

Mazdoor Connect - Strategic Blueprint V2

Continuation: Financial Projections, Execution Plan & Implementation Guide

Part 6: Financial Projections & Business Model

6.1 Startup Costs (Initial Investment Required)

Pre-Launch Phase (Month 0):

Item	Cost (Rs.)	Details
Business Registration	5,000	Sole proprietorship registration
Website Development	10,000	WordPress/Webflow template
Logo & Branding	8,000	Freelance designer on Fiverr
Marketing Materials	7,000	Flyer design + initial print (2,000 copies)
Phone/Internet Setup	3,000	WhatsApp Business line, internet
Worker Verification Costs	10,000	20 workers × Rs. 500 (NADRA + police check)
Legal Consultation	5,000	Worker contracts, terms of service
Miscellaneous	2,000	Unforeseen expenses
TOTAL	50,000	Minimum capital needed

Optional (If Budget Allows):

Item	Cost (Rs.)
Domain + Hosting (1 year)	8,000
Professional photography (workers)	15,000
Branded t-shirts for workers (20)	10,000
TOTAL WITH OPTIONAL	83,000

Recommendation: Start with Rs. 50,000 minimum. Add optional items as revenue comes in.

6.2 Monthly Operating Costs

Months 1-3 (Bootstrap Mode):

Expense	Monthly Cost (Rs.)	Notes
Marketing (Flyers, Posters)	10,000	5,000 flyers + local distribution
Phone/Internet	3,000	WhatsApp Business, mobile data
Transportation	5,000	Visiting workers, customer sites
Worker Incentives	5,000	Bonuses for good performance
Insurance Buffer	3,000	Self-insurance for damages
Payment Processing Fees	2,000	JazzCash/Easypaisa charges
Miscellaneous	2,000	Emergency expenses
TOTAL	30,000	Your monthly burn rate

Months 4-6 (Growth Mode):

Expense	Monthly Cost (Rs.)	Notes
Marketing	20,000	Expand to more areas
Customer Support (Part-time)	15,000	Hire someone 4 hours/day
Phone/Internet	5,000	Increased usage
Transportation	8,000	More coverage area
Worker Incentives	10,000	More workers, more bonuses
Insurance Buffer	5,000	More jobs = more coverage needed
Payment Processing	5,000	Higher transaction volume
Website Maintenance	3,000	Minor updates, hosting
Miscellaneous	4,000	
TOTAL	75,000	Reinvest profits here

Months 7-12 (Scale Mode):

Expense	Monthly Cost (Rs.)	Notes
Marketing	40,000	Digital ads + local marketing
Salaries (2 employees)	70,000	Customer support + operations
Office/Co-working	15,000	Small office space
Phone/Internet	8,000	Multiple lines
Transportation	12,000	Field operations
Worker Incentives	20,000	50+ workers on platform
Insurance	10,000	Professional coverage
Technology (Platform costs)	15,000	Server, SMS, payments
Payment Processing	12,000	Higher volume
Miscellaneous	8,000	
TOTAL	210,000	Funded by revenue

6.3 Revenue Model & Projections

Revenue Equation:

$$\text{Monthly Revenue} = (\text{Number of Jobs}) \times (\text{Average Platform Fee})$$

Pricing Tiers:

Job Value Range	Platform Fee	Worker Gets
Rs. 500-1,000	Rs. 100	90-80%
Rs. 1,001-2,500	Rs. 200	92-88%
Rs. 2,501-5,000	Rs. 300	94-91%
Rs. 5,001-10,000	Rs. 400	96-94%
Above Rs. 10,000	Rs. 500-1,000	95-90%

Average Platform Fee: Rs. 250 (weighted average based on typical job mix)

6.4 Month-by-Month Financial Projections (Year 1)

Month 1:

- Active Workers: 10
- Jobs Completed: 40 (10 workers × 1 job/week × 4 weeks)
- Average Fee: Rs. 200
- **Revenue: Rs. 8,000**

