



Term Project Report

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Executive Summary

Tameer.pk is a digital platform which will be used to purchase construction raw material by placement of order online. It is a mobile app which will allow easy quotations and measurements. It will make construction raw materials more accessible by allowing placement of order online and delivering them to the customer's door step. The construction raw materials which will be offered through Tameer are; Bricks, Sand, Gravel, Cement and Rebar. The use of Tameer.pk will be very convenient and time saving since customers won't have to search for vendors to buy construction raw material from. Tameer.pk will arrange all of the construction raw materials from the best vendors and then deliver. All of the material arrangements will be provided through agents who will provide real time status of order to customers once the order is placed. Moreover, Tameer will also provide an additional facility in which there will be independent contractors (Tameerkars) who will be available on demand. 5 to 10 % commission will be charged to contractors (Tameerkars) in exchange for providing them the construction projects. The goal of Tameer is to revolutionize construction industry in Pakistan by channeling Digital services and commerce. With Tameer.pk, the conventional marketplace will be transformed for the digital age.

Administration Plan

Business Strategies

1. Communication

To facilitate efficient communication, scheduling, and resource allocation, by using construction-specific project management software;

- Procore: A tool that helps teams work together by centralising project data, managing papers, tracking deadlines, and streamlining communication. Renowned for both its extensive feature set and user-friendly interface.
- BIM 360: Designed to help teams communicate and work together more effectively, Autodesk's BIM 360 platform provides cloud-based collaboration features including document management, field management, and project management.

2. Supply Chain Management

- To effectively acquire goods and manage supply chains, by implementation of online procurement platforms. Seek for platforms that are tailored to the building sector. These platforms frequently have features designed specifically to meet the requirements of those who are purchasing building supplies, machinery, and services.
- Online systems for procurement centralise purchasing tasks and offer a single mechanism for locating, securing, and monitoring supply. From request to payment, they automate procedures, which lowers manual error rates and streamlines the whole procurement process.
- Developing an online relationship with suppliers to expedite the process and negotiate lower prices. This can be achieved by Building and maintaining connections with vendors by using certain platforms. Consistent communication with Suppliers on communication channels is recommended to learn about their services and capabilities.

3. Marketing

Digital marketing techniques, such as social media advertisements, billboard advertisements, banners, posters, newspapers, magazines and publications should be utilized to sell additional service of independent contractors (Tameerkars) on demand to reach a larger audience in the construction sector.

4. Customer Satisfaction

Excellent online customer service can be provided across a variety of channels (live chat, email, etc.) by responding to them on time. Moreover, Customer feedback should also be taken into account and changes should be applied accordingly to increase customer satisfaction. Increased customer satisfaction will lead to increased brand loyalty and increased Revenue of Tameer.

Marketing Plan

Introduction

Tameer.pk is a digital platform that will allow users to buy building supplies. In the digital sphere, Tameer.pk aims to transform the conventional market place. The goal is to make it simpler and more accessible to buy building supplies. The aim is to transform the construction sector in Pakistan by utilising digital services and trade.

Objective of Marketing

- To Boost brand recognition and online presence in the building sector.
- To Bring in more visitors to the web platform and generate leads.
- To Create a reputation for the business as a trustworthy and creative participant in the internet building industry.

Analysis of Marketing

(SWOT Analysis)

Strenghts

Robust internet presence, creative use of technology, and specialisation in particular areas of building. This can be done by focusing on particular demographics or geographic areas and launching focused web advertising campaigns to connect with the target audience.

Weaknesses

Reliance on digital channels, intense rivalry, and limited market penetration. Although digital platforms are essential, depending just on them may limit the audience. A multifaceted approach is needed to navigate a highly competitive industry with limited penetration. This approach should prioritise distinctiveness, targeted marketing, and a deep comprehension of client demands and market trends in addition to digital competence.

Opportunities

There is an opportunity for market development and a rising demand for online building services. By improving Tameer.pk website's usability, making sure it responds on time online visibility can be enhanced.

Online availability of Construction materials is easily accessible and convenient for customers. This is a great opportunity for Tameer since it is its unique selling point that construction materials will be delivered to customers doorstep by placing an order on its mobile app making it easily accessible for customers.

