MEET OUR TEAM MEMBERS

SANJANA BHAKAT

ID: 211001105002

SNEHA BHATTACHARJEE

ID: 211001105008

SWAYAM DUTTA

ID: 211001105013

ARIJIT BAKSHI

ID: 211001105022

ROSHAN BHAKAT

ID: 211001105004

INTRODUCTION

Problem Statement :

Our survey statistics show that nearly 81% of daily commuters are dissatisfied with their mode of travel. The most common issues are:

- ❑ Overcrowded
- ❑ Delayed timings
- ❑ Uncomfortable rides
- ❑ Apart from the congested public transport, most other travel options are quite expensive.

Mission Statement:

We, at Travel-o-Smart, are on a mission to provide hassle-free daily commute services. We deliver scheduled commutes for daily travelers.

HOW WE GET THERE

ORGANIZATION TIE-UPS AND BENEFITS

❑ Our partner organizations help sustain the business profitably.

❑ The local service providers, garage owners, vehicle renting companies provide us with the basic resources needed in the business.

❑ We also tie up with brands to offer loyalty rewards.

TRUST, SAFETY, SECURITY

❑ We use modern monitoring, tracking systems and cutting-edge technologies that ensure security of the riders.

❑ We provide insurance cover for our employees and hence, promote a good work-culture in the organization.
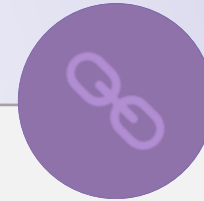
NETWORK AND COMMUNITY

❑ Finally, we are able to deliver these value propositions because of our team.

❑ Our network of highly skilled drivers help maintain the time constraints of the rides.

❑ Shared rides build a community of people sharing similar interests and provide new ways for breaking the ice.
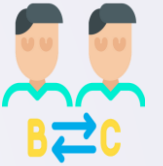
AREAS OF FOCUS

B2C Market Scenarios

❑ **Target Audience:**

- School and College Students
- Corporate Employees
- Groups of people and individuals who require daily or scheduled commute services.

B2B Market Scenarios

❑ **Target Businesses:**

- Schools, Colleges, Corporate Offices etc.
- Local transport services owners.

MARKET SIZE: $61billion

GROWTH EXPONENT: 6.5% CAGR

MARKET COMPETITION

OUR USP

❖ Affordable Rides : Our charges depend on:

- Price of diesel

- Distance the rider travels

- Maintenance cost

❖ Variety of rides and loyalty benefits like custom holiday outstation rides etc.

❖ Providing necessities :customised group rides, medicines & snacks in vehicle, comfortable service.

OUR COMPETITORS' USP

In the shared ride market we have a few competitors:

- Shuttl: They mainly focus on corporate employees and provide rides in pre-determined time slots.

- RedyRider-CitiRyder: Similar to Shuttl, area of operation is a bit different.

- Snap-E: They provide EV rides at affordable prices.
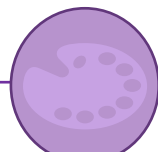
PLAN FOR PRODUCT LAUNCH

PLANNING

❑ Gathering the amount of resources required for the business to operate.
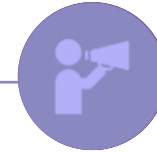❑ Devising financial plan for the business.

STRATEGY

❑ Providing Affordable and comfortable Services in particular as well as customized time slots.
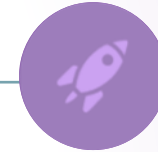❑ Providing meds, snacks, etc. for riders.

DESIGN

❑ Designing the app infrastructure and building technology, algorithms for data storage and ease of operations.

MARKETING

❑ Word-of-mouth publicity.
❑ Referral programs.
❑ Loyalty benefits.

LAUNCH

❑ Starting operations.
❑ Building a good network of drivers, local businesses and institutions.

FINANCIAL PLAN

Expenses and Income

SAMPLE COST OF RIDES

EXPENSES(estimated)

ONE TIME EXPENSE:
- APP+ DATA SECURITY, GPS MONITORING, TECHNOLOGY: : 10 LAKH

MONTHLY EXPENSE (for estimated 5 buses): Rs. 1,75,000

YEARLY:
- MONTHLY*12=30,0000 (RENT,SALARIES, FUEL , TECHNOLOGY)
- EMERGENCY FUND: 1,00,000
- SEAT COVER CHANGE, MECHANIC COST: 65,000

TOTAL: 32,65,500

ESTIMATED EXPENSE FOR ONE BUS: 6,000,00

ESTIMATE OPERATING EXPENSE FOR INITIAL YEAR: 40LAKH

INCOME

We are currently charging Rs. 50 per day for 15km and Rs.10 for additional 5 km then on.

