



Business Plan

RozKa - 2024

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Executive Summary

RozKa, founded by **Syed Adnan Hussainy**, is a mobile application offering a monthly subscription to cab services for daily commuters traveling between specific routes. Guided by **mentor Dr. T. Karthick** and supported by a **team of technical leads**, RozKa aims to reduce the cost of travel for customers while maximizing the efficiency of cab utilization through a shared transportation model. Initially targeting areas around **SRMIST KTR**, the service will cater to students, faculty, and corporate employees commuting between various destinations. This innovative approach not only provides a cost-effective solution for commuters but also enhances the overall sustainability and convenience of daily transportation.

Problem Statement

Every day, students, faculty, and corporate employees face challenges in finding affordable and convenient transportation options for their daily commute. Current solutions are often expensive and inefficient, leading to financial burden and inconvenience for commuters.

Solution

RozKa offers a monthly subscription service for cab transportation along predefined routes. Customers can select their preferred time slots for pick-up, and a cab will be available at their doorstep at the designated time. By aggregating multiple passengers traveling along the same route, RozKa optimizes cab utilization and reduces per-person travel costs.

Target Market

The primary target market for RozKa includes **students, faculty, and corporate employees** commuting between areas around SRMIST KTR, such as Urapakkam, Abode Valley, Estancia and Potheri railway station. These individuals currently spend significant amounts on daily transportation and are seeking more cost-effective alternatives. Furthermore, RozKa plans to expand its services to cater to corporate offices, recognizing the widespread need for efficient and affordable transportation solutions among professionals working in various industries. By extending its reach to corporate entities, RozKa aims to address the commuting needs of a broader audience and further solidify its position in the transportation market.

Business Model

RozKa operates on a subscription-based model, where customers pay a monthly fee for access to cab services along designated routes. Revenue is generated through subscription fees and advertising partnerships with local businesses. The financial model involves aggregating multiple passengers per ride to maximize cab occupancy and minimize per-person costs.

Competitive Analysis

Competitors in the transportation sector include traditional cab services, ride-hailing apps, and public transportation options. However, RozKa distinguishes itself by offering affordable monthly subscriptions and optimized routing for shared rides, providing a cost-effective solution for daily commuters.

Marketing Strategy

The marketing strategy will focus on targeted advertising campaigns to reach students, faculty, and corporate employees in the vicinity of SRMIST KTR. Additionally, partnerships with educational institutions and corporate entities will be established to promote the RozKa service as a convenient and economical transportation solution.

Operations Plan

RozKa will collaborate with local cab operators to provide reliable transportation services along predefined routes. The mobile application will serve as the primary platform for booking rides, managing subscriptions, and tracking cab locations in real-time. Customer support will be available to address any issues or concerns related to the service.

Financial Projections

Initial investment will be required for app development, marketing initiatives, and establishing partnerships with cab operators and local businesses. Revenue projections will be based on subscription fees, advertising revenue, and increased cab utilization through shared rides. Profit margins will improve over time as the customer base grows and operational efficiencies are realized.

Growth Potential

As RozKa establishes a strong presence in the target market, expansion opportunities may include scaling the service to other educational institutions, corporate campuses, and residential areas. Continuous innovation and strategic partnerships will be key drivers of growth and sustainability for the business.

Conclusion

RozKa aims to revolutionize the transportation industry by offering a cost-effective and convenient solution for daily commuters. By leveraging technology and shared transportation principles, RozKa provides an innovative alternative to traditional cab services, benefiting both customers and cab operators alike.

This business plan outlines the vision, strategy, and implementation approach for RozKa to succeed in addressing the transportation needs of commuters in areas around SRMIST KTR and beyond.