

# DrukShiftr



**DrukShiftr**

We Connect you with your home shifters



Sangay Phuntsho



17503517



sphuntshok99@gmail.com



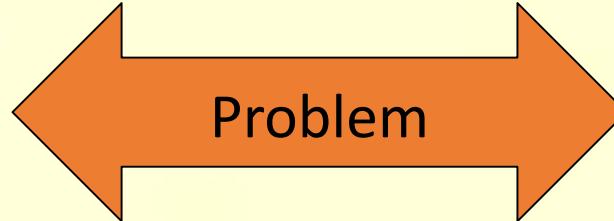
# Problem



DrukShiftr

Anonymous participant · AI info · Oct 26, 2024 ·

**Looking for DCM pro  
short body.to shift house  
hold towards pling  
Contact  17680723**



Anonymous participant · Feb 18 ·

Bolero service for house shifting, transporting any kind of goods, etc. within thimphu as well as other dzongkhag at resonable rate.  
Call; 17330530



**BOLEARO for HIRE**  
 **17330530**  
For goods and any items transportation such as house shifting and things shifting.

Service Areas:  
>Thimphu

**Will do in reasonable rate la.**

Service seeker

Service Provider

- Difficulty in finding reliable car/truck rentals for shifting houses.
- Time-consuming process with no price transparency.
- Limited access to trusted vendors.

# Solution

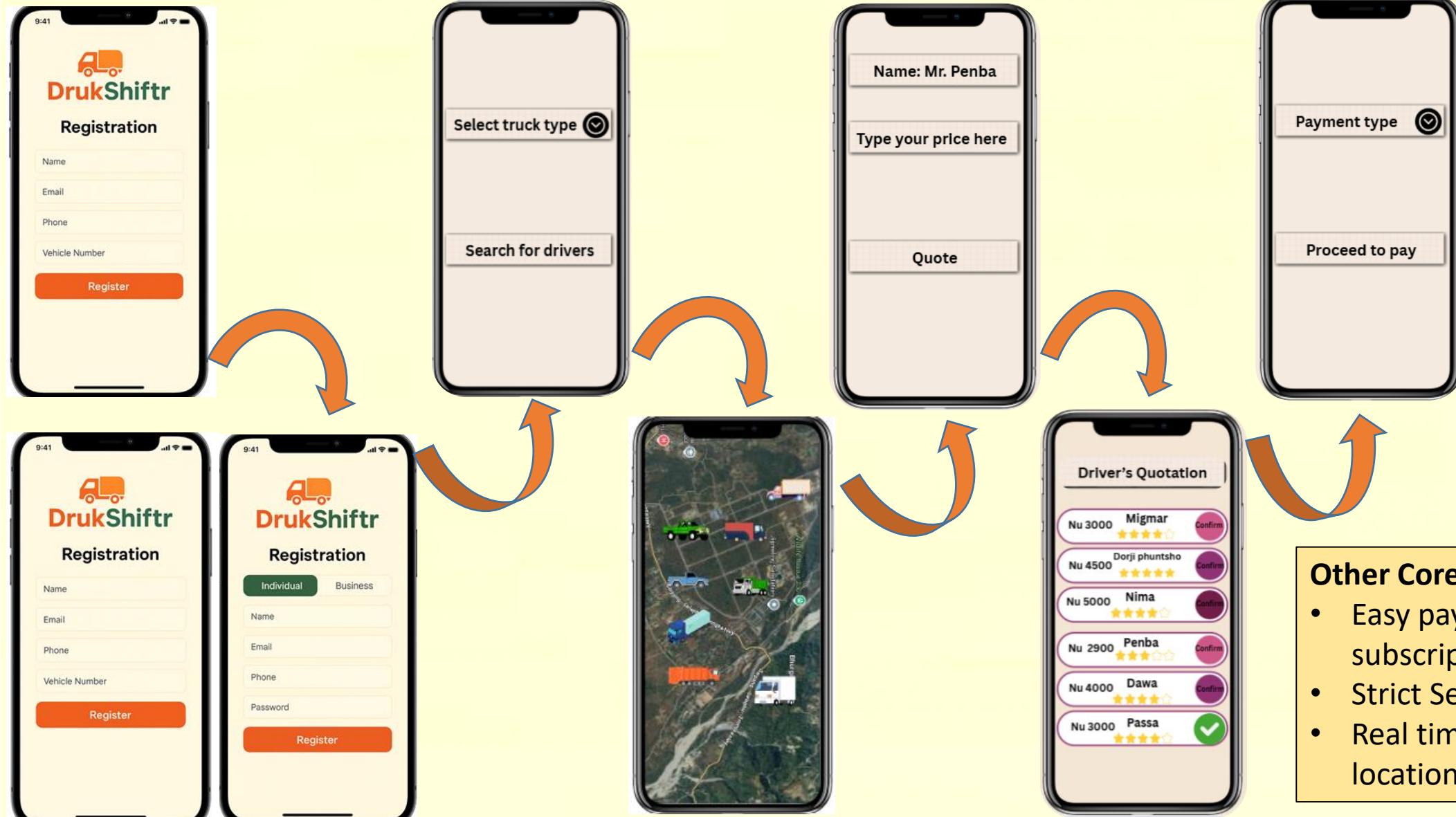


DrukShifter: We Bridge the Gap



We make house shifting stress-free by offering instant access to affordable, reliable car and truck rentals through a smart, easy-to-use booking app.

