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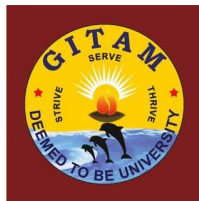Rushikonda, Visakhapatnam – 530 045 (A.P.)

ONESTOP

A MULTI-CATEGORY SERVICE COMPARISON PLATFORM

UNDER THE GUIDANCE OF

Mr. Susanth Mahapatro

Senior Coach

Venture Development Centre(VDC)

DEPARTMENT OF

COMPUTER SCIENCE & ENGINEERING

GITAM (Deemed to be University)

VISAKHAPATNAM

SUBMITTED BY

Pranshu Shukla (CEO and Founder)

Shreyansh Mishra	**Anurav Modak**	**Vaibhav Shrivas**
(Co-Founder)	**(Co-Founder)**	**(Vice President)**

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CERTIFICATE

This is to certify that the project report titled **"ONESTOP"** is an original work under my guidance and supervision, in partial fulfillment for the award of the degree of Bachelor of Technology by GITAM Institute of Technology, GITAM University, Visakhapatnam, during the academic year 2017-2021.

Susanth Mahapatro

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Senior Coach

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Venture Development Centre(VDC)

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ABSTRACT:

Onestop aims to compare different food, travel, flight and hotel applications that already exist to suggest the clients with the best of what they can get in terms of price, delivery time, and other services to enable them to choose the best offer they could get replete with their wants and needs. In the times of today, with a clutter of application that offer platforms to book or order services, there is a constant need for the customer to find the best of what they could get, it becomes quite a hassle to compare between offers in different applications, as a consequence of which they seem to compromise on the best. Customer satisfaction is the prime objective of any product, hence our idea is a solution to alleviate hassle allowing our clients to save time and get the best deals catering to their needs.

ABOUT THE ORGANISATION:

The venture development centre is a partnership between GITAM University and Northeastern University for students to innovate ideas and help develop them into complete business plans. VDC aims to create and nurture a culture of design thinking amongst students by organizing various workshops, boot camps, speaker series, and various other activities to boost their urge to develop entrepreneurial skills. To build an entrepreneurship ecosystem, it not only motivates students but also brings together faculty, staff, and the overall community to participate and think of solutions to the plethora of problems that exist today.

In order to foster the development of entrepreneurs, VDC adopts the approach of "Ready-Set-Go" to enable its ventures to progress from the conceptualization phase to launch into a success. With experienced mentors, VDC provides experiential learning by support in resources and opportunities in order to achieve its objective of providing a holistic experience to its ventures to transform into successful businesses.

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Initial Venture Ideation(1st Assignment)

SYNOPSIS:

In this module the 3 areas we focussed on are:

● Paper Prototype
● Value Proposition Exercise
● Chances of success Template

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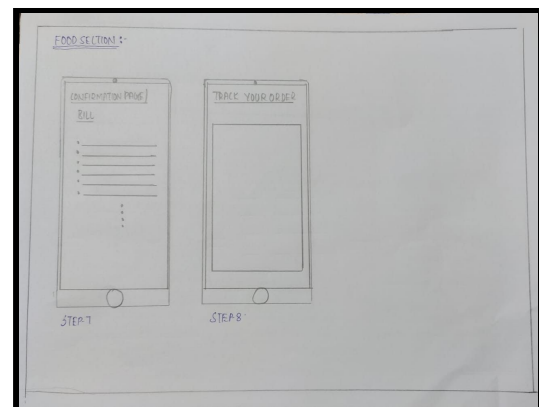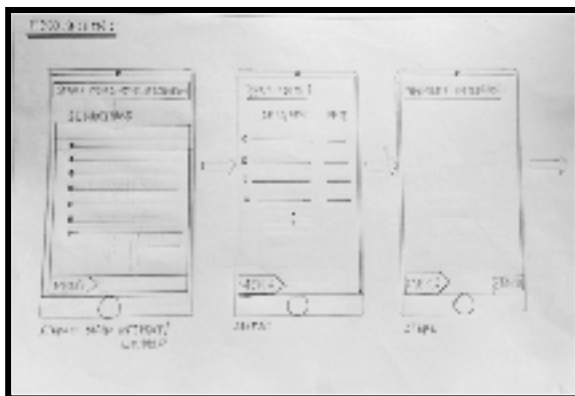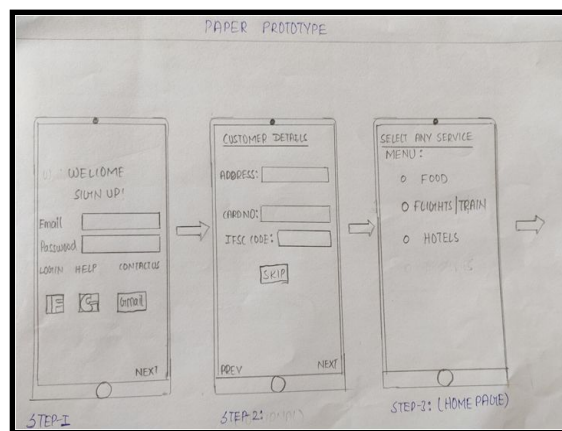(EST. u/s 3 of UGC Act. 1956)
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TAM CALCULATION, INDUSTRIAL SCORECARD, COMPETITIVE INTELLIGENCE TEMPLATE(2nd assignment)

