

WA2: Business Plan – ServiLink

Business Concept:

ServiLink is a builder-backed local service network that connects residents, builders, and verified local workers on one digital platform. The idea ensures residents have immediate, reliable access to trusted home service providers — from electricians and plumbers to cleaners and painters. Builders offer a free 1-year membership to new residents, after which customers can continue with affordable subscriptions and earn loyalty rewards.

Vision:

To become India's most trusted digital home-service ecosystem, connecting every household to verified professionals with convenience, quality, and transparency.

Mission:

To simplify post-possession home management through technology-driven service delivery and community trust, expanding toward a universal service marketplace.

Objectives:

- Build a trusted platform linking builders, residents, and verified workers.
- Achieve 10+ builder partnerships within the first operational year.
- Onboard at least 500 verified service professionals in the launch city.
- Reach a 70% customer renewal rate post the first-year free membership.

Target Market:

- **Primary:** Residents of newly constructed societies and apartments.
- **Secondary:** Builders and property developers seeking added value for buyers.
- **Future Expansion:** General public (individual households, small offices).

Unique Value Proposition:

- Builder-funded free access for one year to all residents.
- Verified, rated, and trained service professionals.
- Easy-to-use digital platform with loyalty rewards and subscription options.

Products & Services:

- Electrical, plumbing, and cleaning services.
- Painting, pest control, appliance repair.
- On-demand worker booking through app/website.
- Loyalty program and rating-based rewards.

Revenue Model:

- Builder partnerships (year-one funding).
- Subscription plans for residents after the free year.
- Commission per completed service.
- Promotional listings for top-rated workers.

Marketing & Sales Strategy:

- Collaborate with builders for initial customer onboarding.
- Use open-source tools like Hootsuite and Buffer for social media marketing.
- Promote through digital ads, WhatsApp outreach, and local campaigns.
- Collect customer feedback to improve service trust and retention.

Operations Plan:

- Recruit and verify local workers with background checks.
- Build and maintain the ServiLink web & app platform.
- Set up a customer support and complaint resolution team.
- Establish partnerships with at least 5 builders during pilot phase.

Key Resources:

- Digital platform (App & Website)
- Worker database and verification system
- Builder partnerships
- Marketing and customer support team

Financial Plan & Break-Even Summary:

- **Initial Investment:** ₹8–10 lakhs (platform, marketing, verification, salaries)
- **Monthly Operating Cost:** ₹1 lakh (support, marketing, maintenance)
- **Revenue from Builders (Year 1):** ₹5–7 lakhs
- **Break-Even Point:** Expected within 14–16 months after launch.

Growth & Expansion:

Phase 1 : Builder-backed societies

Phase 2 : Open public marketplace

Phase 3 : Urban-scale expansion similar to Urban Company