

# maidit

“Ghar aapka, zimedari hamari”

*Created by Group-2*



# maidit



maidit

# Our Team



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# Table of Content

Who are We?

Our Team

Research

STPD Analysis

7Ps

Future Expansion Plans



# Who are we?

## “GHAR AAPKA ZIMMEDARI HAMARI”

Welcome to **MaidIt**, where household services meets convenience! We're dedicated to transforming the way you experience home cleaning and cooking.

Our mission is simple: to connect you with top-notch, trusted professionals who will leave your space sparkling and stress-free.

With a user-friendly app, transparent pricing, and a commitment to excellence, we make scheduling and managing maid services effortless. At **MaidIt**, we believe that a clean and healthy home is a happy home. Let us take care of the mess, so you can focus on what truly matters.

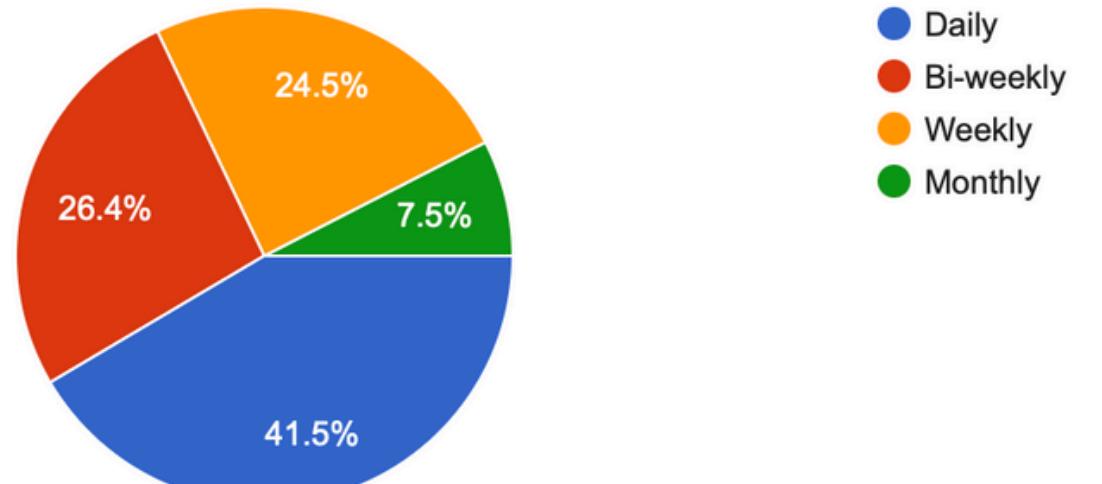




# Research

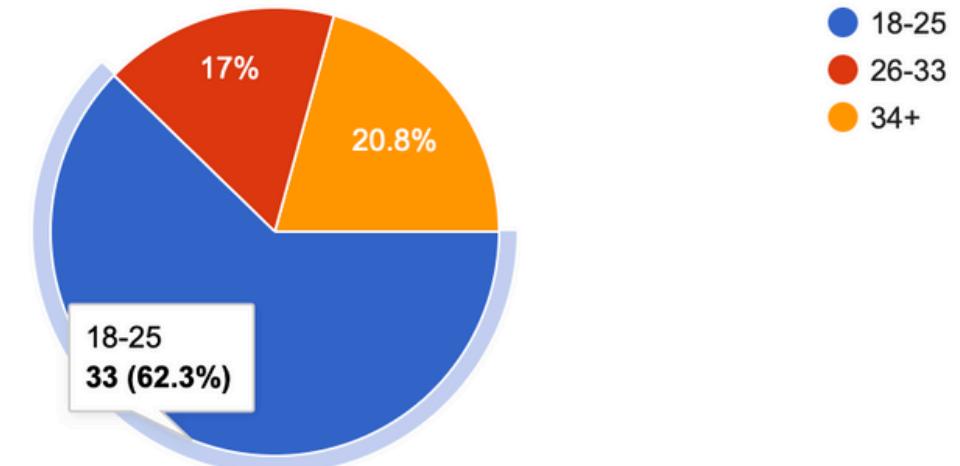
How frequently do you do household chores?

