

SERVICE ON WHEELS

PROJECT REPORT

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LEAN START-UP MANAGEMENT (MGT1022)

Under the guidance of

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CERTIFICATE

Certified that this project report “**SERVICE ON WHEELS**” is the bonafide work of “Pratishtha Singh (16BMD0062), M. Ajith Kumar (16BCE0214), D. Sai Charan Reddy (16BCE0473), Vallabhaneni Balaji (16BCE0474), Anirudh Parlapalli (16BCE0852), Sai Deepu M (16MIS0133), Desu Venkata Akhil (16BIS0093)” who carried out the project work under my supervision.

SIGNATURE

ABSTRACT

Service on Wheels (SERWHEELS) is a type of Start-up initiated by us to offer clean up and cooking services. We have been thinking of implementing the service with much more services like providing post-hangover services, providing food in some small parties and clean-up at places including office parties and small type of bachelor parties. We clean up the mess, cook a healthy, nutritious breakfast for our customers, right from buying the groceries to serving it hot and ready. Our main idea was to provide a very good service at an attractive price charts providing quality maids and workers. The one unique aspect of our start-up is providing post-hangover services which no other companies provide. We also help the customers to freshen up by providing them with various freshly squeezed juices for hydration and a cure for headache if needed. We have also provided services like bringing up medicines for those people of old age and those who won't be able to go out and busy doing their works. We are advertising our business by starting publicity in social media websites like Facebook, Instagram etc. We have also taken a small type of survey to know the service provided by us is worthy or just waste of time. We got a positive response from maximum people, that's why we took up the idea and started to do the implementation. We have also designed a logo for our proposed service.



Our logo was designed through an open source designing website, completely free of cost.

INTRODUCTION

There are many existing companies that provide cooking and clean up services at an over price. We are here to implement the same kind of service at a lower and meaningful price with quality service. For the start-up we have planned everything in an organized way such that we gain a good reputation and nothing goes wrong in the provided service. We have created a business canvas model where we have included the key partners, activities and resources. We also included value propositions, customer relationships, channels, customer segments, cost structure and revenue streams. Our business is being marketized digitally in some famous social media websites including Facebook and Instagram. Posters are also created that suits the business at online designing websites. Comparison has also been given between the existing similar companies and our business proposal.

India is very much populated country where there are very good opportunities for creative ideas. As there will be many young people in the country, we are also providing post-hangover clean-up services which no other existing companies had provided so far. This is the unique feature in our proposed idea. We mainly target Day scholar college students, bachelors, working population(parents), normal house-holds, senior citizens (home delivery of medicines or cleaning services, old age homes, people located within cities in small scale, students in and around universities, IT parks, colonies etc. Our services will be very helpful for office and bachelor parties. We have also created a budget chart for this business we introduced. We have created a general structure of the company. The process of our service includes hiring quality cooks and workers who are looking for jobs and then providing them the work we get through online orders and manual orders. The wages are also based on the customer rating, so that the work can be done well by the workers.

We have also created a website for online based orders and for customer ratings. It includes the introduction to our business and booking the different types of services provided by the company. The maids and workers can also be manually selected by the customers based on their rating given by the previous customers. The website and all the information about it are given below and we are thinking of still improvising it by implementing some other features also.

