



Shared serviced apartment is the idea of bringing the affordability and experience of hostels along with the luxury and better amenities of a serviced apartment together. It is a place to stay for long term (usually more than a month) with room-mates and enjoy the services of a well-furnished flat, loaded with amenities. By sharing the serviced apartment, the high cost of a serviced apartment can be shared amongst the flat-mates (optional) making it feasible for longer stay. The hospitality of big hotel chains gives them an edge to cater the audience needs better than anyone else.

Key Partners <ul style="list-style-type: none">• Joint Venture partnership• Security Firm• Educational institutes• Housekeeping firm• Croma – Electronics• Godrej – furniture, toiletries and kitchen equipment• Bombay Dying• Aquaguard	Key Activities <ul style="list-style-type: none">• Housekeeping• Security• Personal bathroom• Comfortable accommodation	Value Proposition <ul style="list-style-type: none">• Customer need: Accommodation• Customer problem: A comfortable home-like place to stay• Hassle free stay• Already setup and fully furnished apartment• Offering – A shared serviced apartment• Consists of a 2BHK apartment where 1 bedroom is shared by 2 people• Amenities: basic amenities like bed, cupboard, study table, side table, TV• Additional amenities: personal bathroom, living room, kitchenette	Customer Relationships <ul style="list-style-type: none">• Social Media• Website• Hoardings• Personal assistance• Relationship built with staff• Emails• Monthly payments• Payment method: DD/Cheque/RTGS/NEFT	Customer Segments <ul style="list-style-type: none">• Our target audience are female college students in Mumbai specifically in western Mumbai i.e. Andheri to Bandra.
	Key Resources <ul style="list-style-type: none">• Land In a location near to colleges• Man power• Collaborations with security personnel, housekeeping personnel• Marketing and sales department		Channels <ul style="list-style-type: none">• Collaborations with educational institutes• Company’s Website• Digital marketing campaigns• Hoardings <p>⇒ What works best for us?</p> <ul style="list-style-type: none">○ Collaborations with the college works best for us.○ The most cost-efficient channel would be social media targeting and poster around colleges	
Cost Structure <ul style="list-style-type: none">• 51%-49% profit sharing with joint venture partner• Operating costs (amenities, security, housekeeping)• One-time costs• Recurring Maintenance cost• Marketing cost			Revenue Streams <ul style="list-style-type: none">• Accommodation Fees(students)• Future plans:<ul style="list-style-type: none">○ Merchant tie ups○ Advertisement on notice board○ Catering to corporate segment	