Privacy Policy and User Agreements:

- Clear and understandable privacy policies should be created and user agreements should be prepared to protect the privacy of users. In these agreements, user rights, data processing processes and terms of use of the platform should be clearly stated.

¹³⁸ [Trade, Republic of Turkey Ministry of Trade, Electronic Commerce Information System \(ETBİS\), 2023](#)

¹³⁹ [Trade, Republic of Turkey Ministry of Trade, Announcement on Determining Monetary Thresholds in the Law on the Regulation of Electronic Commerce, 2024](#)

¹⁴⁰ [Trade, Republic of Turkey Ministry of Trade, Legislation, Law No. 6563 on the Regulation of Electronic Commerce, 2024](#)

- **Cookie Policy:** A policy should be created that informs users about the cookies used on the platform and enables the management of cookies.

11.3 CONSUMER RIGHTS AND DISPUTE RESOLUTION

11.3.1 Consumer Protection Law:

- **Law on Consumer Protection:** The provisions of this law must be complied with in order to protect the rights of those who receive and provide services. Obligations imposed by the law, especially regarding the right of withdrawal, warranty, defective goods and services, must be fulfilled.
- **Distance Selling Contracts Regulation:** Distance selling contracts must be followed for services offered through the platform. Users should be informed before the contract and given the right of withdrawal after the service.

11.3.2 Dispute Resolution Mechanisms:

- **Consumer Arbitration Committees:** For disputes below a certain monetary limit, applications can be made to consumer arbitration committees. Users should be informed about these processes.
- **Alternative Dispute Resolution (ADR):** Alternative dispute resolution methods (mediation, arbitration, etc.) can be used to resolve users' complaints.
- **Online Dispute Resolution (ODR):** A user-friendly online resolution mechanism should be created to resolve disputes that may arise on the online platform.

11.4 FISCAL AND FINANCIAL REGULATIONS

11.4.1 Financial Reporting and Auditing:

- In accordance with the Turkish Commercial Code (TTK) and Tax Procedure Law (VUK), financial statements must be prepared regularly and subjected to independent audits. In particular, the annual balance sheet and income statement should transparently reveal the financial situation of the company.
- **Independent Audit:** Independent audit is mandatory for large-scale businesses. Independent audit reports provide investors and stakeholders with reliable information about the financial condition of the company.

11.4.2 Paying system:

- **Banking Regulation and Supervision Agency (BRSA):** Payment systems to be used on the platform must be approved by BRSA. You should work with payment service providers that have a BRSA license.
- **Electronic Money and Payment Services:** Within the scope of Law No. 6493, we must work with electronic money institutions and payment service providers. These organizations ensure that users make secure payments and that their financial transactions are protected.

11.5 ENVIRONMENTAL AND OCCUPATIONAL SAFETY REGULATIONS

11.5.1 Environmental Laws:

- **Environmental Law No. 2872:** Necessary precautions must be taken to ensure that service providers do not harm the environment. Waste management and recycling processes should be audited, especially in construction and renovation services.
- **Waste Management Regulation:** Relevant regulations must be complied with during the collection, transportation, recovery and disposal processes of waste.

11.5.2 Occupational health and Safety:

- **Occupational Health and Safety Law No. 6331:** Service providers should be provided with occupational health and safety training and their work in accordance with legal regulations should be inspected.
- **Risk Assessment:** Risk assessments should be made according to the fields of activity of service providers and necessary precautions should be taken. Emergency plans should be created in workplaces and employees should be informed about these issues.

11.6 ADVERTISING AND MARKETING REGULATIONS

11.6.1 Advertising Laws:

- **Law No. 6502 on Consumer Protection and Advertising Legislation:** Misleading and deceptive advertisements should be avoided during the promotion and marketing of the platform and legal regulations should be followed.
- **Advertising Board:** The powers of the Advertising Board must be complied with in terms of inspecting advertisements and imposing criminal sanctions when necessary. Advertising activities must be carried out in accordance with the decisions taken by the Advertising Board.

11.6.2 Digital marketing:

- **Law on the Regulation of Electronic Commerce and KVKK:** In digital marketing activities, users' consent must be obtained and necessary information must be provided.
- **Advertising Policies:** Advertising policies to be used in digital marketing strategies should be prepared in a way that does not mislead the target audience and should comply with the ethical rules determined to ensure user safety.

11.7 INTERNATIONAL REGULATIONS

11.7.1 International Standards and Compliance:

- **General Data Protection Regulation (GDPR):** If operating in European Union countries, personal data must be protected in accordance with GDPR. This regulation imposes strict rules on the processing of personal data of EU citizens.

- **International Certificates and Documents:** In order to compete in the international market, necessary certificates and documents must be obtained (ISO 9001, ISO 27001, etc.). These certificates show that the platform operates in accordance with international standards.

11.7.2 Cross Border Data Transfers:

- **Data Transfer Agreements:** For international data transfers, appropriate data transfer agreements must be prepared and international data protection regulations such as GDPR must be complied with.
- **Data Processing Agreements:** Data security and confidentiality must be ensured in data processing agreements made with third parties.

12 SUSTAINABILITY AND GROWTH STRATEGIES

12.1 ENVIRONMENTAL SUSTAINABILITY

These strategies will enable ServisHub to grow sustainably and increase its competitiveness in the market. Each strategy has been meticulously planned and detailed to support the long-term success and sustainability of the platform.^{141 142 143 144}

12.1.1 Energy efficiency:

- **Green Data Centers:** ServisHub will invest in green data centers that use renewable energy sources and include energy-saving equipment to increase energy efficiency. It constantly monitors and optimizes energy efficiency metrics to reduce the carbon footprint of data centers.
- **Digital Carbon Footprint Management:** The platform will use advanced analysis tools to monitor and report the energy consumption and carbon emissions of its digital operations. These tools will help identify measures to save energy and achieve sustainability goals.

12.1.2 Recycling and Waste Management:

- **Waste Reduction:** ServisHub will create a comprehensive waste management plan to minimize waste resulting from its operations. This plan will include measures such as reducing paper use, recycling electronic waste and using office supplies from sustainable sources.
- **Recycling Programs:** The Platform will encourage service providers and users to participate in recycling programs. These programs will be supported by awareness campaigns and training on waste management.