SYNOPSIS : The main potential customers identified are the Millennials (currently aged between 26-40 years) and part of the Gen Z population (currently aged between 16-25), who depend majorly on technology and on-demand service solutions as a way of life. Market Research is done to extrapolate roughly on the number of potential customers, and further to calculate the Total Addressable Market (TAM), as exact and ready numbers aren't available and the number looks quite promising and ensures a significant growth gradually with time.

Total Opportunities = Sum of the Average MAUs of each category = 7.7 + 11.4 = 19.1M+ **(* MAU: Monthly Active users).**

% Targetable = (Avg MAU of a Category / Total App Downloads in that Category) x 100

- % targetable of Food Category= (7.7/53.3) x 100 = 14.4%
- % targetable of Flights/Hotels/Travel Category= (11.4/37.1) x 100 = 30.7%

TAM Calculation (per Month basis)

TAM = (MAU) X (% Targetable) X (Avg. Unit Price)

TAM = { (MAU) X (% Targetable) } X (Avg. Unit Price)

Total TAM = { (7.7 X 14.4%) + (11.4 X 30.7%) } x 360

= 1659.1M Rs

Converting to US Dollars *22.12M+*

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KEY LEARNINGS:

- 1.   Market research was done to extrapolate roughly on the number of potential customers, and further to calculate the Total Addressable Market (TAM), as exact and ready numbers aren't available.
- The average smartphone user uses 30 apps each month out of 60-100 apps installed on his/her device.

Monthly Average Number of Apps Used and Installed
Smartphone Users, Q1 2017
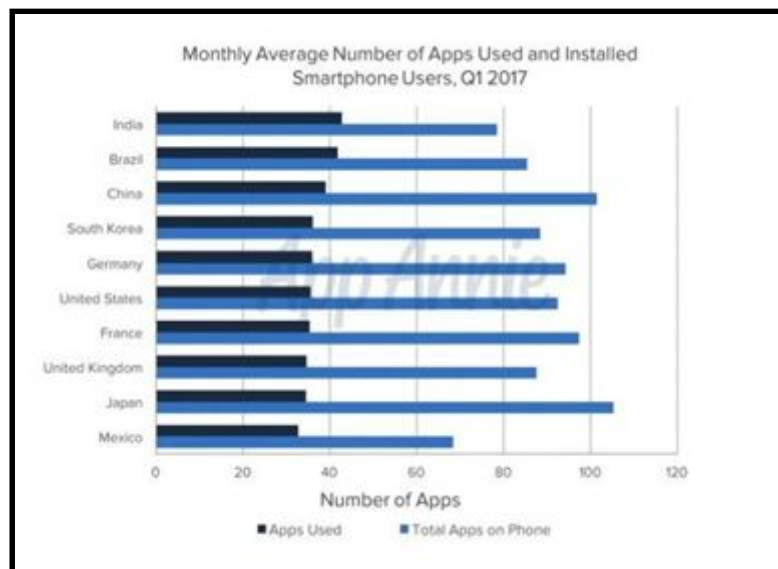
- There are 2.8 million apps available for download on the Google Play Store and about 2.2 million apps on the App Store for ios products.

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● An Indian on average spends about 2.75 hours on various apps to get their done + using various lifestyle apps + using various on-demand services apps.

Total Smart-phone users in India having an internet connection in the year 2018 is 320 Million and in the year 2019 is about 402 Million.