53 responses



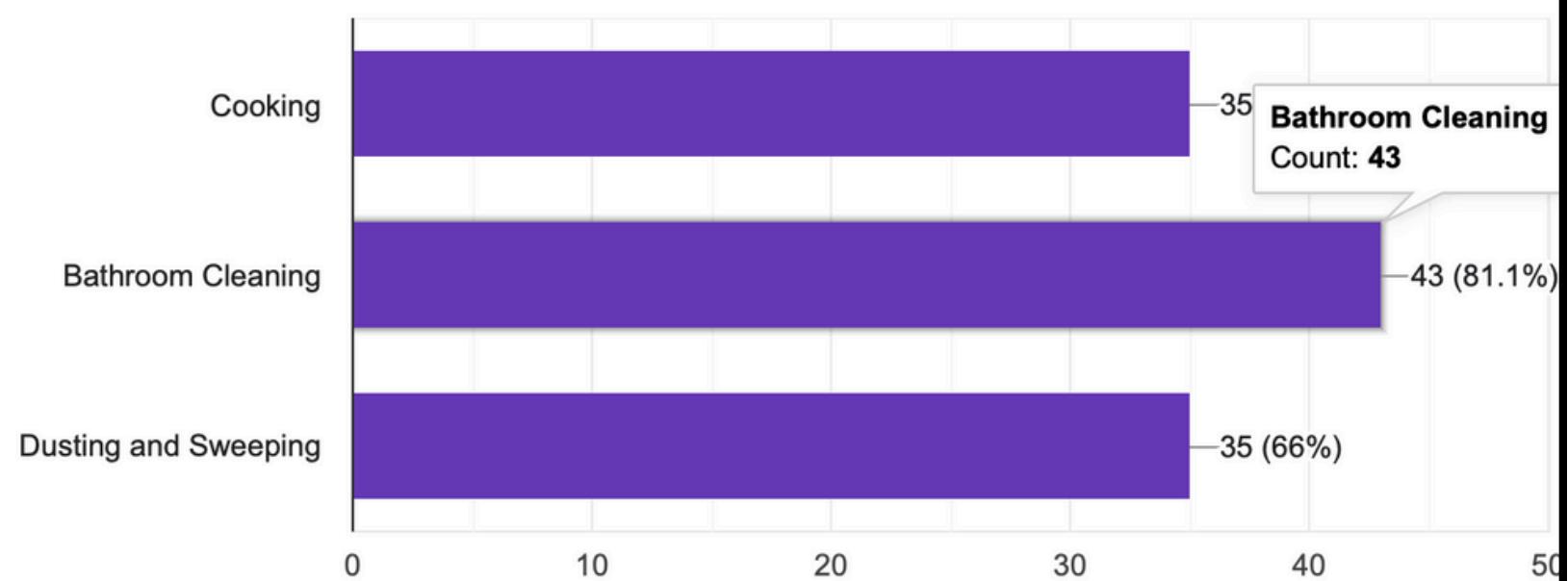
Your Age

53 responses



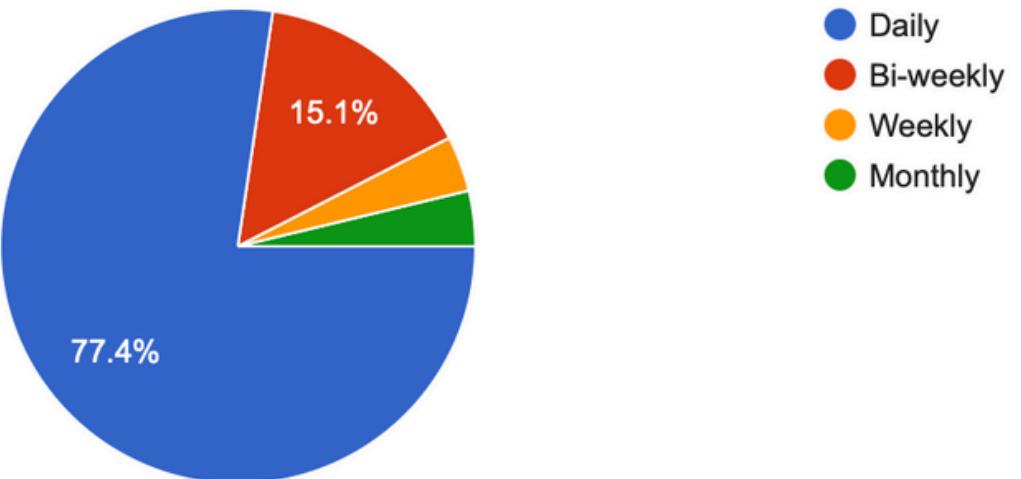
What household chores do you find the most tedious?

53 responses



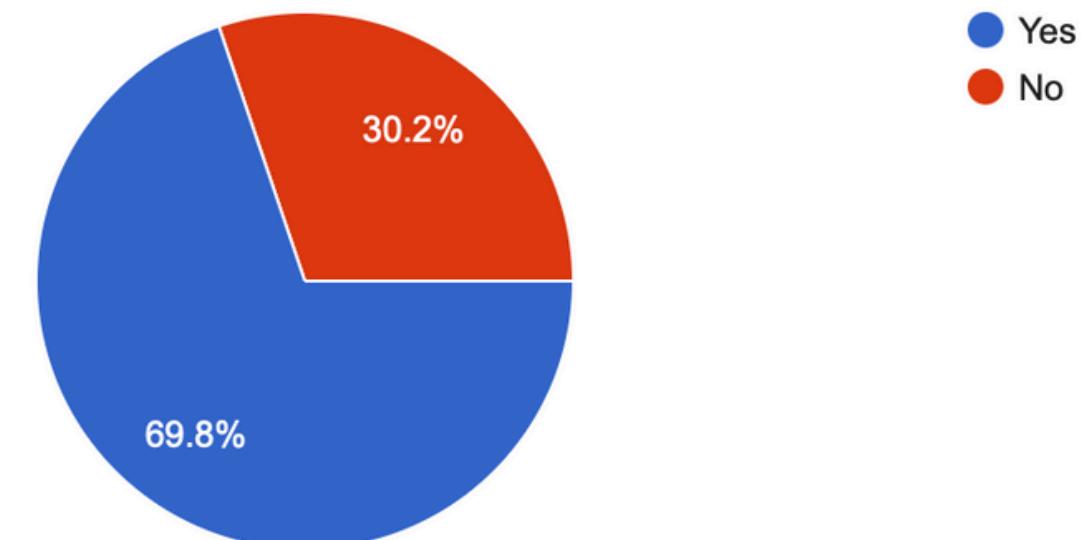
For the chores mentioned above, how frequently would you want a maid visit?

