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**Vellore Institute of Technology**  
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# **MGT1022 Lean Start-up Management**

Winter Semester 2021-22

**J-Component Report**

***“Hasty”***

**Slot: TE2**

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**Submitted to - Prof. Subashini R**

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## **1. Abstract**

The business to consumer aspect of electronic commerce (e-commerce) is the most visible business use of the World Wide Web. The primary goal of an e-commerce site is to sell goods and services online. This project is a web based shopping system for an existing shop. The project objective is to deliver the online shopping application. This project is an attempt to provide the advantages of online shopping to customers of a real shop. It helps buying the products in the shop anywhere through the internet by using a web site. Thus the customer will get the service of online shopping and home delivery from this shop. This system can be implemented to Supermarkets in the locality. If shops are providing an online portal where their customers can enjoy easy shopping from anywhere, the shops won't be losing any more customers to the trending online shops.

## **2. Introduction**

Our Product "Hasty" is the website where it brings all the trustworthy merchants nearby you on your smartphone where we can just order but can also contact them. All essentials like food, grocery, electronics and clothes that are needed are delivered efficiently. Hasty also gets you to get in direct contact with shopkeeper you are ordering from. While using the application and accessing the outlets of our requirements, you will be getting in direct touch with the shopkeeper of that area. So if you have certain trust issues with any sort of courier services or face any problems with it, we got you covered there as well.

## **3. Scope**

The Scope of the project (Android / web panel based application) is as follows: Home Delivery from stores near your website can sell Food products, medicines brands, kitchen needs, essential daily needs and more, through this online, one-stop Delivery from stores near you. It provides you with a convenient way to sell from your nearby stores for delivery.

## 4. Methodology

We are using the following methodology in our project :

- Firstly, we validate our delivery store website idea.
- Next, we fix a food delivery model.
- After this we take care of the requirements of the Aggregator model.
- Then, we finalize the major features of the website.
- Next, we ensure that the tech stack is a robust website.
- Our next step is to choose the right development partner.
- Finally, we determine the cost of the delivery from nearby stores.

## 5. Business Survey

There are so many ways to generate revenue and draw customers to this website. Most common uses are:

- Restaurants
- Programs
- Local Advertisements
- Newspaper and Media
- Universities
- Activities

*Press releases and news features:* People read the news regularly, and if you have something newsworthy to report, most news outlets will gladly report it for you. Press releases are an inexpensive way to get your brand mentioned in major publications, and possibly pick up some inbound links along the way. If you do all the work yourself, hunting down and emailing journalists, press releases can actually be a free marketing strategy.

*Social media marketing:* Start by establishing profiles for your business on major platforms like Facebook, Twitter and Instagram. Reach out to individuals, and make sure to stay connected. In time, you could grow an audience of thousands, representing an anchor stream of traffic to your site.

*Personal branding:* Personal branding works much like corporate branding; except it's going to apply to you as an individual. You'll promote yourself and your expertise across social media, and possibly on a dedicated blog, earning new followers and a separate source of traffic and interest. The value here is that people tend to trust other people more than corporations.

Effective marketing doesn't have to cost a lot of money. Sure, higher-budget marketing strategies might bring more visibility and consistency in their eventual returns, but there are plenty of highly effective -- and low-cost -- marketing strategies you can use to help your startup grow.

## 6. Hypothesis

We are suggesting our idea as we have seen the following issues in the present system :

- Lot of human resource and capital is wasted due to lack of management.
- Large amounts of food goes to waste that could otherwise feed large amounts of hungry mouths.

### Satisfaction hypothesis:

Are the customers willing to change their existing food buying systems and methodology for our solution ?

### Strategy:

1. Showing them that our website reduces the amount of food service we are giving .
2. Showing them the benefits of using our website for buying food . Volume hypothesis:

- How many customers are we gaining per month?
- Are our customers increasing the usage of our product?

We wish to find out what are the factors that are preventing us from getting new customers. Use cloud services like AWS to manage our data and see the trends. Increasing the support activities for the existing customers.

### Solution Hypothesis :

Our mission is to make use of technology to provide food and all the essentials and develop a website which is unique in its own design and development and evolve as a startup. Our startup company would set up different preliminary food delivery locations in different parts of India. We would gather our required raw materials. We aim to create awareness towards food shortage and availability issues in India and launch an affordable, easy-to-access and universally accessible product in the local markets. High end technology, sufficient workforce

and adequate resources for marketing would easily help us establish our brand in the upcoming years.

