

EZ Homes



A one stop solution for all your electrical and plumbing worries.

Introduction

- Service name: EZ Homes
- It is a service-based startup
- AMC(Annual Maintenance Contract) for individual homes/companies
- Providing electrical and plumbing repairs and services.

Market Analysis

- Find statistics of average cost of electrical/plumbing repairs per house, current satisfaction with the services.
- Analyse the current earnings of an electrician/plumber and the payment mechanism(per job, etc.)

Market Analysis

- Using this statistical data we can
 - analyse the scenario
 - decide the feasibility of this idea.
 - decide the wages of the Electricians, Plumbers
 - the maintenance cost of running a call centre
 - the salaries of the Call centre Employees
- Decision about the Marketing Budget

Market Segmentation

- Marketing segmentation and targeting are particularly important for finding customers that are the best match for a business.
- Segmentation is important because it is difficult to serve all spheres of customer domain.
- The targeted customers are the tech-working employees and communities.

Capital

- Current Savings
- Cash collected from the contract (signed by the consumer using the service)
- Personal Loan
- Investor will join in at a later stage

A little insight into our analysis

- Rs. 300/house * month (Assumed Costs of their electrical and plumbing repairs)
 - 4 building per locality x 8 localities
 - 4 houses per floor x 10 floors/bldg
 - Case1 – 50% people use our service
Rs. 19.2 Lakhs/Annum (Keeping our contract to Rs. 3000/annum)
 - Case2 – 25% people use our service
Rs. 9.6 Lakhs/Annum
 - Employees are salary based.
 - Their salaries will be around 12K.
 - 1 Area with 3 plumbers and 3 electricians.
 - Rs. 8.64 Lakhs/ Annum (with Rs. 12K for each salary)

BIG PLANS FOR NEW INDIA

- Startups to get 3-year income-tax holiday
- Set up a company in one day and exit business in 90 days
- 80% reduction in patent fee for startup businesses
- 3 years: No inspection in respect of labour, environment law compliance post self-certification
- Self-certification based compliance system
- Centre to lower long-term capital gains tax to boost startups in the Budget for the next fiscal



Marketing Principles

- Buyer Dominant market
- Profitability will come from creating value not volume.
- Build customer Loyalty
- A positive vibe must float around the market because of the services.
- 4 P's of Marketing
 - Product
 - Price
 - Place
 - Promotion
- Clearly defined product, price, place and promotion must all be considered when developing a strategy for any product or brand.

How to Use the Four Ps of Marketing?

- What do consumers want from your product or service?
- How does your product meet those needs?
- Where do potential buyers look for your particular product or service?
- How do you differentiate from your competitors?
- What is the perceived value of your product or service?
- What current interactions do you have with potential clients?

Marketing- Electricians and Plumbers

- Door to door- meet with electricians and plumbers in each locality.
- Mention benefits of our model - assured salary, can do this in addition to their existing business
- Longer term - word of mouth: When the business expands to other localities, electricians and plumbers from the initial target locality can reach out to their counterparts in these regions.

Marketing- Customers

- Deliver leaflets at target apartment complexes, either hand to hand or along with newspapers etc.
- Door to door visits.
- Focus especially on working professionals, who will appreciate the convenience of the product.
- Build awareness by sponsoring events in these apartments.

How to contact us?

- Mobile Application/Website
 - Customer side
 - Admin side
 - Technician side
- Phone call

Mobile Application/Website- Customer Side

- Registration
- Requesting for service:
 - What is the issue?
 - Components needed to be replaced
- Lodging complaints against technicians
- Technician feedback
- Updating contract

Mobile Application/Website- Admin Side

- Scheduling and allocating technicians
- Handling complaints and feedback
- Handling incoming registrations and contract updates.

Mobile Application/Website- Technician Side

- Viewing dynamically updating schedule
- Updating status of task
- Obtaining details of customers

Phone call

- Feature included for customers who are tech unsavvy.
- All functionalities provided by the application can be requested for with a phone call.
- Requests can be made by contacting the call center
- Complaints against technicians can be lodged the same way.

Operations

- Request handling -Manually done by call center personnel. Load balancing is ensured.
- Technician handling - Payment is monthly basis, bonus given based on customer feedback, paid leave
- Complaint handling- If same technician reported three times, penalty amount cut from salary.