53 responses



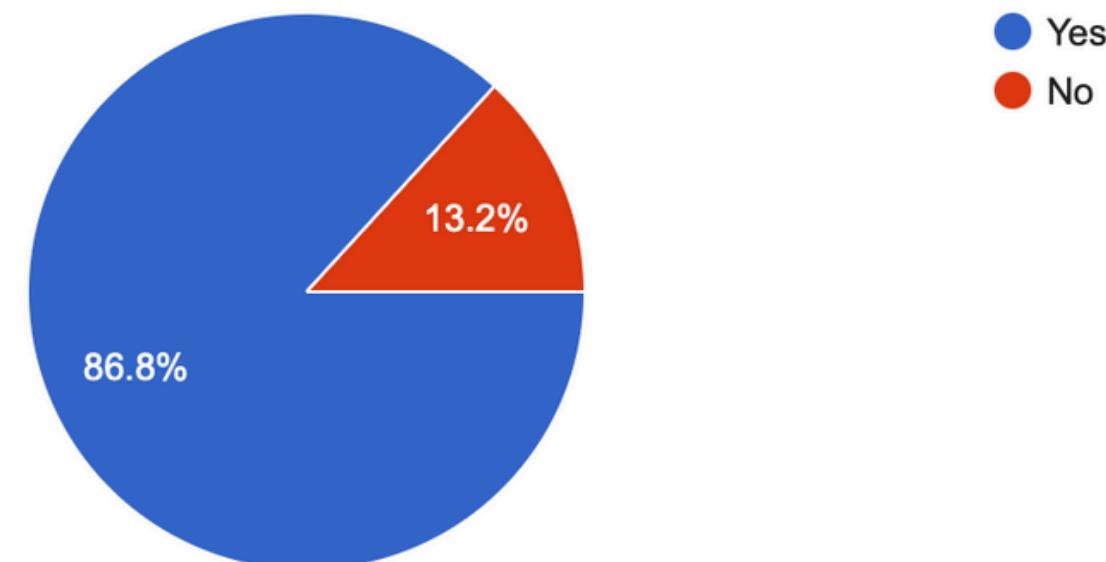
Do you have household help?

53 responses



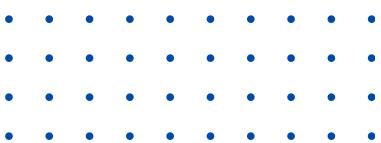
Are you open to using an app or website for hiring a maid?

53 responses





# STPD Analysis



# STPD Analysis

## SEGMENTATION

Demographics	<ul style="list-style-type: none"><li>• Age: 18-50 years</li><li>• Gender: Both Male and Female</li><li>• Income: Middle to Upper Middle Class</li><li>• Occupation: Professionals, busy working individuals, and homemakers</li></ul>
Geographics	Tier 1 (Mumbai)
Psychographics	<ul style="list-style-type: none"><li>• Lifestyle: Busy Lifestyle, seeking convenience and time-saving solutions</li><li>• Behaviour: People who value quality, professionalism and reliability in home services</li></ul>
Usage	Regular users of home services, Instant service seekers

# STPD Analysis

## TARGETING

**Urban  
Professionals/  
Students/Bachelors**

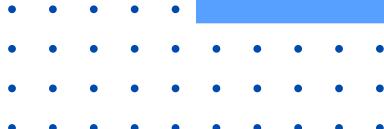
Individuals busy with work and studies and have disposable income to spend on convenience services

**Families and  
Homemakers**

Individuals needing assistance with home maintenance and cleaning

**tech-savvy  
individuals**

Individuals comfortable with apps for their service needs





# STPD Analysis

## POSITIONING

**Quality**

Ensuring high quality services by partnering with trusted and verified individuals

**Convenience**

Offering services at an affordable price for users; at their doorstep in just a few clicks

**Trust**

Building trust through background checks of the service providers and customers ratings and reviews





# STPD Analysis

## DIFFERENTIATION

### Guaranteed Service

Guaranteed allotment of staff and services

### Service variety

Offering wide range of services from cooking to sweeping, cleaning and dusting

### Professionalism

Partnering with trained and verified professionals to ensure quality and efficiency

### User Experience

Seamless and user-friendly mechanisms

### Technology Integration

Utilizing Technology to streamline booking, payments and feedback



# Competitor Analysis

## COMPETITORS

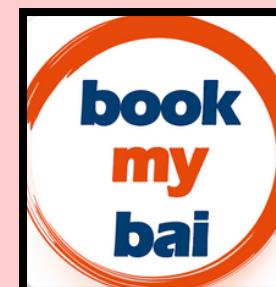
## DIFFERENTIATOR



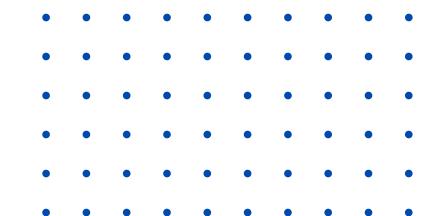
AFFORDABLE PRICES, PROVIDING SERVICES FOR DAILY HOUSEHOLD CHORES.