## **7. Management of resources**

### **A. Production Cost**

The various Startup Expenses (in Rs.) in our project include:

- Legal expenses : 16000
- Logo, basic designing : 500
- Promotional Materials : 1000
- Contractors : 8000

The various Startup Funding Liabilities (in Rs.) include:

- Accounts Payable (Outstanding Bills). : 17650
- Notes Payable : 2000
- Other Current : 10000
- Long-term Liabilities : 70000
- Total Liabilities : 99650

Capital Expenses (in Rs.) include:

- Owner : 2500
- Insurance : 1500
- Computer Systems : 4000
- Other expenses : 250
- Total Startup Expenses : 3150
- Investors : 0
- Total Capital : 25000
- Total Startup Funding : 124650

Startup Assets (in Rs.):

- Cash Required : 35000
- Startup Inventory : 17000
- Other Current Assets : 8000
- Assets : 61500
- Total Assets : 121500
- Total Requirements : 124,650

## **B. Salary of the employees**

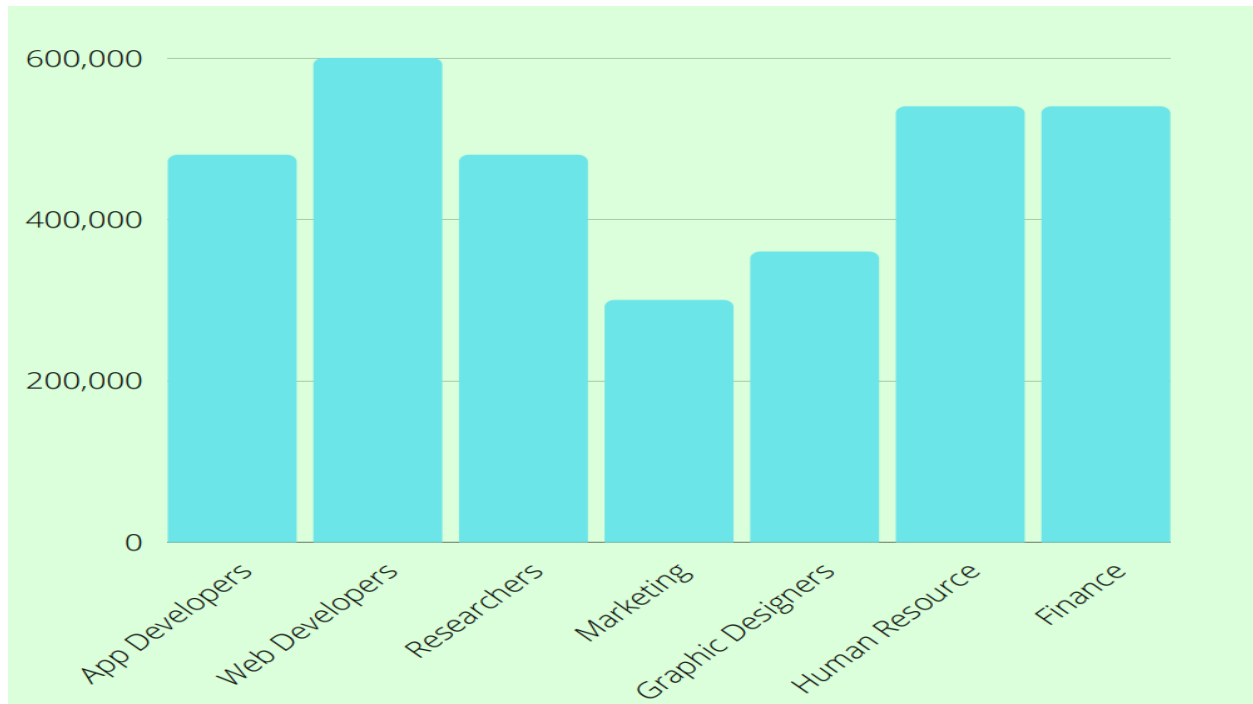
Compensation can be divided into salary, benefits and incentives. While salary and benefits must be competitive, incentives are the most likely drivers of attracting and retaining the best employees in startups.

