

MISTRI

Executive Summary

We are Creating an Online app, where people can call for Technician(AC, Fridge motor etc), Electrician, Plumber in just 1 tap. Its sometimes really hard to find a well reasonable person to do such work. We will provide satisfying work in reasonable fix price.

We are an intermediary that bridges the connection between the vendors and their respective customer, providing top-notch services in domains of Plumbers, Electricians and mechanics. The work will be of claimable warranty, The customer can fix Household appliances in just 1 tap.

So, why should you use Mistari?

1. Professional & Trained Technicians: All our workers are well trained and skilled. They are further background-checked and are honest & reliable.
2. Quick Response: Our hworkers use motor bikes to minimize delays and reach the Client on time.
3. Wide Availability: We provide services both on weekdays and weekends. We also provide a late night service for emergencies (at a higher rate).
4. Well Equipped: We provide our employees with the best tools and make sure that they are smartly uniformed. This ensures that the technician does not waste time to run back and forth looking for parts and tools
5. Capability: We have the capability to do both small and large jobs. From fixing something as small as a muslim shower to large commercial & residential projects such as Water Distribution Networks and Building Works, you can count on The Handyman to do the job for you. No job is too small or big for us!
6. Affordable Pricing: We charge sensible prices that are really competitive even when compared to contractors or freelance technicians. The clients are further given invoices professionally and don't have to go through the worry of over-pricing.
7. One Window Solution: We offer one window solutions for all your construction and maintenance & repair needs. You don't even have to worry about the purchasing and transportation of parts as The Handyman can arrange those for you. We also offer complete facility management services (*also known as facilities management or FM services*).
8. Toll Free Helpline: We offer a convenient Toll-Free 0800 helpline (080042639 or 0800HANDY) so our clients can get in touch with us at any time.
9. 100% Satisfaction*: We provide a 48-hour repair guarantee* after the job has been completed, in case the customer is not satisfied*. We also give a follow-up call to the client to take their feedback ensuring 100% peace of mind!

Oppurtunity

1. Problem and Solution

The inspiration behind **The Mistri** was the difficulties one would face of finding a professional technician. One would have to find these handymen through word of mouth or from a hardware store nearby. The obvious problem with this was that most of these handymen lacked professionalism, and / or skills. Furthermore they were often just not available or reliable, or simply charged way over what is considered reasonable. It was clear that there was a need for a professional handyman service and we jumped at the idea!

2. Target Market

Currently we will only operate in the lahore city. As our demand increases we shall expand our services to other cities as well.

3. Key Customers

Our key customers are those people who finds it very difficult to go out and look for the person who is experienced and can be trusted. Also the household women who cant go out so our service is available for them in just 1 click.

4. Competition

As we are the very first company with this idea so we don't have competition till now. But we will provide our customers with the best possible services to eliminate out competition.

Execution

Pricing

		Price		
		High	Medium	Low
Product or service quality	High	Premium	High value	Superb value
	Medium	Over charging	Average	Good value
	Low	Rip-off	False economy	Economy

A basic survey was conducted to find out what price would be reasonable for both customers and our vendors So Based on the survey Price Decided was:

Rs.1500 per hour of work (Between 7pm to 9am)

PROMOTION



Mistari is A General Partnership is composed of 2 or more persons (usually not a married couple) who agree to contribute money, labor, or skill to a business. Each partner shares the profits, losses, and management of the business, and each partner is personally and equally liable for debts of the partnership. Formal terms of the partnership are usually contained in a written partnership agreement..

Mistari management consists of four full-time employees. Additional assistance is acquired on a part-time basis and/or through the use of consultants, specifically in legal matters. Detailed descriptions are found in the following section.

Mistari is organized into three functional areas: marketing, finance and administration (HR).

Covered in separate file.