- **Costs: Rs. 30,000**
- **Net: -Rs. 22,000** (Loss - expected)

Month 2:

- Active Workers: 15
- Jobs Completed: 90 ($15 \text{ workers} \times 1.5 \text{ jobs/week} \times 4 \text{ weeks}$)
- Average Fee: Rs. 220
- **Revenue: Rs. 19,800**
- **Costs: Rs. 30,000**
- **Net: -Rs. 10,200** (Loss reducing)

Month 3:

- Active Workers: 20
- Jobs Completed: 160 ($20 \text{ workers} \times 2 \text{ jobs/week} \times 4 \text{ weeks}$)
- Average Fee: Rs. 230
- **Revenue: Rs. 36,800**
- **Costs: Rs. 30,000**
- **Net: +Rs. 6,800** (First profitable month!)

Month 4:

- Active Workers: 30
- Jobs Completed: 300 ($30 \text{ workers} \times 2.5 \text{ jobs/week} \times 4 \text{ weeks}$)
- Average Fee: Rs. 240
- **Revenue: Rs. 72,000**
- **Costs: Rs. 75,000**
- **Net: -Rs. 3,000** (Investment in growth)

Month 5:

- Active Workers: 40
- Jobs Completed: 480 ($40 \text{ workers} \times 3 \text{ jobs/week} \times 4 \text{ weeks}$)
- Average Fee: Rs. 245
- **Revenue: Rs. 117,600**
- **Costs: Rs. 75,000**
- **Net: +Rs. 42,600** (Strong profit)

Month 6:

- Active Workers: 50
- Jobs Completed: 650 ($50 \text{ workers} \times 3.25 \text{ jobs/week} \times 4 \text{ weeks}$)
- Average Fee: Rs. 250
- **Revenue: Rs. 162,500**
- **Costs: Rs. 75,000**
- **Net: +Rs. 87,500** (Healthy margin)

Month 7-8: (Scale & Hire)

- Active Workers: 75
- Jobs Completed: 900/month
- Average Fee: Rs. 255
- **Revenue: Rs. 229,500/month**
- **Costs: Rs. 210,000/month**
- **Net: +Rs. 19,500/month**

Month 9-10:

- Active Workers: 100
- Jobs Completed: 1,300/month
- Average Fee: Rs. 260
- **Revenue: Rs. 338,000/month**
- **Costs: Rs. 210,000/month**
- **Net: +Rs. 128,000/month**

Month 11-12:

- Active Workers: 150
- Jobs Completed: 2,000/month
- Average Fee: Rs. 265
- **Revenue: Rs. 530,000/month**
- **Costs: Rs. 210,000/month**
- **Net: +Rs. 320,000/month**

Year 1 Summary:

Metric	Total
Total Revenue	Rs. 2,520,000 (~Rs. 2.5M)
Total Costs	Rs. 1,380,000 (~Rs. 1.4M)
Net Profit	Rs. 1,140,000 (~Rs. 1.1M)
Total Jobs Completed	9,500
Active Workers (End of Year)	150
Monthly Active Customers	1,500

6.5 Year 2-3 Projections

Year 2 Goals:

- Expand to 3 cities (Karachi, Lahore, Islamabad)
- 500 active workers
- 8,000 jobs/month
- Monthly revenue: Rs. 2,000,000
- Annual revenue: Rs. 24,000,000

- Net profit margin: 30% = Rs. 7,200,000

Year 3 Goals:

- Operate in 10 cities
 - 2,000 active workers
 - 25,000 jobs/month
 - Monthly revenue: Rs. 6,500,000
 - Annual revenue: Rs. 78,000,000
 - Net profit margin: 35% = Rs. 27,300,000
-

6.6 Break-Even Analysis

Fixed Costs (Monthly): Rs. 30,000 (first 3 months) **Variable Cost per Job:** Rs. 20 (SMS, payment processing, insurance) **Average Revenue per Job:** Rs. 250