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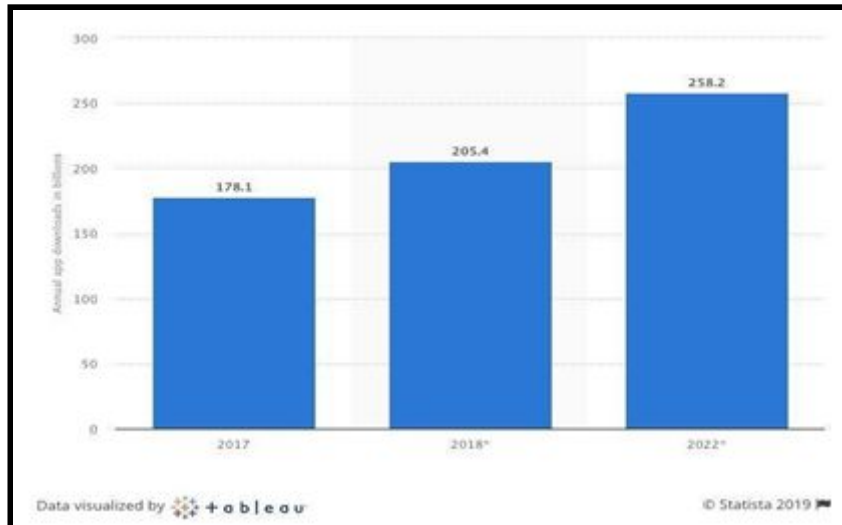Accredited by NAAC with 'A+' grade
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TOTAL OPPORTUNITIES DERIVATION:

Average MAU = (Sum of MAU's of each app in a category under consideration) / (
Total no. of apps in that Category under consideration)

- Average MAU of Food Category = (11.2+10+2) / 3 = 7.7M+

- Average App Downloads of Food Category = (100+50+10)/3=53.3M+

- Average MAU of Flights/Hotels Category = (21+6+2+14+20+2+15)/7 =11.4M+

- Average App Downloads of Flights/Hotels Category = (50+10+10+40+50+10+90)/7 = 37.1M+

Total Opportunities = Sum of the Average MAUs of each category = 7.7 + 11.4 = 19.1M+

- In calculating % targetable we are using two strategies in which we get two different TAMs.

STRATEGY 1:

% Targetable = (Avg MAU of a Category / Total App Downloads in that Category) x 100

% targetable of Food Category= (7.7/53.3) x 100 = 14.4%

% targetable of Flights/Hotels/Travel Category= (11.4/37.1) x 100 = 30.7%

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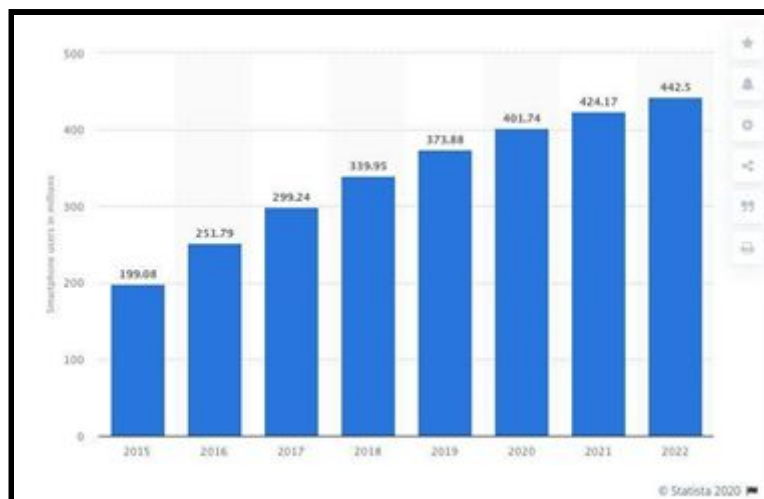**(DEEMED TO BE UNIVERSITY)**
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STRATEGY 2:

- Percentage Targetable Opportunities at this stage, we are considering Top 15 Tier-1 cities initially i.e. about 25% of the Smart-phone users in India i.e. 25% of 402 Million = 100 Million Users. *Overall % targetable = 25%*

COST PER UNIT:

- The Average Unit Price per Customer per Month is 12000 X 3% (our Average commission for affiliating and converting the sale)= 360/- INR

TAM Calculation (per Month basis):

TAM = (MAU) X (% Targetable) X (Avg. Unit Price)