## Snabbit

PROVIDING VARIOUS SERVICE PLANS, EXTENDED REACH DUE TO PRESENCE ON APP



BETTER CUSTOMER SERVICE, ASSURED SERVICE ONCE SCHEDULED





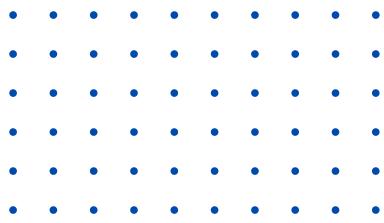
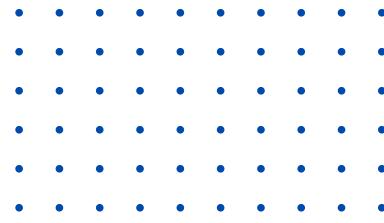
# Business Strategy



# 7Ps

## Product

- Using our app, you can book for a maid services conveniently and seamlessly.
- You can have options of instant maid on call or schedule it at a preferred time.
- The app offers range of services like, dusting and sweeping, Washing utensils, Bathroom cleaning and cooking services.
- The product essentially aims at providing quality and swift and variety of services which meets the customer needs.





maidit

## Price

### Pay-per-visit

Job	1bhk	2bhk	3bhk
Dusting and Sweeping	150	250	350
Utensils	150-200	150-200	150-200
Units	1 Bathroom	2 Bathroom	3 Bathroom
Bathroom Cleaning	110	200	280
Number of Meals	1	2	3
Cooking	200	350	500



# Price

## Subscription Based

Job	1bhk	2bhk	3bhk
Dusting and Sweeping and Utensils	1500-2000	3000-5000	5000-8000
Number of Meals	1	2	3
Cooking	3000-4000	5000-7000	8000-10000

## Place

### Online Reach

- Through our app that has been deployed on the Playstore and Appstore.
- Through our website.

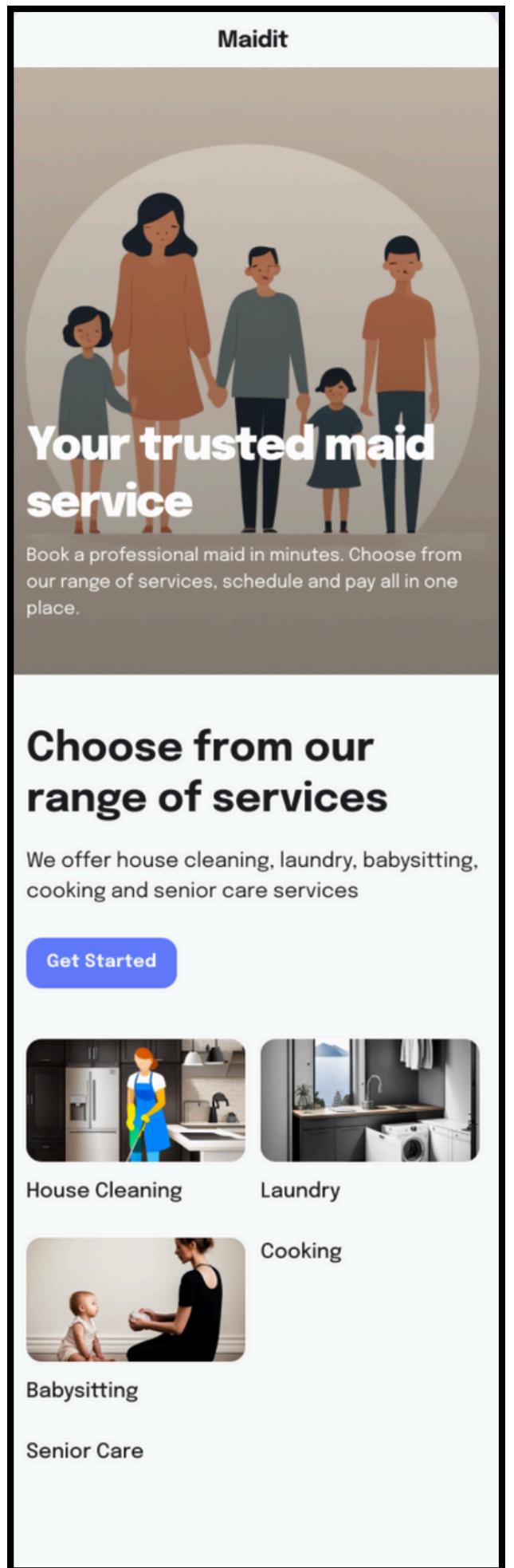
### Geographical Reach

- Our target geographical area would be Tier-1 cities (Mumbai).
- Locations where there is a high density of residential areas.
- High concentration of PGs and Bachelors.