Break-Even Calculation:

$$\text{Break-Even Jobs} = \text{Fixed Costs} \div (\text{Revenue per Job} - \text{Variable Cost per Job})$$

$$\text{Break-Even Jobs} = 30,000 \div (250 - 20)$$

$$\text{Break-Even Jobs} = 30,000 \div 230$$

$$\text{Break-Even Jobs} = 131 \text{ jobs/month}$$

With 20 workers doing 2 jobs/week:

- 20 workers × 2 jobs/week × 4 weeks = 160 jobs/month
 - **You break even in Month 3**
-

6.7 Unit Economics (Per Job)

Example: AC Gas Refill Job

Item	Amount (Rs.)
Customer Pays Worker	3,000
Platform Fee (to you)	300
Worker Receives	2,700
Your Costs:	
SMS Notification	5
Payment Processing (2%)	6
Insurance Buffer	10
Platform/Server Costs	3
Total Variable Cost	
Your Profit per Job	276

Profit Margin: 92% (Incredibly high for marketplace business)

Why margins are so high:

- No physical goods
 - No delivery costs
 - No inventory
 - Minimal infrastructure
 - Workers are independent contractors (not employees)
-

6.8 Customer Lifetime Value (LTV)

Average Customer Behavior:

- Uses service 3 times per year
- Average job value: Rs. 2,500
- Average platform fee: Rs. 250
- Customer stays active for 3 years

LTV Calculation:

$$\begin{aligned} \text{LTV} &= (\text{Jobs per Year}) \times (\text{Fee per Job}) \times (\text{Years Active}) \\ \text{LTV} &= 3 \times \text{Rs. } 250 \times 3 \\ \text{LTV} &= \text{Rs. } 2,250 \text{ per customer} \end{aligned}$$

Customer Acquisition Cost (CAC):

- Organic (referrals, word of mouth): Rs. 0-100
- Flyers/Local marketing: Rs. 150-200
- Digital ads: Rs. 300-400

LTV:CAC Ratio:

- With organic: 22:1 (excellent)
- With paid ads: 6:1 (very good, industry standard is 3:1)

Payback Period:

- First job pays back acquisition cost
 - Rest is pure profit
-

Part 7: 90-Day Launch Execution Plan

Week 1: Foundation & Research

Day 1-2: Market Validation

Interview 10 homeowners in target neighborhood

- Questions to ask:
 - "When did you last need a plumber/electrician/AC mechanic?"

- "How did you find them?"
 - "What went wrong or could have been better?"
 - "Would you pay Rs. 200 extra for verified, reviewed workers?"
- Document responses in spreadsheet

Day 3-4: Worker Reconnaissance

- Visit 3 hardware stores, talk to workers who gather there
- Ask workers:
- "How do you currently get customers?"
 - "What percentage do middlemen take?"
 - "Would you join a platform that takes only Rs. 200 per job?"
- Collect 20 phone numbers of interested workers

Day 5-6: Competitive Analysis

- Research existing services (OLX, Facebook groups, local apps)
- Try booking from 3 competitors (if they exist)
- Document their strengths and weaknesses
- Identify gaps you can fill

Day 7: Decision Point

- Review all data collected
- Calculate: Are 50%+ of people willing to use this?
- Decision: GO or NO-GO
- If GO: Commit to 90-day plan
-

Week 2: Business Setup

Day 8-9: Legal Registration

- Register business (Sole Proprietorship - simplest)
 - Visit local Chamber of Commerce or do online
 - Cost: Rs. 5,000
 - Get NTN (National Tax Number) Open business bank account (optional but recommended)

Day 10-11: Brand Identity

- Finalize business name: "Mazdoor Connect" (or your choice)
- Design logo
 - Hire designer on Fiverr (Rs. 5,000-8,000)
 - Or use Canva (free) if budget is tight Choose brand colors (suggest: Blue = trust, Orange = energy)
- Create tagline: "Verified Workers, Fixed Prices, Fast Service"

