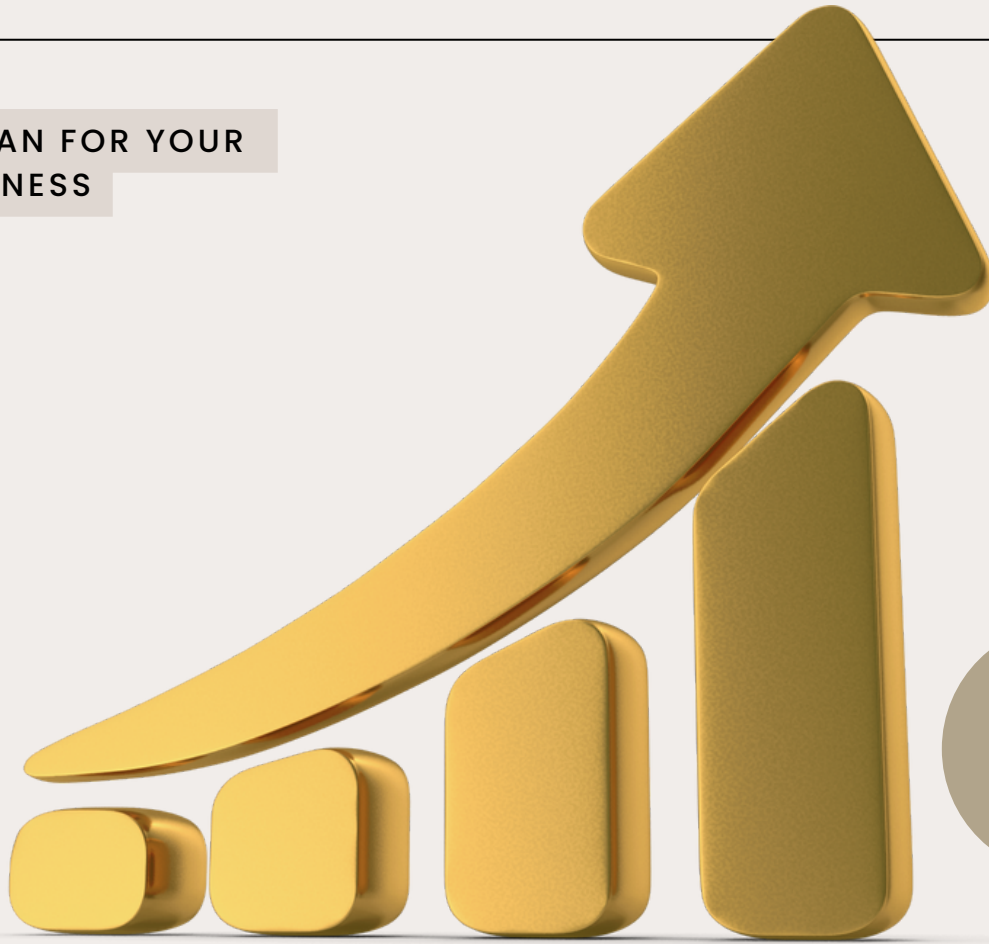

A PLAN FOR YOUR
BUSINESS



★
YOUR
BUSINESS
IDEA
OVERVIEW

Prime Business Partner

Manual

KEY FOR YOUR
SUCCESSFUL
BUSINESS

PROUDLY JOIN OUR
UNSHAKEABLE BUSINESS
COMMUNITY

BEGIN YOUR
ENTREPRENEURIAL
JOURNEY WITH US



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Prime Business Partner Summary

As a Prime Business Partner with 'do N key Deliveries,' you're not just joining a business; you're part of a game-changing community set to expand across India. We're about to launch 'do N key' services nationwide, and you get an exclusive chance to be a major player in this exciting journey.

What makes this special? We've got a patent for our unique business idea, giving you the opportunity to lead your market for a long time. Claim multiple areas, be the leader in your zone without worrying about local competition.

Flexibility is a big deal here. You can adjust prices on your own, keeping yourself competitive with local market. Plus, you have freedom of hiring your own riders and running your business freely.

But wait, there's more. We're not just about basics. From A to Z deliveries to multiple deliveries, auto-rickshaws and cabs, we're always growing. This means more income for you.

This isn't just an opportunity; it's your ticket to success in the delivery business. Become a Prime Business Partner and be a key player in shaping the future of deliveries in India.

Let's begin...