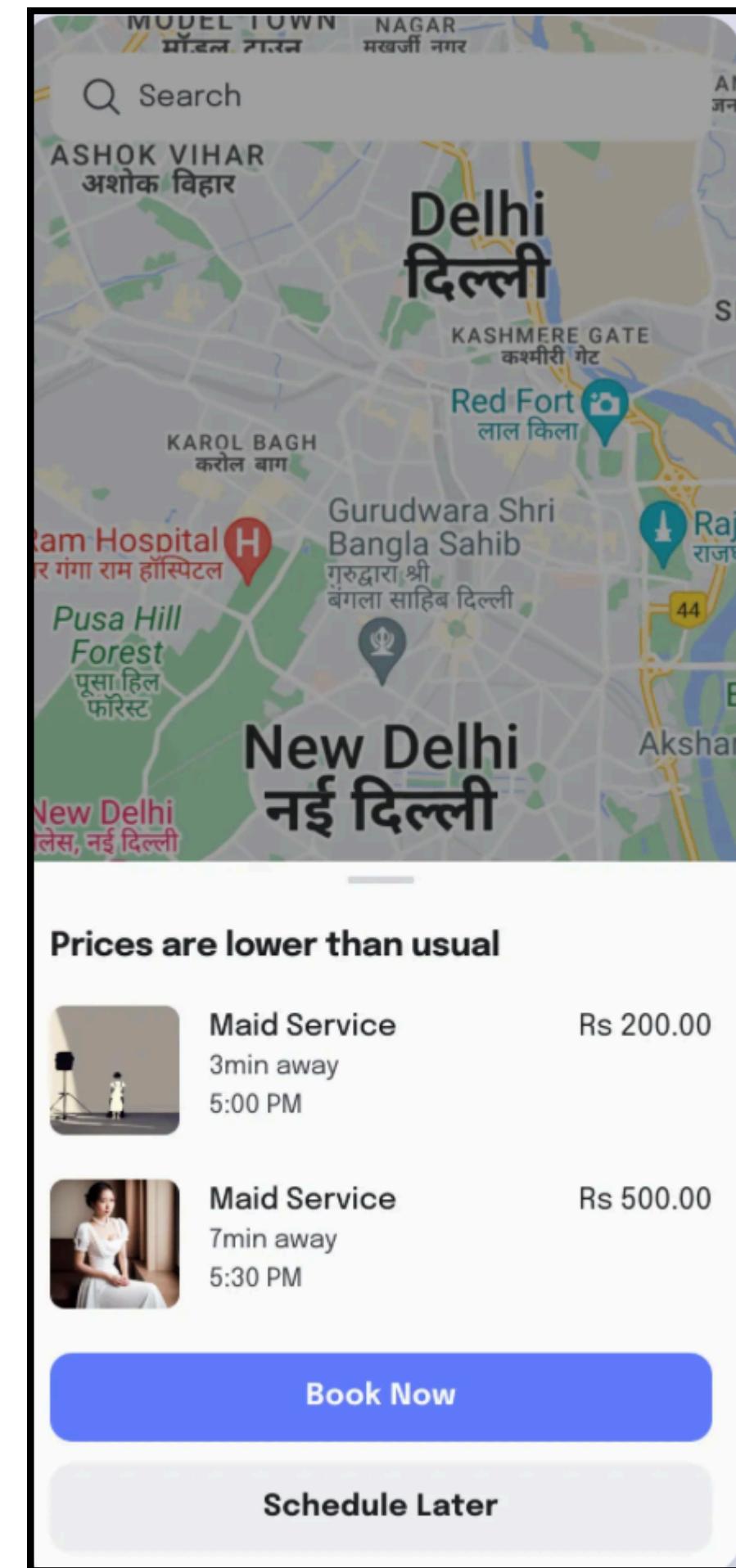


# Our User Interface





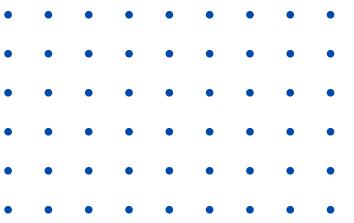
Landing Page (App)



Booking Interface



## Process



### Booking Process:

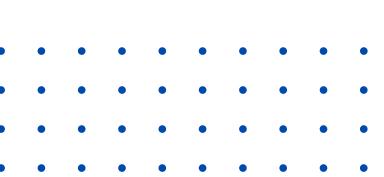
- User friendly UI/UX that is easy to navigate and facilitate customers to avail our services.
- Bunch of services to choose from as per customer needs.
- Customers can choose their preferred date and time as per the availability.
- Payment post the service is provided.

### Service Preparation:

- The staff receives a request for the job and plans their trip to the customer location accordingly.

### Service Delivery:

- Staff arrives at customer home at scheduled time, to provide requested services.
- Staff ensures that the customer expectations are being met.



### Post Service Follow up:

- Customer receives a follow-up message, thanking them for the booking and requesting ratings and feedback.
- Taking swift actions on any negative feedback.



# People

## **Service Team:**

- Service Staff

## **Customer Support Team**

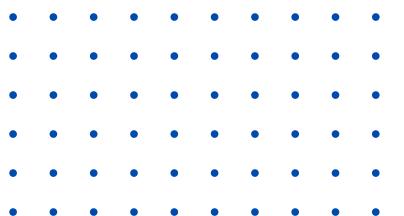
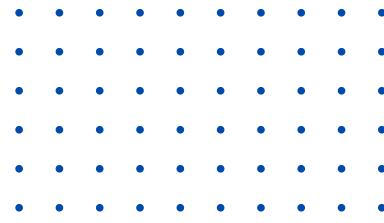
- Grievances Handling and post-service support.

## **Management and Leadership**

- Currently handled by Founding members

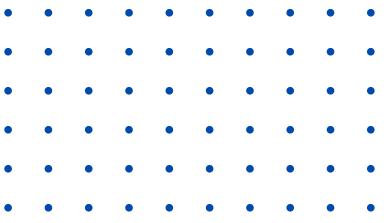
## **Customers**

- People availing our services





## Physical Evidence



### Physical Office:

- CR 308, NMIMS Mumbai-400056

### Uniforms:

- Provide branded cleaning jackets and cloth bags to our staff.

