Relaxar City

A new way to get help for your mental health

Problem

Mental health is a growing problem in the world today.

Statistics

Nearly 17% of adults in Bangladesh are suffering from mental health issues, where 16.8% are man and 17 % are woman, and among them 92.3% do not seek medical attention.

Impact

Mental illness can have a significant impact on a person's life, including their ability to work, go to school, and maintain relationships.

SWOT Analysis

Strengths

Relaxar City has a strong team of experienced mental health professionals.

Weaknesses

Relaxar City is a new company and it may take time to build a strong reputation.

Opportunities

The demand for mental health care is growing.

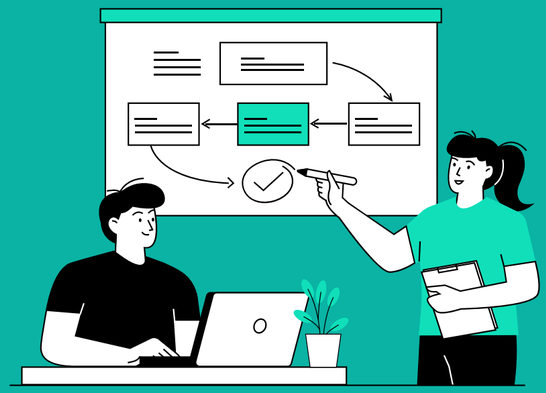
Threats

The competition in the mental health care industry is fierce.

#Relaxer City, calm your mind.
The answers are within, it's time to find"

Pescel Model

Analysis and Controllarship



Management and Leadership

Analysis and Controllarship

Budgeting and Forecasting

Solution

Relaxar City is a mental health consultancy that provides affordable, accessible, and confidential help for people with mental health problems.

#Feeling stressed or feeling blue,
Relaxer City is here for you"

Services

Relaxar City offers a variety of services, including :

a. Chatbot counseling
b. Podcast counseling
c. Suggestion wall (share recovery story)
d. Psychiatrist consultancy
e. One peer officer for 10 individuals
f. 24/7 hotline

#Download the app and take a break,
Mental wellness is yours to make"

Target Audience

- Target audience: Relaxar City is for anyone who is struggling with a mental health problem.
- Demographics: Relaxar City's target audience includes people of all ages, genders, races, and ethnicities.
- Needs: Relaxar City's target audience needs affordable, accessible, and confidential help for their mental health problems.

Benefits

Relaxar City offers a number of benefits, including :

- *Convenient: You can access Relaxar City from anywhere, at any time.*
- *Affordable: Relaxar City is more affordable than traditional mental health care.*
- *Confidential: Your conversations with Relaxar City counselors are confidential.*

Mobile App

"Relaxer City" has an easy-to-use interface with a calming color scheme, streamlined design, and personalized dashboard for scheduling appointments, accessing resources, and communicating with licensed professionals.

Others Platform

Page

Website

Info Structure

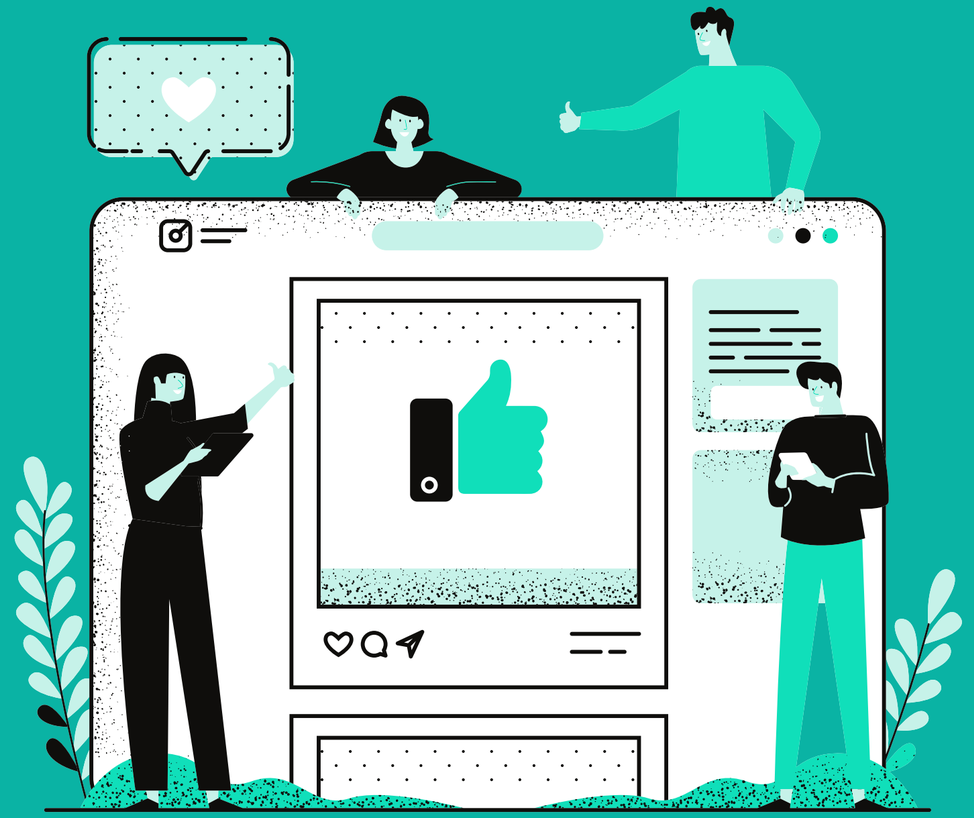
a. Looking for internship

b. Offer for eye lashing course

Marketing Plan

Relaxar City will use a variety of marketing channels to reach its target audience, including :