- Bonuses - Individuals are rewarded based on the attainment of performance-based goals. Goals must be realistic and closely matched to the business and people involved.
- Profit-sharing - Payment is tied to company profits. A predetermined percentage of profit is shared among all employees.
- Stock options - An individual receives the option to buy company shares for a set price during a specified time frame. The option can be exercised by the individual at any time during the agreed-upon term and is subject to any vesting schedule.

Staff required and their salaries:-

- App Developer - ₹40,000/Month + Incentives
- Web Developer - ₹50,000/Month + Incentives
- Graphic Designers - ₹30,000/Month + Incentives
- Human Resources - ₹45,000/Month + Incentives
- Sales and Marketing - ₹25,000/Month + Incentives
- Finance Manager - ₹45,000/Month + Incentive
- Researchers - ₹40,000/Month + Incentives





### C. Subsidies :

There are various subsidies available for new businesses provided by the Government of India. The Government of India provides aid for new business under its various schemes. We can apply for aides that are readily available under schemes such as:

#### SIDBI Make In India Loan For ENTERPRISES(SMILE):

This is one of the aides that our business will be eligible for as it covers all the aspects of our company. SMILE offers various benefits such as good interest rates, extended periods of loan repayments, speedy dispensation of financial assistance,. This is one of the best aides that we can apply for as under this scheme we can ask for a loan of about Rs 10-25 Lakh with a repayment period of 3 years.

#### PSB Loans in 59 Minutes:

This is another beneficial scheme offered by the Government of India that we will be eligible for and under this scheme we can get a loan amount from Rs 10 lakh

to Rs 5 crore at 8.5% interest with a relatively flexible return period. We can get a loan in just 59 minutes under this scheme. The short time span of the loan greatly benefits us as it will help us save valuable time that would have been spent in waiting for loan and funding approvals.

#### Stand Up India Scheme:

This loan is offered on 85% of the project cost and we can get a loan of upto Rs 1 crore under this scheme with a repayment time of upto 7 years. This is one of the major schemes that are offered by the Government of India for businesses and its low interest rates and return period makes it one of the best schemes that we can apply for as under this scheme we will get a repayment time of about 7 years which is comparatively longer than most other schemes.

#### Bank Credit Facilitation Scheme:

Under this scheme we can apply for a short term, medium term or long term loan of upto Rs 5 crores with a good repayment time of about 10 years. Under this scheme we can take a loan from private banks and get all the related benefits along with reasonable interest rates and a feasible repayment time.

### **D. Company Registration**

The following is the procedure for registering a partnership firm:

#### Filling of the application

- An application form has to be filed to the Registrar of Firms of the State in which the firm is situated along with prescribed fees. The registration application has to be signed and verified by all the partners or their agents
- The application can be sent to the Registrar of Firms through post or by physical delivery, which contains the following details:
  - The name of the firm.
  - The principal place of business of the firm.
  - The location of any other places where the firm carries on business.
  - The date of joining of each partner.
  - The names and permanent addresses of all the partners.
  - The duration of the firm

#### Selection of Name of the Partnership Firm:

Any name can be given to a partnership firm. But certain conditions need to be followed while selecting the name:

- The name should not be too similar or identical to an existing firm doing the same business.
- The name should not contain words like emperor, crown, empress, empire or any other words which show sanction or approval of the government.

#### Documents for Registration of Partnership:

- Application for registration of partnership (Form 1)
- Certified original copy of Partnership Deed.
- Specimen of an affidavit certifying all the details mentioned in the partnership deed and documents are correct.
- PAN Card and address proof of the partners.
- Proof of principal place of business of the firm (ownership documents or rental/lease agreement).

#### Partnership Deed :

A partnership deed is an agreement between the partners in which rights, duties, profits, shares and other obligations of each partner are mentioned. A partnership deed can be written or oral, although it is always advisable to write a partnership deed to avoid any conflicts in the future.

### **E. Sales Strategy**

Initially, we will be targeting the local market and people which includes students, college staff and local people. Our basic sales strategy includes the fulfillment of basic needs of the people.

Vellore: around 15,000

Under GST, 3 types of taxes can be charged in the invoice. SGST and CGST in case of an intra-state transaction and IGST in case of an interstate transaction

Place of supply is required for determining the right tax to be charged on the invoice, whether IGST or CGST/SGST will apply.

