TEAM – 8
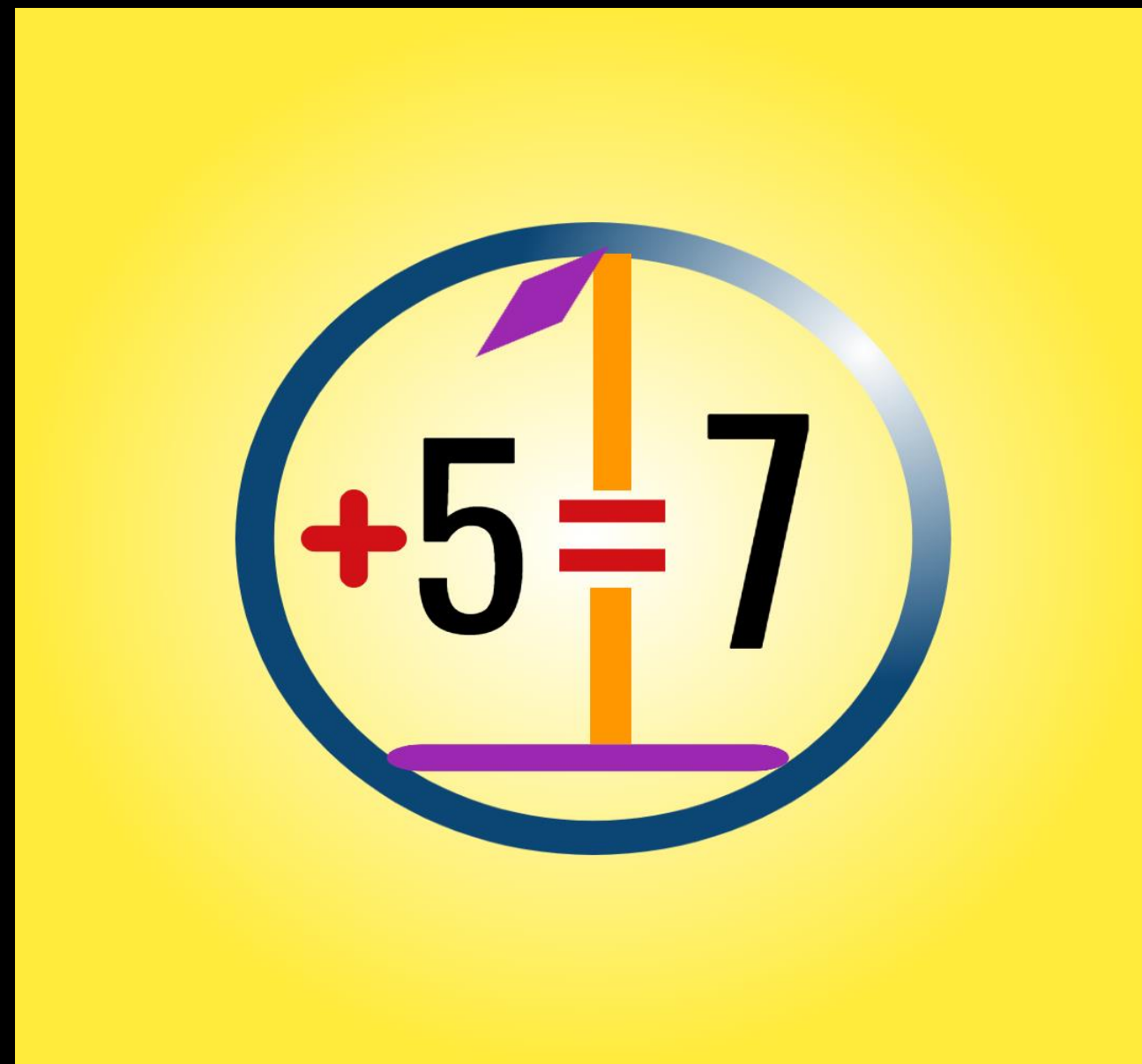
1+5=7

TELL THE WORLD, WE ARE GAINERS

TEAM MEMBERS

ROHAN
ROSHAN

SURABHI

GIRISH

NIDHI

ABDUL

ROSHNI

POSITIONING STATEMENT

*FOR-*Students(school, college) ,office goers ,printing media

*WHO-*want a easier ,faster and smarter technique of dealing with printing/photocopy problems .

