Name – Mithlesh Maurya

6+Years of experience , Started as a marketing guy , moved up as an team leader , and got promoted as analyst in IDFC first bank in their liability team , I am an aspiring Product Manager as my short term goal , and consistently looking opportunities in this field , below is my work done as per the current trends , where people are focusing on health and cheaper way of commuting for their daily needs , but not getting time in their busy schedule , so this business model will be a primary step for them to go 1 step ahead in their goal of fitness , Today lot of countries too have adopted this criteria , of travelling to their offices and market place safe and connected to technology . So requesting you to please have a look , and rate me .

Assignment - Create a business model that satisfies the following criteria:

1. The business must operate for only 7 days.

2. The overall investment for the assignment must not exceed rs 7000.

3. Utilize easily available materials in-house.

4. Incorporate technology for operational efficiency.

5. The business should involve a maximum of two people on the ground.

Statement 1 - The business must operate for only 7 days

Considering a business model of a newly launched Commuter-bike which has already created a buzz in the market and the company has a market presence of more then 2 years , This business provides high-quality, high efficient, ecofriendly, pocket-friendly and highly reliable Commuter bikes and its services for customers' and their users but operates for only 7 days in a particular location , and has a wide spread network , targeting individuals who need bikes to manage their daily activities and travelling in a safe and a pocket friendly way. As a Business Analyst you also need to think and act like a product manager .

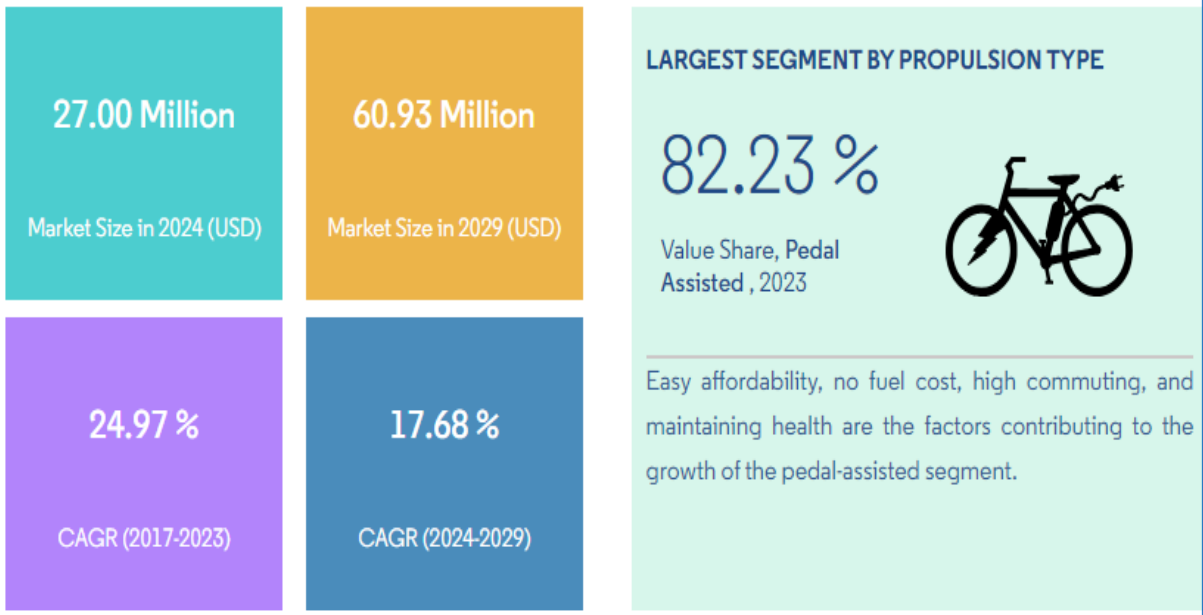1).Below are the business model components:

Market Research and Target Audience:

1st we have to Conduct market research to identify the target audience, focusing on individuals or on the niche market .