Estimating that we operate initially with 25 customers, our income for the first year = 5,18,400
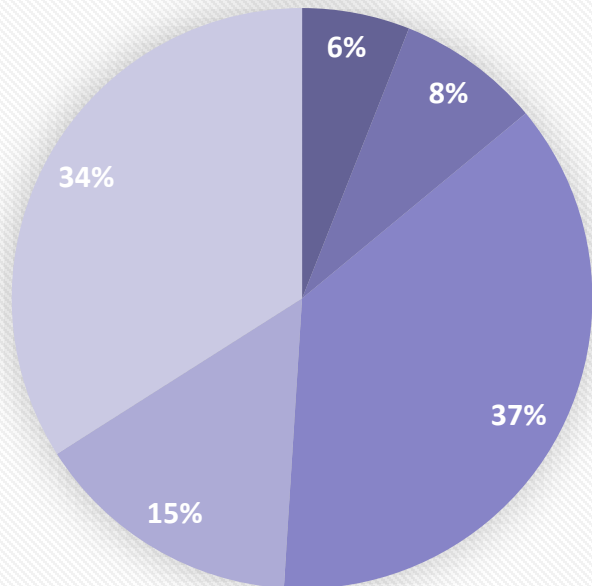
Yearly burn: 194,400

(After estimating extra costs for smooth operations, license fees, repairment costs etc.)

Hence, we can see that as we increase our customer base our revenue will increase in stages:
- Initially, the burn will decrease
- Next, we will operate cost-to-cost
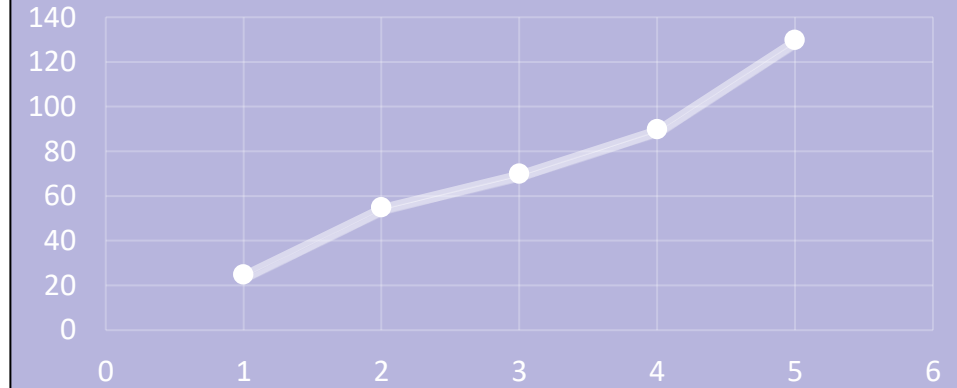- After 5 years (estimated), the business will start to gain normal profits.
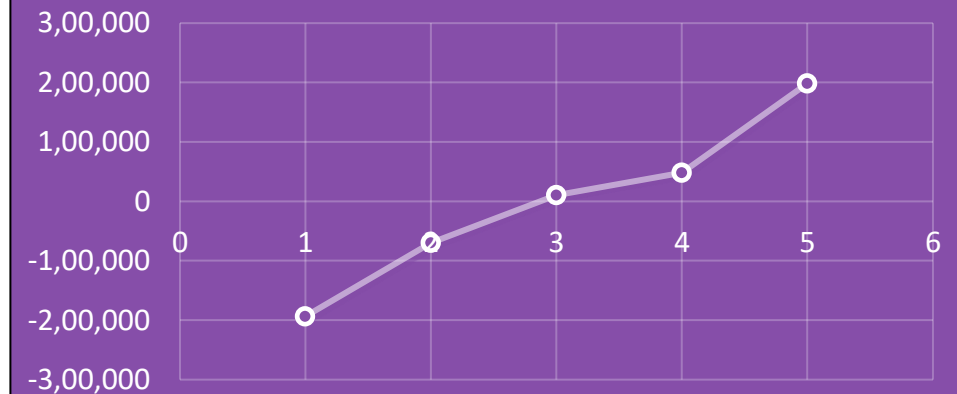
Economics and Financial Forecast