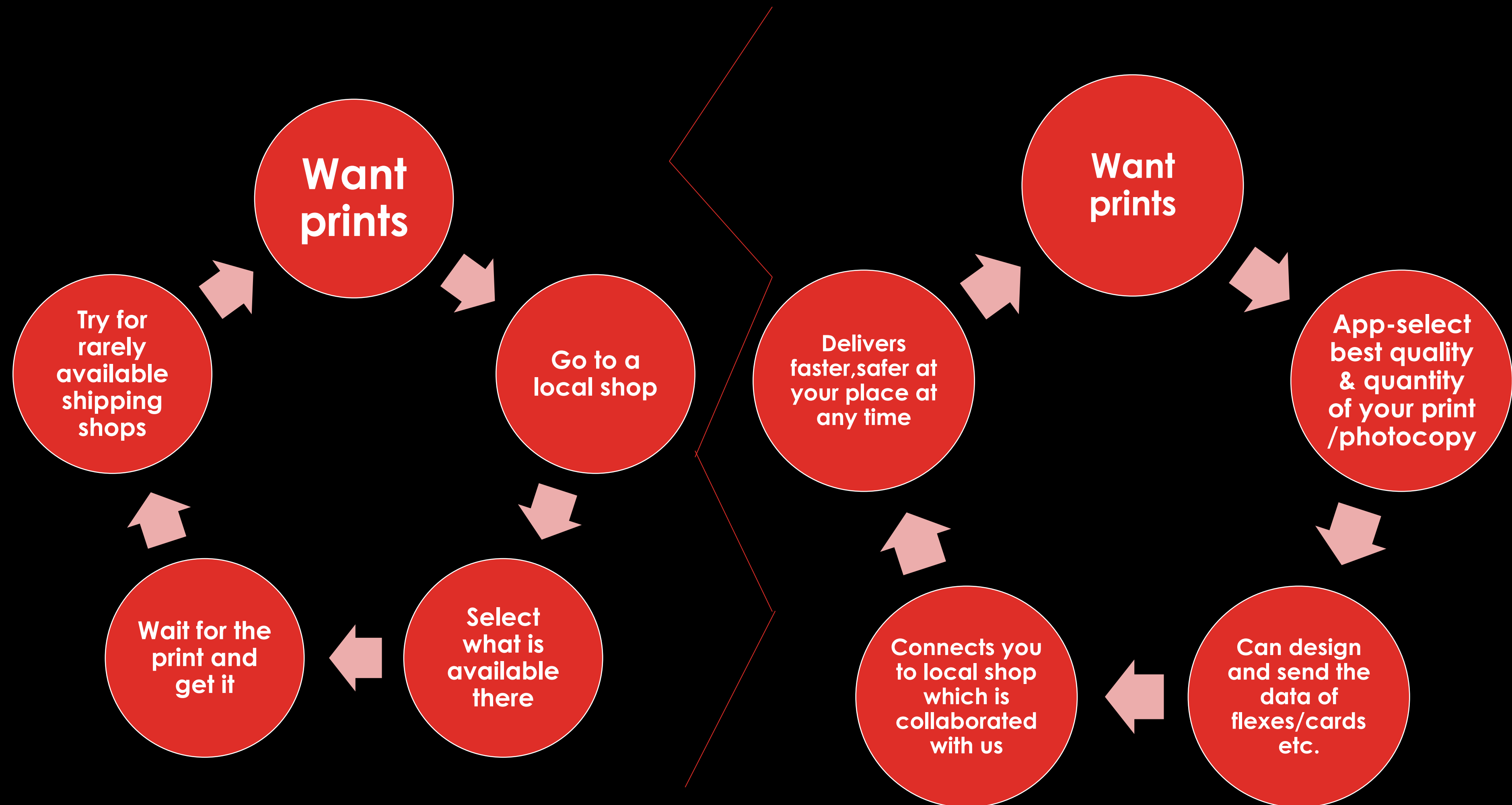*THAT-*could get quality printouts reaching us at a faster rate just by a finger tip click.