12.1.3 Environmental Awareness:

- **Eco-Labels:** Eco-labels will be used on the platform to identify environmentally friendly service providers. These labels allow users to easily recognize and choose environmentally friendly services.

¹⁴¹ [Alensis, Türkiye İş Bankası A.Ş. Atlas Data Center](#)

¹⁴² [TechInside, What is a Green Data Center? Where Does All This Investment Go?](#)

¹⁴³ [Futureflow, Future Flow Life Telecommunications Green Data Centers](#)

¹⁴⁴ [HBRTurkey, Sustainability, Harvard Business Review Turkey](#)

- **Environmentally Friendly Training:** Service providers will be provided with training on environmentally friendly practices. These trainings will help service providers adopt sustainable practices in their business processes.

12.2 SOCIAL SUSTAINABILITY

12.2.1 Community Support:

- **Supporting Local Businesses:** ServisHub will develop various programs to support local businesses and entrepreneurs. These programs will stimulate the local economy and contribute to the development of communities.
- **Community Projects:** The platform will actively participate in and support social responsibility projects. These projects will consist of initiatives that will benefit society in areas such as education, health and environment.

12.2.2 Fair Labor Practices:

- **Employee Rights:** ServisHub will provide fair wages and working conditions to all its employees. This contributes to the sustainability of the business by increasing employee satisfaction.
- **Inclusion and Equality:** By adopting diversity and inclusion policies, individuals from different cultures and backgrounds will be ensured to have equal opportunities.

12.2.3 Inclusivity:

- **Accessibility:** The design of the platform will be optimized to increase accessibility for individuals with disabilities. This allows a wide range of users to benefit from the platform.
- **Inclusive Services:** Service providers will be guided and trained to provide services tailored to the needs of various customer groups.

12.3 ECONOMIC SUSTAINABILITY

12.3.1 Financial management:

- **Budget and Expenditure Control:** ServisHub carefully manages its income and expenses. This keeps costs under control to maintain long-term financial health.
- **Investment Strategies:** ServisHub will make strategic investments to support sustainable growth. These investments include the development of new technologies and marketing activities.

12.3.2 Revenue Models:

- **Diversified Revenue Sources:** The platform implements different subscription and commission models to diversify its revenue sources. This increases resilience to economic fluctuations.
- **Innovative Pricing:** Various payment options are offered to users and service providers, ensuring that the platform appeals to a wider user base.

12.4 TECHNOLOGICAL INNOVATION

12.4.1 Software and Infrastructure Investments:

- **Advanced Search and Matching Algorithms:** Advanced algorithms will be used to ensure users find service providers that best suit their needs. These algorithms will provide customized recommendations based on user preferences.
- **Data Security and Privacy:** The most up-to-date security measures will be taken to protect user data. Data security increases users' trust in the platform and ensures long-term loyalty.

12.4.2 Integration of New Technologies:

- **Artificial Intelligence and Machine Learning:** Artificial intelligence and machine learning technologies will be integrated to personalize user experience and improve service quality. These technologies will analyze user behavior and make recommendations.
- **Blockchain:** Blockchain technology can be used for secure and transparent transactions. This increases users' and service providers' trust in the platform and reduces the risk of fraud.

12.5 MARKET EXPANSION^{145 146 147}

12.5.1 Geographical Distribution:

- **New Regions and Countries:** ServisHub will expand its service area by opening up to national and international markets. This enables reaching new customer segments and supports the growth of the platform.
- **Regional Customization:** With each new market entry, customized services will be offered to suit local needs and cultural differences. This allows the platform to be successful in local markets.

12.5.2 Target Audience Expansion:

- **Various Customer Segments:** Special service packages will be developed for different customer groups such as young professionals, families, elderly individuals and small businesses. This expands the platform's customer base and increases its revenues.
- **Marketing Campaigns:** Effective marketing campaigns will be carried out to expand the target audience. These campaigns include digital marketing, social media and traditional media channels.

12.6 CUSTOMER LOYALTY

12.6.1 Loyalty Programs:

- **Points and Rewards Systems:** Points and reward systems will be developed to encourage users to use the platform regularly. These systems increase users' interaction with the platform.

¹⁴⁵ [Wise, The Importance of Product Localization: Strategy & Examples](#)

¹⁴⁶ [Emerald, Emerald insight, Translating Global Goals to Local Contexts, 2022](#)

¹⁴⁷ [Link.Springer, Balancing Global Synergies and Local Responsiveness, 2022](#)

- **Special Offers and Discounts:** Customer loyalty will be increased by offering special offers and discounts to loyal customers. These offers encourage users to reuse the platform.

12.6.2 Personalized Services:

- **Special Service Packages:** Personalized service packages will be offered according to customers' needs. This increases customer satisfaction and loyalty.
- **Regular Feedback:** Regular feedback will be received from users and services will be continuously improved in line with this feedback. This increases users' satisfaction with the platform.

12.6.3 Customer Support:

- **24/7 Customer Service:** A 24-hour customer support line will be provided that users can reach at any time. This provides quick solutions to all kinds of problems of users.
- **Training and Support:** Training and support services will be provided for service providers and users. This makes the platform easier to use and increases customer satisfaction.

12.7 STRATEGIC PARTNERSHIPS

12.7.1 Collaborations and Joint Ventures:

- **Collaboration with Sector Leaders:** The platform will increase service quality and diversity by collaborating with leading companies in the sector. These collaborations enable us to meet a wider range of users' needs.
- **Partnership with Local Businesses:** By establishing strategic partnerships with local businesses, the platform will be strengthened in local markets. These partnerships support faster and more efficient growth in local markets.

12.7.2 Service Integration:

- **Cross Marketing:** Cross marketing campaigns will be conducted through partnerships. This expands the customer base of both parties and provides mutual benefit.
- **Combined Services:** By offering combined services with partners, customers are provided with a wider range of services. This offers additional benefits for users to choose the platform.

12.8 CONTINUOUS IMPROVEMENT¹⁴⁸

12.8.1 Feedback and Evaluation:

- **User Surveys:** Regular surveys will be conducted to measure user satisfaction and evaluate service quality. These surveys help us understand users' needs and expectations.
- **Feedback Mechanisms:** Easy and accessible mechanisms will be developed for users to provide feedback. These mechanisms allow users to share their experiences with the platform and suggest improvements.