Day 12-13: Digital Presence Setup

- Register domain: mazdoorconnect.pk or .com (Rs. 2,000/year)
- Set up website using WordPress or Webflow
 - Use template (don't build from scratch)
 - Essential pages: Home, How It Works, Workers, Contact Create social media accounts:

- Facebook page
- Instagram account
- WhatsApp Business number
- Set up Google My Business listing

Day 14: Marketing Materials

- Design flyer (Urdu + English)
 - Print 2,000 copies (Rs. 5,000)
 - Design digital assets (social media posts)
 - Prepare worker onboarding packet
-

Week 3: Worker Recruitment (CRITICAL WEEK)

Day 15-16: Source Workers

- Visit 5 hardware stores in target area
- Ask store owners: "Who are the best AC mechanics/electricians you know?"
- Visit 2 construction sites, ask foremen for recommendations
- Post in Facebook groups: "Looking for experienced AC mechanics to join new platform"
- Check OLX, contact workers advertising services
- Target: Collect 40 worker contacts

Day 17-18: Initial Screening

- Call all 40 workers
- Explain concept: "Platform connects you with customers, you keep 90% of payment"
- Ask screening questions:
 - Years of experience?
 - Specialties?
 - How many jobs do you typically do per week?
 - Do you have CNIC and are willing to get police verification?
- Select 25 who seem most professional and interested

Day 19-20: In-Person Interviews

- Meet workers at central location (cafe, your office, their workshop)
- Assess:
 - Professionalism (on-time, well-groomed, polite)
 - Communication skills (can they explain technical issues simply?)
 - Attitude (customer-service oriented?)
- Explain platform rules:
 - No side deals with customers
 - Professional behavior required
 - Ratings below 4.0 = warning, below 3.5 = removal
- Collect documents: CNIC copy, 2 customer references

Day 21: Verification Process

- Verify all CNICs via NADRA (online, Rs. 50 each)
- Call reference customers
 - "How was work quality?"

- "Was pricing fair?"
 - "Would you hire again?"
- Initiate police verification (takes 5-7 days, costs Rs. 500 each)
-

Week 4: Worker Onboarding & Training

Day 22-23: Skill Testing

- Arrange test jobs for AC mechanics:
- "Diagnose why my AC isn't cooling" (use your own AC or a friend's)
 - Watch how they approach problem, communicate, and fix it
 - Pay them Rs. 1,000 for the test
- Only accept workers who demonstrate:
- Proper diagnostic approach
 - Clear communication
 - Clean work habits
- Target: Approve 20 out of 25 workers

Day 24-25: Onboarding Session

- Host group training session (3 hours)
- Cover:
- **Platform overview:** How customers find you, how booking works
 - **Customer service:** Be on time, be polite, explain work, clean up after
 - **Pricing:** Show them fair price ranges, let them choose where in range
 - **Safety:** Basic safety protocols to avoid accidents
 - **Payment process:** How they receive money (within 24 hours)
- Issue branded t-shirts (if budget allows)
- Take professional photos of each worker

Day 26-27: Profile Creation

- Create profile for each worker on website:
- Professional photo
 - Name, age, years of experience
 - Specialties
 - Verification badges
 - Starting rating: 5.0 (no reviews yet)
- Show workers their profiles, get approval

Day 28: Soft Launch Prep

- Website is live with 20 worker profiles
- WhatsApp Business number is active
- Payment accounts set up (JazzCash/Easypaisa merchant accounts)
- First 5 workers are "on-call" for immediate jobs
- You're ready to receive first customer
-

Week 5-6: Soft Launch (Limited Geographic Area)

Day 29-30: Flyer Blitz

- Distribute 1,000 flyers in ONE neighborhood (your target beach head)
- Methods:

- Door-to-door in apartment buildings
- Hand to people in markets
- Leave stacks at grocery stores, pharmacies
- Give to security guards with incentive (Rs. 200 per referral)

Day 31-35: First 10 Customers

- When customers contact via WhatsApp, respond within 5 minutes
- Process:

1. Understand their problem: "AC not cooling for 3 days"
2. Recommend worker: "Ahmed is excellent with split ACs, 4.8 rating, available today 3pm"
3. Share worker's number
4. Follow up after job: "How did it go?"