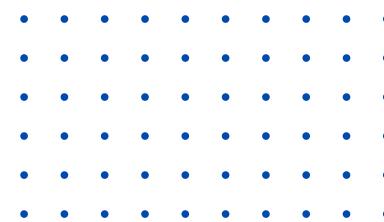
### Digital Presence:

- Website and App
- Social Media

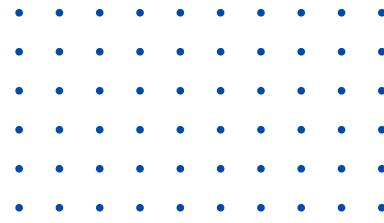
### Marketing Materials:

- OOH Adverts and Standees in residential areas and colleges.

### Feedback and Customer Testimonials



# Promotion



## Promotion Strategy:

- Social media advertising
  - Influencer Marketing - Sahiba Bali, Aaditya Kulshresth (Kullu)-Future
- Local Influencer- Real estate like Rafique Merchant and Ravi Kewalramani

Referral Programs

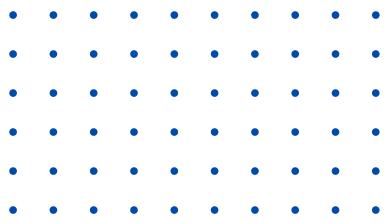
Discount on Subscription models.

## Local Partnership:

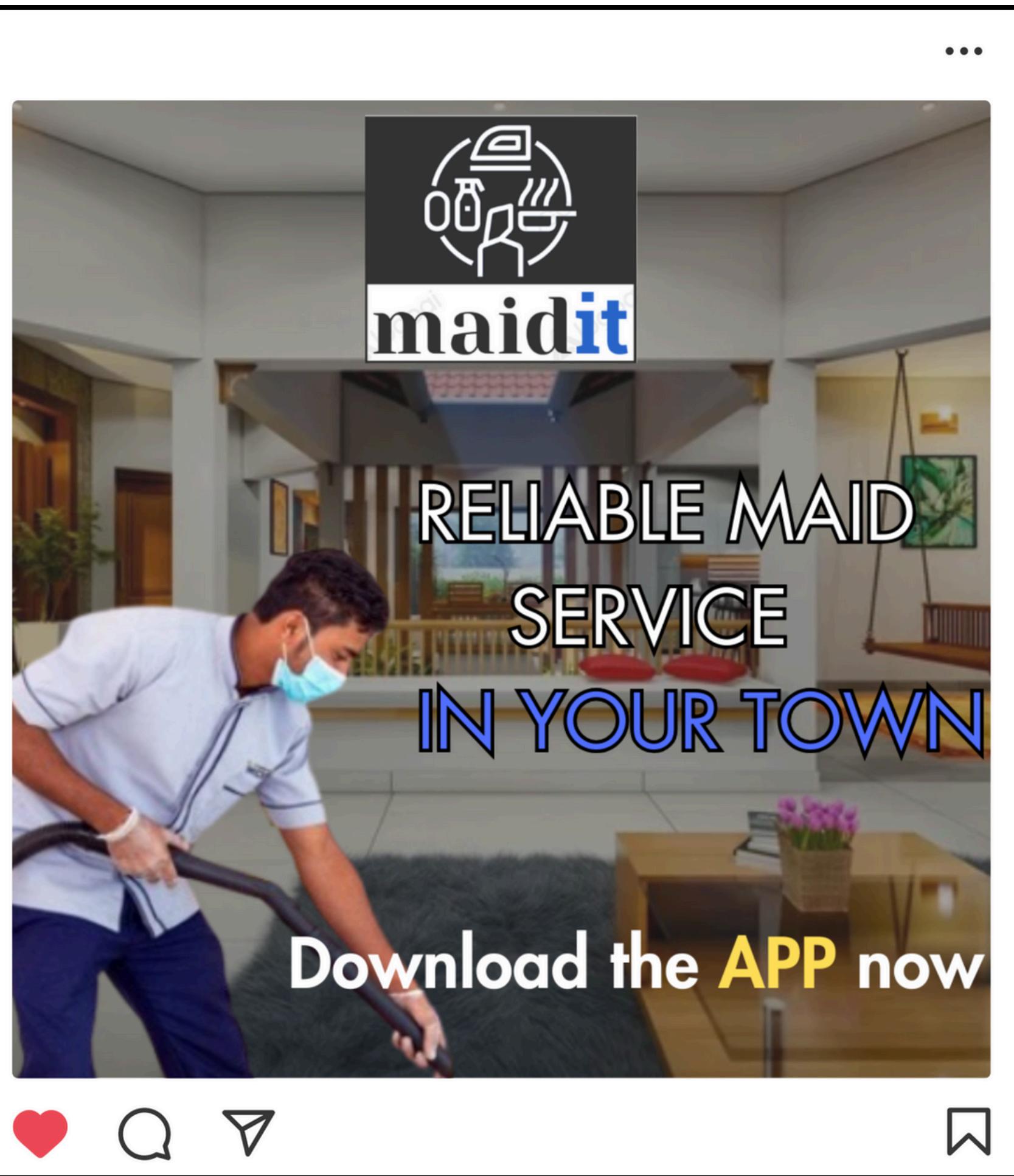
- Real Estate agencies

## Traditional marketing strategy:

- Bus/ auto posters
- Flyers and brochures
- Newspaper poster distribution
- Future -Local radio advertisements and TV Ads



# Marketing Strategy



**...  
maidit**

**RELIABLE MAID  
SERVICE  
IN YOUR TOWN**

**Download the APP now**



**maidit**

**TOO BUSY TO  
CLEAN YOUR  
HOUSE?**

Our professional home  
cleaners will be right over!

