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Business Report on Hygienic Mask Delivery Service

EXECUTIVE SUMMARY

Hygienic Mask Delivery Service presents a very exciting opportunity among AIUB students with busy people. Hygienic Mask Delivery Service will give customers low price with faster home delivery service than the competition. Revenues are expected to grow from 11,600BDT to 50,750BDT in three months.

BUSINESS DESCRIPTION

Product Details: Hygienic Mask Delivery Service is a delivery service that helps busy AIUB students quickly home delivers products with low price and it helps the AIUB students to stay home and be safe from COVID-19 at the same time.

Target Audience: The target audience of Hygienic Mask Delivery Service is American International University Bangladesh (AIUB) students. AIUB students have finished their 12 years of schools and college, so they have 12 years of educational background. They come to all over Bangladesh across the country. The AIUB students are very serious about their study. Right now, for this online virtual classroom AIUB students are very regular about their studies online classes, assignments, reports and everything. So, they have almost like regular busy schedule like the campus regular classes. Sometimes they are even busier than before. 15 course credits is the common course slot of the AIUB students. They have very good relationship between teacher and students.

Products/Service Problems and Solution: Hygienic Mask Delivery Service targets the recent COVID-19 crisis and the busy schedule of AIUB students. The delivery service helps the busy

AIUB students quickly home delivers the hygienic masks with low price and it helps the students to stay home and be safe from COVID-19 at the same time.

Management and Operations

Management: Hygienic Mask Delivery Service will have zero managers and 1 delivery boy.

Operation: Hygienic Mask Delivery Service will answer calls, schedule deliveries, and home deliveries by bike.

Marketing

Marketing research

Small background of the market: The target customers of Hygienic Mask Delivery Service is AIUB students who buy and sell products by phone or online. Hygienic Mask Delivery Service has both the direct and indirect competitors in the local market but Hygienic Mask Delivery Service provide their services in fewer prices than the competition.

Market survey method: Hygienic Mask Delivery Service provided 10 survey questions through online Microsoft form to do survey on AIUB students and 10 students sent their survey. By the survey questions Hygienic Mask Delivery Service tried to know whether they use this kind of service before, what kind of difficulties they feel by this service, the service is beneficial or not, the delivery is faster or not, whether they would like to use this service in future etc.

Survey Questionnaire

- **Part 1: Demographic profile**

i. Are you AIUBian?

- Yes
- No

ii. Gender:

- Male
- Female
- Decline to answer

- Part 2: Past/current experience

i. Do you ever use this kind of service before? (if no, skip 4; if yes, skip 5)

- Yes
- No

ii. If yes, what kind of difficulties do you feel when you receive your product?

- Product not delivery in time
- Rough behavior of delivery boy
- Cannot change the problematic product
- I do not feel any problem
- Skip

iv. If no, why not?

- Price
- I do not trust the service
- Never tried
- Skip

viii. How satisfied you are on the price of this service?

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

v. How do you like normally pay for deliveries?

- Credit Card
- bKash
- Rocket
- Cash on delivery

vii. How important is the speed of delivery to you?

- Very Important
- A little important
- Not really important

- Part 3: Future needs

i. Would you like to recommend this service to your friends or colleagues?

- Yes
- No

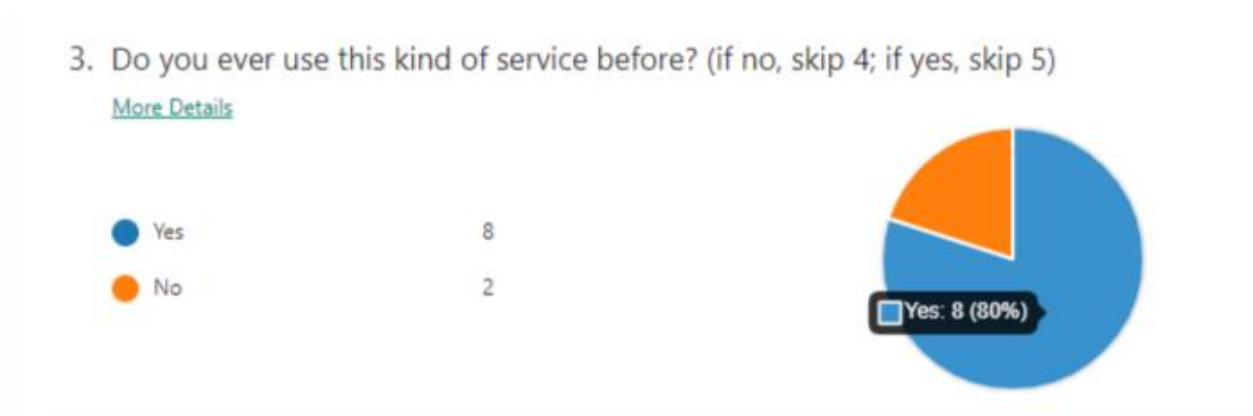
ii. Would you like to try again this service in the future?

