



# STRATEGY **WARS**



# REALESTATE APP

Realestate is a well designed user-friendly Indian app that provides a common platform for property buyers & sellers to locate properties of interest in India, and source information about all property related issues and seller's prices are displayed to help buyers. It was created in 2016 by a five-person team of IIT BBS graduates. Those five grads are still in charge of the app. This app was released in playstore and appstore so that both apple and android users can use it. Those 5 graduates are maintaining app till now. They started this project from their hometown and successfully managed to spread in Odisha till date.



# APP SERVICES

This app consists of a free version and a paid subscription model.

## FREE VERSION

- Contains Property buying, selling, and renting information in India
- This app educates purchasers by covering all of the necessary procedures and phases involved in property purchasing.
- Property news, home finance problems, legal and taxes difficulties and property trend analysis are all covered in the app's news area.
- This app has a section for properties, as well as the ability to post property photographs and videos, modify data, and refresh listings.



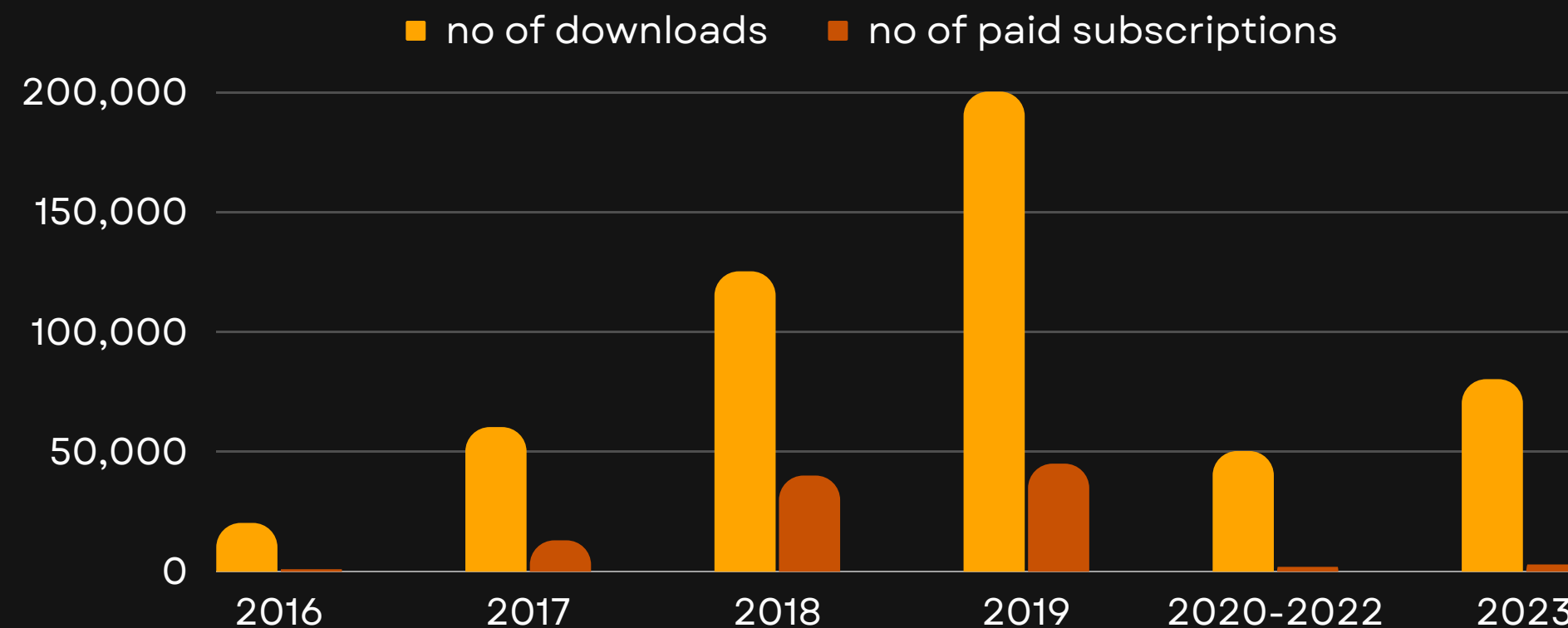
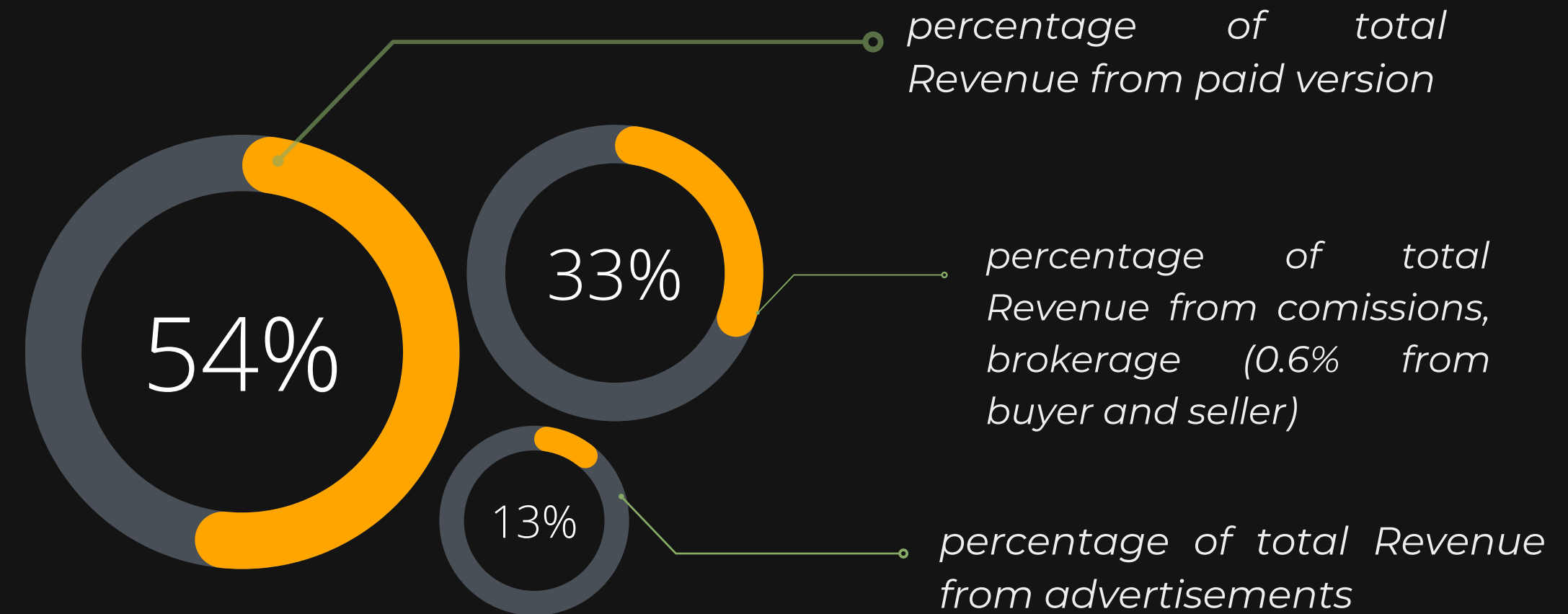
# PAID VERSION