# MVP



## Other Core features

- Easy payment getaway for subscriptions and payments
- Strict Security and privacy
- Real time tracking of driver's location

# Target market and size



164,331 household units in the country (NSB)

11,032 service industries in **Bhutan** (MOICE, 2024)

7,982 heavy vehicles and 1970 medium vehicles as of December 2024 (BCTA 2024)

Bhutan has 1,117 schools and educational institutions (Business Bhutan)



# Marketing strategies and competitive advantage

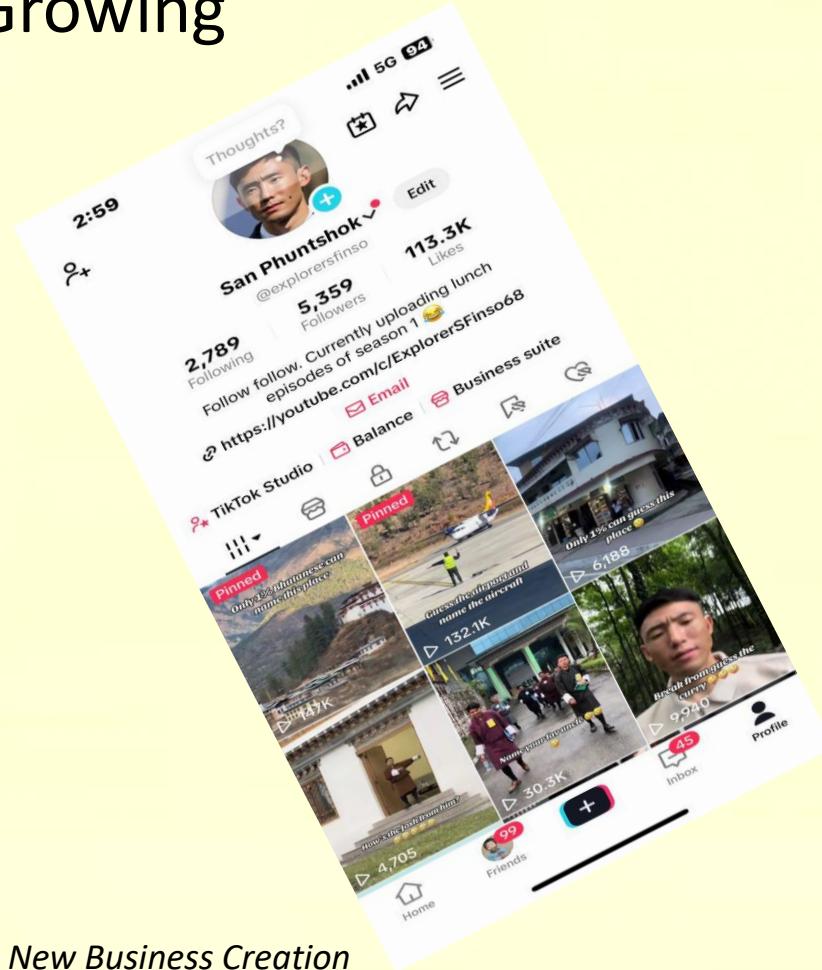


Personal Tiktok account (Growing steadily)