- Foods transportation intra-state
- Supply of service: Deliver foods

- Place of supply: VELLORE(the location of registered person)
- GST: CGST & SGST (intra-state)
- Supply of service: Deliver foods
- Place of supply: Vellore (the location of registered person)
- GST: IGST (inter-state)

## **Pricing Strategy**

Zomato charges 100 Rs and above for delivery for the products which are under the worth of 1000 rs irrespective of whether products are locally available or from outside.

Food-panda charges 140 Rs and above for delivery for the products which are under the worth of 1000 Rs irrespective of whether the products are locally available or from outside.

In our service, as we are charging 50 Rs extra on delivery no matter the number of products, compared with other e-commerce websites our tariff charges are less and comfortable to the customers. Hence, the number of orders placed through our website rate would be high and can achieve many orders a month hence we can achieve profit.

Pricing the service all matters even if we can speak with the vendors for some special discounts on the products which we can show on our website which attracts the people more.

## **F. Company Policies**

### Equal opportunity policies:

- We provide equal opportunities to all our employees and to all eligible applicants for employment in our company.
- We do not unfairly discriminate on any ground, including race, caste, religion, color, ancestry, marital status, gender, sexual orientation, age, nationality, ethnic origin, disability or any other category protected by applicable law.
- When recruiting, developing and promoting our employees, our decisions will be based solely on performance, merit, competence and potential.

### Employees Code of Conduct Policies:

Our Code of Conduct applies to all our employees regardless of employment agreement, rank, or location. The Code also applies to third parties, such as consultants, agents, suppliers, and others acting on the Company's behalf.

- To work effectively, all of us need a healthy and safe work environment. We provide a work environment free of coercion, discrimination, and harassment. Therefore, respect, inclusiveness and shared ethical values are at the heart of our core values.
- We comply with all laws, whether local, national or regional. All our employees and those acting on our behalf must protect the Company's legality. They should comply with all environmental, safety and fair dealing laws. Violations of the law can result in significant harm to the Company, including financial penalties, denial of government contracting privileges, imprisonment for criminal misconduct and damage to our business relationships and reputation.
- All employees should treat our Company's property, whether material or intangible, with respect and care. Employees shouldn't misuse Company equipment or use it frivolously and should respect all kinds of incorporeal property. This includes trademarks, copyright and other assets including intellectual property.
- We expect you to comply with applicable laws and government guidelines governing social media. When using any form of social media, you must comply with this Code of Conduct. You must not disclose any confidential information about the Company or any of its employees, contractors or third-party vendors.
- We must avoid situations involving an actual or potential conflict of interest so that even the slightest doubt about our integrity is not raised. To avoid conflicts of interest and any appearance of favoritism, ensure that you do not work directly for, supervise or make employment decisions about a family member. Personal or romantic involvement with a competitor, supplier, or another employee of the Company might affect your ability to exercise good judgment on behalf of the Company. This could lead to a conflict of interest.

## **G. Market Analysis**

- The delivery service in the markets across the globe was valued at \$262.86 billion in 2020, and is projected to reach \$484.38 billion by 2030,

registering a CAGR of 6.4% from 2021 to 2030.

- The coronavirus pandemic is an unprecedented crisis with dramatic economic impacts on the delivery services.
- Strict constraints have been posed on transport, particularly on road and air traffic. Therefore, shipping was almost impossible during the first few months of COVID-19. In addition, shortage of the shipping staff, owing to the restrictions imposed by governments further impacted the operations of delivery services during the pandemic.
- Although the pandemic has accelerated the decline of letters & document parcels and growth of e-commerce parcels due to an increased number of people shopping from home.
- The e-commerce and daily essentials goods industry is expected to affect the delivery services industry positively during and after the COVID-19 outbreak.
- In addition, there has been an increase in urgent demand for healthcare and FMCG supplies, such as hospital supplies, gloves, sanitizers, vaccinations, and perishable food items, which propels the growth of the delivery services market during the COVID-19 pandemic.

A Swot analysis of the market is shown below:

<b>Strength</b> Presence in the required areas where the service is needed.	<b>Weakness</b> The general reluctance that may occur during financial transactions.
<b>Opportunity</b> Offering better delivery services in line with the customer expectations and making sure that all the customers are satisfied with the services.	<b>Threats</b> <ul style="list-style-type: none"><li>- Increase in competition with increase in demand of such services</li><li>- Lack of coordination with the delivery agents and the customers.</li></ul>

## H. Services

For each and every business system, there is a need to decide the list of services they offer to make the customers feel exuberant and also to make the website look lively. And hence here comes some of the salient features of our WEBSITE!