- Target: 10 jobs in Week 5

Day 36-42: Optimize & Learn

- After each job, call customer:
 - "Was Ahmed on time?"
 - "How was the work quality?"
 - "Was pricing fair?"
 - "What could we improve?"
 - Document feedback
 - Fix any issues immediately
 - Ask happy customers: "Can you leave a review and refer a friend?"
-

Week 7-8: Growth Acceleration

Day 43-49: Expand to 50 Customers

- Distribute another 2,000 flyers (wider area)
- Post in 10 WhatsApp groups
- Activate referral program:
 - "Refer friend, you both get Rs. 500 credit"
 - Create simple referral link/code
- Launch Facebook page, post daily
- Target: 40 more customers (50 total)

Day 50-56: Recruit 10 More Workers

- Based on demand, recruit in needed categories
 - If AC mechanics are booked up, recruit more AC mechanics
 - If getting electrician requests, prioritize electricians
 - Use same recruitment process (verify, test, train)
 - Target: 30 total workers by Day 56
-

Week 9-10: Operations Scaling

Day 57-63: Systematize

- Create job tracking spreadsheet:
 - Columns: Date, Customer, Worker, Service, Amount, Status, Rating
- Set up automated SMS notifications (use SMS gateway like SMS.to)
- Create standard templates:
 - Booking confirmation message
 - Worker assignment notification
 - Payment confirmation
 - Review request
- Hire part-time assistant (4 hours/day, Rs. 15,000/month)
 - They handle: Customer calls, worker coordination, follow-ups
 - You focus on: Strategy, worker recruitment, quality control

Day 64-70: Quality Assurance

- Call 20 past customers randomly
 - "How was your experience?"
 - "Any complaints we should know about?"
 - "Would you use us again?"
 - Identify any workers with consistent issues
 - Provide feedback/retraining or remove from platform
 - Celebrate top performers (public recognition, bonus)
-

Week 11-12: Prepare for Scale

Day 71-77: Analyze & Optimize

- Review all data from 90 days:
 - Total jobs: (target: 200+)
 - Revenue: (target: Rs. 50,000+)
 - Customer satisfaction: (target: 4.5+ average rating)
 - Worker retention: (target: 80%+ still active)
- Identify what's working:
 - Which marketing channels bring most customers?
 - Which service categories are most demanded?
 - Which workers get most bookings and why?
- Identify what's not working:
 - Which marketing spent is wasted?
 - Which workers underperform?
 - What customer complaints are recurring?

Day 78-84: Plan Next Phase

- Set Month 4-6 goals:
 - 500 jobs/month (2.5x current)
 - 50 active workers

- Rs. 125,000 revenue/month
 - Expand to adjacent neighborhood
- Budget for Month 4-6: Rs. 75,000/month
- Decide: Continue bootstrapping or seek investment?

Day 85-90: Momentum

- Launch one new feature/improvement:
- Option 1: WhatsApp bot for automated booking
 - Option 2: Google Maps integration (show workers on map)
 - Option 3: Subscription plan (monthly AC maintenance contract)
- Host appreciation event for workers (dinner, certificates)
- Celebrate 90-day milestone publicly (social media post)
- Commit to next 90 days
-

Part 8: Worker Recruitment Playbook (Deep Dive)

8.1 Where to Find Workers

Channel 1: Hardware Stores (BEST)

- Hardware store owners know ALL the good workers in the area
- Workers frequent hardware stores to buy supplies
- **Action Plan:**
 - Visit 10 hardware stores in your target area
 - Talk to owner: "I'm creating a platform that sends workers more customers. Who are the best electricians/plumbers you know?"
 - Get names and phone numbers
 - Ask owner: "Can I put my flyer in your store?"
 - Leave your card, offer Rs. 500 for every worker they refer who joins

