

# Subscription Business Model for Tabiyat :

- It will give recurring revenue:

Customer relationship focused business model will generate recurring revenue.

- It will help us with Customer Retention:

It will focus on customer **retention** over customer **acquisition**.

- It will help us compete in a better way :

It will help us compete in the market by giving better offers and attractive packages to users.

# What could be a subscription business model?

- A subscription is a continual revenue model where Associate in Nursing Q-commerce complete offers access to a product or service reciprocally for a direct annual or monthly fee.
- The aim of subscriptions is to make steady revenue and high client retention by providing convenience, product discovery, and/or personalization opportunities that encourage folks to remain signed for multiple cycles.
- A productive subscription providing is one that addresses each side of this relationship. However, it's doable for memberships programs to be a “mix of both”.

## Case Study :

Amazon Prime launched in two hundred5 as a premium loyalty program that granted customers free shipping for \$79 per year. Since then, Amazon Prime has enlarged into a full-fledged subscription service that provides members access to streaming services, discounts, cloud storage, and styling services, simply to call a few. This hybrid model could be a powerful price proposition that has driven membership currently in far more than 200 million globally.

# Types of subscription business models?

## 1. Replacement Subscriptions

Replenishment is a subscription business model in which a customer pays on a regular basis, typically monthly or quarterly, to have an important item replaced.

This subscription business model allows entrepreneurs to put an exciting twist on products that are usually considered a chore to purchase and gain access to a lucrative niche in the market.

## 2. Curative Subscriptions

Curation subscriptions often come to mind when thinking of subscription business models. It usually takes the form of a subscription box, a carefully packaged experience designed to surprise and delight a customer with a selection of products curated according to their likes and dislikes.

The appeal of select subscription boxes lies in the robust product discovery opportunities and the personalized nature of the experience

Select subscriptions are offered across a variety of product categories, with beauty, confectionery and apparel being some of the most popular.

Let's review  
“Tabiyat Card”  
subscription model

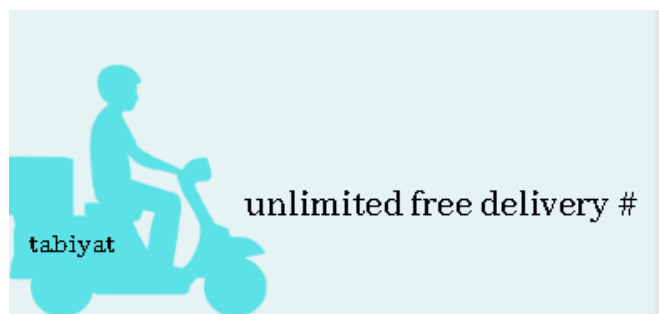
# In cherish with life..

The all-in-one plane you wish to open select benefits over tabiyartcard:



# Become Tabiyat Pro:

and get exclusive deals



unlimited free delivery #

Free delivery vouchers will be added to your "Vouchers" automatically. Now, you get to feast whenever you want in the city of light whatever you need in medicine with just a few taps.

**SUBSCRIBE**

15% discount!



15% off\* more the 5 selected medicine

Your each medicine should be more the 200 and get rewards points and much more.

**SUBSCRIBE**

See plane:

**extra 5% off\* all Pick-Up  
orders:**



Save more with Pick-Up! Check  
out these hot Pick-Up from our  
near warehouse or rahey apki  
tabiyat kush and more!

**SUBSCRIBE**

get it all in jsut  
149.00/month

Free delivey  
10 orders/month



valid on all our wearhouse.express free delivery will be  
automatically applied on orders above Rs.499

starting from  
**149.00/mo.**

**See plane**

Save up to Rs.999 and more!

| No hidden charges  
| Unsubscribe anytime

Frequently Ask Question 

### **What is tabiyatcaed?**

Tabiyatcard may be a monthly membership program that permits you to get select and benefits on medication and common items.