Your Goal as a PBP:

As a valued partner with 'do N key Deliveries,' your mission aligns with ours: to establish a robust local economy, set competitive prices, and consistently deliver top-notch services to end-users. We entrust you with the responsibility of upholding these standards as you operate under our esteemed brand. Your commitment to these goals not only ensures success for your business but contributes significantly to the overall growth and reputation of 'do N key Deliveries.' Join us in this shared mission as a Prime Business Partner, and let's together shape a responsible and prosperous future in the delivery business. Additionally, please ensure a seamless experience for end-users by refraining from imposing additional charges or engaging in bargaining practices

Goal 1:	Aggressive Local Pricing
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Goal 2:	Top-Notch Service Delivery
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Goal 3:	Transparent, No Extra Charges
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Goal 1 Breakdown

Set the pace in the local market with competitive and attractive pricing strategies.

Steps To Make Goal 1 Happen

Market Analysis

- **Action:** Regularly assess local competitors and pricing trends.
- **Why:** Stay ahead by understanding market dynamics and adjusting pricing accordingly.

Flexible Pricing Models

- **Action:** Develop adaptable pricing structures based on demand and seasonality.
- **Why:** Flexibility ensures responsiveness to market fluctuations, maximizing competitiveness.

Promotional Campaigns

- **Action:** Strategically implement promotions and discounts.
- **Why:** Attracts new customers and retains existing ones, creating a buzz in the market.

Customer Value Perception

- **Action:** Emphasize the value customers receive for the price paid.
- **Why:** Enhances customer satisfaction and loyalty, even with aggressive pricing.

Goal 2 Breakdown

Provide exceptional service to end-users, solidifying 'do N key Deliveries' as a trusted and reliable brand.

Steps To Make Goal 2 Happen

Effective Rider Training

- **Action:** Implement ongoing training for riders.
- **Why:** Well-trained riders enhance the quality and efficiency of our delivery services.

Streamlined Operations

- **Action:** Optimize our operational processes.
- **Why:** Efficiency in logistics directly translates to faster and more reliable deliveries.

Performance Monitoring

- **Action:** Regularly assess rider performance and customer ratings.
- **Why:** Monitoring ensures that our partners consistently uphold the high standards we promise.

Customer Engagement Initiatives

- **Action:** Foster positive customer interactions.
- **Why:** Building a friendly rapport with customers strengthens our brand and inspires confidence.

Goal 3 Breakdown

Maintain trust by adopting transparent pricing policies, eliminating the need for extra charges.

Steps To Make Goal 3 Happen

Clear Communication

- **Action:** Clearly communicate pricing structures to customers.
- **Why:** Transparent communication fosters trust and avoids customer confusion.

No Hidden Fees Policy

- **Action:** Explicitly state a commitment to no additional charges.
- **Why:** Demonstrates integrity and builds a reputation for fair business practices.

Customer Education

- **Action:** Educate customers on the value provided without extra costs.
- **Why:** Informs customers of the fairness and value in the pricing model.

Fair Pricing Representation

- **Action:** Ensure prices align with the service provided.
- **Why:** Fair representation maintains customer loyalty and long-term satisfaction.



Mission

Empowering Prime Business Partners for unparalleled success in the delivery industry by providing essential support, cutting-edge tools, and fostering a collaborative community. Together, we thrive.



Vision

To cultivate a network of Prime Business Partners celebrated for their individual success, reliability, and outstanding service. Together, we redefine the delivery business, contributing to the prosperity of local communities and ensuring your achievements take center stage.



Service Offering

As a Prime Business Partner, access current services like Bike Taxi and Buy & Delivery. Our flexible approach means future services, like A to Z Delivery, multiple deliveries, Autorickshaw, and Cab services, are tailored to meet your area's demand and requirements. Shape the future of delivery services with us

Service 1	Bike-Taxi
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Service 2	Buy & Delivery
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Service 1 (Bike-Taxi)

As a Prime Business Partner, leverage the Bike Taxi service to enhance the efficiency and cost-effectiveness of local deliveries. These eco-friendly rides ensure a swift and affordable option for short-distance travel.

Note on Service Continuity:

Our commitment to providing Bike Taxi services is unwavering. In case local regulations pose challenges, our legal teams diligently work to resolve issues and keep the service operational. Rest assured, we are dedicated to constant improvement, ensuring the best possible services for our customers.