### *1) Order your needs from various sources!*

Through this portal, we provide our customers an very easy way to access the

goods they need from their remote areas from various sources like,

- Restaurants
- Grocery Shops
- Market Place
- Bakeries
- Sweet shops
- Stationery Shops
- Departmental Store and various such sources.

### *2)Provides commodious services for placing orders!*

We furnish some steps through which our customers can place their orders more dexterously.

- Choose the pickup and drop place.
- Choose the store from where you want to collect your goods.
- Once chosen, place your order.
- Choose the mode of payment and enjoy your product being delivered.
- We do deliveries faster, cheaper and better.

The following are the benchmarks which make our portal more feasible and efficient.

### *3)The major services!*

Here are some of the salient features of our web portal.

- **Live Tracking** - We give live order updates on your dashboards and a tracking link to share with our customers.
- **Scheduling Option** - The customers can get their goods picked up at a later date and time.They can schedule up to a week in advance.
- **Multiple Drop Points** - They can save up to 40% on delivery fee and time by adding multiple drop points to the same order.
- **Live Order Support** - We provide Live Chat Support for all your orders and queries resolved in minutes for our customers.
- **Cash On Delivery** - We Collect CoD from our customers for their deliveries with the option to collect delivery charges from them.
- **Pay Later** - We provide a postpaid billing option to keep placing orders and

pay a cumulative amount on a monthly basis

## **I. Factors making our app the best**

Any product/ service becomes the best one of its kind when it combines three aspects in a smart way: market, user and the product itself. Our app is user-centric and has a strong USP(Unique Selling Point). A few highlighting features of our app that make it unique are the facilities to order from various resources and track the orders live, faster and cheaper deliveries, highly effective and low cost marketing strategies, being able to provide products and services at haste thus becoming extremely handy in case of any emergencies.

## **J. Comparison between similar products**

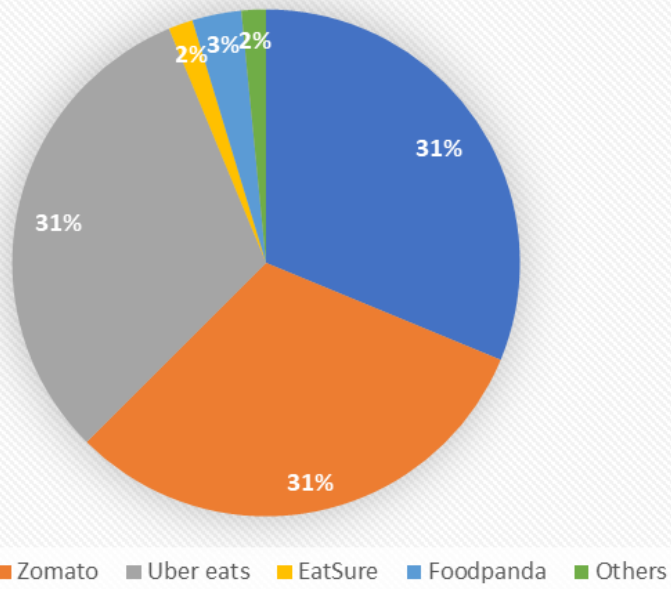
Our company have many competitors in 3 out of the 5 services we provide but as we provide all the services that one would required in his/her's daily life and on top of that we will be delivering our product within a day which gives us an edge over our competition

### *Food Delivery*

Our food delivery service has many competitors in which swiggy ,Zomato and uber eats are the most prominent competitors.