Then choosing a strategic location with high visibility and accessibility, such as a busy shopping center, corporate office park, or event venue, where potential customers are likely to see and access the service easily and this will help us gain their trust , as this type of location will itself make our brand trustworthy and visible .

Offer a range of services tailored to meet the needs of customers within a short timeframe. This may include the product catelogs , brochurs , google forms , and a scanner on them , which after opening leads the user to our webpage or to a page where user can see the details about the product and should have an options to pre – book it too, also keeping 2 -3 samples of product, for trial.

According to recent survey conducted , India E-bike Market Analysis. The India E-bike Market size is estimated at 27.00 million USD in 2024, and is expected to reach 60.93 million USD by 2029, growing at a CAGR of 17.68% during the forecast period (2024-2029).

27.00 Million	60.93 Million
Market Size in 2024 (USD)	Market Size in 2029 (USD)
24.97 %	17.68 %
CAGR (2017-2023)	CAGR (2024-2029)

LARGEST SEGMENT BY PROPULSION TYPE

82.23 %

Value Share, Pedal Assisted , 2023

Easy affordability, no fuel cost, high commuting, and maintaining health are the factors contributing to the growth of the pedal-assisted segment.

LARGEST SEGMENT BY APPLICATION TYPE

79.16 %

Value Share,
City/Urban , 2023

High usage of bicycles by students and wage workers for daily commuting and benefits such as time-saving and cheap maintenance are the factors responsible for the growth of city/urban bikes.

LARGEST SEGMENT BY BATTERY TYPE

86.78 %

Value Share, Lithium-Ion Battery , 2023

Extended range, quick charging capability, long running life, and declining prices gradually are the factors responsible for the higher usage of lithium batteries.

FASTEST-GROWING SEGMENT BY PROPULSION TYPE

21.76 %

Projected CAGR,
Speed Pedelec , 2024-2029

The speed pedelecs segment is growing rapidly due to consumers' increasing interest in speedy bikes for various purposes, such as long-distance travel and adventure rides.
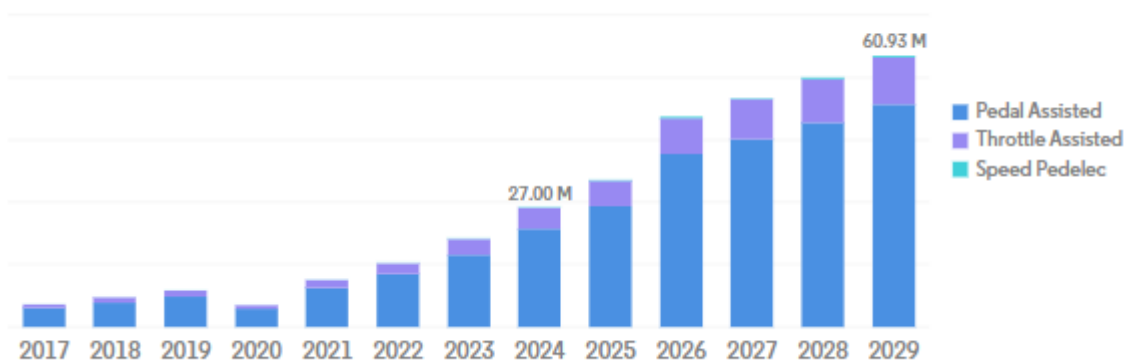
LEADING MARKET PLAYER

