# SERVICEABLE ADRESSABLE MARKET (SAM) IDENTIFICATION AND JUSTIFICATION

National Institute of Technology Karnataka, Surathkal is second home to around 5000 students including undergraduate engineering, post-graduate, doctorate, humanities and business management students. The entire college is almost like a miniature town buzzing with activities all year round.

This huge population of students represents a huge untapped market for cycle rental services. There are no cycle rental services anywhere near Surathkal or even in the nearby cities like Mangalore. This presents us with the perfect environment to grow and develop into a major company.

We need to effectively utilize this entire possible customer base by using effective marketing and technical progresses within the start-up.

TOTAL NUMBER OF STUDENTS IN NITK, SURATHKAL

TOTAL NUMBER OF STUDENTS WITH CYCLES

SOURCE: Survey conducted using Google form and  
 the NITK official website [www.nitk.ac.in](http://www.nitk.ac.in)

With \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ number of students we get an estimate of students who require these bicycles on rent. And this number will keep on rising every year with the new admission of a fresh batch of students in each academic program in the college.

TOTAL NUMBER OF STUDENTS JOINING UNDER VARIOUS PROGRAMS

Source: Survey conducted using Google form

The justification that can be provided for the various groups of students for taking a cycle for rent:

1. THIRD AND FOURTH YEAR STUDENTS (Undergraduate BTech)  
   The group of students without any bicycles in this category, are the ones who really want a bicycle of their own but they don’t want to deal with reselling the cycle or its usual maintenance problems. But this group understands the requirement of a bicycle in NITK. Also, this category of students often completes various internships and industrial visits, which pays them quite well. So there are no real financial problems, and they can afford to rent the cycles. But they will also be looking at affordable rents and maintenance services that are provided by us.   
    This point is clearly understood by the fact that five of our seven cycles that are currently on rent have been taken by third year and final year students.
2. SECOND YEAR STUDENTS (Undergraduate BTech)  
   This group of students thinks with the bigger picture in mind. They wish to have bicycles that have very little maintenance costs and the rent should not exceed the approximate amount of the bicycle over the three years. Keeping this in mind we have a well-planned and attractive rates system to provide the right motivation to this group. We will be providing them the bicycles at minute-wise rentals , so that they have the freedom and flexibility to select the time when they wish to have the bicycles for rent.  
    Currently, out of the seven cycles that we have rented out, two of them are currently with second year students.
3. FIRST YEAR STUDENTS (Undergraduate BTech)  
   This group of students represent the apprehensive and unsure group as they are newly inducted into the college. We plan on being the new college lingo within the college by creating a buzz throughout in the college. As the first year students see the rental services in the college and the number of people who are using it, this will give them an added push to rent the cycles. Also we plan on conducting a two day fest which will focus on green living and eco-friendly ways of transportation. It will include various fun events to attract the first years.
4. POST-GRADUATE STUDENTS (MTech)  
   This group of students spends only two years within the college for their education. Their prime concerns are very cheap rents on bicycles. They wish to stay away from the hassles of maintaining the cycles and its resale value. We are providing them exactly that, with our services. This will encourage a steady number of students to constantly keep using our services.