

Bangladesh University of Engineering and Technology

HUM 481 - Entrepreneurship for IT Business

CHAKA CHECK

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1 Introduction to the Business

CHAKA CHECK is a modern car service platform designed to provide convenience, transparency, and reliability to car owners and service providers alike. By offering services such as home delivery car servicing, emergency breakdown assistance, and personalized recommendations, CHAKA CHECK revolutionizes how customers maintain and repair their vehicles. This business aims to bridge the gap between car owners and professional service providers by using cutting-edge technology and customer-focused innovations.

2 Business Model Canvas

The business model canvas for CHAKA CHECK outlines key elements of the business strategy. Below is the visual representation of the model:

CHAKA CHECK

BUSINESS MODEL CANVAS

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KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIP	CUSTOMER SEGMENTS
<ul style="list-style-type: none">• Car Service centers• Technology Development Partners• Vehicle Manufacturers• Car part suppliers & manufacturers• Payment gateway providers	<ul style="list-style-type: none">• Home Delivery car servicing• In-center servicing• Emergency breakdown assistance• Service history & Recommendations <div>KEY RESOURCES</div> <ul style="list-style-type: none">• Mobile app & Website• Service center partners• Skilled Technicians & Mobile Service Units• Customer Data	<ul style="list-style-type: none">• Convenience• Reliability• Cost-Effective• Transparency• Customer-Centric• Increased Customer Reach for servicing centers• Emergencies (24/7)	<ul style="list-style-type: none">• Personalized service• Loyalty programs• Customer support• Customer reviews• Proactive engagement <div>CHANNELS</div> <ul style="list-style-type: none">• Mobile app & Website• Social media• Partner Service centers• In-person service• Referral Programs	<ul style="list-style-type: none">• Car owners• Corporate clients• Emergency cases• Luxury Car Owners• Vehicle Rental & Car-Sharing Services• Urban Commuters
COST STRUCTURE		REVENUE STREAM		
<ul style="list-style-type: none">• Technician salaries• App development & Maintainance• Operational cost <div></div> <ul style="list-style-type: none">• Partnership fees• Marketing expenses• Service Materials• Subscription management		<ul style="list-style-type: none">• Service charges• Subscription plans• Commission <div></div> <ul style="list-style-type: none">• Loyalty programs• Referral bonuses• Premium charges		

Figure 1: Business Model Canvas for CHAKA CHECK

3 Key Sections of the Business Model Canvas

3.1 Key Partners

- **Car Service Centers:** Collaborating with trusted service centers ensures that customers receive quality service at competitive prices. These partnerships enable CHAKA CHECK to offer diverse servicing options.
- **Technology Development Partners:** These partners assist in building and maintaining the mobile app, website, and other technical infrastructure. Their contributions are crucial for delivering a seamless digital experience.
- **Vehicle Manufacturers:** Partnerships with manufacturers provide access to technical expertise, genuine spare parts, and insights into the latest automotive technologies.
- **Car Part Suppliers and Manufacturers:** Reliable suppliers ensure that spare parts used in servicing are genuine and meet quality standards, enhancing customer satisfaction.
- **Payment Gateway Providers:** Secure and efficient payment gateways make transactions hassle-free, promoting trust and convenience among users.

3.2 Key Activities

- **Home Delivery Car Servicing:** Customers can opt for their vehicles to be serviced from the comfort of their homes, saving them time and effort.
- **In-Center Servicing:** CHAKA CHECK facilitates appointments with partnered service centers for customers preferring traditional servicing methods.
- **Emergency Breakdown Assistance:** Our 24/7 roadside assistance ensures customers are never stranded, providing timely help during emergencies.
- **Service History and Recommendations:** By maintaining detailed service histories, customers can view past records and receive timely notifications for required maintenance, ensuring their vehicles stay in peak condition.

3.3 Key Resources

- **Mobile App and Website:** The primary platforms through which customers interact with CHAKA CHECK, offering features like booking, tracking, and payments.
- **Service Center Partners:** Trusted service centers form the backbone of our operations, delivering high-quality maintenance and repair services.
- **Skilled Technicians and Mobile Service Units:** Experienced professionals and fully equipped units provide on-site and in-center servicing, ensuring customer satisfaction.
- **Customer Data:** Valuable data helps tailor services, predict maintenance needs, and improve overall user experience.

