

Business Plan

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Executive summary:

KRES Online Courier Delivery Service aims to provide a complete hassle-free, online courier process and sustainable delivery services for reasonable prices. KRES Online Courier Delivery Service is the new affordable and environment-friendly courier service in the market that uses sustainable packages for shipping. It also donates 2% of its income to organizations that focus on preserving the environment annually. Services like pick-up of packages, fast-delivery, tracking of order, doorstep delivery are humbly managed by employees working as a part of the company.

Company's description

KRES Online Courier Delivery Service offers sustainable delivery services for reasonable prices at the comfort of your doorstep. The company aims to change the entire process of courier service from manual/offline to completely online, which would save a lot of time from the client's end. The company puts the client first, offering the client complete freedom in terms of selecting time slots to pick up packages from his/her doorstep to tracking the package at the comfort of the client's home.

Market analysis

India has been transforming into a huge market for both homegrown and global shipments with huge organizations entering and growing organizations on the lookout. Advancement has become a key affecting variable for associations to be genuinely agreed with market patterns and elements. India experienced high advancement in package volumes in 2018, up 21% year-over-year to 2.5 billion. overall bundle volumes came to 87 billion out of 2018, up from 74 billion in 2017.

Competitive Landscape

The market is highly competitive with a few players. The major market players such as FedEx Express, DHL Express, E-com Express, Ekart Logistics, Blue Dart, Delhivery, Amazon Transportation Services, and Aramex are contributing significantly into the growth of the market.

Organization and management

KRES Online Courier Delivery Service headquartered in Chennai, a small company with a size of 2-15 employees working currently.

The management consists of

- 1.Selvi the CEO and Senior manager, who overlooks every task of the company.
- 2.3 Junior managers tracking orders and managing the other employees.

3.The other 11 employees would be delivery agents who will help deliver/pick-up these packages.

Service or product

Since we have clients ranging from various backgrounds. KRES Online Courier Delivery Service puts its client first by providing these services at minimal prices while also trying to create an impact on the society. KRES Online Courier Delivery Service uses sustainable environment-friendly packages for the shipping, it also donates 2% of its income to organizations that focus on preserving the environment.

These are the services we plan to provide:

- Pick-up of packages
- Fast-delivery
- Tracking of order
- Doorstep delivery

Marketing and sales

KRES Online Courier Delivery Service plans to market itself as the new affordable and environment friendly courier service in the market. We Plan to book advertisements on monthly basis, create a strong social media audience on various networks like LinkedIn, Facebook, Instagram, etc. by curating content 4-days a week and also take in volunteers and interns, who would help us in building the brand up.

Funding request

We would need a fund of 2,00,000 starting. Here is the break-down for what it will be spent.

1. Initial Lease and payments
2. Working Capital
3. Supplies
4. Marketing Budget
5. Unforeseen Costs/buffer

Social impact

We plan to contribute immensely in the upcoming years towards the preservation of our environment by our supportive customers and organizations we plan to work with, while also giving plenty of freedom to the client to use our courier services at the comfort of his/her house.