## Secondary Research

**Urban Company**

**A picture containing text, device, meter, screenshot

Description automatically generated**

Figure 1: Urban Company Popular Services

Urban Company (formerly known as UrbanClap) is Asia's largest online home services marketplace. Customers may utilize the platform to plan high-quality, reliable services like massages, beauty treatments, handymen, house cleaning, haircuts, painting, appliance repair, pest control, and more, which are provided by qualified professionals in the comfort of their own homes. The aim of Urban Company is to enable millions of professionals globally to provide services at home (UrbanCompany, n.d.)

The platform of the Urban Company links experienced and certified experts to individuals looking for specialist services. Even if they are seasoned and talented, all of the experts must go through extensive training courses before they can offer their services on the site. Once on the site, their match-making system finds experts that are nearest to the user's needs and available at the desired time and date.

Website: <https://www.urbancompany.com/>

**DharaBijuli Services Pvt.Ltd**

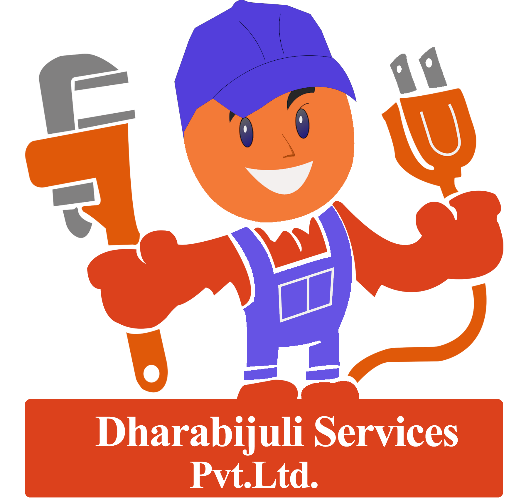


Figure 2: DharBiuli Services Logo

DharaBijuli is a renowned organization in Nepal providing water and electricity service to various institutions and households. The customer can make an appointment by phone call or by visiting the website. Then the company sends their professional in their contact for their service. The people working for the company should manually assign a professional to the customer.(DharaBijuli, n.d.)

Website: <https://dharabijuli.com/>

**HouseJoy**

**Text

Description automatically generated with medium confidence**

Figure 3: HouseJoy

Housejoy works on a business strategy for the marketplace, charging the commission for its services. Depending on the category, the commission varies from 5% to 15%. Customers may select and book the same service via their website or mobile app. Housejoy works between service providers and consumers as a mediator.

On their website and mobile app, the Brand offers its services. Users only have to select a service and book it from the available alternatives. The service provider will reach and complete the work at the customer's place. Housejoy functions as the middleman to identify and connect service providers and consumers. (Rathi, 2021)

Website: <https://www.housejoy.in/>

**ANGI Inc**



Figure 4: Angi Inc Logo

Angi Inc. focuses on the creation of a digital home services market linking homeowners across the world with experts in home services. They have a wide range and extensive distribution network in most of the state which ensures that its goods are readily available to a wide range of consumers in due course. In comparison with competitors, ANGI Inc. has a high turnover rate for employees. This implies there are more individuals leaving the work and that, when staff leave and go, they spend more on education and development. (Williamson, 2018)

Decisions are heavily centralized and team decisions must be authorized by some authority. This decreases operational efficiency by making it longer. Innovative invention is also diminished.

Website: https://www.angi.com/

## Primary Research

Identifying and analyzing the problems/gaps in the above research articles, we have designed and implemented the GharDailo project. GharDailo is an on-demand service app, unlike others, GharDailo provides a platform to directly connect customers with the professionals/business to complete a certain work/task.

Despite this development, non-organized firms continue to dominate the market. The wide-ranging knowledge and a thorough grasp of customer behavior and requirements will allow GharDailo to build a unique identity. We can maintain state-of-the-art technology at the center of all solutions and have an end-to-end, transparent, and automatic procedure. (Barhate, 2018)

When there is a broker working between business/professional and customers, the customer feels like they are being cheated so they prefer to seek for professional manually. To eradicate the insecurity, Ghardailo will act as a medium bridge to connect customers and businesses directly without any middleman or organization.

A solid online presence is crucial to the success of every professional and business in this fast-paced, convenience-focused digital age. By limiting membership to just top-rated businesses, GharDailo adds legitimacy to all the businesses. In the context of Nepal, people don’t feel secure when an unknown person visits their home. So, for the safety and precautions, the details of the person coming to their place will be provided beforehand.

The effective use of resources and automation in various stages of GharDailo can enables the quality of its service to be consistent and gives the flexibility to extend services to different places in line with market demand.

# References

Barhate, P. (2018, August 7). *10 Popular On-Demand Home Services Startups*. Retrieved from Mobisoft: https://mobisoftinfotech.com/resources/blog/on-demand-home-services-startups/

DharaBijuli. (n.d.). *About Us*. Retrieved June 20, 2021, from Dhara Bijuli: https://dharabijuli.com/about-us/

Rathi, R. (2021, April 6). *Housejoy Success Story - Business Model*. Retrieved from StartupTalky: https://startuptalky.com/housejoy-success-story/

UrbanCompany. (n.d.). *About the team*. Retrieved August 25, 2021, from Uraban Company.

Williamson, D. (2018, December 5). *ANGI Homeservices Inc SWOT Analysis*. Retrieved from Essay48: https://www.essay48.com/term-paper/14098-ANGI-Homeservices-Inc-Swot-Analysis