23.35 %

Market Share, Hero
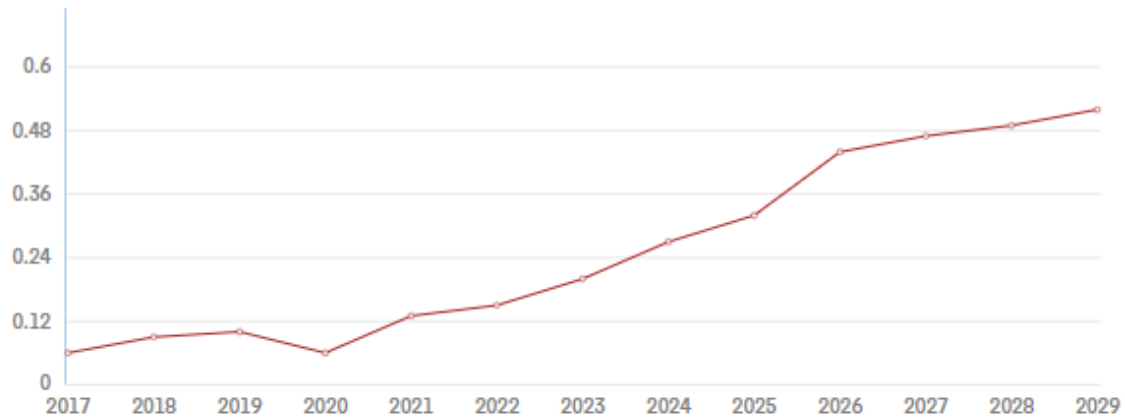Cycles Limited , 2022

HEROⓔLeCTRIC
The smart move

Domestic production, brand awareness among people, strong customer belief, and good customer support have made Hero the largest player in India.

India E-bike Market, by propulsion type, Value, USD, 2017 - 2029

The Indian E bike Market Trend

## E-bike Market Penetration Rate, Volume Percentage, India, 2017 - 2029

E-bike adoption has increased with the return of commercial operations and the lifting of trade barriers of lockdown. The country's import and export activities have improved as a result of the removal of trade restrictions. The adoption rate for e-bikes is anticipated to increase to 5.00% in 2029 from 0.60% in 2022 as a result of customer attraction to e-bikes due to their features and advantages, such as fuel saving and time-saving.

India shows a steady increase in the percentage of population commuting 5-15 km daily, indicating evolving travel distances.

People in various cities have embraced the bicycle culture, and the demand for bicycles in India has increased over the past few years. However, commuter travel of 5-15 kilometers is still relatively low compared to other modes of transportation, as most people prefer to travel via various modes such as two-wheelers and public transportation. Less than 5% of the population chose to commute via bicycles to nearby places within 5-15 kilometers in 2019.

However, in 2020, traveling between 5 and 15 kilometers increased as many people started exercising and using bicycles to travel to nearby marketplaces for buying essentials during the lockdown. Such factors increased the demand for bicycles in India in 2020 over 2019.

Proportion of 5-15 Km Daily Travelers, Percentage, India, 2017 - 2029
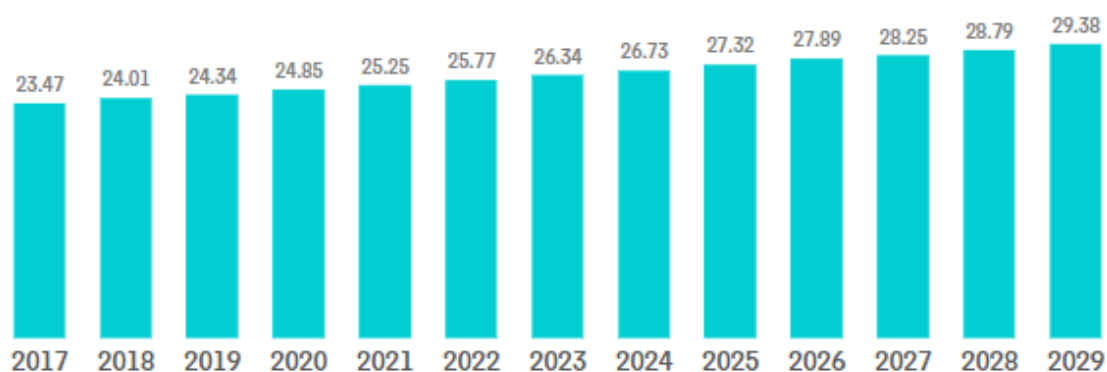
The 7 Day schedule :

Preparations and Marketing Strategy Development

Morning:

Conduct a brainstorming session to devise a marketing strategy focusing on local neighborhoods, office complexes, and small businesses. Create promotional materials such as flyers, business cards, and banners. These are internal sources present in the company .