*UNLIKE-*the way we have to go and wait and not exposed to the better options available.

OUR PRODUCT-

- *Connects* students/ officers to *local* printout/photocopy shop(selecting the size, colour, paper,...on an app and that gets delivered at their place at faster rate without any stress)
- Offers *private printing* by mobile printing services.
- Gives an option to *design* own stuff like wedding cards ,flexes ,pamplets and get it delivered.
- Deliver *stationary items* available in connecting shops

EXISTING SOLUTION V/S OUR SOLUTION

Want prints

Try for rarely available shipping shops

Go to a local shop

Delivers faster, safer at your place at any time

Want prints

App-select best quality & quantity of your print /photocopy

Wait for the print and get it

Select what is available there

Connects you to local shop which is collaborated with us

Can design and send the data of flexes/cards etc.

VIDEO

VALUE PROPOSITION CANVAS

CUSTOMER SEGMENTS:
1) STUDENTS
2) OFFICE GOERS

More test/exam scores
On time submission
Safety at night
Saves time for studying
Convenient

More productivity

An app/website that connects students to local shops

A mobile service that will arrive at your doorstep

Enlist common items that u can buy from on the app and have it delivered home anytime

Deliver printout to doorstep
Send service itself home
Printouts-any type, material, quality
24/7 service

Save time, energy
Convenient
Increase student's work productivity

and efficiency
More work done in less time

Printouts, assignment, textbooks, projects, presentation in different styles
Photocopy things
Buying stationary items

Waiting at the shop-tiredness

Waste of time

Late at night, shops closed, no safety

Not all products available near house all times

OFFICE GOERS

More convenience
Increased work productivity
More money and position
On time work submission

Provide private mobile printing service

Sell items

Allow customers to design/select their style

Send the content to nearest shop/our shop and get it delivered home
Our shop provides 24/7 service
Customize your own cards/select an available design and we deliver to your house
Can order any item you want

Convenient
Saves time and energy
Can take prints anytime and get it delivered to office

Customize your business cards, brochures, pamphlets
Call the service home if what is to be printed/photocopied is confidential

Have to wait in line at the shops
Waste of work time
Cant take printout anytime
Cant customize their cards and other project work
May not find their required materials near their house

Get work related printouts, prints for their projects
Get business cards printed
Get things photocopied
May need different items for what they are working on

BUSINESS MODEL CANVAS

Business Model Canvas

Key Partners

Key Activities

Key Resources

Value Proposition

Customer Relationships

Channels

Customer Segments

Cost Structure

Revenue Streams

BMC

Key Partners

Mainly include the local shops in any region.
Teams that would help customers customize a product
Teams that sell printing related things
Those who help provide the mobile service

Key Activities

Get the local shops to agree to this idea; Look out for design teams; Create the interface
Create teams to handle the software, database; Advertise !
Set up mobile service facilities and own print shop
Hire the team involved in pick-up and delivery

Key Resources

Xerox machines, printers of all types, laminators, vehicle for mobile services
Design teams and delivery people as an asset.
Partnership with local printout/ photocopy shops .

Value Propositions

We deliver any type of printouts to your doorstep anytime, anywhere
We let you customize invitations, certificates and deliver it to your house, without having to step out of house
We let you call the service to your doorstep
We sell stationary related items
24/7 service

Customer Relationships

Get customers via advertisements, social media.
Keep customers via offers, reducing prizes if they use our service more, allow customers to customize the products.
Growth by adding in more services, making service available at more places.

Channels

software application, a website, through people who pick-up and deliver things and through the mobile service.

Customer Segments

Students (school goers, college students from any department)
Office workers(Architecture and drafting communities, Any other department too)

Cost Structure

the machinery, vehicle, software and database, employee payments, to maintain the design team and teams selling products, rent, advertising
Nearly 35lakh per year

Revenue Streams

Mostly transaction based income. Commision from local shops, shipping, mobile service, printouts of different kinds, design and sale of business essentials, our shop revenue, from selling items
Nearly 40lakh per year

BACK UP

PROTOTYPE