

My Business Plan is giving your company a road map that provides directions and helps it avoid bumps in the road in future. And also giving you an idea to figure out where is the gaps between advantages and the disadvantages .So I am adding a new ideas and test it if you like .I hope that my idea will get a result of good performance acting as **low cost and improved performance**.

Problems:

Customer Satisfaction: honestly when I first get the assignment I first I explore what are the problems till now Hosing.com face. I will get some of issues among them customer satisfaction is one. One of my friends elder brother is staying in Noida. He shares lots of bad experience to me ,I will not write it her. Also I find some many bad reviews of that platform in **quora, LinkedIn, facebook** or others platform also. Generally people check this platform review when someone buy something or rent something.

Lack Of advertisement of New Products: people are not aware of this product now days .As an example even we are working in this product but previously we are not know this product. As you know we are very much social media addicted but still we doesn't know that one .

Not active in social media: Last day when I scrolling in LinkedIn someone share his first job story. There he mention finding job easy but finding house in Bangalore, Hyderabad is more more difficult. There I see your competitor comments try to advertise their their platform for finding house for rent and **how protect their rent**. But honestly no one there and say please try **housing.com**.

Solution:

“Focus on how to be social, not on how to do social” if you make customers unhappy in the physical world, they might each tell 6 friends. If you make customers unhappy on the Internet, they can each tell 6,000 friends. Social Media puts the “public” into PR and the “market” into marketing. Social media is a tool that can help your business a lot! It is a great way to connect with your customers and reach new potential clients.

Entertain. Use your social media accounts to provide content that your customers will enjoy.

Reach. Use hashtags and social media influencers to reach your target audience.

Engage. Social media is all about interaction. Makes sure you are truly social and join the conversation.

There you can share our new product also.

Resilience to Fraud

Insurance tech helps insurance companies improve fraud detection and prevention by offering quantitative and qualitative insurance claim reviews. ML-based algorithms can be tailored for reproducing the deductive reasoning of fraud handlers. It verifies the authenticity of the claim and safeguards the company against duplicate clients or fraudulent transactions. Housing.com should definitely follow that one also.

Customer Service

Through insurance tech, insurance businesses can personalize customer services across different channels throughout the customer journey. Customers prioritize easy processes and customized options and look forward to buying policies from agencies that can offer services tailored to their individual situations. Company should adopt the insurance technologies like data analytics, artificial intelligence, and predictive modeling helps insurance companies offer tailored products and services along with communication.

Review:

As you see small startup like zomato ,swiggy(But they are now tech giant) all though I know they doing different think but still I say please make a review system where our user give their reviews in week basis and also there user can also share experience also how rent protect policy help. That way we get house owner behavior and rent protect policy success rate also.

Email Advertisement:

Register user or all the people who accept cookies in housing.com website that people get a email and where we mention housing.com new rent policy.

Banner in airport and Railway platform:

As I mention lots of people go Bangalore, Hyderabad, Chennai face problem for renting house so we make a attractive banner and attach banner in Railway platform and airport so people see and get the idea about housing.com policy and how they help at a **very uninominal fess**.

success metrics Of course, there are a lot of other metrics that are taken into account for growth marketers, but these would be some of the primary metrics I'd keep an eye on regularly:

Marketing/Acquisition metrics:

- Daily web traffic users: This is the number of users that visit your website daily.

New web traffic users: This is the number of users that visit your website who have never visited your website before

Email open rates: This metric is particularly important for email marketing teams. Email open rates measure the percentage of your audience who has opened your marketing email.

Product/Engagement metrics:

- Count of the active user on the application, slice and dice this piece of data, like average login frequency , is there any point of time in a day when people are signing in more
- What percentage of the people are recommending the app to others
- You can conduct interviews with potential customers. Kick this off by envisioning the issues that a customer is encountering or might encounter, and just ask for their opinion.
- Number of query come for our product in our support email-id or helpline number or company's customer support team .

Financial metrics:

- Monthly Recurring Revenue (MRR)
- MRR Growth
- Average Revenue per User (ARPU)
- Burn Rate + Runway
- Revenue / Net Sale
- Profit Margin / Net Profit Margin

A I am involved very closely to our college start-up. That's reason I will share my college's e small start-up story. Our college small start-up begin life **without any metrics** at all. I say it , "**checkbook management.**" Members are check to see if there is money in the account, they pay bills, and anything left over is profit or rolled back into the company. This is all the metrics they need or want, purely binary; we're making money or we're not. I know my checkbook success metrics will not work for your company, But still.

Design & Technology:

- Machine learning for fraud clients user.
- Hire some good Machine learning experienced people.
- Advertisement of the product in smart way.
- **24/7** doubt solving assistant.
- **Chatbots** where first user talk to AI chatbots after that if required chat with manual message.
- Some people don't aware of English they should also help of **regional language** doubt solver.
- If doubt still not solve **calling back** to register number.
- If possible tie up with fintech company for advertisement our product.
- Otherwise this fintech company's(phone pe,paytm amazon pay etc) app or website there should be one bottom/interface for rent money with hosing.com and also our company new features details also write like other platform there (Uber,zomato etc).

Sir, Honestly I write first time this kind of assignment .Nice experience for me. I try to my level best. Actually in my college I actively involve our college **start-up**. That experience mostly I used and try to expand my thought and also the reality also.

I hope you like my idea and I will want to share more idea of my though in future. Waiting for your positive reply :)