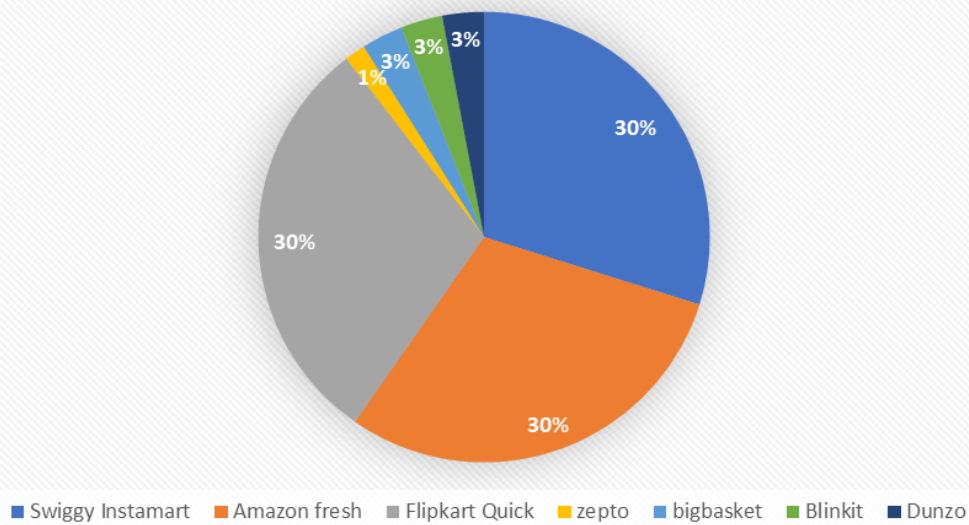
## Food Delivery Competitors



## Grocery

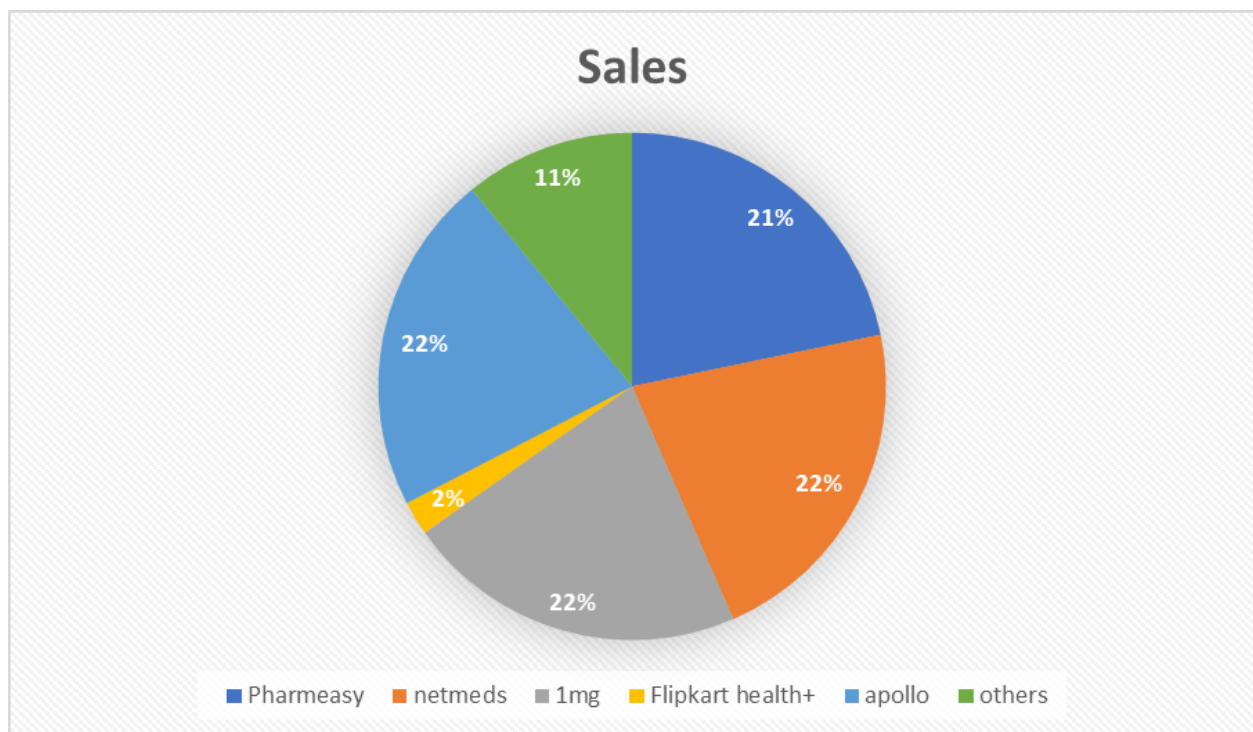
In grocery service swiggy instamart, zepto, blinkit, dunzo daily and big basket BB now are the major competitors.