STRATEGY 1 TAM CALCULATION:

TAM = { (MAU) X (% Targetable) } X (Avg. Unit Price)

Total TAM = { (7.7 X 14.4%) + (11.4 X 30.7%) } x 360= 1659.1M Rs. Converting to US Dollars *22.12M+*

 STRATEGY 2 TAM CALCULATION:

TAM = { MAU } X (% Targetable) X (Avg. Unit Price)

Total TAM = {7.7+11.4} X 25% X 360= 1719M Rs.(Converting to US Dollars *22.9M+)*

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INDUSTRIAL ANALYSIS SCORECARD:

	Facts/Data About Your Target Industry (Bullet Points Facts)	Industry Score (1-10)
Target Industry/Segment niche size and growth rate.	6400 Crores Indian Market share	8
Favorable customer trends sweeping across the industry.	Lighter, All in one.	7
Competitive intensity, fragmented competition.	Just dial/ momondo owns approx. 40% of market.	4
The opportunity to create competitive differentiation on performance and/or price.	Providing Lighter and All in one.	7
The presence of some real winners.	Just Dial/ Momondo/ Trivago	5
Significant level of startups and M&A activity.	High M&A in E-commerce	8
Positive technology trends based on some significant breakthroughs and innovations.	Lighter, All in one.	6
Strong channels to reach customers.	Online, T.V. Advertisements	10
	Total Score	55

COMPETITIVE INTELLIGENCE TEMPLATE:

	Just Dial	Momondo	Trivago
Revenue (approximate annual sales)	984.46 crores.	13.83 crores	92.06 Crores.
Market Position (approximate)	Been Around for a long time.	New to the market.	New to the market.
Number of employees	12,691	150	1,320
Product/tech announcements(in last year)	Made an app for low end smartphones called Just Dial lite.	No new tech announcements	it is working with its largest advertisers, including Booking Holdings and Expedia Group.
Growth Strategy	Goes back to the basics	Vast variety of products	Clever band of marketing
Quality senior management	Chairman is a visionary and an experienced management professional.	Chairman has been serving the board since 2008.	Prior to joining Trivago, Mr. Hefer was CFO of home24, an online home furniture and decor company.
Quality of financial position and investors	Strong, Largest shareholder is	Great hill Partners, a private equity firm	UBS Securities LLC Holds 2,624,783 shares

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CONCLUSION:

- Total Addressable Market was about $22M and under the premise of significant growth noticed among the big giants like Zomato, Swiggy, OLA, UBER etc, highlights the opportunities lying beneath.

- We need to identify key-partners in order to get affiliations of partner sites/ apps that are actually offering the on-demand services in online food ordering like Zomato, Swiggy, Dine-in etc, whose prices are compared based on various factors as well like ratings, quality, etc.

- Big MNCs like Just Dial and Trivago have already occupied or had a firm grip over this field i.e. about 40%. Payment apps like Phonepe and Paytm are also providing multiple services and identified as potential blockers.

- Blockers would be our potential competitors or any possible new government policy coming and ruling against a business.

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SEGMENTING BY USERS & USES TEMPLATE(3rd Assignment)

SYNOPSIS: This assignment focuses on how our targeted customers would utilise the One Stop service, the use cases that we are providing and which set of use cases are appealing to which users. The template we have used displays the various use cases we are providing and the corresponding users in a tabular format.

KEY LEARNINGS:

- The users are divided based on their age because age is an essential factor to consider. After all, personal expenditures change as individuals grow older.
- Our use cases were correctly defined at this stage, giving directions to the future decisions regarding design and implementation of the same.
- Multi-category & 100% Fulfilment: We are offering the customers with different services as multiple categories on our app, i.e. food ordering, on-demand taxi services (2 & 4 Wheeler), ticketing services (bus, rail and air), booking experiences, and ordering groceries- all in one space and the same is offered by partnering with multiple partners. So, even if one partner doesn't have the inventory for a particular product/ service request from a customer, then some other partner will always be able to fulfil that order request from the customer, ensuring 100% fulfilment of the order.
- Always economical price: We compare and analyse the costs of multiple partners for a product/ service request to provide every user with the best price.
- Ease of customer service: Effective customer service has 3 Es -Ease, Efficiency & Emotion- we ensure the same is maintained with our services. Our support is easy to access, efficiently answers questions with both autonomous chat and even human intervention when needed, and effectively conveys the brand tone.
- More PIN codes served: Our reach as an aggregator brand would be higher, serving more PIN Codes, as we solely depend on partnerships, be it local or centralised associations to fulfil orders. If a central player doesn't offer services in a locality,

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- for instance, then we atleast have a local partner to fulfil that order from a customer.