Customers can be satisfied by timely delivery of good quality construction materials to convince them to purchase raw materials from Tameer in future again to increase the Revenue of Tameer.

Threats

It might be intimidating to compete with well-established businesses for Tameer since Tameer is a new company. Moreover, It would be difficult to shift the construction industry online by convincing customers to place an order for construction materials online since some customers may want to purchase the construction materials through visiting the store as they may fear receiving poor quality of construction materials by ordering through the app.

Target Market

The target market for Tameer includes the Construction Companies, contractors and builders involved in residential, commercial, and infrastructure projects.

4P's of Marketing Strategies

Product

Construction Raw Materials; Bricks, Cement, Sand, Gravel and Rebar will be ordered and delivered by the Mobile App of Tameer which would be easily accessible and time saving for customers which is a unique selling point of Tameer. This is also the core product of Tameer.

Price

Tameer will apply competitive pricing strategy through conducting research on what the competitors are charging for their products. Afterward, pricing can be set somewhat higher, somewhat lower, or somewhat par based on the special value proposition, level of quality, or other services provided. Tameer will also apply cost plus pricing strategy by computing the entire amount spent on labour, materials, overhead, and other costs and adjusting the final selling price by adding a markup or profit margin.

Place

- To Boost Online Presence by ensuring that the website is mobile-friendly, responsive, and easy to use. This would lead to increased customer satisfaction and increased revenue for Tameer.
- To form alliance with websites or markets that serve the building sector. Tameer should consistently look at other construction companies to ensure that it is not lacking anything.

Promotion

Utilisation of digital marketing techniques, such as social media advertisements, billboard advertisements, banners, posters, newspapers, magazines and publications. This is the fastest way of promoting Tameer's app since it would reach a wide range of audience.

Operations plan

1-introduction:

The innovative digital platform Tameer.pk aims to revolutionize Pakistan's building material procurement process. The country's construction industry is expanding, and Tameer.pk appears to make raw material purchases easier and more efficient. Tameer.pk wants to transform the construction industry by utilizing e-commerce and digital services to make it more comfortable, efficient, and accessible.

2-Operations objective:

Efficiency and Accessibility:

Digital Platform That Is Easy to Use: Tameer.pk understands the importance of having an easy-to-use platform. The app or website may be effortlessly navigated by both individual users and building experts thanks to its user-friendly interface and experience.

Streamlined Procurement Process: By giving consumers a single, convenient place to look through, evaluate, and buy building supplies, the digital platform simplifies the procurement process. This removes the need for laborious searches across several merchants or real stores.

Mobile Accessibility: Tameer.pk makes sure that its platform is mobile-friendly, acknowledging the widespread use of mobile devices. Users will find it more convenient to place orders and handle transactions while on the go thanks to this accessibility.

Cost-effectiveness:

Optimized Costs: Tameer.pk seeks to reduce costs in the construction material supply chain for both consumers and sellers. Through the utilization of digital technology and effective supply chain management, the platform aims to eradicate superfluous expenses and optimize processes.

Competitive Pricing: The goal is to provide building products at competitive costs. Tameer.pk carries out market research to comprehend pricing patterns and makes sure that its price plan is reasonable and competitive, offering clients value without sacrificing profitability.

high Standards: Tameer.pk is dedicated to maintaining high standards while placing a strong emphasis on cost-effectiveness. The platform maintains a balance between affordability and quality by making sure that cost optimizations do not degrade the quality of the construction materials given.

Market Penetration:

Shift Away from Conventional Methods: Tameer.pk acknowledges that traditional methods still predominate in the acquisition of building materials. The aim is to draw in clients who now use conventional methods, such physical stores or direct supplier ties, and shift them to the online channel.

Campaigns for Digital Adoption: The platform uses marketing techniques to raise awareness of the advantages of switching to digital procurement. This might involve specialized advertising, rewards, and instructional materials emphasizing the benefits of use Tameer.pk when buying building supplies.

Diverse Clientele: Tameer.pk hopes to gain a sizable portion of the market by catering to a wide range of clients, including both big construction firms and independent contractors. The platform appeals to a wide range of consumers due to its efficiency and accessibility.