- Yes
- No
- May be

Evidence:

A set of question has been administered among ten AIUB students. These questions have tried to identify how much interest the AIUB students have to buy this service and what kind of difficulties they feel during receive their product, what is the opinion about the speed of delivery and what is the thinking in future for the service.

Question: “Do you ever use this kind of service before?”

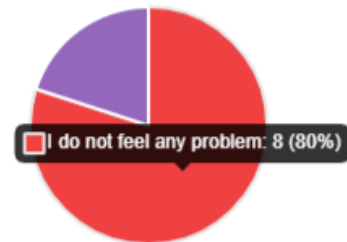
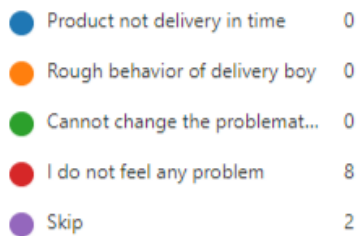


The answer is “Yes” (8 out of 10), they used this service before and “No” (2 out of 10) students as they did not tried this kind of service before.

Question: What kind of difficulties do you feel when you receive your product?

4. If yes, what kind of difficulties do you feel when you receive your product?

[More Details](#)

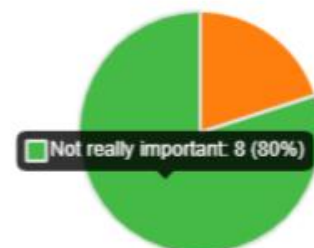
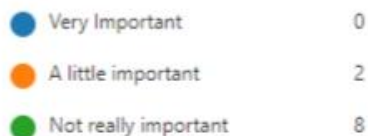


The answer is “I do not feel any problem” (8 out of 10), and skip (2 out of 10). So, 80 percent do not feel any problem when they receive their service, and 20 percent skip as they did not use the service before. So, the service is 100 percent successful for serving products to the customers.

Question: How important is the speed of delivery to you?

8. How important is the speed of delivery to you?

[More Details](#)



The answer is “Not really important” (8 out of 10) and “A little important” (2 out of 10). So, 80 percent students are satisfied by the service and 20 percent depends on delivery speed but they are also satisfied as the answer was “A little important”.

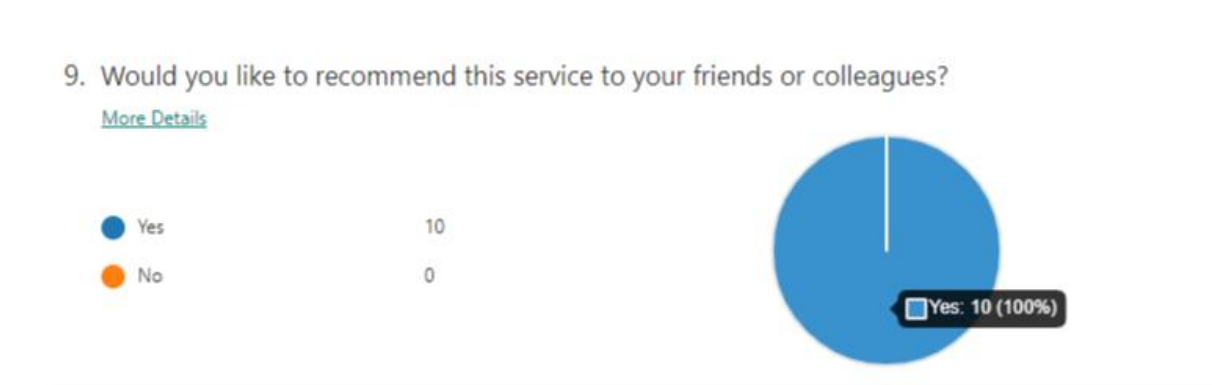
Question: How satisfied you are on the price of this service?



