

Case Study

New category launch

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Name: KRANTHI KUMAR PANDURU

Roll No : CE16B007



GUIDELINES

- There is a slide for every question. You can go deeper for any of the 5 questions, but overall it shouldn't exceed 7 slides.
- Assumptions to be made as per your understanding
- Convert the **PPT to PDF** before submission
- Innovative and crisp Solutions
- All entries must have realistic assumption and solutions
- Save the final PDF / folder as "Name<Underscore>Roll No<Underscore>Institute"
 Example: Raj Malhotra_12345_IITD



New category launch

Background

Tourism industry is one of the fastest growing sectors in India with a CAGR of around 9%. Several government initiatives, e-visa etc. are further helping in attracting more international tourists too. There is at present a growing demand for adventure, wildlife and pilgrimage tourism which involves visiting and staying in remote offbeat destinations forests, deserts and riversides. There are multiple digital platforms on which rental cars and hotel accommodation can be booked for major destination points. Still proper accommodation, safety and hassle-free sight-seeing at remote areas remain a big challenge.

A new category like caravan/recreational vehicle (image below) has the potential to meet this growing demand and Ola is planning to tap this niche market as well.



source:indiamart.com



New category launch

Problem Statement

As a product manager for new category/new initiatives, detail out what should be Ola's strategy to enter this market and if this will a right product-market fit given the current mobility offerings from Ola. Any details around financial projections or pricing strategies are not required.

Questions

- **Customer Segments:** Clearly identify the customer segments for your product and how would you approach to understand the requirements for identified segment(s)
- **Competition Benchmarking:** Highlight competitors/potential competitors and benchmark against your product using business/industry specific metrics
- **Feature Planning:** Detail out how you would go about planning for the new category (viz. caravan). You can touch upon the features/essentials you would like to see in the vehicle.
- **Customer Booking Flow:**Focus on the end-to-end customer booking flow (and post-booking flow). You are free to add supporting flow diagrams to explain the same.
- Key Performance Metrics: Highlight some key performance metrics you would use to gauge the success of your product

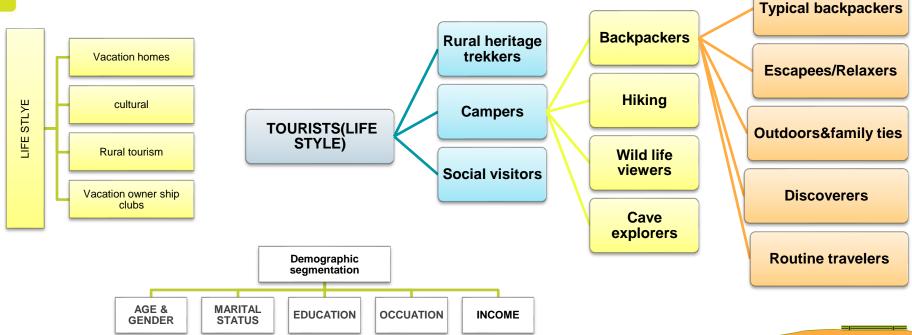


Case Solution





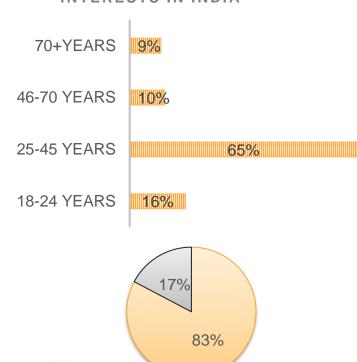
Customer Segments



Demographic Segmentation		According to Research done in different countries like US,Australia	
		Destination RV er	Touring RV er
Gender	Male	77%	80%
	Female	23%	20%
Age	20-34	1%	0%
	35-49	19%	1%
	50+	80%	89%
Marital status	Single	12%	12%
	Married	88%	88%
Occupation	Employed	88%	0%
	Business owner +Unemployed	12%	6%
	Retired	0%	94%
Education	<high school<="" th=""><th>21%</th><th>18%</th></high>	21%	18%
	Some college	41%	40%
	Bachelors level	23%	24%
	>Master'	15%	19%

[•] Red color indicates primary target customers

PRESENT STATUS IN TOURISM INTERESTS IN INDIA



DEFMALE





- By comparing Indian statistics with US campervan business results, we can infer that our potential customers are preferably Male, married, Age group
 >25years, Employed and retired people
- Also Indian market quite different for revolutionary type of products, so its very hard to impact old age people
- Destination RV ers are almost employers where as Touring RV ers are retired
- It will even more productive if we provide camper parks and tourism plans if they need
- Youth are more active in India when it comes to bachelor tours.
- Short term trips have more scope in India