**Call us today**  
**000-0000-000**





काम ढुँढ़ने की चिक्कि चिक्कि से परेशान  
ज्वाइन करे यह ऐप  
और पाए  
गारंटी काम

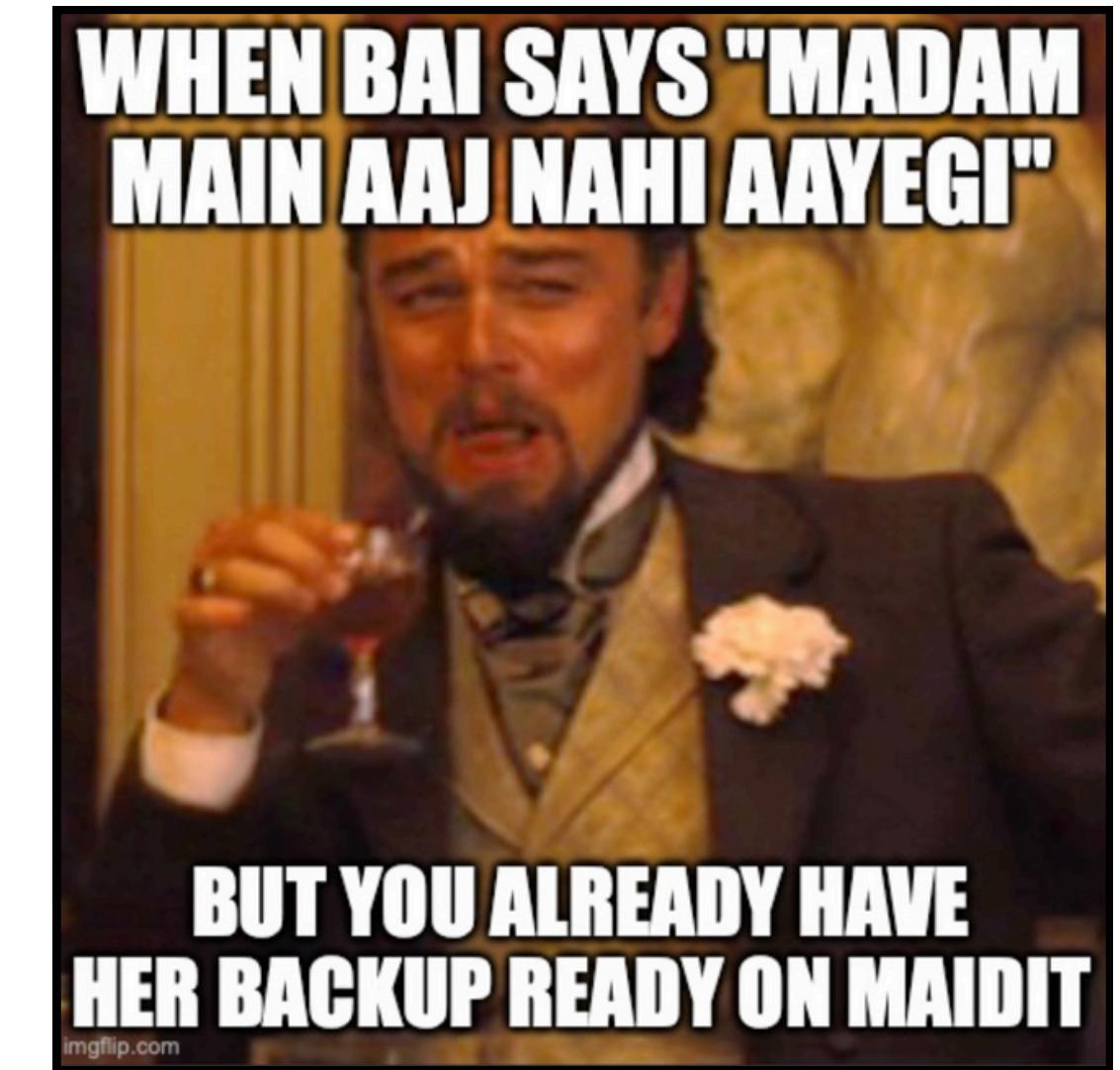


Troubled by the hassle of  
finding a job  
join this app  
get  
guaranteed work

# Mumbai Specific



# Social Media Memes



**YENNA RASCALA**

**MAIDIT!!!!**

imgflip.com



Enquiring  
for maids and  
negotiating  
their high prices



Getting  
a maid nearby  
conveniently  
from maidit.