KEY POINTS ABOUT THE OFFERING:

- ◆ **EFFICIENCY:** BIKE TAXIS OFFER SWIFT AND EFFICIENT TRANSPORTATION, NAVIGATING THROUGH TRAFFIC FOR QUICK DELIVERIES.
- **COST-EFFECTIVE:** AN ECONOMICAL CHOICE FOR SHORT-DISTANCE TRIPS, PROVIDING AFFORDABILITY TO END-USERS.
- **Eco-Friendly (E-Bikes):** Contributing to a sustainable environment with reduced carbon emissions.



Service 2 (Buy & Delivery) NEW TO THE MARKET

Introducing our innovative Buy & Delivery service, a versatile solution designed to cater to various needs effectively. Our riders can seamlessly purchase and deliver items, ensuring transparent billing and offering diverse applications, from emergency supplies to daily essentials.

Guidelines for Prime Business Partners:

Adherence to Legal Standards:

Ensure all services align with local regulations and ethical standards.

Competitive Pricing Strategy:

Maintain pricing that considers local demand and rider waiting times.

Vendor Partnership:

Encourage Prime Business Partners not to charge any service fees to vendors, fostering a mutually beneficial relationship and enhancing vendor adoption.

Key Points About the Offering:

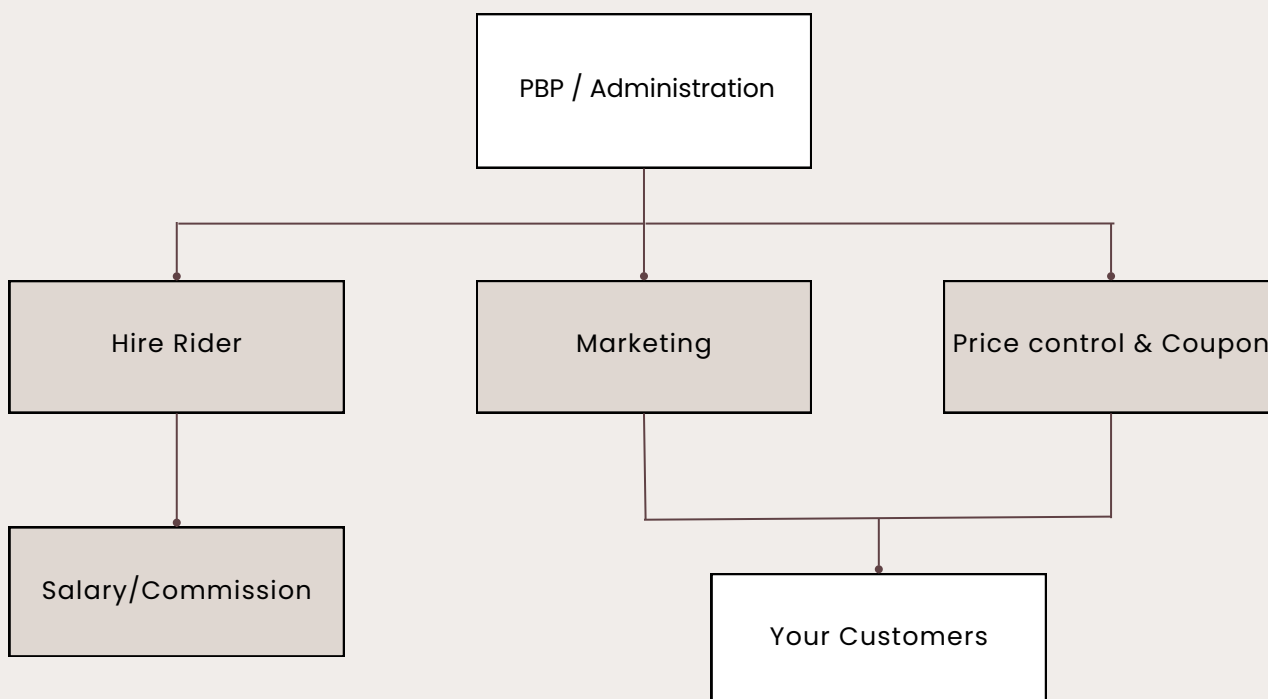
- **Versatility:** Purchase and deliver a wide range of items on behalf of customers, including groceries, food, medicines, and more.
- **Transparent Billing:** Riders can purchase items, send a photo of the bill along with the shop's QR code, enabling direct payment by the customer to the shop.
- **Diverse Usage:** Ideal for various needs such as emergency purchases, food and grocery deliveries, fuel delivery, and more.