### **How do i use my tabiyatcard Benefits.**

Upon membership, all your benefits will be included in your account, hassle-free! Your free conveyance and Pick-Up rebates will be naturally connected to your arrangement, whereas vouchers can be physically chosen at checkout. You can moreover check your remaining benefits at any time. Simply go to your account and tap “Message subscription”.

### **When am I eligible to use my tabiyatcard benefits.**

You will be eligible to utilize your tabiyatcard benefits once your order meets the minimum order amount specified in your plan.



| monthly                                    | Half-yearly                                   | yearly                                       |
|--|---|--|
| Rs 149.00 /mo.<br>Rs.199.00 Billed monthly | Rs 175.00 /mo.<br>Rs.799.00 Billed biannually | Rs 165.00 /mo.<br>Rs.1899.00 Billed annually |

Starting from RS.149.00/mo.

Select plan

**SUBSCRIBE**



conform payment method

tabiyatpro subscription **RS.1899.00** billed annually



**i have a code**



payment method



Ass a payment method

**Toatal** (incl.VAT)

**RS.1899.00**

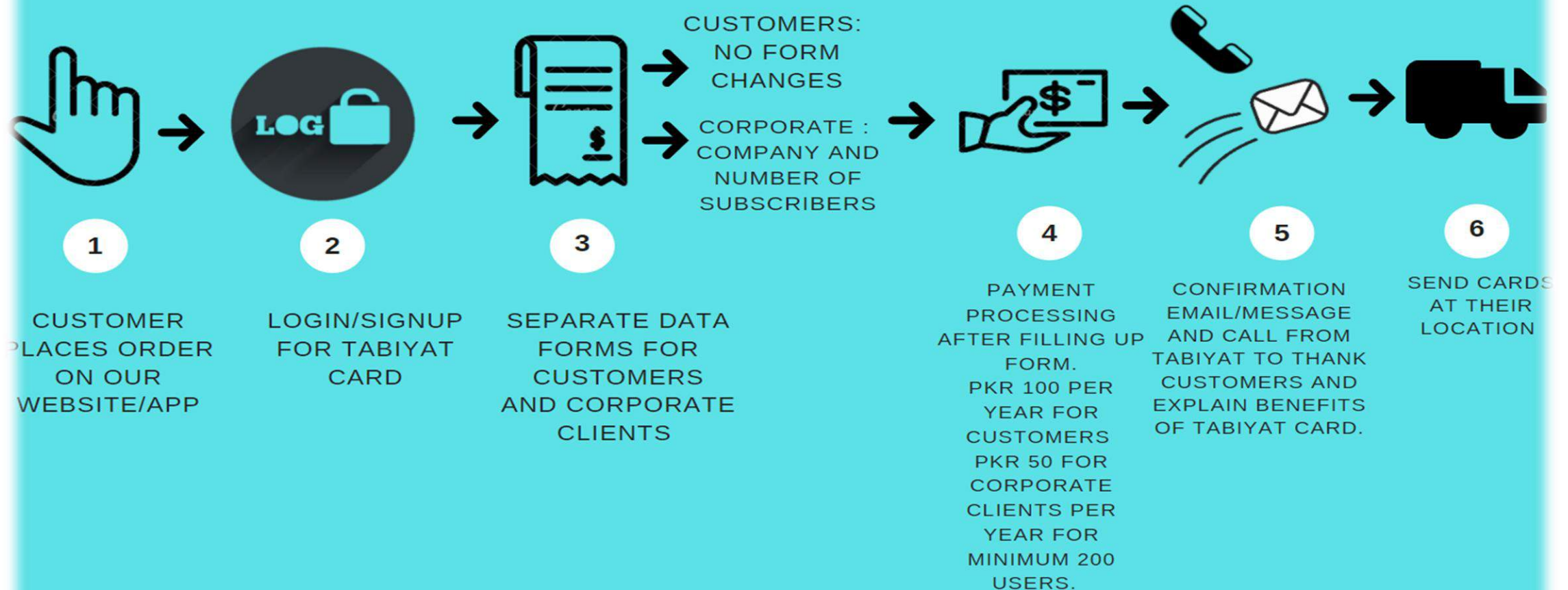
conform and subscribe

# Tabiyat Subscription Model

ONE STEP SOLUTION FOR ALL YOUR MEDICINAL NEEDS.