Customer satisfaction:

Great Customer Service: Tameer.pk places a high value on satisfying its customers, and it makes investments to provide first-rate customer service. This entails having quick responses to consumer questions and concerns via friendly and responsive customer service channels, such as live chat, email, and possibly phone assistance.

Transparent Transactions: Tameer.pk makes certain that every transaction is transparent. Users' confidence in the platform is increased when they have a transparent and reliable experience with clear product listings, pricing information, and order tracking.

On-Time Delivery: The platform understands the value of on-time delivery in the building sector. In order to satisfy project deadlines, improve customer happiness, and ensure that building materials arrive at the customer's doorstep on time, Tameer.pk employs effective logistics and delivery systems.

3-Operations strategy:

Digital Integration:

Tameer.pk is a project that attempts to establish an online marketplace that expertly incorporates cutting-edge digital technologies. This entails creating an easy-to-use website and mobile app that let consumers explore, compare, and navigate through different building materials.

Effortless Purchasing: The goal of the digital integration strategy is to give users a simple experience. Users can easily make orders, compare costs, and get pertinent information on building supplies thanks to the user-friendly design and features, which streamlines the entire procurement process.

Mobile Accessibility: Tameer.pk makes sure that the digital platform is mobile device accessible, acknowledging the widespread use of mobile devices. By enabling consumers to handle transactions and make purchases on their smartphones or tablets, this technique improves user convenience.

Supply Chain Optimization:

Partnership with Reputable Suppliers: Tameer.pk forms partnerships with reputable suppliers in the building material sector. Developing trusting connections with suppliers guarantees a consistent and high-quality supply of platform materials.

Reduced Lead Times: Tameer.pk seeks to shorten lead times in the procurement process by streamlining the supplier chain. This entails effective order processing, inventory control, and logistics to guarantee that supplies arrive at clients' doorsteps on schedule.

Material Availability: Supply chain optimization makes sure building materials are consistently available on the platform. Tameer.pk works to avoid shortages and delays by giving clients a trustworthy resource for all of their building requirements.

Marketing and Outreach:

Campaigns to Increase Awareness: Tameer.pk uses effective marketing techniques to increase awareness of its platform. To reach a wide audience within the construction business, this entails focused digital marketing efforts, social media promotions, and conventional advertising techniques.

Benefits: The marketing strategy places a strong emphasis on the advantages that using Tameer.pk offers to both consumers and merchants. This includes the ease of use of the digital platform, cost savings, time efficiency, and a wide variety of materials.

focused Outreach: Tameer.pk uses focused outreach to draw in different construction industry players, such as suppliers, builders, contractors, and construction businesses. To increase its reach, this calls for partnerships, collaborations, and attendance at industry events.

Quality Assurance:

Tight Quality Control: By putting strict quality control mechanisms in place, Tameer.pk promotes quality assurance. In order to make sure that building materials adhere to industry norms and specifications, close collaboration with suppliers is required.

Authenticity of Materials: By confirming the items' quality and provenance, the platform ensures the authenticity of the materials that are made available. Users are reassured that they are receiving authentic and trustworthy construction supplies by this dedication to quality.

Real-time Updates: Users can track the progress of their orders with Tameer.pk's real-time updates and monitoring capabilities. Because consumers can keep track of the status of their transactions, this transparency helps to ensure quality.

4-Objectives:

In the first year of business, reach a 20% market share:

Rationale: The goal of this objective is to make Tameer.pk a major participant in Pakistan's building material buying sector.

Strategy: Tameer.pk intends to do this by aggressively luring clients who now transact through conventional channels, providing them with the advantages of the digital platform, and supplying better value in terms of effectiveness, affordability, and accessibility.

Within six months, increase the number of Tameer.pk users who have registered by 50%:

Rationale: The purpose is aimed at addressing the swift expansion of Tameer.pk's user base, which suggests a robust market reaction to the digital platform.

Strategy: To promote new registrations, Tameer.pk will use user engagement techniques, promotions, and targeted marketing efforts. The platform will also put a lot of effort into offering a first-rate onboarding experience in order to increase customer retention and happiness.