Afternoon:

Print promotional materials and Identify key locations and target customers within the service area., or remove a statistical data of how many customers are average owner or are willing to buy E-bicycles , usine SCO or a survey once the data is ready , analyse it , apply various approach to train the test the model .

Day 1: Marketing and Promotion

Morning:

Distribute flyers and business cards in targeted residential areas, office complexes, and commercial centers.

Afternoon:

Approach local businesses to offer discounted rates and services for their employees . Utilize social media platforms to promote the service and engage with potential customers in that location., also monitor the footfalls give brochures to visitors and adop strategy of customer enegment.

Day 2: Booking and Scheduling

Morning:

Set up a simple booking system, such as phone or text reservations. Give Attractive discounts and offers explain them the features through updated technology , where at a time we can interact with more then 1 or more customers .

Afternoon:

Confirm appointments and optimize scheduling to maximize efficiency.

Day 3: Service Delivery and Customer Engagement

Morning:

Begin providing test rides at scheduled appointments, focusing on delivering high-quality results and exceptional customer service.

Afternoon:

Encourage satisfied customers to refer friends and family by offering referral discounts. Collect feedback from customers to identify areas for improvement.

Day 4: Customer Follow-Up and Promotion

Morning:

Follow up with customers who have taken our services and product to thank them for their business and request testimonials or reviews.

Afternoon:

Offer special promotions or discounts for additional services to encourage repeat business. Implement a customer loyalty program to reward frequent customers.

Day 5: Networking and Partnerships

Morning:

Attend local networking events or business meetings to promote the service and establish partnerships with other local businesses.

Afternoon:

Explore potential collaborations with car dealerships, rental agencies, or parking facilities to offer bundled services or cross-promotions.

Day 6 and 7: Evaluation and Future Planning

Morning:

Analyze the effectiveness of marketing strategies and customer acquisition efforts.Review financial performance and identify areas for improvement or expansion.

Afternoon:

Develop a plan for future growth and sustainability, including strategies for increasing customer base, expanding service offerings, and optimizing operational efficiency.

By following this 7-day business plan, can effectively utilize its manpower to generate business, attract customers, and establish a strong foundation for future growth and success within the limited 7-day operating period.

The overall investment for the assignment must not exceed rs 7000:-

The business should be executed in such a way that it should be with in the budget planned of Rs 7000 .

Here are few steps by which we can full fill this :

1) Make sure to use most of the resources from within the company .
2) Reduce travelling expenses of both the workers such that they are from local area , and are well versed with with the product and the features.
3) The templates, brochures and visiting card should be used with the resources provided within the company .
4) Set up a simple booking system using free online tools or social media messaging platforms.
5) The office setup should be in a portable and fragile way , not a permanent office or a structure to rent or lease or buy for our busness to execute .
6) Use technology or other gadgtes to gather user data and client data .
7) Keep attractive offers so that the returns are bigger then the amount invested of 7000/-.
8) The stock should be kept well stacked , within the limited resources available with in the company .

9) Finances should be cut down for any kind of physical promotion or marketing instead should be focusing on online marketing and online promotion.
10) The place to be rented should be in a portable vehicle provided by the company so that we don't pay any other amount to 3ʳᵈ party for rent or any such kind of expenses.
11) Proper detailed analysis should be made of the population of that area and how is their purchasing power parity ,and accordingly the product pricing , or strategy should be made, this will help us in getting the cost incurred in marketing and promotional activities.
12) As an analyst we should try to get the market trends , patterns ,market behaviour and give optimise solution from data and prepare a pricing for the product and select a proper location.
13) Considering this point wil make our business model run successfully with minimum workforce of 2 people.
14) Apply internal control and cost control strategies .