¹⁴⁸ [Typeform, 15 best customer feedback tools in 2024 \[guide + use cases\]](#)

12.8.2 Performance Monitoring:

- **KPIs and Metrics:** Specific performance indicators (KPIs) and metrics will be used to continuously monitor and improve platform performance. These indicators are used to measure the success of the platform and identify areas for improvement.
- **Regular Inspections:** Regular inspections and evaluations will be carried out to increase service quality and user satisfaction. These audits ensure that the platform maintains high quality standards.

12.8.3 Training and Development:

- **Service Provider Training:** Regular training programs will be offered to increase the competencies of service providers. These programs aim to improve service quality and increase user satisfaction.
- **Internal Training Programs:** Continuous training and development programs will be organized for employees to increase their competencies. This allows employees to be more efficient and effective.

12.9 BRAND BUILDING

12.9.1 Marketing Campaigns:

- **Digital Marketing:** ServisHub aims to increase brand awareness with digital marketing strategies. Digital channels such as social media, SEO, content marketing and e-mail campaigns will be actively used.
- **Traditional Marketing:** Traditional marketing channels (TV, radio, print media) will also be used strategically. These channels allow you to reach a wide audience and increase brand recognition.

12.9.2 Customer relations management:

- **CRM Systems:** Advanced CRM (Customer Relationship Management) systems will be used to effectively manage customer relationships. These systems enable tracking customer interactions and providing personalized services.
- **Customer Loyalty Programs:** Special loyalty programs will be developed for loyal customers. These programs increase customers' loyalty to the platform.

12.9.3 Internal Communication:

- **Employee Communication:** Effective internal communication strategies will be implemented to ensure that employees adopt the brand values and vision. This increases employee motivation and performance.
- **Community Relations:** The platform will strengthen brand reputation by establishing strong relationships with communities. This will be supported by participation in community events and social responsibility projects.

12.10 RISK MANAGEMENT

12.10.1 Risk Identification and Assessment:

- **Risk Maps:** Risk maps will be created to identify and evaluate risks that may be encountered in business processes. These maps analyze the potential impacts and probabilities of risks.
- **Risk Analysis Tools:** Using risk analysis tools, possible risks that may arise in business processes will be constantly monitored and evaluated.

12.10.2 Risk Mitigation Strategies:

- **Proactive Measures:** Proactive measures will be taken to anticipate and reduce risks. This includes creating business continuity plans and emergency action plans.
- **Risk Transfer:** By using insurance policies and other risk transfer mechanisms, the impact of the risks that the platform may be exposed to will be reduced.

12.10.3 Continuous Monitoring and Review:

- **Regular Audits:** Regular audits and reviews will be conducted to evaluate the effectiveness of risk management strategies. This ensures that the platform is prepared for any risks.
- **Updates and Improvements:** Risk management policies and procedures will be continually updated and improved to address changing conditions and new risks.

13 MEASUREMENT AND EVALUATION

A detailed measurement and evaluation strategy has been developed to evaluate the success and effectiveness of the ServiceHub platform. This strategy is built on specific metrics and methods to monitor the performance of the platform, evaluate user satisfaction and ensure continuous improvement. These detailed measurement and evaluation strategies will ensure that the ServiceHub platform is constantly improved and user satisfaction is kept at the highest level. Thus, it will be possible for the platform to provide a more efficient and reliable experience for both service recipients and service providers. A detailed version of these strategies is presented below.¹⁴⁹ ¹⁵⁰

13.1 PERFORMANCE INDICATORS (KPIs)

The key performance indicators (KPIs) determined to measure the success of the platform are detailed as follows:

13.1.1 Number of users:

- **Total Number of Users:** Monitoring the total number of users registered on the platform on a monthly and annual basis.
- **New User Acquisition:** The number of new users registered to the platform on a monthly basis.

¹⁴⁹ [Bigcommerce, BIGCOMMERCE, Measuring Success: Analytics, Brett Regan](#)

¹⁵⁰ [Shopify, 70+ Ecommerce KPIs for Tracking Business Success, by Mark Hayes, 2024](#)

- **User Demographics:** Analysis of demographic information such as age, gender, geographical location.

13.1.2 Active Users:

- **Daily Active Users (DAU):** *Tracking the number of users using the platform on a daily basis.*
- **Monthly Active Users (MAU):** Tracking the number of users using the platform on a monthly basis.
- **User Participation Rate:** Measuring how many registered users are actively using the platform.

13.1.3 Number of Service Providers:

- **Total Number of Service Providers:** Monitoring the number of professional service providers registered and actively providing services on the platform.
- **New Service Providers:** The number of service providers newly registered on the platform on a monthly basis.
- **Service Provider Demographics:** Analysis of sectoral and geographical distribution of service providers.

13.1.4 Number of Services Completed:

- **Total Completed Services:** Monitoring of service transactions successfully completed on the platform on a daily, weekly and monthly basis.
- **Completion by Service Type:** Analysis of completion rates by service types.
- **Failed Service Rate:** The rate of services that are not completed or canceled.

13.1.5 User Satisfaction:

- **Satisfaction Surveys:** Results of regular surveys in which users evaluate their experience of the platform.
- **NPS (Net Promoter Score):** NPS scores that measure how likely users are to recommend the platform.
- **CSAT (Customer Satisfaction Score):** CSAT scores that measure user satisfaction.

13.1.6 Service Quality:

- **Service Provider Reviews:** Monitoring the evaluation and feedback scores service providers receive from users.
- **Service Quality Index:** Calculation of the average service quality score of all service providers.

13.1.7 Customer Return Rate:

- **Repeat Usage Rate:** Monitoring the rate of customers who reuse the platform.
- **Customer Loyalty Index:** Loyalty indices that measure customers' commitment to the platform.

13.1.8 Revenue Growth:

- **Total Revenue:** Monitoring the total revenue generated through the platform on a monthly and annual basis.
- **Revenue by Service Types:** Analysis of revenue from different types of services.
- **Revenue Growth Rate:** Calculation and evaluation of revenue growth rates.

13.2 DATA COLLECTION AND ANALYSIS

Detailed data collection and analysis methods to be applied to evaluate the performance of the platform:

13.2.1 User Surveys:

- **Satisfaction Surveys:** Monthly and annual surveys where users evaluate their platform experiences. Survey questions are prepared to be user-friendly and cover user experience, service quality, ease of use of the platform and overall satisfaction.
- **NPS Surveys:** NPS surveys that measure how likely users are to recommend the platform to others. These surveys are used to evaluate user loyalty and overall satisfaction.