Staffing

- Hiring
- Positioning
- Overseeing

Hiring

- Job interviews and tests
- Retention(contracts)
- Advantages of effective hiring system:
 - Better Quality of work
 - Customer satisfaction
 - Positive Customer feedback.
 - Employee satisfaction.

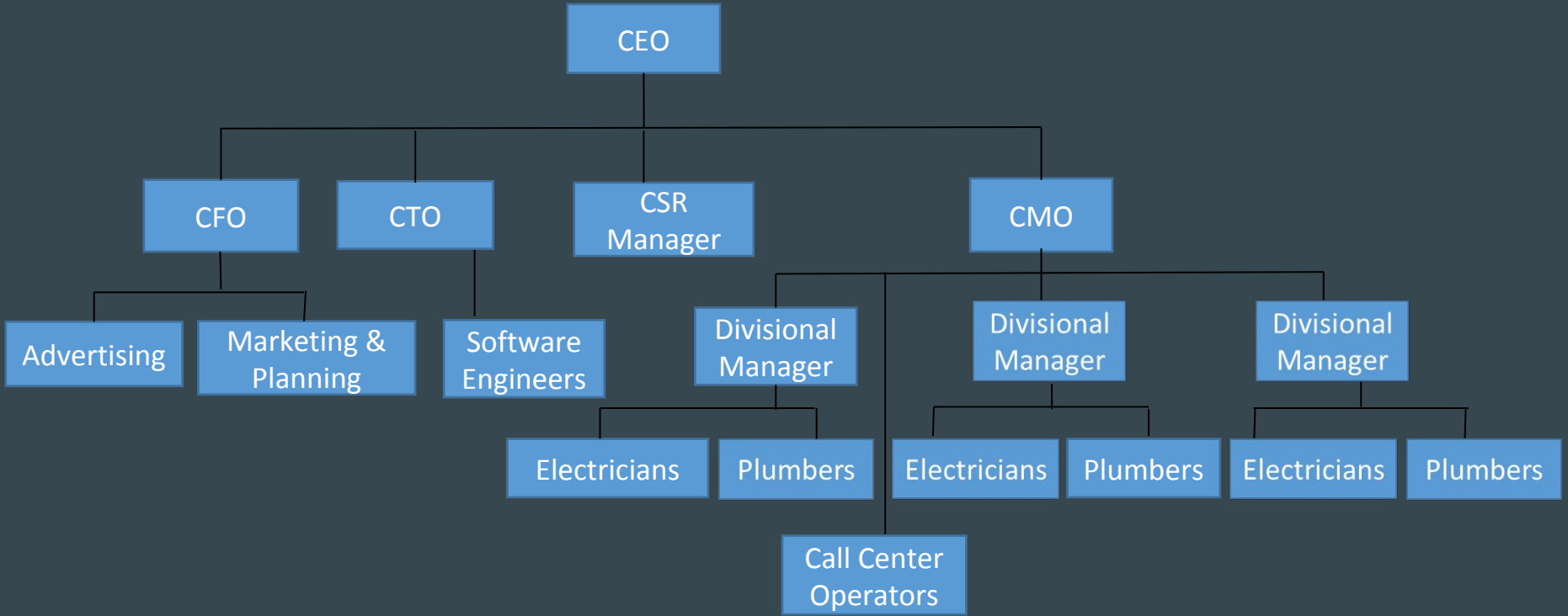
Positioning

- Work allocation
 - Based on skills
 - Based on behavior
 - Background information and previous work records
 - Avoid redundancy

Overseeing

- Performance appraisal
 - Identification
 - 360 degree Evaluation
 - Measurement(5 point scale rating)
- Training and development
 - Computer and internet based training
 - Literacy training
 - Customer service training
 - On-the-job training

Organisation Structure



Organisation Structure

- Open system with feedback
- Wide span
- Organic Structure with few layers of management
- Departmentation based on the different services provided by the enterprise to the customers
- Grouping of activities into departments makes organizational expansion possible

Organisation Structure

- Delegation of authority based on expected results
- Rewarding effective delegation for accomplishment of assigned tasks
- Rate of change - Flexible
- Efficient with minimum unsought costs.

Future Plans

- Expand to more localities.
- Expanding organisation- recruiting more technicians.
- Automation of scheduling technicians, eliminating the need for call centers.
- Getting investors.
- Collaborating with startups like Nestaway, Oyo.
- CSR initiatives:
 - Fixing street lamps in the localities we operate free of charge
 - Taking care of community plumbing and electrical needs.

THANK YOU