Competition Benchmarking

COMPETITOR Paramaters in tourism point of view	OLA	DIRECT	INDIRECT COMPETITOR(acc omidation point of view)	INDIRECT COMPETITOR(Tra vel point of view)
Ease of access				
Economic Effeciency				
Existing communication		✓		✓ ✓
Effectiveness		✓		✓
Performance	V V	✓		✓
Satisfaction				✓
Availability at desired location	✓	✓	✓	✓
Quality output level		✓		

WHY US-

- We rent the newest models. You'll get a state-of-the-art rental motorhome.
- You'll get the service you need when you need it.
- Our multi-lingual staff is composed of professionals who are dedicated to customer service.
- Making a Rental at OLA is simple— you can do it all online, or you can speak to the helpful, knowledgeable staff.
- We offer one-way rentals and temporary housing recreational vehicle rentals in addition to vacation rentals.
- Free generator use is standard on every motorhome.
- In the event of an emergency, we offer toll-free roadside support for your on-the-road issues. When you need help most, we're there to offer it.
- We offer a full range of RVs, including different classes of vehicles. You'll find the RV that will best suit your purposes!
- GPS navigation systems are available at selected locations. You'll get where you need to go without the hassle of traditional maps.
- Each camper rental is chock-full of amenities, including drivers' and cabin air conditioning, Free WIFI, full kitchen, bathroom facilities, dining area, a generator, and more!





Feature Planning



 Features will be different based on type of vehicle like class A ,B,C , Luxury

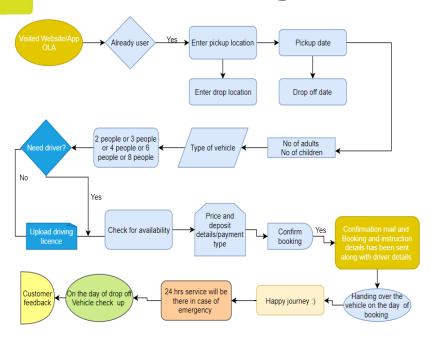
- ✓ 2 burner gas hob and sink
- √ 12v/240v/gas or compressor fridge
- ✓ On board fresh water tank
 59I w/ exterior water filler
- ✓ 12v LED lighting
- ✓ Mains hook up extension lead
- ✓ 2nd leisure battery
- ✓ Bed with foam mattress
- ✓ Ample storage
- ✓ Interior Sliding table
- Secure safe for valuables
- ✓ Fully carpeted and insulated with recycled plastic
- ✓ Sound system
- ✓ Side window/s
- ✓ Exterior shower point
- ✓ Picnic table and chairs
- ✓ First aid kit
- √ Fire extinguisher
- ✓ High viz jacket
- ✓ Maps of the region
- ✓ User manual

- ✓ Kitchen Set (cooking equipment, crockery, cutlery)
- ✓ Two ring gas cooker
- ✓ Sink with running water (full water tank)
- ✓ Washing up bowl
- ✓ Kettle
- ✓ Frying pan x 1
- ✓ Saucepan x 2
- ✓ Chopping board
- ✓ Cooking utensils
- ✓ Salad bowl
- ✓ Vegetable knife
- ✓ Vegetable peeler
- ✓ Bread knife
- ✓ Tin opener
- ✓ Cheese grater
- ✓ Corkscrew/bottle opener
- ✓ Dinner plates, side plates, bowls
- ✓ Cutlery set
- ✓ Beakers, mugs
- ✓ Foldable cycles(for high luxury RVs)
- ✓ Tent set





Customer booking flow



- > Before booking confirmation some fixed deposit will be there
- Charges will be there for Cancellation of booking same as bus and OLA services
- They can contact our customer in case of emergency
- Manual will be provided for maintenance of products
- Map will be provided to get to know about the key locations and public service points
- If we provide detailed end to end tourism plans it will be more effective
- Promo code system and seasonal trip arrangement with low price will be effective because they will get to know new people if we plan stranger trip plan in with our campers free time.





Key Performance Metrics

SNo	Key performance Metrices
1	No of bookings per month(peak and non time)
2	Retention rate of customers
3	Customer satisfaction(Likert rating system)
4	No of bookings per region
5	Market penetration rate
6	Gross operation profit per booking
7	App conversion rate
8	No of emergency declarations per 100 trips
9	Average distance travelled per trip
10	Average number of customers and days per trip





THANK YOU