Ride Economics

Pie chart — Ride Economics:
- Fuel Cost: 6%
- Customer Acquisition: 8%
- Driver Cost: 37%
- Maintenace: 15%
- Margin: 34%

Legend:
- Fuel Cost
- Customer Acquisition
- Driver Cost
- Maintenace
- Margin

PREDICTED NUMBER OF CUSTOMERS (5 YEARS)

ESTIMATED PROFIT AFTER 5 YEARS

Timeline for the 1ˢᵗ year of operation

JANUARY-APRIL	MAY-JUNE	JULY-AUGUST		NOVEMBER-DECEMBER
❏ Business Strategy Development ❏ Financial Plan ❏ Developing Website ❏ Developing App Prototype	❏ Pitching for investment ❏ Buying initial resources for e.g.: second-hand vehicles ❏ Surveying the market to assess the preferred features in the vehicles	❏ Focusing on renovating the vehicles as per service needs ❏ Finding potential employees and drivers ❏ Building up the required technology	❏ Starting operations in schools where these services are not available ❏ Gathering customers through marketing ❏ Providing rides and renting vehicles as per demand	❏ Focusing on expanding services ❏ Focusing on growing the network of drivers, garage owners, vehicle-rent businesses etc.

APP PROTOTYPE
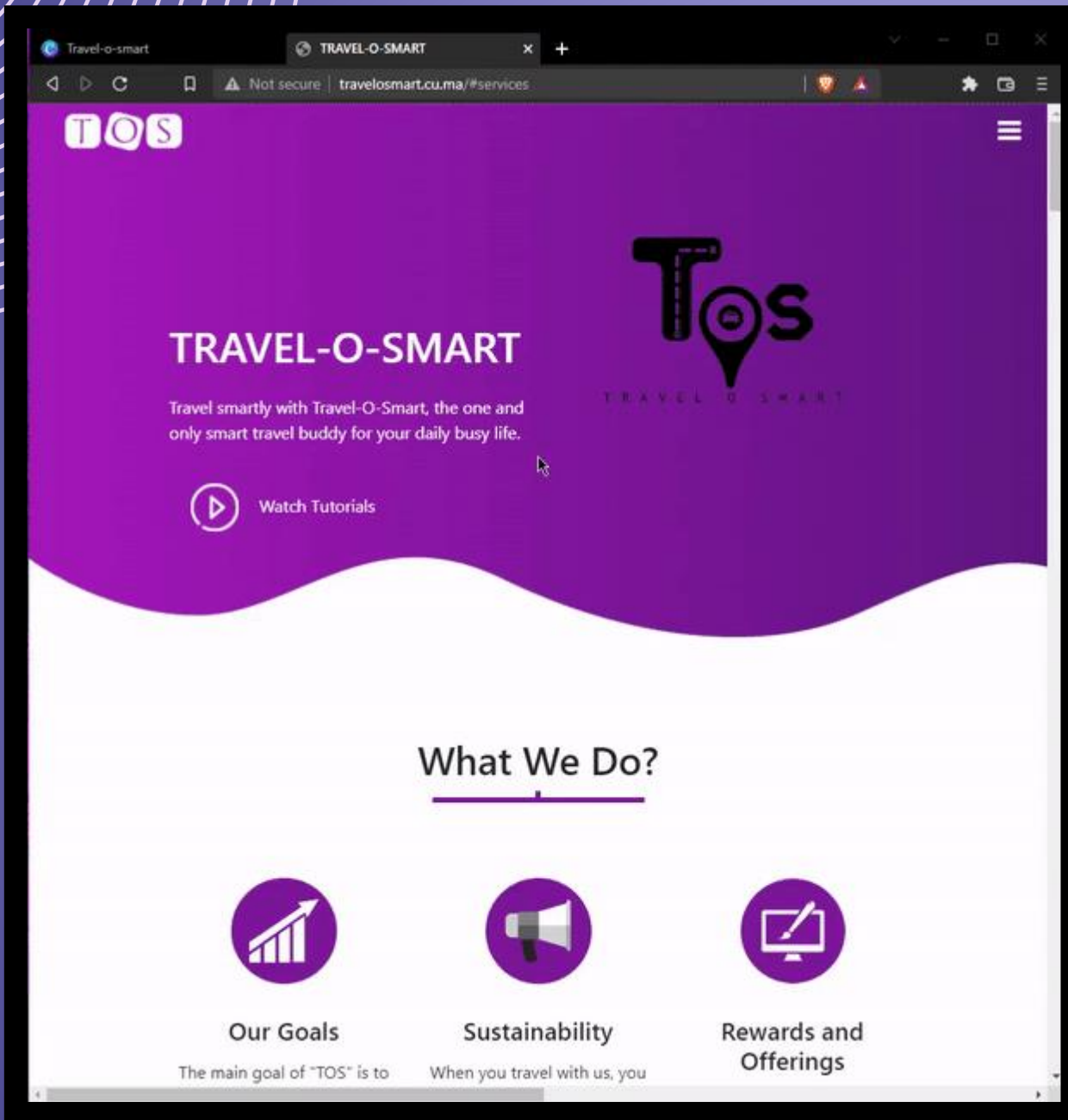
Website Interface:

Our Website:

http://travelosmart.cu.ma/#top

Business Model Canvas

Key Partners

- VEHICLE DRIVERS
- TECHNOLOGY PARTNERS
- SERVICE PROVIDERS
- GOVERNMENT AND TRANSPORT CORPORATIONS
- INVESTORS

Key Activities

- PROVIDE SAFE, COMFORTABLE, PRE-SCHEDULED RIDES
- DRIVER MANAGEMENT
- SECURE SYSTEM TO KEEP DATA SAFE
- ADOPTING TO MORE SUSTAINABLE OPTIONS.

Key Resources

- VEHICLES
- APP
- DRIVERS AND EMPLOYEES
- INVESTMENT

Value Proposition

- AFFORDABLE COMFORTABLE AND ON-TIME SERVICE
- INSURANCE COVER FOR DRIVERS
- MEDS, DRINKING WATER, FIRST AID BOXES PROVIDED IN VEHICLES
- ENSURE RIDER'S AND INSTITUTION'S DATA PRIVACY
- GOOD CUSTOMER CARE SERVICE

Customer Relationships

- DATA PRIVACY FOR RIDERS AND INSTITUTIONS
- LOW CANCELLATION CHARGES
- CUSTOMISED SERVICES
- CARETAKER PROVIDED FOR RIDERS UNDER 18 YEARS OF AGE

Channels

- SOCIAL MEDIA AND INFLUENCER MARKETING
- ATTRACTIVE BENEFITS ON PREMIUM SUBSCRIPTIONS
- WORD-OF-MOUTH

Customer Segments

- **RIDER**
- GEOGRAPHIC
- DEMOGRAPHIC
- BEHAVOURIAL

- **DRIVER**
- DEMOGRAPHIC
- GEOGRAPHIC
- BEHAVOURIAL
- OCCUPATION

Cost Structures

HIGHEST EXPENSES:
- EMI FOR VEHICLES(INITIAL) AND RENT
- WAGES
- GARAGE CHARGES
- TECHNOLOGY COSTS

Revenue Strems

- INDIVIDUAL RIDE SUBSCRIPTION COSTS
- SUBSCRIPTION FEES FROM INSTITUTIONS COMPUTED FROM NO. OF RIDERS
- COMISSION FROM VARIOUS APPS WHICH ARE TO PROVIDE OFFERS FOR THE RIDERS

TOS
TRAVEL O SMART

SWOT Analysis

STRENGTHS

➢ With new ideas regarding customer comfort and services, customers will be eager to use our service.
➢ Starting with affordable rides in areas where cost is high.
➢ We are providing something unique. Also long term sustainability, since it considers environmental impact.

WEAKNESSES

➢ Our app interface should be similar to our competitors, so that customers find it easy to book their rides.
➢ With all the benefits, the affordable and comfortable services we promise, it can be hard to make people believe in us initially.

OPPORTUNITIES

➢ There are very few services similar to us. Also, they have disadvantages like they don't provide rides customised for a specific office or a group.
➢ Sustainable long run goals and unique ideas that make us different from our competitors.