- All the facilities of free version are included.
- Establishing a link between buyers and sellers by acting as a mediator
- Provides precise information on the movement of residential unit prices and availability of properties in India for certain major cities, with additional cities being added on a regular basis.
- Quick tips and expert advice on what to look for and how to buy/sell lands, homes, apartments, and rent properties.
- No commercial interruption. [no advertisement]
- Furthermore, it provides users with individualized advertising for their own flat/plot if they wish to sell/rent it.



# INFOGRAPHICS

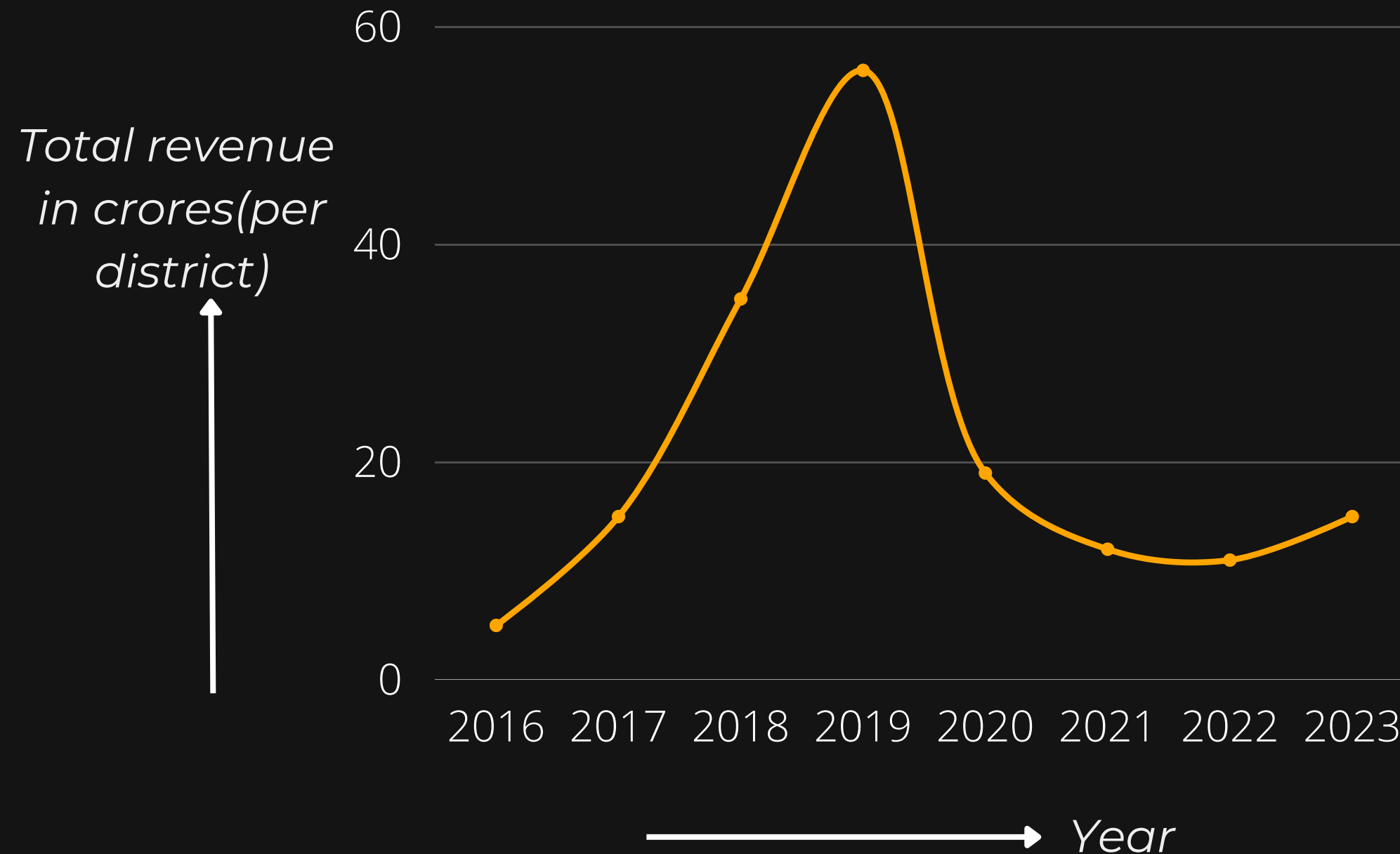
	Free	Paid
charge	Rs. 0	Rs. 1199/-
no of owners you can contact	3	25
validity	NA	4 months



## COLLECTED INFO

From customer feedback it is known that user are upset about prices shown by sellers.

# TOTAL REVENUE



The revenue in year 2018-2019 was at peak but decreased rapidly and became stagnant. This situation needs to be tackled.



# ANALYSIS

Let's analyse the problem and what factors are causing it.

Real estate is in high demand and faces fierce competition on the market. But, there is little competition when we join this market by releasing a digitalised app. Yet, in order to thrive, **the app must provide unique and new features.**

Its revenue is generated by adverts and the app's subscription model. While this software is new, we should focus on advertising and expanding it so that we may receive **more advertisement opportunities in the future.**

The revenue from the subscription model, which is a significant source of revenue, must be enhanced. When consumers are pleased with the app's particular features, they choose the premium version. As a result, **user feedback should be prioritised.**

This app provides factual information about real estate and is always updating based on user feedback. The company is essentially using an iterative technique. This is OK, but not sufficient. An **appealing market plan should be developed.**







# MARKET ANALYTIC

Analysis from market information

As this app is launched on 2016, it was not a perfect interface at those time but has improved a lot from analyzing through its mistakes and taking feedbacks from customers .

