



GENERATED ON **18/10/2022**

# **BUSINESS ASSESSMENT**

Prepared for  
**Online**



# Company Profile

Company Name: **Online**

Industry Type: **Personal Services**

Industry Sub Type: **Massage/Day Spa**

Estimated Annual Turnover: **1000**

Estimated Asset Value: **100**

Number of Employees: **10**

## Industry Outlook

According to Verified Market Research, the India Home Services Market was valued at USD 10.29 Billion in 2018 and is projected to reach USD 65.51 Billion by 2026, growing at a CAGR of 27.2% from 2019 to 2026.

Some of the key market trends to look out for in 2022 and beyond are:

1. Digital is the Future - Companies will continue to invest in digital marketing strategies to improve their service visibility and promoting sales. Advertisements on social media platforms such as YouTube, Instagram and Facebook will enable companies to enhance brand awareness and attract potential customers.

2. Ease of Market Entry - Companies now have reduced entry barrier to enter the industry, which is still at a nascent stage and is expected to grow.

Increase in development of residential real estate market - The demand for residential real estate in India is expected increase drastically, which will lead to an increase in the demand for on-demand home services.

## Risk Outlook

 Extreme Risk

 Medium Risk



**Cyber Risk**



**Crime Risk**



**Property Risk**



**Employee Risk**



**Liability Risk**

## Why Ragnall

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## **This report has been prepared by**

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