- Expense Tracker: It's an additional feature that helps customers to keep an accurate record of their money outflow in a given month; MIS report on expenses & savings in various categories i.e. You have spent on Groceries- 27.2%, Commute- 32.9%, etc. Also, messages, conveying a total spent & savings i.e. You have spent 13,780/- INR this month on lifestyle expenses, which would have been 15,362/- INR approx without us at your side.

	Gen-z (16-24)	Gen-y1 (25-30)	Gen-y2 (26-40)	Gen-x (41-55)	
Multi Category and 100% Fulfilment					Justdial PhonePe(Limited Services) Paytm(Limited Services) Amazon(Limited Services) OneStop
Always Economical Price					Trivago(Only Hotels) OneStop
Ease of Customer Service					Paytm(Limited Services) PhonePe(Limited Services) OneStop
More Pin Codes Served					OneStop
Expense Tracker					OneStop

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CONCLUSION:

- As per the surveys, we found that we are competing against *Justdial, PhonePay, Paytm and Amazon* for providing Multi-Category services, where Gen-y2 and Gen-x are the *Justdial* users. *PhonePay, Paytm & Amazon* are serving all user groups.
- In case of always providing the best prices, we have *Trivago* as our contender but its market is only Hotel booking; serving Gen-y users.
- Ease of Customer Service The Gen-x seems to be deprived of easy service while using *Paytm & Phonepe*.
- Expense Tracker would be Onestop's additional future to stand out in the market aimed for users of all age groups.

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POSSIBLE USER GROUP TEMPLATE (4th Assignment)

SYNOPSIS: This template divides our targeted customers into 5 major user groups namely Students, White-Collared workforce(only Gen Y1), SME business owners, White-Collared workforce(only Gen Y2), Micro business workers. Students and White-Collared Workforce have been given the most priority as someone in this user group uses apps for food orders,Flight tickets, hotel bookings for frequent trips, and majorly contribute to our targeted section i.e nearly 80-85%. White-collared Workforce (Gen Y2) has been prioritised second due to their lifestyle as they are also prone to these services offered. SME Business owners and Micro Business Owners have been given last priority as they come to this platform occasionally.

KEY LEARNINGS:

- The most promising user group is Student user-group (considering students from top-tier colleges) : Someone in this user group uses the app predominantly for food orders,Flight tickets, hotel bookings for frequent trips. In total contributes 45-50% of our targeted market.

- White-Collared Workforce (Only Gen Y1 i.e. aged between 24-30 years): Someone in this user group earns a minimum of 4-5 LPA salary working in a corporate or even an SME. This group has a segment size of 25-35% of our targeted market and has been given the most priority along with Students.

- White-collared Workforce (Gen Y2 i.e. 31 to 40 years and Gen X i.e. 41 to 56 years): Someone in this user group would be living with their families & could use our app for availing food orders may be fortnightly or monthly. Also, quarterly, half-yearly or yearly they might use our economic ticketing services and hotel booking services for family trips or any other family functions. This user group comprises nearly 8-10% of our targeted market and could be a potential customer during festive seasons. Secures 2nd most priority in our list.

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- SME Business owners (For Business use): Someone in this user group could use the app predominantly for economical ticketing services and flights along with the best yearly they might use our economic ticketing services and hotel booking services for family trips or any other family functions. This user group comprises nearly 8-10% of our targeted market and could be a potential customer during festive seasons. Secures 2nd most priority in our list.

- SME Business owners (For Business use): Someone in this user group could use the app predominantly for economical ticketing services and flights along with the best hotel-stay options for their Sales & Marketing teams to meet clients, or sometimes for their client's travels. Users of this group travels or book hotels not too often. Comprises 10-15% of our targeted market, and given 3rd priority.

- Last priority is given to Micro Business Owners: Personally might use the app to order food at times. Comprises 8-10% of our targeted market.

CONCLUSION:

- Millennials are our main targeted customers that could be from a student to someone working in corporate or even an SME. White-collared Workforce or a person living with family is also recognised as a potential customer and could statistically fetch us good profit. SME Business owners and Micro business Owners uses apps for their personal needs and frequency is quite negotiable.