GET YOUR TABIYAT CARD FOR AMAZING DEALS AND DISCOUNTS!

## A 6-STEP PROCESS



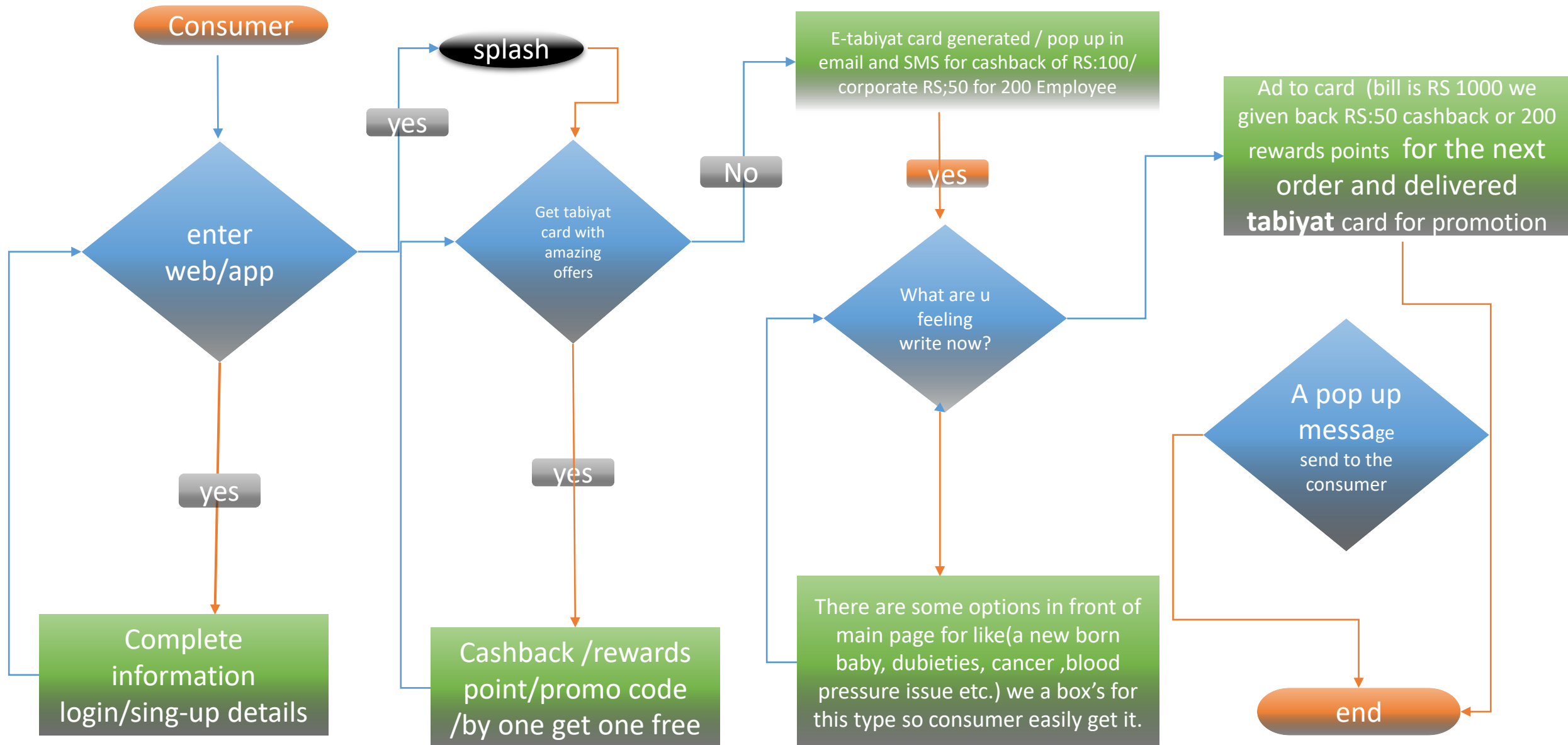
# Tabiyat Card Subscription Tab

1. Contents of Tabiyat Card online form : [Log in /Sign Up](#)
2. Get your tabiyat card in just **Rs.100** and avail amazing offers and benefits !
  - a. Name
  - b. Email ID
  - c. Medical History
  - d. Address
  - e. Contact Number
  - f. New Customer or Corporate Client = New Customer – Form remains the same. For corporate clients – Company Name