13.2.2 Feedback Forms:

- **Post-Service Feedback:** Forms where users evaluate service providers and overall platform performance after each service is completed. The forms cover issues such as quality of service, timely completion, professionalism of the service provider.
- **Problem Reporting Forms:** Forms where users report the problems and dissatisfaction they encounter. These forms are analyzed by the customer service team and solution processes are developed.

13.2.3 Analytical Tools:

- **Google Analytics:** Google Analytics is used to collect data about platform traffic, user behavior and interactions. Metrics such as the time users spend on the platform, pages visited, and conversion rates are monitored.
- **Custom Analytics Tools:** Custom analytics tools developed to track platform-specific user interactions and behavior. These tools track user flow, service search and booking processes in detail.

13.2.4 Customer Service Records:

- **Call Records:** Records of communications made with customer services and resolved problems are kept. The most common problems, solution times and customer satisfaction are analyzed.
- **Support Request Records:** Records of support requests submitted by users through the platform. These records are analyzed for resolution times and satisfaction rates.

13.3 EVALUATION AND IMPROVEMENT PROCESS

Collected data and analysis results are regularly evaluated and strategies are developed to improve the performance of the platform. These processes are detailed with the following steps to increase user satisfaction and improve the overall performance of the platform:^{151 152}

13.3.1 Regular Reporting:

- **Monthly Reports:** Monthly performance reports are prepared in line with the determined KPIs. These reports are shared and evaluated with the management team.
- **Quarterly Reports:** More comprehensive performance reports are prepared every quarter. Quarterly reports are used to make strategic decisions.
- **Annual Reports:** Annual reports are prepared at the end of the year, evaluating the overall performance and development of the platform. These reports are used for long-term strategic planning.

13.3.2 Feedback Analysis:

- **Survey Results Analysis:** Data obtained from user surveys are analyzed in detail. Analysis results reveal user satisfaction and the strengths and weaknesses of the platform.
- **Feedback Forms Analysis:** Data obtained from post-service feedback forms and problem reporting forms are analyzed. This data is used to improve service quality and user satisfaction.

13.3.3 Strategic Improvements:

- **User Experience Improvements:** Based on the analysis results, strategic plans are made and implemented to improve the user experience. Issues such as user interface designs, ease of navigation, speed and performance optimizations are discussed.
- **Service Quality Improvements:** Training programs and quality control mechanisms are developed to improve the performance of service providers. Evaluations and feedback of service providers are regularly monitored and measures are taken against low-performing providers.
- **Customer Service Improvements:** Customer service processes and response times are improved. Training programs are organized and technological infrastructure is strengthened to provide fast and effective solutions to support requests.

13.3.4 Training and Support Programs:

- **Service Provider Trainings:** Regular training programs are organized for service providers. These trainings aim to improve service quality and ensure user satisfaction.
- **User Support Programs:** Support programs are organized to enable users to use the platform more effectively. Platform user manuals, video trainings and online support services are offered.

¹⁵¹ [Xtensio, How To Write A Monthly Performance Report, by Xtensio, 2023](#)

¹⁵² [Databox, Management Reporting: 8 Best Practices to Create Effective Reports, 2021](#)

13.3.5 Technological Updates:

- **Infrastructure Updates:** The technological infrastructure of the platform is regularly updated and improved. Performance improvements, security updates and integration of new features are provided.
- **Development of New Features:** New features are developed and integrated into the platform according to user needs and feedback. These features aim to improve user experience and increase service quality.

13.4 MONITORING AND FEEDBACK LOOP

A monitoring and feedback loop has been established to ensure continuous improvement. This cycle takes into account user feedback at every stage of the platform, ensuring fast and effective improvements:

13.4.1 Feedback Collection:

- **Surveys and Forms:** Feedback is collected regularly from users and service providers. This feedback is used to evaluate platform performance and identify areas for improvement.
- **Customer Services:** Feedback that users share with customer service is analyzed regularly. This feedback is used to increase user satisfaction.

13.4.2 Data analysis:

- **KPI Analyzes:** Data collected in line with the determined KPIs are analyzed regularly. Analysis results reveal the current performance of the platform and areas that need improvement.
- **Feedback Analyzes:** User and service provider feedback is analyzed in detail. These analyzes are used to develop strategies to increase user satisfaction and improve service quality.

13.4.3 Improvement Practices:

- **Quick Solution Mechanisms:** Improvements determined according to analysis results are implemented quickly. Quick solution mechanisms are important to ensure user satisfaction.
- **Long-Term Strategies:** Long-term strategic plans are made and implemented for more comprehensive improvements. These plans aim to continuously improve the overall performance and user experience of the platform.

13.4.4 Result Evaluation:

- **Performance Evaluation:** The effects of the improvements made are evaluated regularly. These evaluations are used to monitor the development of the platform and user satisfaction.
- **New Feedback Collection:** New feedback is collected from users and service providers after improvements. This feedback ensures the continuation of the continuous improvement cycle.

14 BUSINESS PLAN IMPLEMENTATION STAGES

For the successful implementation and sustainable growth of the ServiceHub platform, certain stages must be followed meticulously. Business plan implementation stages ensure that the platform is implemented within the planned time period and within the anticipated budget. These stages are detailed to ensure the planned and successful implementation of the ServiceHub platform. Each stage must be managed meticulously under the responsibility of the relevant team members. Below are detailed steps to follow for the implementation of the ServiceHub business plan:

14.1 PREPARATION AND PLANNING

14.1.1 Creating a Project Team

The project team should be structured to cover the areas of expertise required for the development and operation of the platform.

Role	Responsibilities
Project manager	Ensuring overall coordination and progress of the project, ensuring communication and cooperation within the team, developing strategies to achieve project goals
Software Developers	Being responsible for frontend and backend development, ensuring code quality and maintainability, designing and implementing software architecture
Marketing Experts	Implementing digital and traditional marketing strategies, conducting target audience analysis and market segmentation, planning and executing marketing campaigns
Financial Advisors	Being responsible for budget management and financial planning, preparing and analyzing financial reports, managing investor relations
Legal Consultants	Fulfilling legal procedures and regulatory requirements, preparing and reviewing contracts, managing legal risks

¹⁵³ [Fig50. Assembling a Project Team](#)

14.1.2 Review of Business Plan

- All details of the business plan are reviewed and shared with team members.
- Responsibilities for each department are distributed and team members are informed.
- The feasibility of the plan and risk factors are evaluated.