Additional Innovative Usage Ideas:

- **Specialized Deliveries:** Explore niche markets like specialty food stores, ensuring unique and exclusive items reach customers promptly.
- **Business to Business (B2B) Services:** Extend the service to local businesses for quick office supplies, catering, and other B2B needs.
- **Personal Shopping Assistance:** Offer a personal shopper experience for customers, helping them find the best products based on preferences.
- **Event Support:** Provide event planners with a reliable solution for last-minute arrangements and deliveries.
- **Pharmacy Partnerships:** Collaborate with local pharmacies for efficient medicine deliveries, especially catering to elderly or unwell customers.
- **Pet Supplies:** Extend the service to include pet supplies, ensuring pet owners receive their essentials conveniently.
- **Luxury Deliveries:** Explore partnerships with high-end boutiques and stores to provide a premium delivery service for luxury items, enhancing the exclusivity of the service.
- **Local Cultural Experiences:** Collaborate with local cultural organizations to deliver unique cultural experiences, such as traditional foods, artifacts, or event tickets, to customers' homes.

PBP Team Structure

Within the 'do N key' Prime Business Partner (PBP) portal, take command of your delivery operations seamlessly. Leverage the unique ability to add employees and assign roles, tailoring your team for optimal efficiency. This key feature not only simplifies management but also amplifies your capability to run a well-organized and successful delivery business. Embrace the professional edge and control at your fingertips with 'do N key.'



Notes

- **Flexibility and Autonomy:**
PBP portal provides autonomy in team management.
- **Empowering Growth:**
'do N key' supports your business growth.
- **Continuous Improvement:**
PBP portal evolves with feedback for optimal performance.



Team Roles and Responsibilities

Streamlined Business Advancement:

As a Prime Business Partner, explore the capabilities of 'do N key.' Efficiently manage HR tasks, address concerns, and supervise riders through our versatile platform. Your business growth is simplified with accessible features, paving the way for an enhanced and efficient delivery operation.

Role	Responsibilities
HR Management	As a Prime Business Partner, effectively handle Human Resources responsibilities. This includes recruitment, onboarding, and fostering a positive work environment for your delivery team.
Complaints and Enquiries	Address customer concerns promptly and efficiently. Manage a dedicated sector focused on resolving complaints and handling inquiries to ensure a seamless delivery experience.
Rider Management	Take charge of adding and monitoring riders through the 'do N key' portal. Efficiently control rider status, turning it on or off as needed for optimal operational management.

Marketing Plan

Method	Description	Budget
Social Media Presence: Establish a strong presence on popular social media platforms.	Regularly share updates, promotions, and engage with the local community.	Allocate funds for sponsored posts and targeted advertising.
Local Partnerships: Collaborate with local businesses for cross-promotions.	Build partnerships that benefit both parties, expanding your reach.	Invest in joint marketing initiatives with strategic local partners.
Loyalty Programs: Introduce a loyalty program for repeat customers.	Reward customers for frequent orders, fostering loyalty.	Set aside funds for discounts or rewards within the loyalty program.
Community Events Sponsorship: Sponsor or participate in local community events.	Enhance brand visibility and connect with the community.	Allocate funds for event sponsorships and promotional materials.
Referral Program: Implement a referral program for customers.	Encourage customers to refer others, offering incentives.	Allocate resources for referral rewards and promotional materials.
Online Reviews Management: Actively manage and respond to online reviews.	Build a positive online reputation by engaging with customer feedback.	Invest in reputation management tools and customer appreciation initiatives.

Marketing Plan

Method	Description	Budget
Targeted Local Advertising: Utilize targeted local advertising channels.	Reach potential customers in specific geographical areas.	Allocate funds for local advertising campaigns on online platforms.
Influencer Collaborations: Collaborate with local influencers for promotion.	Leverage influencer reach to enhance brand visibility.	Allocate resources for influencer collaborations or partnerships.
Seasonal Promotions: Create engaging promotions tied to seasons or local events.	Align marketing efforts with seasonal trends to boost sales.	Plan and allocate resources for seasonal promotional campaigns.
Customer Feedback Surveys: Conduct regular customer feedback surveys.	Gather insights to improve services and address customer needs.	Allocate resources for survey tools and customer appreciation incentives.