The answer is “Very satisfied” (8 out of 10) and “Neither satisfied nor dissatisfied” (2 out of 10).

So, the 80 percent target customers have no complain to the price of the service and the 20 percent depends on their mood as the answer is “Neither satisfied nor dissatisfied”.

Question: Would you like to recommend this service to your friends or colleagues?



The answer is “Yes” (10 out of 10) respondents are willing to recommend to their friends or colleagues. and “No” 0 out of 10. So, 100 percent target customers are very satisfied for this service and they will buy the service again in future.

Competitive analysis

Hygienic Mask Delivery Service has both the direct and indirect competitors in the local market but Hygienic Mask Delivery Service provide their services in fewer prices than the competition.

Marketing Mix

The following marketing mix will create the biggest sales for Hygienic Mask Delivery Service because it is uniquely organized with low price with home delivery service and also attract busy people who buy or sell local products by phone or online.

Product	<p>Things to consider (Goods):</p> <ul style="list-style-type: none">• Sizes• Colors• Styles• Features <p>Things to consider (Services):</p> <ul style="list-style-type: none">• Sizes• Styles• Features	<p>Hygienic Mask</p> <ul style="list-style-type: none">• delivery of hygienic mask by bike• any location of AIUB students• delivery time: 30 minutes or less
Price	<p>Things to consider:</p> <ul style="list-style-type: none">• Profit• Profit margin• Competitor prices	<p>290BDT per delivery in cash. (30BDT less than the competition)</p>
Place	<p>Things to consider:</p> <ul style="list-style-type: none">• Where the target market shops for this product• Costs of selling<ul style="list-style-type: none">○ Directly○ Through other businesses	<p>Customers will schedule the service by phone</p>
Promotion	<p>Things to consider:</p> <ul style="list-style-type: none">• How people will learn about the product• Advertising• Special pricing	<p>Advertise: email and social media</p>

FINANCIALS

Figure 8.1: Startup costs

Hygienic Mask	4,800BDT
Mobile Data Pack	150BDT
External Cost	50BDT
TOTAL Startup Costs	5,000BDT

Total startup costs will be **5,000BDT**

Figure 8.2: Sales & Revenue projections

	Month 1	Month 2	Month 3
Expected Sales	40	85	175
Price per product	290BDT per packet	290BDT per packet	290BDT per packet
Expected Revenue	11,600BDT	24,650BDT	50,750BDT

Revenues are expected to grow from 11,600BDT to 50,750BDT in three months.

Figure 8.3: Cost projections

	Month 1	Month 2	Month 3
Startup Costs	5,000BDT	<None>	<None>
Operating Costs	2,600BDT	5,300BDT	10,700BDT
Expected Costs	7,600BDT	5,300BDT	10,700BDT

Operating costs will not stable for months 1,2, and 3.

Figure 8.4: Income statement

	Month 1	Month 2	Month 3
Expected Revenue	11,600BDT	24,650BDT	50,750BDT
Expected Costs	7,600BDT	5,300BDT	10,700BDT
Expected Income	4,000BDT	19,350BDT	40,050BDT

Income is expected to grow from profit 4,000BDT to 40,050BDT in three months.

Conclusion:

From the financial chart of Hygienic Mask Delivery Service it is very clear that the service profit is grown up 4,000BDT to 40,050BDT within three months. We also see that from the survey respondents, our 80 percent target customers are very positive and they are satisfied to our product price and faster delivery service of hygienic masks. Therefore, our Hygienic Mask Delivery Service is very helpful and valuable service in the local market in this COVID-19 crisis.

Survey Link of report:

https://forms.office.com/Pages/ResponsePage.aspx?id=a3OGX0PvkkmWJAbcburwlyhtZ4KdAI1CuWB_-4hzPxUQzhIWTJYSzU5MIwNFINU0pPUDdJVEdaMy4u