Figure 1
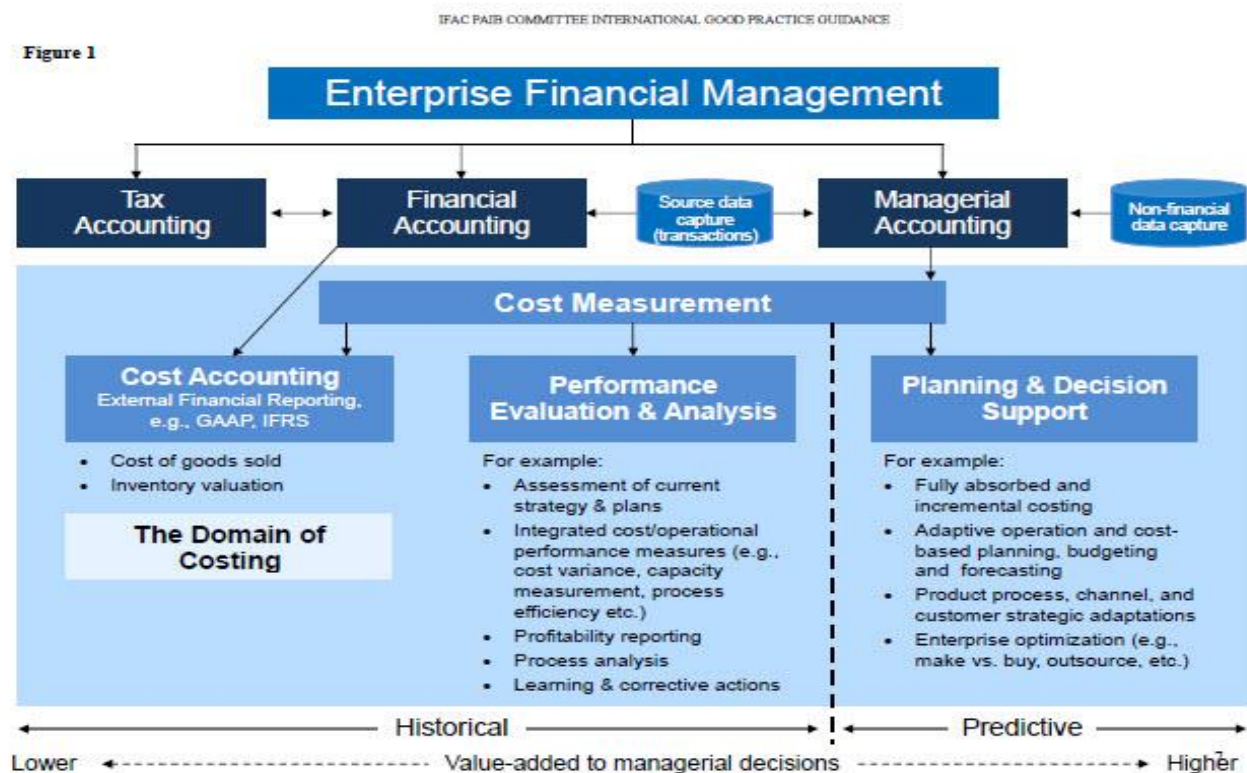
Incorporate technology for operational efficiency:-