Form alliances with different vendors to guarantee a wide variety of building supplies.

5-Process planning:

User onboarding and registration:

Simplified Registration: To reduce obstacles to entrance, create a simple and intuitive registration procedure. This could entail social media logins, one-click registrations, or other streamlined techniques.

User-Friendly Interfaces: Create user interfaces that are simple to use so that people can get started right away. Usability can be improved with clear instructions and visual assistance.

Comparisons and products listing:

Thorough Product Listings: Make sure that product listings have all the necessary details, including features, costs, and availability. To improve the user experience, multimedia information and high-quality photos can also be included.

Tools for Comparison: Include tools that make it simple for customers to compare various products. This could include features that help with decision-making, such as user reviews or side-by-side comparisons.

Order Fulfillment:

To oversee the complete procedure from order placement to delivery, put in place a sturdy order fulfillment system. For precise and on-time delivery, this may entail automated alerts, real-time tracking, and collaboration with logistical partners.

Implement quality control procedures at different phases of the fulfillment process to guarantee that the supplies fulfill predetermined requirements. The maintenance of quality assurance can be achieved by routine examinations and inspections.

Payment and invoicing:

Smooth Payment Process: Offer consumers a safe and easy way to make payments. This could entail a simple checkout process, several payment choices, and encryption technology.

Transparent Invoicing: Make sure that your invoicing procedures are clear by giving thorough explanations of all of your expenses, including taxes and other charges. Users' trust is increased when payment terms and conditions are communicated clearly.

6-implementation schedule:

Months 1-2: Create and introduce the Tameer.pk platform, emphasizing its usability and user experience.

Months 3–4: Launch marketing initiatives to increase visibility and draw in the first group of users.

Months 5 and 6: Work together to integrate suppliers onto the platform and improve procedures in response to user input.

Months 7–12: Expand the product catalog, scale operations, and continuously improve and optimize procedures.

7-Vendors list:

	Vendor 1	Vendor 2	Vendor 3	Vendor 4
Cement	Maple Leaf	DG cement	Lucky	Pioneer
Bricks	Akram <u>bhata</u>	Bhatti <u>bhata</u>	Niazi bricks	<u>Muhamdi</u> brick
Sand	<u>Haqbahoo</u> sand and crush	SK Bhatti and sand company	Shahbaz crush and sand	Basit sand dealer
Rebar	Mughal Steel	Model Steel	Madina Steel	<u>Amrelli</u>
Gravel	<u>Pasban</u> stone crushing	<u>Khokar</u> Stone supplier	Safa Crush supplier	<u>Sadaat</u> Crush

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In conclusion, Tameer.pk's operations plan is geared towards leveraging digital innovation to redefine the construction material procurement landscape in Pakistan. Through strategic objectives, efficient processes, and a customer-centric approach, Tameer.pk aspires to become a key player in the construction industry, setting new standards for convenience and accessibility.

Financial plan

1-Introduction:

The goal of Tameer.pk's financial plan is to guarantee efficient resource management and allocation for the platform's successful launch and expansion. Three important elements of Tameer.pk's financial strategy are stable finances, sustainable growth, and a positive return on investment.

2- Objectives of financial department:

Resource Allocation:

Efficient Allocation: Ensuring that financial resources are distributed among various operational areas in an efficient manner is the goal of the finance department. This entails setting aside

money for marketing, technology infrastructure, strategic alliances, and other vital business components.

Prioritization: In close collaboration with other departments, the finance team will set priorities for initiatives and distribute funds in accordance with the needs of the company as well as strategic goals. Investing in state-of-the-art technical infrastructure, for instance, can be essential to the digital platform's success.

Cost-Benefit Analysis: To ascertain the most efficient use of resources, financial experts will carry out comprehensive cost-benefit assessments. In order to maximize the influence on Tameer.pk's overall aims, this entails evaluating the possible return on investment for each allocation.

Profitability:

Positive Cash Flow: The financial department works to make sure Tameer.pk has a steady and positive cash flow. This entails controlling the flow of money in and out of the platform to make sure it has enough liquidity to pay for running costs and make investments in expansion plans.