## Sales



## Medicine

For medicine, pharomeasy and netmeds are our major competitors but they deliver medicine in 2-3 day whereas we intend to provide it in a few hours.



### *Electronics*

There isn't much competition in electronics except amazon and flipkart. As we intend to provide daily electronic items that can be delivered within a day unlike gadgets like mobile phones and laptops.

### *Clothes*

There is no competition in delivering clothes service since we are providing clothes from the local merchant shops.

## **K. Employee Management**

An employee is deemed absent when he/she is unavailable for work as assigned/scheduled and such time off was not scheduled/approved in advance as required by the department notification procedure.

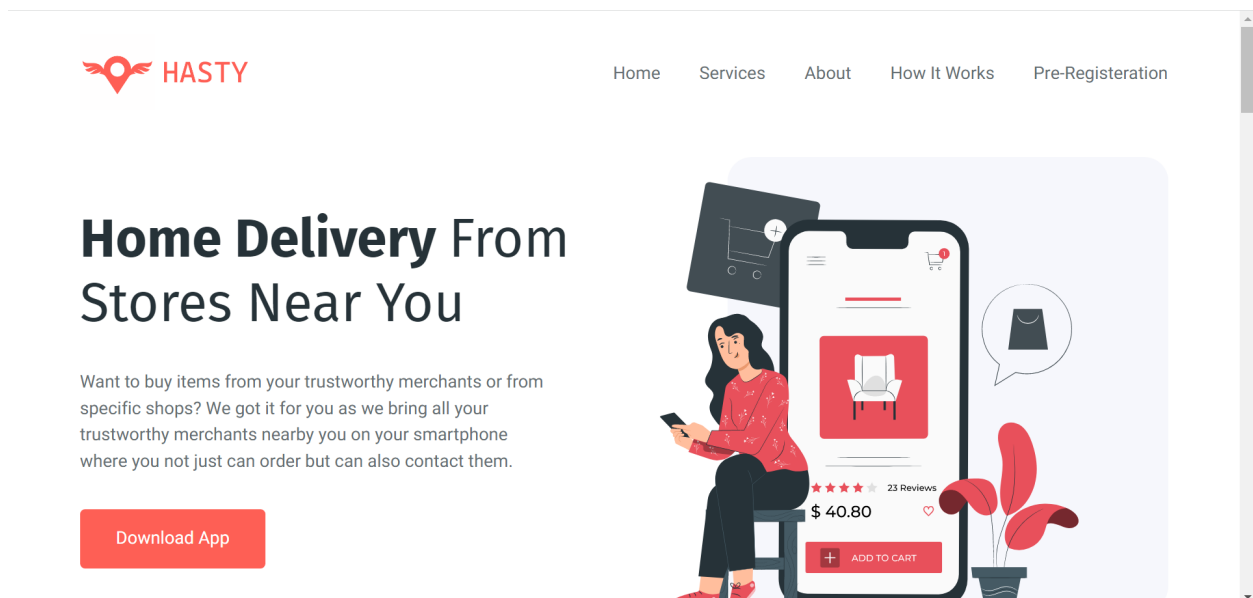
An employee is deemed to be tardy when he/she:

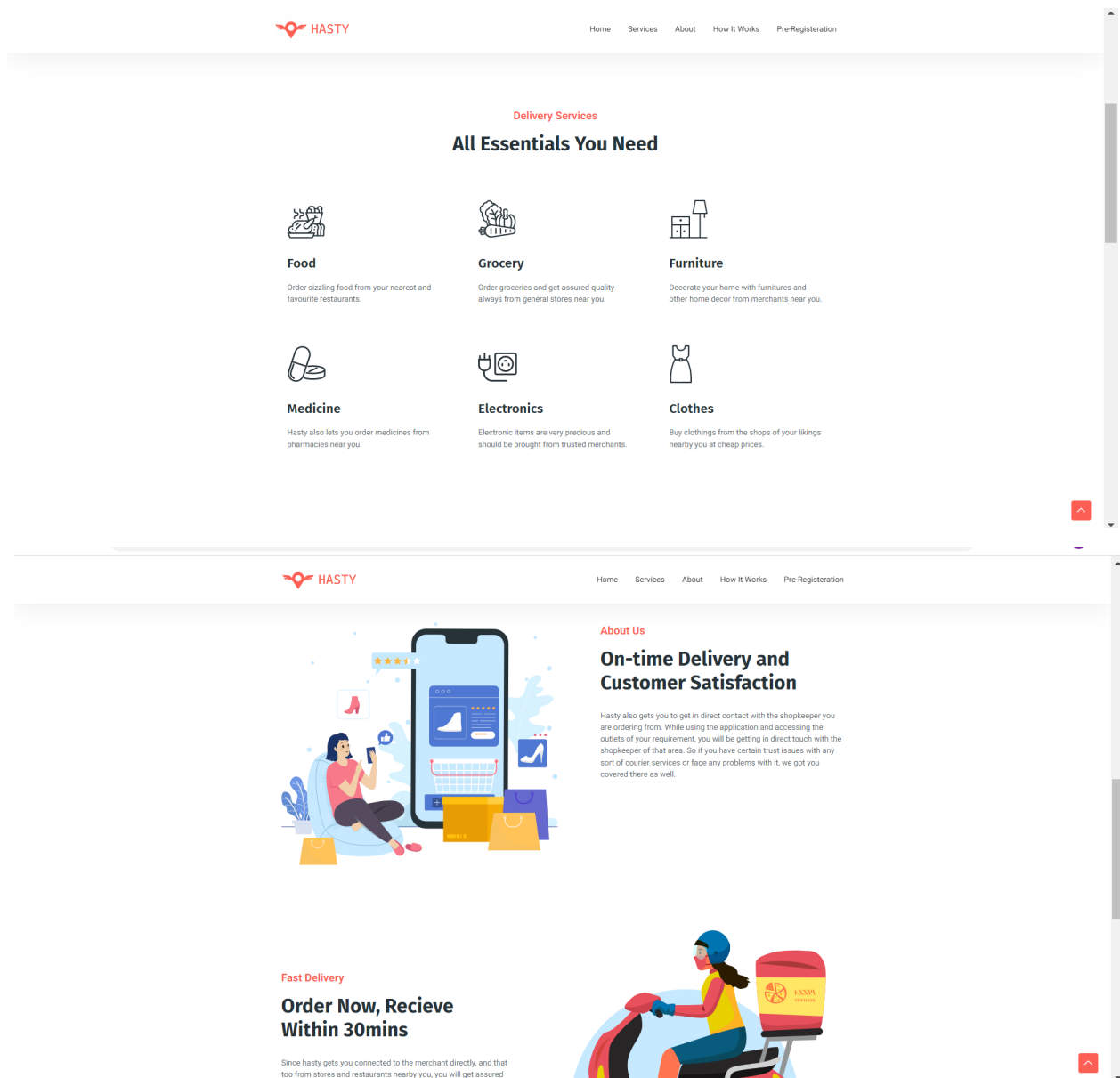
- Fails to report for work at the assigned/scheduled work time.
- Leaves work prior to the end of assigned/scheduled work time without prior supervisory approval.
- Takes an extended meal or break period without approval.

Employees are expected to follow departmental notification procedures if they will be late for work, will not be at work, or are requesting planned time away from work. Employees must request in advance to their supervisor or designee and in accordance with the departmental procedure if they wish to arrive early or leave early from an assigned shift.

Employees are required to follow established guidelines for recording their actual hours worked. A missed clock in/out is a violation of this policy

## 8. Website Prototype





Our Website is based on Delivering Food Fast and Quality Food from the nearby restaurants and ensuring that the customer requirements are fulfilled.

A similar app used for food delivery is Swiggy. Swiggy delivers food fast and is also a way to search for great places to eat around. The difference between swiggy and our app is that swiggy delivers fast food. Whereas, our idea focuses on customer health by delivering healthier food. We also include organic food.

## 9. Conclusion

We conclude that our app is the best way to buy things in a faster way as well as keeping the health of the customer in mind. It shows us that even in difficult times like during Covid-19, our app will help a lot of people get what they need safely. Our app is the one destination where we find products like groceries, food, medicines to make sure people don't need to waste their time in purchasing these items if they don't want to or don't have the time to. During this time, many such apps are getting their way into the society, which increases the need of any software engineers.

So our conclusion is that good ideas and capital income can help many people and it helps startups to make their way in the market and be of some help to society.