Note

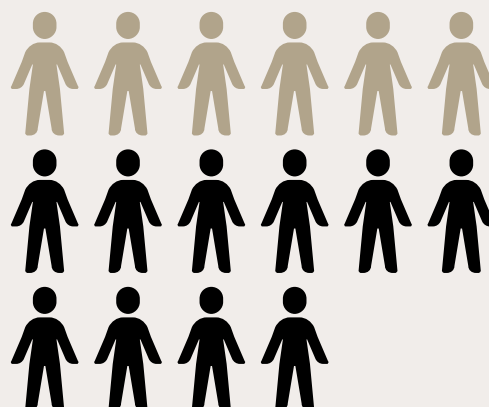
In the dynamic world of marketing, success thrives on adaptability. Regularly assess your strategies, analyze customer feedback, and stay agile. Adjust your approach based on results to ensure continual alignment with changing local trends. This iterative process optimizes the effectiveness of your marketing plan and maximizes your business potential.

Market Research

Embark on a hands-on exploration of your local community. Immerse yourself in daily life, keenly observing routines, challenges, and potential service gaps. Engage with neighbors, attend local events, and build connections to gain valuable insights. Analyze social media trends, evaluating active hours and preferences. Study existing services in your area, identifying strengths, weaknesses, and areas for differentiation. Establish feedback mechanisms, actively seeking community opinions through reviews, surveys, and open communication.

Target Market

Tailor your services based on demographic nuances. Understand age groups, gender ratios, and income levels to craft offerings that resonate. Formulate partnerships with local businesses to enhance services and broaden your reach. Experiment with small-scale initiatives to test community response before full implementation. Continuously refine strategies based on data and feedback, ensuring a dynamic and adaptive approach. By aligning your services with local expectations and iterating based on real-time insights, you position yourself as a vital, community-focused service provider.



Key Statistics

25-45

Target Age

M & F

Males & Females

3+ hrs

On Social Media
Per Day

Competitor Analysis

Conduct a comprehensive analysis of existing services in your locality to gain valuable insights for your business strategy. Identify key competitors such as XYZ and ABC, and delve into their strengths and weaknesses. Visit their websites, assess their service coverage, pricing models, and customer engagement strategies. Leverage this information to understand the competitive landscape and identify opportunities for differentiation. By gaining a clear understanding of your competitors, you can strategically position your services to meet and exceed local expectations.

Competitor Name	Website	Strengths and Weaknesses
XYZ	www.examplexyz.com	<ul style="list-style-type: none">• Strengths: Established brand reputation, extensive service coverage, and a loyal customer base.• Weaknesses: Limited flexibility in pricing, potential gaps in personalized customer interactions.
ABC	www.exampleabc.com	<ul style="list-style-type: none">• Strengths: Robust social media presence, competitive pricing, and a growing customer base.• Weaknesses: Limited service variety, challenges in reaching remote areas, and inconsistent mobile application pricing, demanding for extra costs.

SWOT Analysis

This tailored SWOT analysis is designed specifically for Prime Business Partners, offering valuable insights to optimize strengths, address potential weaknesses, seize local opportunities, and navigate potential threats. Empowering our partners to make informed decisions and thrive in the dynamic delivery service landscape.

- | | |
|------------------|---|
| Strengths | <ul style="list-style-type: none">• Association with a recognizable brand, access to patented business model, and potential leadership in their designated zones. |
|------------------|---|
-

- | | |
|-------------------|---|
| Weaknesses | <ul style="list-style-type: none">• Always provide the same high-quality service by understanding and adapting to the unique preferences of your local customers. Consistency in personalized interactions will help build trust and keep customers satisfied |
|-------------------|---|
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- | | |
|----------------------|---|
| Opportunities | <ul style="list-style-type: none">• Exploration of untapped local markets, potential expansion of service offerings, and strategic collaborations to enhance the overall customer experience. |
|----------------------|---|
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- | | |
|----------------|--|
| Threats | <ul style="list-style-type: none">• Competition from local players, understanding and adapting to shifting customer preferences, and external factors influencing delivery operations. |
|----------------|--|
-

Checklists

Weekly Items To Complete	Deadline	Completed?
Write an item to be completed here	8 June 2023	Yes

Monthly Items To Complete	Deadline	Completed?
Write an item to be completed here	8 June 2023	Yes



Notes and Thoughts

Local Success, Global Impact:

- Your success as a Prime Business Partner has the potential to influence not only your local community but also contribute to a larger revolution in the delivery industry.

Thought for Success:

"Adapt, Deliver, Thrive. Your commitment to consistent, personalized service will be the driving force behind your success."



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