

# 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
<b>TOTAL</b>	<b>50,000</b>	<b>Minimum capital needed</b>

**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
<b>TOTAL WITH OPTIONAL</b>	<b>83,000</b>

**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
<b>TOTAL</b>	<b>30,000</b>	<b>Your monthly burn rate</b>

#### 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	
<b>TOTAL</b>	<b>75,000</b>	<b>Reinvest profits here</b>

#### 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	
<b>TOTAL</b>	<b>210,000</b>	<b>Funded by revenue</b>

### 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 workers  $\times$  1.5 jobs/week  $\times$  4 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 workers  $\times$  2 jobs/week  $\times$  4 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 workers  $\times$  2.5 jobs/week  $\times$  4 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 workers  $\times$  3 jobs/week  $\times$  4 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 workers  $\times$  3.25 jobs/week  $\times$  4 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)
<b>Net Profit</b>	<b>Rs. 1,140,000 (~Rs. 1.1M)</b>
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:

Break-Even Jobs = Fixed Costs ÷ (Revenue per Job - Variable Cost per Job)  
 Break-Even Jobs = 30,000 ÷ (250 - 20)  
 Break-Even Jobs = 30,000 ÷ 230  
 Break-Even Jobs = 131 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
<b>Your Costs:</b>	
SMS Notification	5
Payment Processing (2%)	6
Insurance Buffer	10
Platform/Server Costs	3
<b>Total Variable Cost</b>	<b>24</b>
<b>Your Profit per Job</b>	<b>276</b>

**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)
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**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:**

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

**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
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**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

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### 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
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### 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)
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## **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
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## **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?"
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## **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
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## 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)
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## 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
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## 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
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### **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

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**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

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## 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"