- *Social media*
- *Online advertising*
- *Public relations*
- *Word-of-mouth*
- *Awareness Campaign*
- *Educational Campaign*



Awareness Campaign

Creating a jingle (with a fusion of folkness) , by Momtaz Begum. The Jingle will be targeted for the mental illness adults. The Jingle will feature the service & benefits of Relaxer City and why people should sign up on our app.

Lyrics:

মানসিক স্বাস্থ্য নিয়া ভাবনা বাড়িতেছে বেশ, অ্যাপ খুলিলেই সব সমাধান, চিন্তা হইবো শেষ

Rationale:

Mumtaz Begum, acclaimed as the "folk queen" of Bangladesh, is a renowned singer from the country.

Momtaz Begum

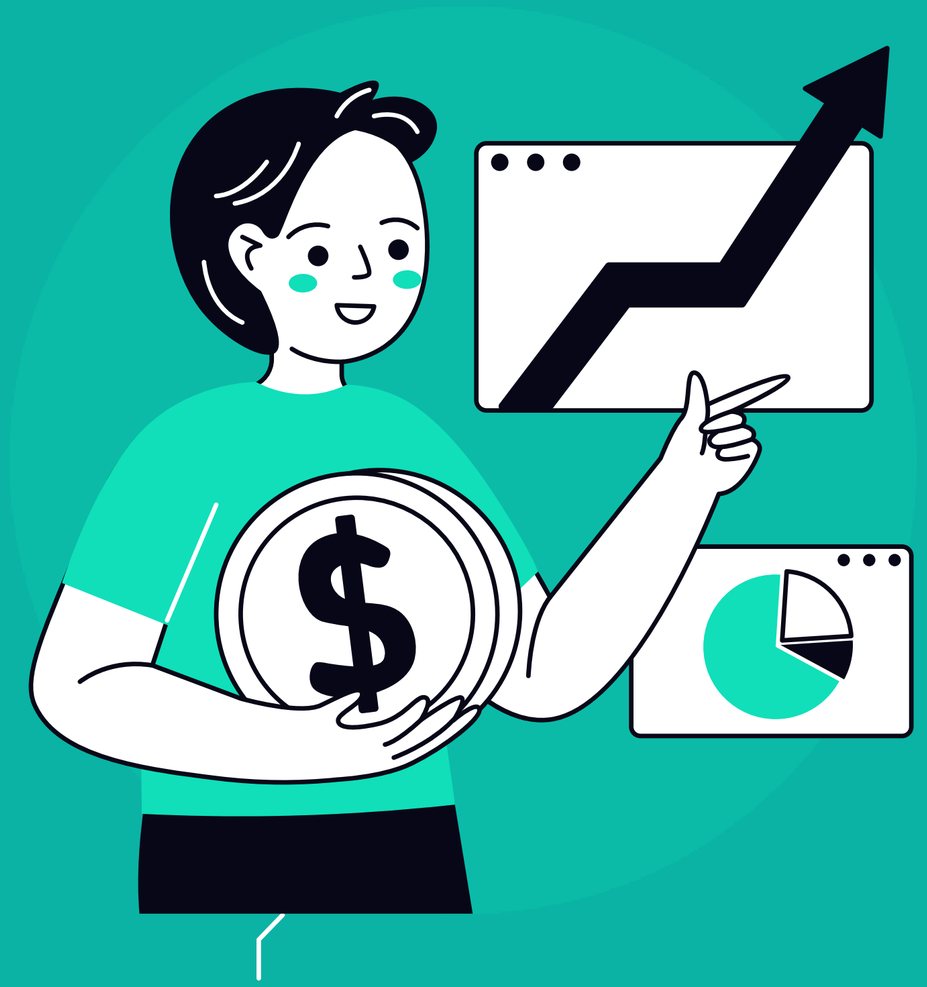
Educational Campaign

Mascot

We will introduce our mascots Mizo & Mozi,which will represent RELAXER CITY to the consumers.

Revenue Generate

a. Ads run based on our app & website traffic.
b. Product Sell (exercise equipment)
c. Service sell (Discount)
d. Affiliate Marketing



Pricing Strategy

Item	Price
Podcast (3 session)	50 BDT
Chatbot	FREE
Zoom Session	300 BDT
Peer Psychiatrist	200 BDT
Senior Psychiatrist	400 BDT

Impact after taking this step

a. Cheap costing mental health treatment
b. A step to fight for breaking a shackles
c. Can cater the the most vulnerable people

Meet with our team

Ahnaf Zenan

Tanvir Ahmed

Faiyaz Muhtasim