Implementing technologies for 7 days business model :-

Implementing AR technologies and VR technologies :- This will give a very premium and standard impression to the client where he /she can see the product features and have a actual concept built in his mind ,also this will reduce help in cost cutting .
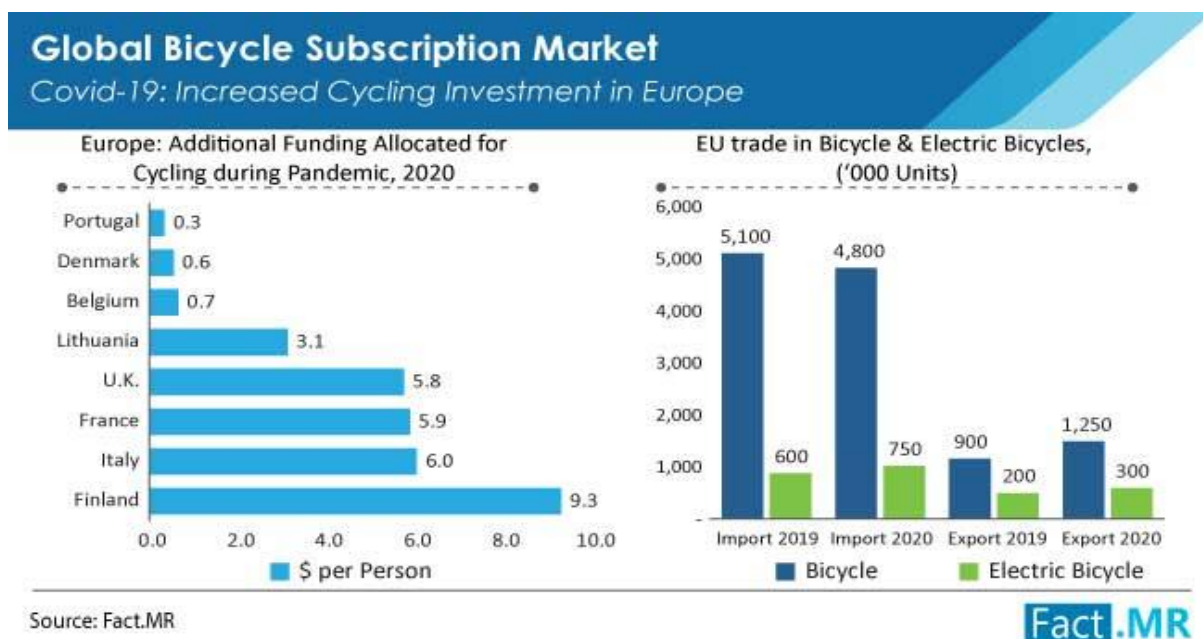
Use of mixed Reality - Create mixed reality training programs for e-bike riders to learn about safety practices, traffic rules, and bike maintenance procedures , and show them the product features and Use immersive simulations and interactive modules to provide hands-on training experiences in a virtual environment before riders hit the road.

Mobile Payments and contactless transactions :- Enable mobile payment options and contactless payment methods such as NFC, QR codes, or mobile wallets to facilitate seamless and secure transactions for customers.

Subscription based business models :- Offer subscription-based services that provide customers with access to products or services with recurrent basis , such as subscription boxes or SaaS Solutions .

Global Bicycle Subscription Market
Covid-19: Increased Cycling Investment in Europe

Europe: Additional Funding Allocated for Cycling during Pandemic, 2020

Country	$ per Person
Portugal	0.3
Denmark	0.6
Belgium	0.7
Lithuania	3.1
U.K.	5.8
France	5.9
Italy	6.0
Finland	9.3

EU trade in Bicycle & Electric Bicycles, ('000 Units)

	Import 2019	Import 2020	Export 2019	Export 2020
Bicycle	5,100	4,800	900	1,250
Electric Bicycle	600	750	200	300

Source: Fact.MR

Fact.MR

Conclusion-

This 7 days business model if executed in a proper way will be a success because with less investment with 2 workforce with a aligned objective we can run this model and chances of profit will be always more , avoiding outsourcing of manpower and avoiding relying on outdated business model in this fast pace world with growth of tech every day and evolution of AI , if we implement this variables in our model , the outcome will be effective and as a business analyst where we have to think 360 degree from data , modeling , pricing , product , marketing , finance etc , we play a major role in growth of this business model.

Thankyou

Regards

Mithlesh Maurya