¹⁵³ [Fig50. Assembling a Project Team: Roles, Responsibilities & Best Practices, by William Malsam, 2023](#)

14.1.3 Preparing a Timetable

A timeline creates a detailed plan to ensure the project is completed in specific stages. Time frame and checkpoints are determined for each phase.

Stage	Duration (Week)	Person in charge	Checkpoint
Creating a Project Team	2	Project manager	weekly meetings
Review of Business Plan	one	Project manager	Daily reports
Preparing a Timetable	one	Project manager	weekly meetings
Budget Planning	2	Financial Advisor	Weekly reports

¹⁵⁴ [Fig51. Timeline Preparation](#)

14.1.4 Budget Planning

Budget planning ensures that the project is executed in a cost-effective manner. Budget items are determined and responsible persons are appointed for each expenditure.

Expenditure Item	Amount (₦)	Person in charge	Checkpoint
Software development	500,000	Financial Advisor	Monthly reports
Marketing and Advertising	300,000	marketing expert	Monthly reports
Personnel Costs	200,000	Financial Advisor	Monthly reports
Legal Consultancy	100,000	Legal Advisor	Monthly reports

¹⁵⁵ Fig53. Budget Planning

14.2 PLATFORM DEVELOPMENT^{156 157 158}

14.2.1 Requirements Analysis

- Functional and technical requirements of the platform are determined according to user needs.
- The accuracy of the requirements is confirmed through market research and user surveys.
- Requirements are prioritized.

¹⁵⁴ [Fig51.Timeline Preparation, How to Develop a Successful Project Team, By Anne M. Carroll, 2022](#)

¹⁵⁵ Fig52. Budget Planning

¹⁵⁶ [Asana, A 6-step guide to requirements gathering for project success, Team Asena, 2024](#)

¹⁵⁷ [Qat, QAT Global, Guide to Functional Requirements](#)

¹⁵⁸ [Lambdatest, Next-Generation Mobile Apps and Cross Browser Testing Cloud](#)

14.2.2 Software development

The software development phase includes creating a user-friendly interface and a solid back-end infrastructure.

Stage	Duration (Week)	Person in charge	Checkpoint
Frontend Development	8	Software developer	Weekly code reviews
Backend Development	12	Software developer	Weekly code reviews
Database Design	6	Software developer	Weekly code reviews
Testing and Bug Fixing	4	Test Engineer	Daily test reports

¹⁵⁹ Fig53. Software Development

14.2.3 Database Design

- A database structure is created for user information, service providers and service requests.
- Optimizations are made for the security and performance of the database.
- Data storage structures are created using SQL (MySQL, PostgreSQL) or NoSQL (MongoDB, Cassandra) databases.
- Database performance is increased with data normalization and indexing techniques.
- Backup and recovery strategies are developed for data security.

14.2.4 Testing and Bug Fixing

Extensive testing is performed to ensure the reliability and performance of the software.

Test Type	Duration (Week)	Person in charge	Checkpoint
Functional Tests	2	Test Engineer	Daily test reports
User Acceptance Tests (UAT)	2	Test Engineer	Weekly user feedback
Performance Tests	one	Test Engineer	Daily performance reports
Security Tests	2	Security Expert	Weekly security reports

¹⁶⁰ Fig54. Testing and Bug Fixing

¹⁵⁹ Fig53. Software Development

¹⁶⁰ Fig54. Testing and Bug Fixing

14.3 SECURITY AND DATA PROTECTION^{161 162}

14.3.1 Determination of Security Protocols

- Necessary security protocols are determined to protect user data.
- Precautions such as SSL certificates and firewalls are taken.
- During data transfer, encryption is done using SSL/TLS.
- Firewalls and intrusion detection systems (IDS) are installed.

14.3.2 Authentication and Authorization

- Authentication and authorization mechanisms are implemented to ensure that users and service providers have secure access to the platform.
- A two-factor authentication (2FA) system is integrated.
- Authentication protocols such as OAuth 2.0 or OpenID Connect are used.

14.3.3 Data Encryption

- Data encryption methods are applied to protect user data.
- Data is encrypted both during data transfer and in the database.
- Strong encryption algorithms such as AES (Advanced Encryption Standard) are used.
- Storing sensitive data encrypted and ensuring access controls.

14.4 MARKETING AND LAUNCH^{163 164}

This stage is vital for promoting the platform and reaching the target audience. Marketing strategies are implemented to increase awareness of the platform and expand its user base.

14.4.1 Implementation of Marketing Strategies

Marketing strategy	Duration (Week)	Person in charge	Checkpoint
Digital marketing	12	marketing expert	Weekly reports
Content Marketing	8	marketing expert	Weekly content plans
Influencer Marketing	8	marketing expert	Monthly reports

¹⁶⁵ Fig55. Implementation of Marketing Strategies

¹⁶¹ [Acronis, 2024 Cybersecurity Trends: Key Steps, Strategies and Guidance, Allison Ho, 2024](#)

¹⁶² [Isaca, ISACA, Securing the Future: Enhancing Cybersecurity in 2024 and Beyond, by Ramona Ratiu, 2024](#)

¹⁶³ [DigitalMarketingInstitute, Digital Marketing Institute Key Digital Marketing Trends for 2024](#)

¹⁶⁴ [SmartInsights, 2024 Digital Marketing Trends shaping the Future of Marketing, by Dave Chaffey](#)

¹⁶⁵ Fig55. Implementation of Marketing Strategies

➤ **Digital marketing:**

- **SEO:** Optimizing website content for search engines.
- **SEM:** Paid digital campaigns such as Google Ads and social media ads.
- **Social Media Marketing:** Regular content sharing and interaction on platforms such as Facebook, Instagram, LinkedIn and Twitter.

➤ **Content Marketing:**

- **Blog Posts:** Creating informative blog posts that will attract users' attention.
- **Videos and Interactive Content:** Videos that will attract the attention of users and introduce the functionality of the platform.
- **Email Marketing:** Regular newsletters for existing and potential users.