  - g. Terms and Conditions:
    - Charges of Tabiyat Card are non-refundable.
    - Tabiyat Card requires renewal after every 6 months.
    - Points from company policy.
    - Thanks for choosing us ! You will receive your tabiyat card within one week!
3. You can avail all the benefits by entering your card number while placing order from our website.  
( message to customers after signing up for tabiyat card) + Call from Tabiyat.pk to guide the process).

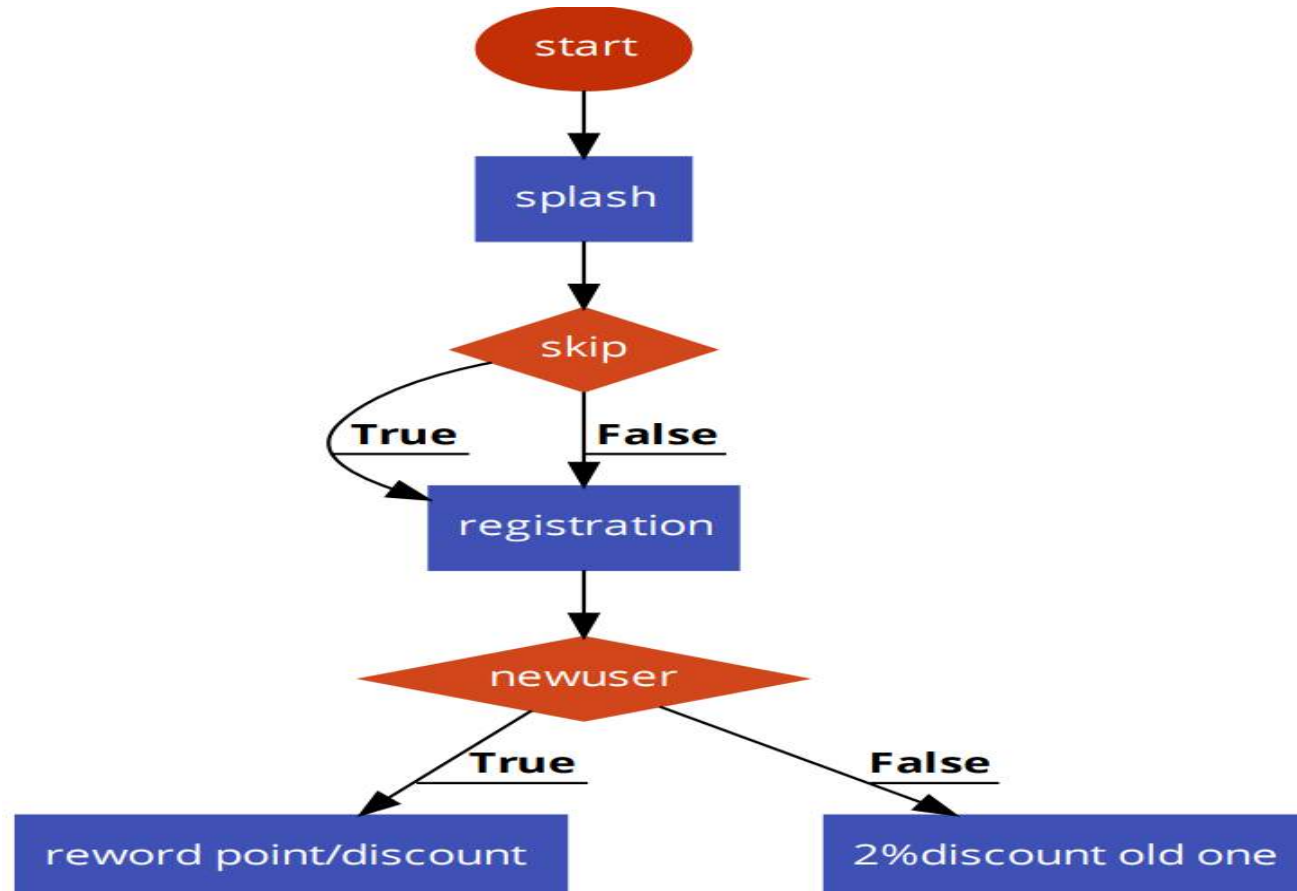
# Benefits of “Tabiyat Card”:

- ✓ Free Conveyance, Purchase One Get One Free Offer, Free item with each arrange, Cashback up to Rs .100 on each purchase.
- ✓ Provide free consultancy, to begin with, 30 clients.
- ✓ Get Lab rebates for your therapeutic administrations by us.
- ✓ Your medicine delivered within 60 minutes with express delivery in the city of light.
- ✓ First, we are begun within the city of light.
- ✓ Avail the opportunity for you and your family this could help shape your side get the remunerate from us within the frame of gift.
- ✓ Services are accessible 24/7 for you at any time any place in the city of life.
- ✓ We can help if you think you're merit for it or any other you know in your eye.
- ✓ We require your bolster to assist the poor one.
- ✓ Tabiyat card provide you a discounted offers for all over product and there are no charges for this avail anytime with signup our app/website and subscribe over magazine for upcoming promotion and vouchers for you and your family

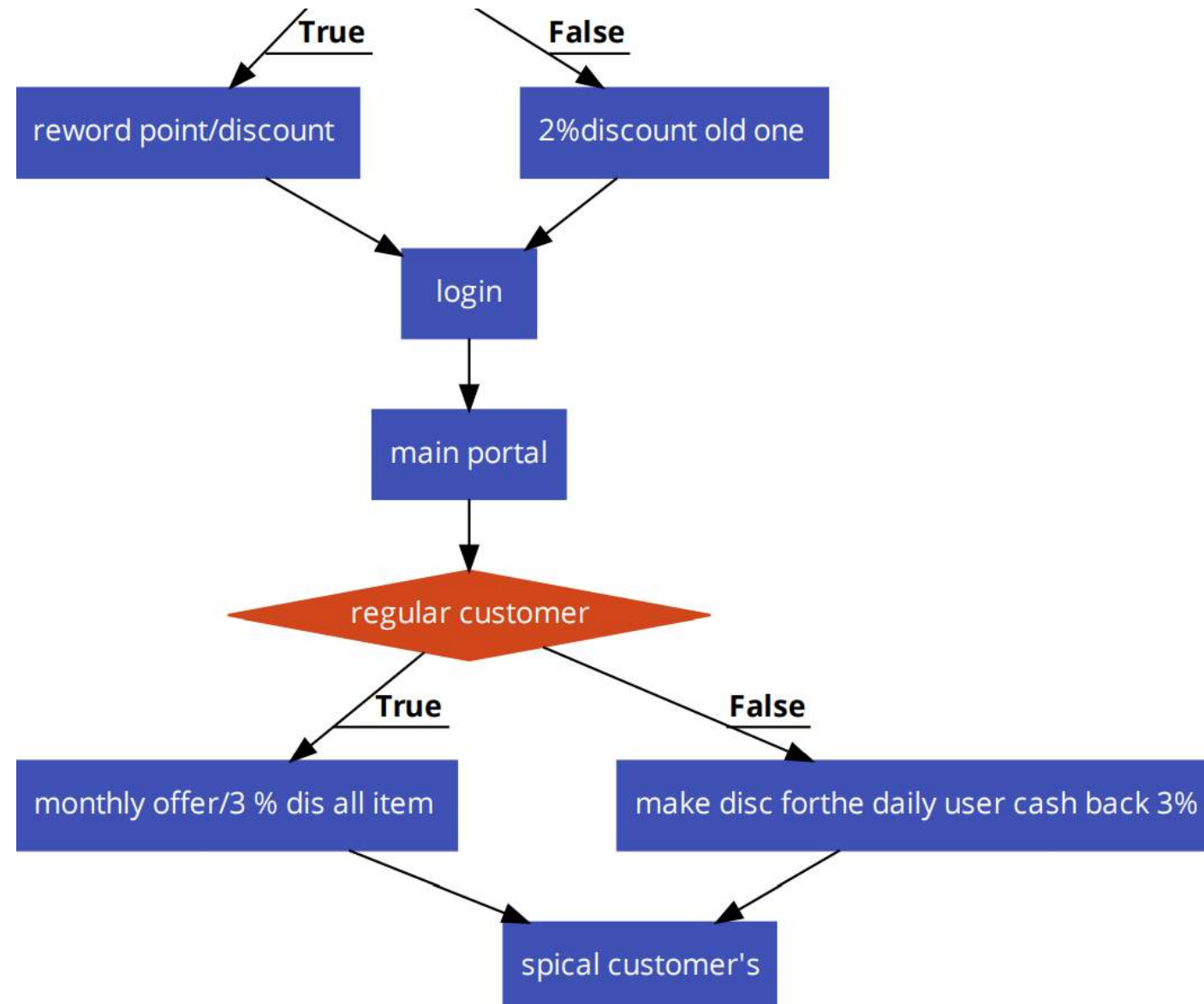
# Process Flow:



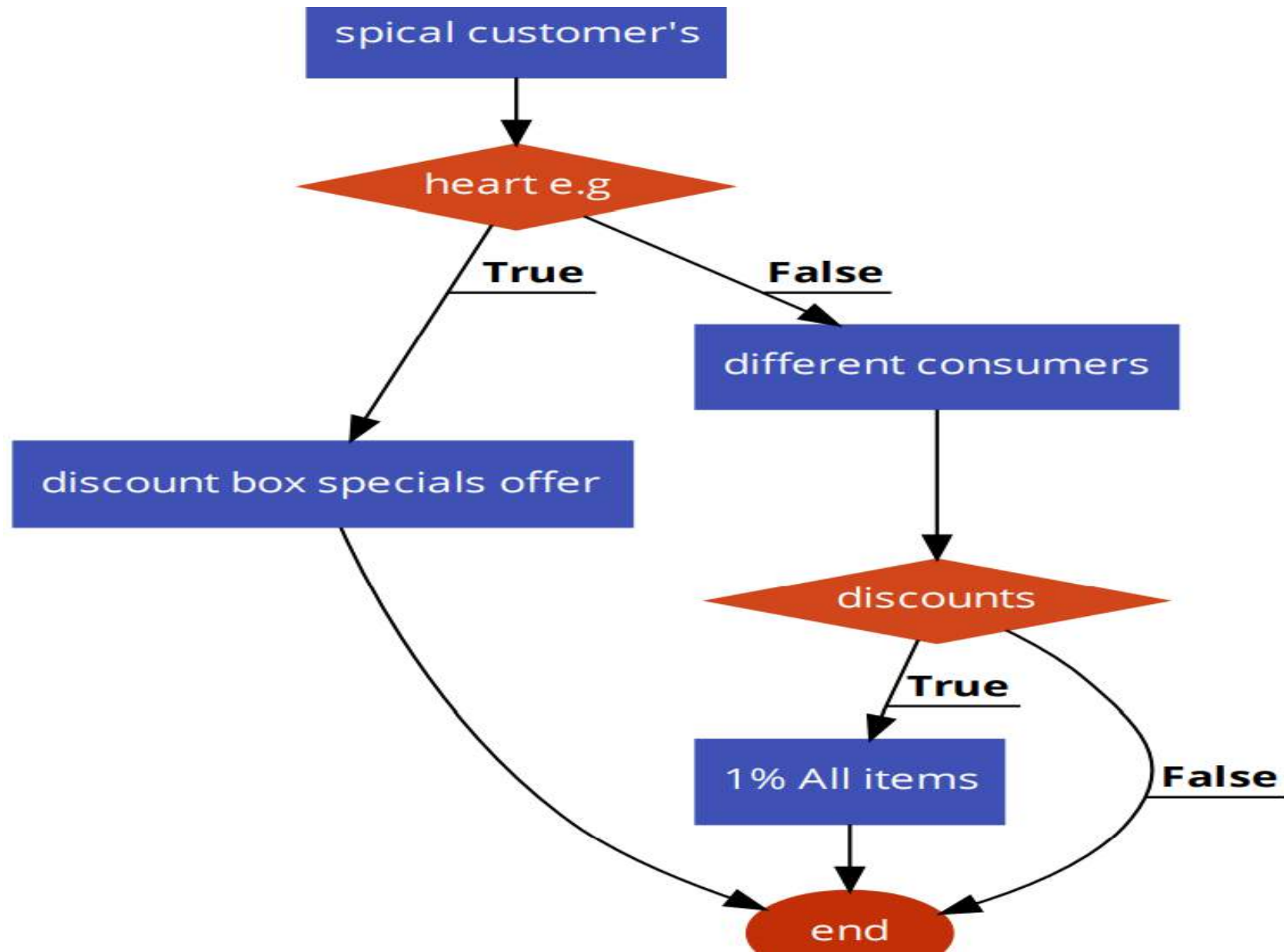
# Mechanism:



# Mechanism:



# Mechanism:





# Details of Mechanism :

1. Shopper signup or login into our app/website sometime recently that a membership demonstrates sprinkle into the page each shopper (participate or Family) the title tabiyat card.
2. A basic step they take after giving all the fundamental data regarding their restorative history to induce tabiyat offers.
3. They get rebates and cashback to each arrange from the tabiyat card.
4. Get free consultancy shape habitat for one 1time and free outline for our adored consumer.
5. On the fundamental page they see however are you feeling right presently (in that we tend to must specify most of the therapeutic issues that we are confronting each day or day to day to induce rebate of E.G Heart, BP, ETC).
6. In each arrange tabiyat provide caution and pop to the uncommon customer to induce their medication agreeing to the past details.
7. Free conveyance for them through specific among 60/25 minutes within the city of lights.
8. Cashback and compensation focus on each arranged and more select provides on tall cost medication for requiring one to urge help in any time we tend to are here for you.
9. We tend to offer coordinate division to induce tabiyat card for 200 clients for fifty Rs cashback for your returning order.
10. For SOSO customers we offer them the most excellent rebate in common thing with pharmaceutical and grant a bargain and a blessing from tabiyat.

# Why is the subscription business model sustainable?

## Why is the subscription business model sustainable?

In a traditional business model, revenue flows linearly, from marketing to sales to financing. But in the subscription business, the revenue stream is cyclical. While the purpose of all features remains the same, their impact on revenue is amplified as customers need to be “acquired” not just once, but every recurring billing cycle.

With the subscription model, companies have the opportunity to retain customers over a longer period of time. Guarantee a constant and recurring stream of income. During this long-term partnership, companies can improve their products and services to meet customers' needs and grow with them.

# Advantages of Subscription Business Model:

## Predictable revenue:

The subscription model creates a predictable future revenue stream. This recurring revenue can ensure your business's survivability during times of turbulence and financial swings. It also helps keep your business operations running.

## Better customer relationships:

Subscription product will scale because the client grows. Customers typically pick subscriptions owing to the convenience issue as well as choices to individualize the product. inspect however Unbox Boardom provides their subscribers an choice to customize the set up yet as the product.

## Lower retention spends:

Since subscribers routinely purchase from you on a everyday basis, you don't ought to shell greater advertising and marketing greenbacks to goal them. Also, subscribers, who pay periodically and devoted to a long-time period affiliation with you, are generally much less possibly to churn. You do now no longer ought to spend extra on client retention.

Thanks !