Channel 2: Construction Sites

- Active construction sites employ skilled workers
- **Action Plan:**
 - Visit 5 construction sites
 - Ask to speak with foreman/supervisor
 - "I'm looking for experienced workers who want extra income on weekends"
 - Collect contacts
 - Sometimes workers are employed full-time but do side jobs—perfect for you

Channel 3: Online Classifieds (OLX, Rozee.pk)

- Workers post ads offering services
- **Action Plan:**
 - Search "electrician Karachi," "AC mechanic," etc.
 - Call them: "I run a platform that sends customers to verified workers. Interested?"
 - Pre-qualified (they're already looking for customers)

Channel 4: Facebook Groups

- "Karachi Electricians," "Plumbers Network Pakistan"
- **Action Plan:**
 - Join relevant groups
 - Post: "Platform looking for verified workers—earn 90% of every job. DM for details"
 - Respond to workers posting "looking for work"

Channel 5: Worker Referrals (BEST for Quality)

- Your best workers know other good workers
- **Action Plan:**
 - After a worker completes 10 jobs successfully, ask: "Who are 3 other excellent workers in your field that you'd recommend?"
 - Offer Rs. 1,000 bonus for every referral who joins and completes 5 jobs
 - Quality is highest through this channel

Channel 6: Technical Training Institutes

- TEVTA (Technical Education & Vocational Training Authority) and similar institutes graduate skilled workers
 - **Action Plan:**
 - Contact local TEVTA campus
 - Ask to speak to graduates of AC repair, electrical, plumbing courses
 - They're freshly trained, eager to work
 - Can be molded to your platform's standards
-

8.2 Screening Questions (Phone Interview)

When worker calls or you call them, ask:

Experience & Skills:

1. "How many years have you been doing this work?"
 - Looking for: 3+ years (experienced), or fresh graduate with certification
2. "What are your specialties?"
 - Example for AC mechanic: "Split ACs, window ACs, inverter ACs, installation, repair, gas filling"
3. "What brands/types do you work with most?"
 - Tests specificity and expertise
4. "Describe the last complex problem you solved."
 - Tests problem-solving and communication skills

Availability & Commitment: 5. "How many jobs do you typically do per week?"

- Looking for: Active workers (10+ jobs/week) or those wanting more work
6. "Are you available on weekends?"
 - Weekends are highest demand

7. "Can you respond to emergency calls?" (for electricians, plumbers)

- Tests willingness to go extra mile

Platform Fit: 8. "Have you used any service platforms before? (Like Careem, Bykea, etc.)"

- Tests tech-savviness

9. "Are you comfortable with customers rating your work?"

- Tests openness to feedback

10. "Do you have valid CNIC and are you willing to get police verification?"

- Non-negotiable requirement

Economics: 11. "Currently, how much commission do you pay to people who send you customers?" -

Understand their current economics 12. "Would you join a platform that sends you customers but takes only Rs. 200-300 per job?" - Gauge interest

Red Flags to Watch For:

- ✗ Vague answers ("I do everything")
- ✗ Can't describe past work clearly
- ✗ Unwilling to provide references
- ✗ Asks for upfront payment to join
- ✗ Reluctant to verification
- ✗ Rude or unprofessional on phone

Green Flags:

- ✅ Specific, detailed answers
- ✅ Asks good questions about platform
- ✅ References satisfied customers
- ✅ Professional communication
- ✅ Excited about opportunity

8.3 Verification Checklist (Do NOT Skip)

Level 1: Document Verification (Day 1)

- CNIC photocopy collected
- CNIC verified via NADRA online (Rs. 50)
- Check CNIC is not blacklisted/fake
- Phone number verified (must be active 6+ months)
- Permanent address noted

Level 2: Reference Checks (Day 1-2)

- Collect 2 customer references (names, numbers)

- Call both references:

- "How was the quality of work?"
- "Was pricing fair and agreed-upon?"
- "Any issues with behavior or professionalism?"
- "Would you hire [worker name] again?"