➤ **Influencer Marketing:**

- To reach the target audience, suitable influencers are identified and collaborations are made.

14.4.2 Traditional Media

Media Type	Duration (Week)	Person in charge	Checkpoint
TV Commercials	4	marketing expert	Daily viewing reports
Radio Ads	4	marketing expert	Daily rest reports
Press Advertisements	4	marketing expert	Weekly access reports

¹⁶⁶ Fig56. Traditional Media

- **TV Advertisements:** Advertising campaigns are organized on national and local TV channels.
- **Radio Advertisements:** Large audiences are reached through radio advertisements.
- **Press Advertisements:** Advertisements and promotional articles are published in newspapers and magazines.

14.4.3 Launch Events

Event Type	Duration (Day)	Person in charge	Checkpoint
Launch Conference	one	marketing expert	Daily attendance reports
Media Events	3	marketing expert	Daily press reports

¹⁶⁷ Fig57. Launch Events

¹⁶⁶ Fig56. Traditional Media

¹⁶⁷ Fig57. Launch Events

- **Launch Conference:** Special launch events are organized to promote the platform. Participation of media and important sector representatives is ensured.
- **Media Events:** At launch events, the features and advantages of the platform are introduced. Live demos and user experiences are shared at events.

14.5 REGISTRATION PROCESS OF SERVICE PROVIDERS AND USERS

This stage is critical for successful use of the platform. Service providers and users must register to the platform smoothly.

14.5.1 Registration of Service Providers

My name	Duration (Week)	Person in charge	Checkpoint
Registration and Approval Process	2	Registration Manager	Daily approval reports
Creating a Profile	2	Service Providers	Daily profile reviews
Identity and Reference Checks	2	Legal Advisor	Weekly control reports

¹⁶⁸ Fig58. Registration of Service Providers

- **Registration and Approval Process:** Initiating the registration process of service providers and collecting the necessary documents.
- **Profile Creation:** Completion of the profile creation processes of service providers. Service providers add photos, biographies and service descriptions.
- **Identity and Reference Checks:** Identity verification and reference checks of service providers are carried out. Past work and references of service providers are evaluated.

14.5.2 User Records

My name	Duration (Week)	Person in charge	Checkpoint
Creating the Registration Process	2	Registration Manager	Daily log reports
Design of Registration Forms	one	UX/UI Designer	Daily design reviews
User Experience Optimization	2	UX/UI Designer	Weekly user feedback

¹⁶⁹ Fig59. User Registrations

- **Creating the Registration Process:** The necessary processes are created for users to register on the platform.
- **Design of Registration Forms:** User-friendly and understandable registration forms are created.

¹⁶⁸ Fig58. Registration of Service Providers

¹⁶⁹ Fig59. User Registrations

- **User Experience Optimization:** Guidance is provided so that users can easily complete the registration process.

14.6 CREATING OPERATIONAL PROCESSES

This phase ensures that the day-to-day operations of the platform run smoothly. It is important to manage customer service, training and support processes effectively.¹⁷⁰ ¹⁷¹

14.6.1 Customer service

My name	Duration (Week)	Person in charge	Checkpoint
Establishing a Customer Services Team	4	Customer Service Manager	Weekly reports
Customer Service Training	2	education specialist	Weekly training reports
Establishing Support Systems	4	IT Manager	Daily system reports

¹⁷² Fig60. Customer Services

- **Establishing a Customer Services Team:** A customer services team is established to provide 24/7 live support service.
- **Customer Service Training:** Customer service representatives are trained and the necessary infrastructure is provided.
- **Establishing Support Systems:** A call center is created for customer complaints and feedback. Live chat and email support systems are integrated.

14.6.2 Training and Support

My name	Duration (Week)	Person in charge	Checkpoint
Preparation of Educational Materials	4	education specialist	Weekly content reports
User Guides and Videos	4	education specialist	Weekly content reports
Implementation of Training Programs	6	education specialist	Weekly training reports

¹⁷³ Fig61. Training and Support

¹⁷⁰ [Iienstitu, IIENSTITU, Customer Relationship Management, Concepts and Meanings About Customer Relationship Management, 2023](#)

¹⁷¹ [Ceyber, Customer Services](#)

¹⁷² Fig60. Customer Services

¹⁷³ Fig61. Training and Support

- **Preparation of Training Materials:** Training materials are prepared for service providers and users.
- **User Guides and Videos:** User guides and training videos are created.
- **Implementation of Training Programs:** Training programs are implemented for service providers and users.

14.6.3 Monitoring and Feedback

My name	Duration (Week)	Person in charge	Checkpoint
Creating Feedback Mechanisms	2	UX/UI Designer	Daily feedback reports
Analysis of Feedback	4	Analysis Specialist	Weekly analysis reports
Developing Improvement Suggestions	4	UX/UI Designer	Weekly recommendation reports

¹⁷⁴ [Fig62. Monitoring and Feedback](#)

- **Creating Feedback Mechanisms:** Mechanisms are created to monitor the performance of the platform and collect user feedback.
- **Analysis of Feedback:** User satisfaction surveys and feedback forms are created.
- **Developing Improvement Suggestions:** Improvements are made to the platform by analyzing the collected data. User experience is constantly improved in line with feedback.

14.7 CONTINUOUS IMPROVEMENT AND DEVELOPMENT

This phase ensures that the platform constantly evolves according to user needs. Regular updates are made to the platform in line with feedback and market trends.^{175 176}

14.7.1 Feedback Evaluation

My name	Duration (Week)	Person in charge	Checkpoint
Collecting Feedback	4	UX/UI Designer	Daily feedback reports
Feedback Analytics	4	Analysis Specialist	Weekly analysis reports

¹⁷⁴ [Fig62. Monitoring and Feedback, ATLISSIAN, What is continuous improvement? By Max Rehkopf](#)

¹⁷⁵ [Explodingtopics, Top 11 Software Development Trends \(2024 & 2025\), by Josh Howarth, 2024](#)

¹⁷⁶ [Tpptechology, TP P Technology, 2021, Continuous Improvement: Why Software Development Team Should Consider It?](#)

Implementation of Improvement Suggestions	6	Software developer	Weekly recommendation reports
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¹⁷⁷ Fig63. Feedback Evaluation

- **Collection of Feedback:** User feedback is collected regularly.
- **Feedback Analyzes:** Collected feedback is analyzed and weak points are identified.
- **Implementation of Improvement Suggestions:** Improvement suggestions are developed and implemented.