Timely Profitability: The explicit objective of turning a profit in the first two years of business demonstrates a commitment to long-term financial viability. To do this, it could be necessary to manage expenses, optimize revenue streams, and keep a careful eye on important financial data.

Financial Modeling: To project revenues, costs, and profitability over time, financial experts may develop intricate financial models. These models support well-informed decision-making and necessary financial plan modifications.

Risk management:

Risk Identification: The financial division will take proactive steps to find any possible financial hazards that might have an influence on Tameer.pk's business operations. This covers alterations in the market, economic turbulence, legislative shifts, and other elements that might impact the company's financial stability.

Mitigation measures: The financial team will create and put into practice mitigation measures after risks have been identified. This could entail creating emergency savings, diversifying your investments, and keeping up with market developments to prepare for any obstacles ahead of time.

Financial experts may use scenario analysis to evaluate how different possible hazards can affect Tameer.pk's financial performance. This aids in creating solid risk management strategies that are flexible enough to accommodate various situations.

Compliance:

Compliance with Rules: Tameer.pk's finance division is in charge of making sure that financial rules and guidelines are strictly followed. This entails keeping abreast of pertinent laws, rules, and business-related accounting standards.

Transparency: Financial reporting is made more transparent by compliance initiatives. Trust is fostered by transparent financial procedures among investors, regulators, and consumers, among other stakeholders.

Audit Readiness: The finance department gets the company ready for outside audits. To prove compliance, this entails keeping correct financial records, supporting documentation, and adherence to accounting rules.

Partnership and supplier onboarding:

Form alliances with vendors and welcome them to the platform to enable a wide variety of building supplies.

3- Project implementation cost:

Marketing: (250,000 RS.)

This money is set aside for extensive marketing activities meant to draw a sizable user base to Tameer.pk and promote the website. It is possible to use a variety of channels, such as public relations, social media, digital marketing, and traditional advertising.

The money will go toward projects that promote brand recognition, inform prospective users of the platform's advantages, and promote user acquisition. Content development, industry events involvement, and targeted advertising are examples of marketing methods.

Technological and infrastructure: (150,000 RS)

Investment rationale: The goal of this enormous budget is to create a reliable and expandable technology infrastructure. The core of Tameer.pk is its technology infrastructure, which includes the website, mobile app, backend systems, servers, databases, and other technical elements.

Development and maintenance: The money will go toward the platform's original creation as well as continuing upkeep to guarantee Tameer.pk runs smoothly and effectively. Scalability is essential to handle future increases in the volume of data and user count.

Security Measures: To protect user data, transactions, and the platform's overall integrity, a portion of this budget may go into putting in place strong cybersecurity measures.

Operations: (200,000 RS)

Daily Operations: The costs for employee pay, customer service, office space rent, utilities, and other administrative charges are all included in this budget.

Staffing: Creating and sustaining a knowledgeable and effective team comprising of technologists, marketers, customer service agents, and administrative personnel may account for a sizeable percentage of the operating costs.

Customer service: Ensuring top-notch customer service is crucial to keeping users happy. Money may be set aside for the recruitment and education of customer service agents as well as purchases of CRM software.

4- Expenses list: (Fixed)

1. Marketing: (250,000 RS)

- Social media advertisements
- Billboards advertisements
- Banners, posters
- Newspapers, magazines, publications

2. Technology: (150,000 RS)

- Phone application
- Software management

3. Operations: (200,000 RS)

- Employees
- Office rent
- Miscellaneous expense

5- Raw materials pricing:

Raw materials pricing would vary with the economic situation of the country but the starting price as per economic condition and market competition would be the following:

- Brick 12-14RS
- Cement = 1150-1200 RS/50kg bag

- Gravel = 150 per square foot
- Steel rubber = 260/kg
- Sand = 250,000/truck

Conclusion

Tameer.pk has the potential to completely transform Pakistan's construction sector by fusing digital services with e-commerce. Tameer.pk is set up for success thanks to a solid operational plan, wise financial management, and a carefully considered marketing approach. The platform's dedication to effectiveness, usability, and client pleasure paves the way for a revolution in the way construction materials are procured. In Pakistan's building industry, Tameer.pk is aiming to transform conventional methods and create a digital pathway for the future.