Other Social media

Events

Awareness campaigns



First mover advantage in Bhutan

Highly scalable

Less upfront cost



# Business model



Driver subscription-Nu 300 per month

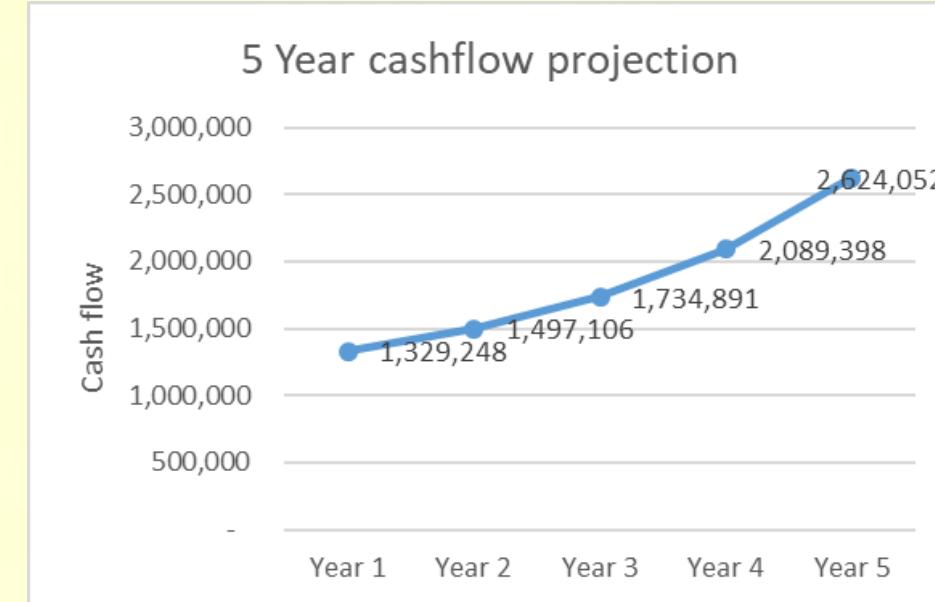
Individual fee per transaction-Nu 100 per order

Business and institution transaction fee: Nu 350 per order

Priority listing fee: Nu 450 per month



# Traction: Business Feasibility



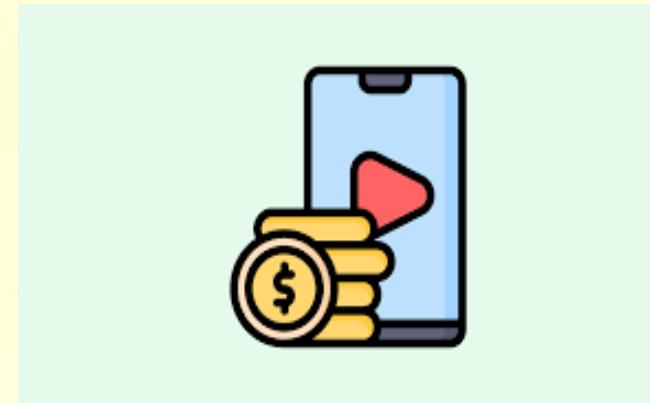
BEP	Year 1	Year 2	Year 3	Year 4	Year 5
break even point (unit)	2549	2544	2536	2526	2514
Monthly units	212	212	211	211	210

# Traction: Business scalability



**We might start small but we have unlimited possibilities!**

- Expand into other real estate sales service
- Expand into home and flat rental services
- Platform for other businesses for sales
- Ad revenue generation
- Expand into global real estate market



# Our Team



Mr. Rabden (Backend  
maintenance developer)



Mr. Phuntsho (Owner)



Ms. Lhamo (Platform  
support staff)



# Challenges



Low App adoption rate: Invest more in marketing and outreach

Low literacy rate: Make app user friendly

Resistance from the drivers: Effectively communicate the benefits.



# Total project cost



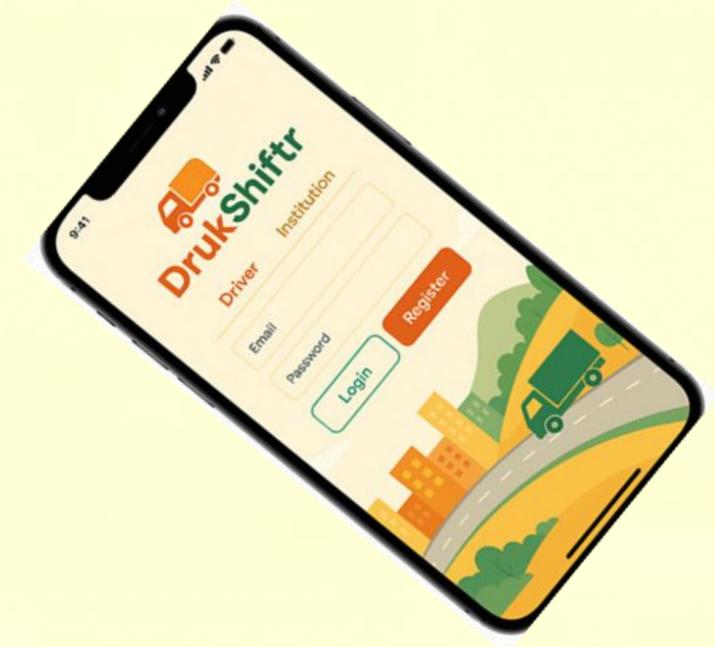
Total project cost: Nu 1,549,634  
Require loan of Nu 1.08 million



# Move hassle-free: Book your house shift in a snap!



# Questions?



# Thank You



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