No of app installs have increased through time peak being in 2018. Customers are quite satisfied with the accuracy in information of properties our app provides in both free and premium versions. But the revenue through app in the years 2019-2022 decreased at a huge rate due to pandemic. Unlike expected even after pandemic the revenue is quite stagnant. Even the customers are giving negative reviews on the paid version of the app and customer retention rate is plummeting due to their dissatisfaction of the sellers prices in the app.





# FINANCIAL ANALYTIC

Lets see profit and stability of this app.

- As this app is made by a team of 5 people, they wont take salaries and suffer loss among them.
- The total average revenue is 21.32 crores per year per district. [from infographic], there are 9 districts in odisha hence total revenue is 191.88 crores
- They charge 0.6% for buyer and seller each, hence 1.2% of average revenue is 2.3 crores per year or 25 lakhs per district.
- We should give commission to agents per sale.
- Considering 2 agents per district and 75% of income as their commission.

per agent : Rs 75-80k per month on average.



# FINANCIAL ANALYTIC

- Now profit for group of 5 grads[entrepreneurs] will be 25% of 2.3 crores = 57 lakhs per year
- Out of their profit maximum of 50% they can use for App maintenance and expanding.
- And the rest 50% will get divided among themselves for Rs 80-90k per person a month.

This is sustainable and profitable if the total revenue increases unlike that of 2020-2022 trend.



# SWOT ANALYSIS

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## STRENGTHS

*greater room to expand. Early initiative in a less-digitized field. A good and trustworthy source of knowledge. When an app is maintained on track, user retention skyrockets.*

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## WEAKNESSES

*complexity increases as we move from city to town, town to village. Quality of information plummets. Sellers are deciding price which in most of the cases that buyers don't agree. Increase in lan prices in 2023.*

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## OPPORTUNITIES

*more room to grow and connect with the government offiicials to create fair land, house registrations. It is possible to collaborate with banks to provide loans to purchasers.*

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## THREATS

*The most crucial aspect is accuracy, and if there is any little error in registration or buyer-seller difficulties, this application will be held accountable. When it comes to money, fights erupt.*



# BUSINESS MODEL

Few aspects needed in our new business model which are deduced from SWOT and other analysis.

- Short-term goals include increasing income to at least 50 crores per year.
- In the long run, we will purchase assets from sellers and direct purchases from buyers via the app.
- We can work with banks and service-based organisations (home decor, Asain paints) to satisfy customers.
- A website should also be created for this purpose.



# BUSINESS MODEL

some improvements in existing model can be done like :

- We will develop a machine learning programme that can forecast the price of land, houses, and so on. It may be designed to anticipate the approximate cost of building any sort of home, apartment, or other structure. This might serve as a starting point for both buyers and sellers.
- To attract religious people, we might include VAASTU of land or house in premium version.
- We may offer owner rating areas to benefit our tenant users.



# MARKETING STRATEGY

The company's money will be allocated in such a way that we will focus on television commercials, billboards, and broadening our reach as much as possible through innovative advertisements. We will conduct celebrity endorsements at significant events such as the IPL, FIFA, Big Brother, Shark Tank India, and so on.

We made it simple and straightforward by looking via an electronic gadget, which leads people to our app/website, because even searching for a flat/plot is a very tearful procedure. And because our membership model is so low-cost, it creates a lot of competition, and customers will prefer our app/website over others. Advertising about our ML feature will distinguish it

We will connect with as many brokers as possible in the hopes that they will refer their own clients to us. With more revenue we can have information on more cities by increasing agents.





# MARKETING STRATEGY

All age groups may be divided into two categories: those who use social media often and those who do not.

Group 1 will concentrate on social media promotion and content production. To reach the widest possible audience, we will employ targeted advertising on Facebook, Instagram, and LinkedIn. We will include certain social media influencers who will create content about our app in order to reach out to potential customers.

We will connect with group 2 through local brokers and real estate agents who will receive commissions from us. We will also collaborate with other businesses such as home loan banks, house inspectors, and mortgage banks to assist us build our network and receive numerous recommendations.