14.7.2 Platform Updates

My name	Duration (Week)	Person in charge	Checkpoint
Determining Update Requirements	2	Software developer	Weekly requirements reports
Update Improvements	4	Software developer	Daily development reports
Testing Updates	2	Test Engineer	Daily test reports

¹⁷⁸ Fig64, Platform Updates

- **Determining Update Requirements:** Requirements are determined for updates to be made on the platform.
- **Update Developments:** Software updates and maintenance work are carried out according to requirements.
- **Testing of Updates:** Updates are tested and presented to users.

14.7.3 Adding New Features

My name	Duration (Week)	Person in charge	Checkpoint
Determining New Features	4	Software developer	Weekly feature reports
Conducting Pilot Studies	4	Test Engineer	Daily pilot study reports
Integration of New Features	6	Software developer	Daily development reports

¹⁷⁹ Fig65. Addition of New Features

- **Determination of New Features:** New features are determined according to user demands.

¹⁷⁷ Fig63. Feedback Evaluation

¹⁷⁸ Fig64, Platform Updates

¹⁷⁹ Fig65. Addition of New Features

- **Conducting Pilot Studies:** Pilot studies are carried out for the integration of new features.
- **Integration of New Features:** New features are integrated into the platform and made available to users.

14.8 FINANCIAL MANAGEMENT AND MONITORING

This stage is necessary to ensure the financial sustainability of the platform. Budget tracking and financial reporting should be done regularly.¹⁸⁰

14.8.1 Budget Tracking

Budget Tracking: Expenditures and incomes are monitored regularly and the budget plan is followed. Income-expense statements are regularly updated and analyzed. Measures are taken to ensure that expenditures remain within the planned budget. Emergency funds are created for unexpected cost increases.

Expenditure Item	Amount (₦)	Person in charge	Checkpoint
Software development	500,000	Financial Advisor	Monthly reports
Marketing and Advertising	300,000	marketing expert	Monthly reports
Personnel Costs	200,000	Financial Advisor	Monthly reports
Legal Consultancy	100,000	Legal Advisor	Monthly reports

¹⁸¹ Fig66. Budget Tracking

14.8.2 Financial Reporting

Report Type	Duration (Week)	Person in charge	Checkpoint
Monthly Reports	4	Financial Advisor	Monthly reports
Quarterly Reports	12	Financial Advisor	Quarterly reports
Annual Reports	52	Financial Advisor	Annual reports

¹⁸² Fig67. Financial Reporting

- **Monthly Reports:** Monthly reporting of income and expenses.
- **Quarterly Reports:** Quarterly financial performance evaluations.
- **Annual Reports:** Annual evaluation of the general financial situation and presentation to investors.

¹⁸⁰ [Macrotrends, The Premier Research Platform for Long Term Investors](#)

¹⁸¹ Fig66. Budget Tracking

¹⁸² Fig67. Financial Reporting

14.8.3 Implementation of Revenue Models

My name	Duration (Week)	Person in charge	Checkpoint
Development of Revenue Models	8	Financial Advisor	Weekly reports
Performance Monitoring	12	Financial Advisor	Monthly reports
Implementation of Improvement Suggestions	6	Financial Advisor	Weekly reports

¹⁸³ Fig68. Implementation of Revenue Models

- **Development of Revenue Models:** Revenue models of the platform are developed and implemented. The feasibility and performance of revenue models are evaluated regularly.
- **Performance Monitoring:** The performance of revenue models is monitored and optimized. Advertising revenues, commissions and other income sources are optimized.
- **Implementation of Improvement Suggestions:** Improvements are made regarding revenue models and new strategies are developed. Diversification and sustainability of income sources is ensured.

15 SERVICEHUB OVERALL REVIEW

ServiceHub is an innovative online platform that aims to fill a huge gap in the service industry in Turkey. With its user-friendly interface, high quality and security standards, it offers a reliable ecosystem to both service providers and service seekers. Aiming to alleviate the complexities and time management challenges of modern life, ServiceHub brings a variety of services such as cleaning, transportation, renovation, event planning and training to users' fingertips. The platform enables service providers to reach a wide customer base and enables users to easily find the service that best suits their needs.

ServiceHub's success is based on its market analysis and strategic approaches to the target audience. Analyses made taking into account the size and trends of the service sector in Turkey ensure that the platform is positioned effectively in the market. With customized services and user-friendly interface tailored to the needs of the target audience, ServiceHub aims to keep customer satisfaction at the highest level. By facilitating the interaction between service providers and users, the platform digitalizes service procurement processes and makes users' lives easier.

Strategic collaborations, digital marketing campaigns and continuous improvements based on user feedback are planned for ServiceHub's sustainable growth. The platform's technological infrastructure and security measures have been meticulously designed to gain the trust of users. The financial plan and operational structure have been prepared in detail to ensure the sustainability and profitability of the platform. ServiceHub aims to be a major player in the service industry in Turkey and achieve a leading position in the industry by making users' daily lives easier.

¹⁸³ Fig68. Implementation of Revenue Models



15.1 SERVICEHUB BUSINESS DESCRIPTION:

ServiceHub is a comprehensive online platform that aims to alleviate the complexities and time management challenges of modern life. It digitalises and facilitates service procurement processes by bringing various services such as cleaning, transportation, renovation, event planning and training to users' fingertips. The platform offers a reliable ecosystem to both service providers and service seekers with its user-friendly interface and high quality and security standards. Thanks to this platform, which allows users to use their time in the most efficient way, they can easily access the services they need by getting rid of complex and time-consuming search processes.

15.2 SERVICEHUB MARKET ANALYSIS:

The service sector in Turkey is growing rapidly with technological advances and changing lifestyles in recent years. Increasing population and urban transformation projects, especially in big cities, have increased the demand for services such as cleaning, renovation and transportation. Within the scope of market analysis, international and local competitors were examined in detail. By analyzing international platforms such as TaskRabbit, Thumbtack, AirTasker and local platforms such as Armut and Isin Olsun Hizmet, a solid foundation was created to determine ServiceHub's competitive advantages and create its strategies. These analyzes will allow the platform to succeed in the market by providing customer-focused services and developing innovative solutions.