imgflip.com

**GETTING THE  
SAME FROM MAIDIT**

**NMIMS STUDENT**

**COOKING  
AND CLEANING  
BY YOURSELF**

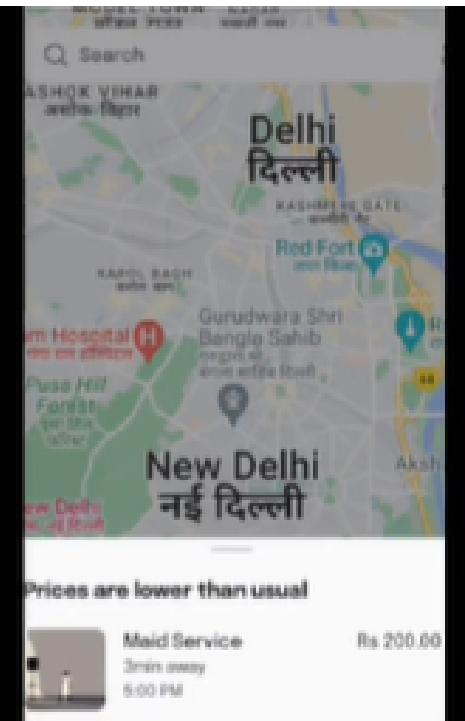
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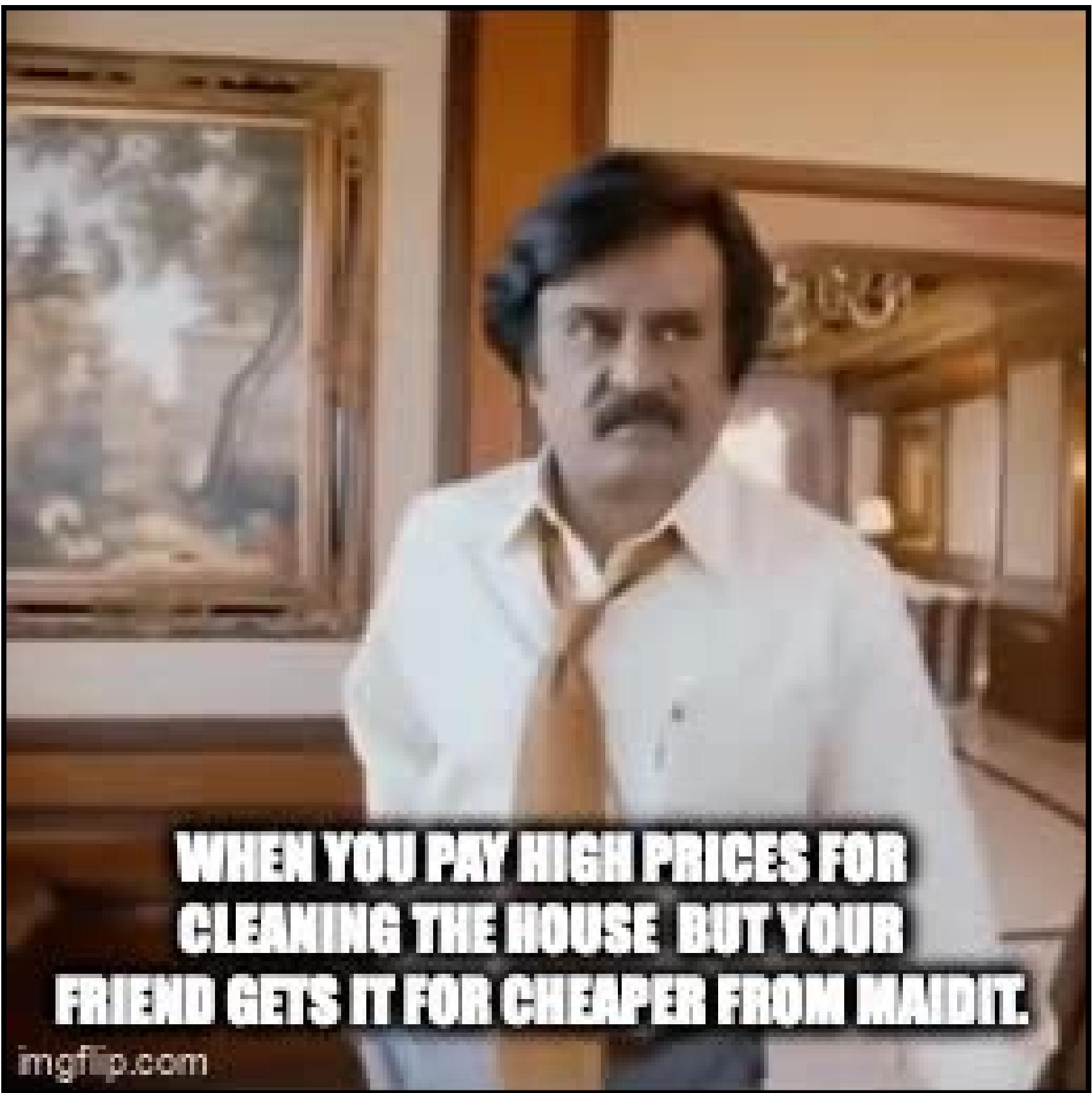
# Our Advertisement

[https://drive.google.com/file/d/1rK44ghGrJR6Fv63N7fBM5ZosupZynJY\\_/view?  
usp=sharing](https://drive.google.com/file/d/1rK44ghGrJR6Fv63N7fBM5ZosupZynJY_/view?usp=sharing)



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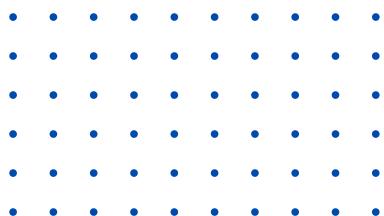




**WHEN YOU PAY HIGH PRICES FOR  
CLEANING THE HOUSE BUT YOUR  
FRIEND GETS IT FOR CHEAPER FROM MAIDIE.**

# Future Expansion Strategy

- Elderly Assistance
- Babysitting
- High end intensive cleaning.
- Expansion in other Tier 1 cities.





# Thank You