If references are fake or poor feedback, reject worker

Level 3: Physical Verification (Day 2-3)

Visit worker's home address or workshop

- Verify it's a real, valid address
- Meet family if possible (adds accountability)
- See their tools (good workers have quality tools)

Or ask worker to visit you with all documents

- Observe punctuality, appearance, attitude

Level 4: Police Verification (Day 3-10)

Worker provides passport-size photos

You submit for police verification (Rs. 500, takes 5-7 days)

Collect certificate when ready

Store in worker file

Level 5: Skill Test (Day 7-10) For AC Mechanics:

Arrange test on actual AC (yours or friend's)

Give scenario: "AC not cooling properly"

Observe:

- Diagnostic approach (checks gas pressure, filters, compressor)
- Proper tool usage
- Cleanliness (puts mat down, cleans unit)
- Communication (explains problem in simple terms)
- Solution (fixes issue correctly)

Pay Rs. 1,000 for test

Pass/Fail decision

For Electricians:

Test: "Install this ceiling fan" or "Check why this socket isn't working"

Observe safety practices (turns off main switch, tests wires)

For Plumbers:

Test: "Fix this leaking tap" or "Check this drain blockage"

Observe cleanliness and problem-solving

Approval Criteria:

- Must pass ALL 5 levels
- Expect 60-70% approval rate (if you're strict)
- Better to reject 40% than have bad workers damage your brand

8.4 Worker Onboarding & Training

Onboarding Session Agenda (3 hours):

Part 1: Platform Overview (30 minutes)

- Explain business model:
 - "Customers find you on our app/website"

- "We send you job notifications"
- "You complete job, customer pays you"
- "You keep 90-95%, we take Rs. 200-300"
- Show them the website, their profiles
- Walk through how customers will book them

Part 2: Customer Service Training (60 minutes)

- **Punctuality:**
 - "If you say 3pm, arrive at 3pm"
 - "If delayed, call customer 15 minutes in advance"
 - "Being late without calling = bad review = fewer future jobs"
- **First Impression:**
 - "Dress clean (workers uniform if provided)"
 - "Greet politely: 'Assalam-o-Alaikum, I'm Ahmed from Mazdoor Connect'"
 - "Show ID badge (we'll provide)"
- **During Work:**
 - "Explain problem in simple language (not technical jargon)"
 - "Ask permission before starting work"
 - "Put mat/sheet down to protect floor"
 - "Take before/after photos (for your records and ours)"
- **After Work:**
 - "Clean up completely"
 - "Show customer what you did"
 - "Ask: 'Are you satisfied? Any questions?'"
 - "Don't rush payment conversation—let customer inspect first"
- **Difficult Situations:**
 - "If customer complains about price: 'Let me call Mazdoor Connect office'"
 - "If you can't fix issue: 'I'll consult my supervisor and return tomorrow'"
 - "If customer is rude: Stay professional, report to us later"

Part 3: Pricing & Payment (20 minutes)

- Show pricing table for common jobs
- Explain: "You can charge anywhere in this range based on complexity"
- Payment process:
 - "Customer pays you in cash or JazzCash"
 - "You confirm payment received via WhatsApp"
 - "Our platform fee is deducted when we transfer weekly earnings"
 - OR "Customer pays you full amount, you send us platform fee within 24 hours"

Part 4: Platform Rules (20 minutes)

- **No Side Deals:**
 - "Don't ask customers to hire you directly next time bypassing platform"
 - "We verify this—if caught, immediate removal!"

- **No Overcharging:**
 - "Charge fair price within range"
 - "We track complaints—consistent overcharging = removal"
- **No Inappropriate Behavior:**
 - "Always professional, respectful, especially with female customers"
 - "One complaint of inappropriate behavior = permanent ban"
- **Rating System:**
 - "Customers rate you 1-5 stars"
 - "4.0+ is good, 4.5+ is excellent"
 - "Below 4.0 = warning, below 3.5 = removal from