- The most recommended users are Students and White-Collared Workforce (Only Gen Y1 i.e. aged between 24-30 years) as an user in these groups tends to look for new apps for best deals/offers and could be turned into early potential customers or long-term customers.

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APPENDICES:

- Students (Top Tier colleges): SOURCE-1, SOURCE-2, SOURCE-3, POPULATION-STATS
- White-Collared Workforce (Only Gen Y1 i.e. aged between 24-30 years): SOURCE-1, SOURCE-3, SOURCE-5.
- SME Business owners (For Business use): PERCENTAGE OF SSB, SizeOf Online Ticket Booking, SOURCE-3, SOURCE-4.
- White-collared Workforce (Gen Y2 i.e. 31 to 40 years and Gen X i.e. 41 to 56 years): SOURCE-1, SOURCE-3.
- Micro Business Owners: PERCENTAGE OF SSB, SOURCE-4.

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Users vs Buyers

SYNOPSIS:

In this we classified who will be our retailers/ resellers and the buyers.
As in the previous assignment we have our possible user template where we have classified our user groups as;

- **Students (only from Top-tier colleges)**
- **White-Collared Workforce (Only Gen Y1 i.e. aged between 24-30 years)**
- **White-collared Workforce (Gen Y2 i.e. 31 to 40 years and Gen X i.e. 41 to 56 years)**
- **SME Business owners (For Business use)**
- **Micro Business Owners**

  On the basis of the user groups our buyers and sellers are defined as:

- **Users:** In this case, the buyer and the user/ consumers are the same. They could avail the services offered by our platform with the most economical prices.

- **Sellers/Retailers:**Our services are offered free of cost directly by our company through our app. The app is hosted and distributed via Google's Playstore for Android and Apple's App Store users for them to download and use.

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Conversations with targeted customer audience(6th assignment)

SYNOPSIS:

The objective of this assignment was to have a conversation with 10 target customers about our app asking 10 basic questions and record their responses.

After taking a survey for around 43 respondents we observed the below conclusions:

- **Current Activity:** We are going after a mature market, where people have a great understanding of online-services, i.e. food ordering- *Zomato* (90%) & *Swiggy* (82.9%) lead this space; flight booking- *MakeMyTrip* (75.6%), *Golbibo* (58.5%) & *Indigo* (48.8%) lead in this space; Hotels Reservations- *OYO* (70.7%) and *MakeMyTrip* (58.5%) are the leaders.

- **Market Maturity:** About 97% of the respondents are used to online ordering of food. However, when it comes to online hotel reservations & flight bookings, only about 86% of the respondents use these online services- there is still scope for growth.

- **Want/ Need:** About 76% want an app with the feature of price comparison.

- **Satisfaction:** We have observed about 17% of them are not at all satisfied, while 44% of them showed slight discomfort with the current service providers. However, about 39% of the people are partially satisfied with the current service providers.

- **Frustrations:** About 59% of respondents said that the *advertisement pop-ups* are the greatest source of dissatisfaction. Other factors such as *heavy memory consumption* (39%), *poor data security* (36.6%) contribute as well.

- **Buying Decision:** About 90% make their own choices of using a particular service provider. However, about 34.1% are influenced by their spouses & about 22% of them by their other family members, i.e. parents/guardians.

- **Evaluating the alternatives**: About 41% of users depend on app ratings, 36% look for secure sources to download the app (play store), about 17% of them are influenced by the number of downloads.

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- **Spending Capacities:** For food, we have a max of 44% spending between 500-1000 INR. For hotels, we have 61% spending between 0-1000 INR, and for flight bookings, we have about 51% spending 0-3000 INR.

- **Ticket Sizes of a transaction:** Flight Bookings > Hotel Reservations > Food Orders

- **Frequency of transactions:** Food Orders > Flight Bookings > Hotel Reservations

- **Current Spending Satisfaction Levels:** Food orders, greater than 73% of the people are satisfied; Hotel Bookings, greater than 61% people are satisfied; Flights bookings, greater than 56% of the people are satisfied with their current spendings.
- **Ideal Solutions Should Include:** Offers & Discounts (Economical)- About 85%; Security with their data- About 78%; Good Customer Service- About 63%.

- **Availing Service from a Startup:** We have seen that about 27% of them are keenly willing to explore services offered by startups. About 54% are unsure at this stage and the remaining 19% of the respondents aren't willing to lean towards a startup.