15.3 SERVICEHUB TARGET AUDIENCE:

ServiceHub appeals to individuals and small businesses seeking a wide range of services. Individuals who live in big cities, work at a busy pace, and businesses that need various services constitute the main target audience of the platform. Additionally, freelancers and small businesses will have the opportunity to offer their services to large audiences. Users can make their daily lives more efficient and organized by easily accessing services such as cleaning, renovation and transportation. Service providers, on the other hand, can increase their business volume by creating detailed profiles in which they can showcase their skills and reach a wide customer base.

15.4 SERVICEHUB SERVICES:

ServiceHub offers a wide range of services such as cleaning, transportation, renovations, event planning and training. A variety of options and customized services are offered to meet users' every need. The platform allows users to easily access reliable and qualified service providers and helps users find the most suitable service for their needs. Service providers can showcase their skills and experience by creating detailed profiles on the platform, and users can evaluate and choose service providers through these profiles.

15.5 SERVICEHUB BUSINESS MODEL:

ServiceHub's business model is based on users creating service requests and service providers bidding on these requests. The platform constantly monitors and improves service quality through user reviews and feedback. Commissions and premium memberships received from service providers are among the platform's main sources of income. By offering secure payment systems and comprehensive support services to its users, ServiceHub facilitates the service procurement process and keeps user satisfaction at the highest level.

15.6 SERVICEHUB OPERATIONAL STRUCTURE:

The operational structure of the platform is based on user-friendly interface, secure payment systems and comprehensive support services. Profiles of service providers are examined in detail and quality checks are carried out. ServiceHub aims to provide a reliable solution in the service industry with its efforts to constantly improve its technological infrastructure and user experience. Users can easily find service providers on the platform and receive the service that best suits their needs. Additionally, there is a support team that users can reach if they experience any problems.

15.7 SERVICEHUB PLATFORM FEATURES:

ServiceHub has advanced search and filtering features that allow users to easily find the services they need. It gains the trust of users with secure payment systems, data protection measures and verified profiles of its service providers. The user-friendly interface ensures easy usability of the platform and feedback is taken into account to continuously improve the user experience. ServiceHub aims to make users' service procurement processes smooth and efficient.

15.8 SERVICEHUB MARKETING AND SALES STRATEGY:

ServiceHub's marketing strategy focuses on digital ads, social media campaigns, and improvements based on user feedback. It plans to reach the target audience with Google Ads, Facebook and Instagram campaigns. Collaborations with local businesses and influencers will increase the awareness of the platform. The user base will be expanded by increasing organic traffic with SEO and content marketing strategies. With references based on user satisfaction, the reliability of the platform and the number of users will be increased.

15.9 SERVICEHUB FINANCIAL PLAN:

The financial plan is based on the platform's setup costs, operational expenses and expected revenues. Start-up costs include technological infrastructure development, marketing campaigns and personnel costs. A net profit of 10,075,000 TL is targeted at the end of the first year. Commissions from service providers and

revenues from premium memberships constitute the main sources of income of the platform. The financial plan has been prepared in detail to ensure the sustainable growth and profitability of the platform.

15.10 SERVICEHUB RISKS AND MANAGEMENT:

The main risks the platform may face include competition, technological challenges and user satisfaction. To manage these risks, continuous innovation, analysis of user feedback and strengthening of the technological infrastructure are planned. Innovative solutions will be developed against the risk of competition to ensure differentiation of the platform. To manage technological risks, the technical team will constantly monitor the performance of the platform and make necessary improvements. User satisfaction will be measured regularly and feedback will be responded to quickly and effectively.

15.11 SERVICEHUB LEGAL AND REGULATORY PROCEDURES:

ServiceHub is structured to fully comply with legal and regulatory requirements in Turkey. Protection of users' personal data, secure payment systems and contracts with service providers constitute the legal infrastructure of the platform. All necessary legal procedures are followed to protect the rights of users and service providers. Compliance with data protection laws and preparation of service contracts ensures the reliability and legal compliance of the platform.

15.12 SERVICEHUB SUSTAINABILITY AND GROWTH STRATEGIES:

For ServiceHub's sustainable growth, it is aimed to expand the user base, continuously improve service quality and add new service categories. Growth is supported through strategic collaborations and digital marketing campaigns. Promotions and campaigns are organized to attract new users. Taking into account the satisfaction of service providers and users' feedback, the platform is constantly improved and expanded. With the addition of new service categories, more comprehensive solutions will be offered to users' needs.

15.13 SERVICEHUB MEASUREMENT AND EVALUATION:

User satisfaction, service quality and platform performance are measured and evaluated regularly. Continuous improvement is made using feedback and analytical data. Key performance indicators (KPIs) such as the number of users, service demand, and user satisfaction rates are monitored to measure the performance of the platform. Using analytical tools such as Google Analytics and user surveys, user experience and service quality are constantly evaluated and improved.

15.14 SERVICEHUB BUSINESS PLAN IMPLEMENTATION STAGES:

It includes stages such as implementing the business plan, developing the platform, registering service providers, launching marketing campaigns and optimizing the user experience. During the development phase, the technical infrastructure of the platform will be established and tested. During the marketing phase, digital marketing campaigns will be launched to reach the target audience. In the operational phase, service providers will be registered and users will be attracted to the platform. Using user feedback and analytical data, user experience will be continuously improved.

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87. **DataBox** - <https://databox.com>
88. **ProjectManager** - <https://www.projectmanager.com>
89. **Project Management** - <https://project-management.com>
90. **Asana** - <https://asana.com>
91. **QAT Global** - <https://qat.com>
92. **LAMBDATEST** - <https://www.lambdatest.com>
93. **Acronis** - <https://www.acronis.com>
94. **ISACA** - <https://www.isaca.org>
95. **CeyBer** - <https://ceyber.com/musteri-hizmetleri>
96. **ATLASSIAN** - <https://www.atlassian.com>
97. **EXPLODING TOPICS** - <https://explodingtopics.com>
98. **TP P technology** - <https://www.tpptechnology.com>
99. **Macrotrends** - <https://www.macrotrends.net>
100. **Università degli Studi di Siena** - <https://en.unisi.it>