3.4 Value Propositions

- **Convenience:** From booking services online to home delivery options, CHAKA CHECK prioritizes making vehicle servicing as effortless as possible.
- **Reliability:** Partnering with trusted professionals and using genuine parts ensures that customers can always depend on our services.
- **Cost-Effectiveness:** Transparent pricing and competitive rates provide excellent value for money.
- **Transparency:** Clear communication about costs and services builds trust and ensures customer satisfaction.
- **Customer-Centric Approach:** Every decision and service is designed with the customer's convenience and satisfaction in mind.
- **Increased Reach for Servicing Centers:** By collaborating with CHAKA CHECK, service providers can reach a larger audience, boosting their revenue.
- **Emergency Support (24/7):** Round-the-clock assistance ensures peace of mind for car owners.

3.5 Customer Relationships

- **Personalized Service:** Customized recommendations based on service history to enhance the customer experience.
- **Loyalty Programs:** Reward repeat customers with incentives and special offers.
- **Customer Support:** Dedicated support available to address queries and issues promptly.
- **Customer Reviews:** Collect and analyze customer feedback to improve services and maintain high satisfaction levels.
- **Proactive Engagement:** Regular updates and notifications to keep customers informed and engaged.

3.6 Channels

- **Mobile App and Website:** Primary platforms for bookings, payments, and service tracking.
- **Social Media:** Engage with customers, promote services, and gather feedback.
- **Partner Service Centers:** Direct interaction through service centers for in-person appointments.
- **In-person Service:** Face-to-face interaction at customer locations or at partner centers.
- **Referral Programs:** Encourage customer referrals through incentives and rewards.

3.7 Customer Segments

- **Car Owners:** Individual car owners form the primary customer base, relying on CHAKA CHECK for regular maintenance, repairs, and emergency services.
- **Corporate Clients:** Companies with fleets of vehicles benefit from our streamlined servicing and fleet management solutions.
- **Emergency Cases:** Customers in need of immediate roadside assistance during breakdowns or accidents can count on our 24/7 services.
- **Luxury Car Owners:** Owners of high-end vehicles seek premium servicing and genuine parts, which CHAKA CHECK provides through its trusted partners.
- **Vehicle Rental & Car-Sharing Services:** These businesses require regular and reliable servicing for their fleet to ensure customer satisfaction and operational efficiency.
- **Urban Commuters:** Busy city dwellers appreciate the convenience of home delivery servicing and our efficient digital platform.

3.8 Cost Structure

- **Technician Salaries:** Cost associated with paying skilled technicians for their services.
- **Maintenance and Operational Costs:** Expenses related to maintaining the mobile app, website, and physical service centers.
- **Partnership Fees:** Payments made to bring in partners like service centers, technology providers, and vehicle manufacturers.
- **Marketing Expenses:** Costs related to promoting the brand and acquiring new customers.
- **Service Materials:** Expenses for parts and materials used during servicing.
- **Subscription Management:** Costs associated with handling user subscriptions and payment processing.

3.9 Revenue Stream

- **Service Charges:** Fees charged for individual servicing and maintenance tasks.
- **Subscription Plans:** Monthly or annual plans offering regular maintenance and servicing.
- **Commission:** Earnings from service center partners for referrals and completed services.
- **Loyalty Programs:** Rewards given to repeat customers for their continued engagement.

- **Referral Bonuses:** Revenue generated from partner companies as incentives for referring new customers to their services, offering CHAKA CHECK an additional income stream through partnership agreements.
- **Premium Charges:** Additional fees for emergency services, expedited servicing, or specialized car care packages.

4 Future Aspects of the Business

In the future, CHAKA CHECK aims to expand its services to include electric vehicle maintenance, subscription-based car care packages, and partnerships with insurance providers. Incorporating AI-based predictive maintenance will further enhance efficiency.

5 Conclusion

CHAKA CHECK presents an innovative and customer-focused approach to vehicle maintenance, leveraging technology to simplify and improve the car servicing experience. By prioritizing convenience, transparency, and reliability, CHAKA CHECK is set to redefine the automotive servicing landscape.