THREATS

➢ Snap-E is affordable and eco-friendly, which is very eye-catching. People will choose these kind of trendy things over upgraded and better service.
➢ Our competitors are in the business for a long time, so people might not able to trust us easily.

Marketing and Customer Acquisition

SOCIAL MEDIA MARKETING

❑ Promoting through social media helps us evaluate our target audience, conduct better engagement and more conversions and make more informed, data-driven decisions

SECURING EARLY ADOPTERS

❑ The first people to try out a new service or technology are incredibly valuable to your ride hailing operation. Their early feedback can help us fine-tune a service before it hits the mainstream

REFERRAL AND LOYALTY BENEFITS

❑ Referral programs offer existing customers perks for getting new users to sign up for the app. They can act as an organic way to consistently attract new customers through word-of-mouth marketing.

DIGITAL MARKETING ANALYTICS

❑ Digital marketing analytics can help our company understand how people interact with our website, our app, or ad campaigns, and how this behavior impacts our business overall.

CUSTOMER RETENTION

❑ While customer acquisition is a key performance indicator of most marketing strategies, customer retention shouldn't be overlooked. In fact, acquiring new customers is five times more expensive than keeping current ones.

Milestones and 5-year plan

1ST YEAR

- TOS starts its operations with minimum assets
- TOS focuses on school and college students
- TOS ties up with payments and services partners to increase its revenue.

2ND YEAR

- With increased trust and customer retention, TOS starts operating on routes where these services are not available.
- We also start our services for individual and customized groups.

3RD YEAR

- As we start to deliver our value propositions effectively, we focus on building TOS's service as a branding.
- So, we tie up with service providers who operate daily on local level, upgrade their resources, check and approve their services.
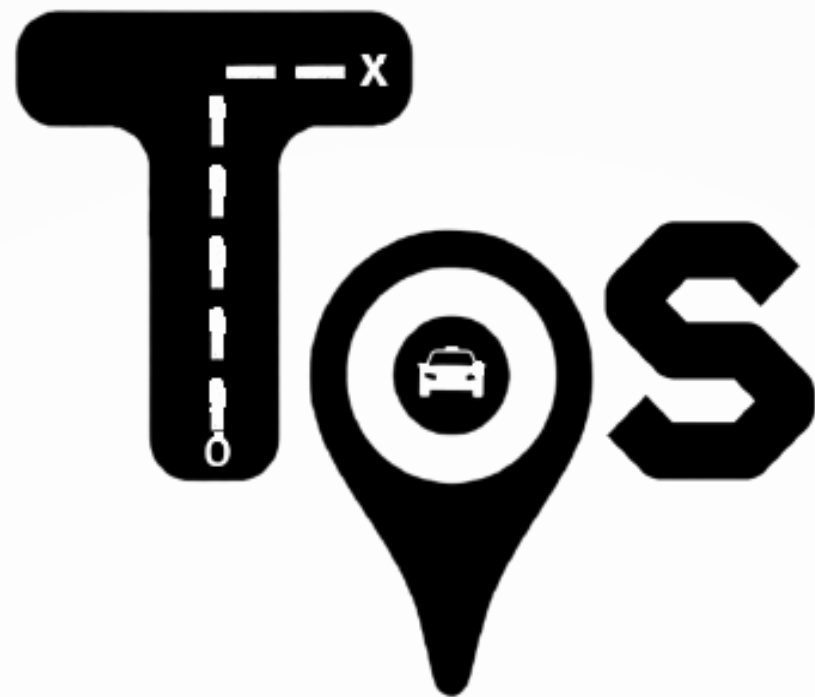- We earn commission from these service providers.

4TH YEAR

- We start extending our services for daily commute for employees.
- We tie up with corporate offices to increase our popularity in the corporate sector.
- We also start focusing on making our vehicles and services sustainable.

5TH YEAR

- As our audience and customers increase, we start to scale our services. We continuously focus on our efficiency, branding and marketing.
- We now start focusing on providing instant rides, outstation rides, emergency pick-ups etc.
- This way, we start building TOS as an one-stop solution for all travel problems.

SUMMARY

- At TOS, we believe in giving 110%. By using our new age technology, constant tracking and monitoring systems, skilled employees and team, we deliver the best customized ride services to our customers. And that's how we make TOS " Your one-stop solution for all travel needs!"