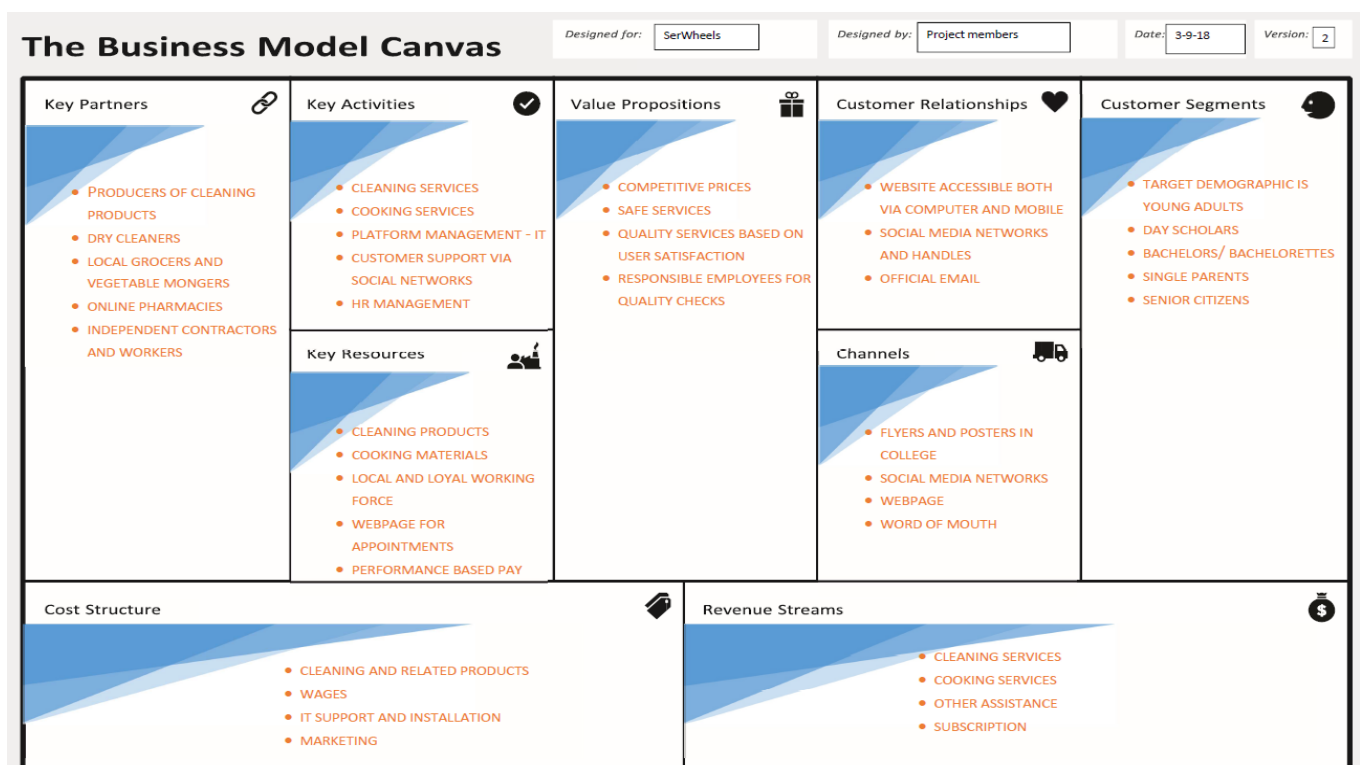
TARGET CUSTOMERS

- Day scholar college students
- Bachelors
- Working population (single parents or both)
- Normal house holds
- Senior citizens (home delivery of medicines or cleaning services)
- Old age homes
- People located within cities (small scale)
- Students in and around Universities, IT parks, colonies
- People near hospitals and clinics
- Office Parties
- Functions like Bachelor Parties

BUSINESS MODEL CANVAS:

Here, we have designed a canvas model for our service using a software. We can see the different services that our business offers. This includes

- Key Partners
- Key Activities
- Key Resources
- Value Propositions
- Customer Relationships
- Channels
- Customer Segments
- Cost Structure
- Revenue Streams



DIGITAL MARKETING:

- According to marketing surveys, posters in the 'vintage' style appeal to both younger and the older generations, surprisingly, since "Less is More" concept is thought to be classy.
- Brighter colours and bold design work well on social media as well as it is easy to get attention and tough to forget



For marketing purposes, we have also decided to do social media advertising. For that, we have created official Facebook and Instagram handles that we use to spam our posters so that it reaches maximum number of users

Apart from these methods we will highly depend on spread of our brand through our satisfied customers.



MARKET ANALYSIS:

TWO MAIDS AND A MOP

- HEADQUARTERS: Birmingham, USA
- YEAR FOUNDED: 2003
- 2015 REVENUE: \$3.8 million



SULEKHA

- HEADQUARTERS: Chennai, India
- YEAR FOUNDED: 1998
- 2015 REVENUE: \$31.7 million



BOOK MY BAI

- HEADQUARTERS: Mumbai, India
- YEAR FOUNDED: 2014
- 2015 REVENUE: >1 million



P.B. ENTERPRISES

- HEADQUARTERS: Mumbai, India
- YEAR FOUNDED: 2005
- 2015 REVENUE: \$4.2 million



WHY SERWHEELS OVER EXISTING COMPANIES

- Unlike other companies, who sometimes hesitate to send workers in a bachelor's house, our companies target them.
- India has one of the youngest populations in world i.e. more people below the age of 30 as compared to other countries.
- The young generation has a pretty dominant night life, they throw parties for several situations including but not limited to business parties.
- Being a host is a difficult job but more difficult is the post party cleanup stage.
- That's where SerWheels swoops in!!
- We not only clean every inch of your house but also take care of your hungover body by cooking food which is high in carbs and preparing fresh juices to make you feel better.
- The workers are screened beforehand for safety purposes and you can choose from several profiles with varied specialities to choose the one that suits your needs and with highest customer ratings.
- Unlike the other companies we give work-based wages so that workers will do the work correctly to get good wages and we can gain a good reputation to the company by providing a very good service to the customers.
- Other companies spend a lot of money for small type of works, but many people can't afford such services
- We provide our services at a low-pricing, so that we can attract a large number of customers that feel our service as a good one.

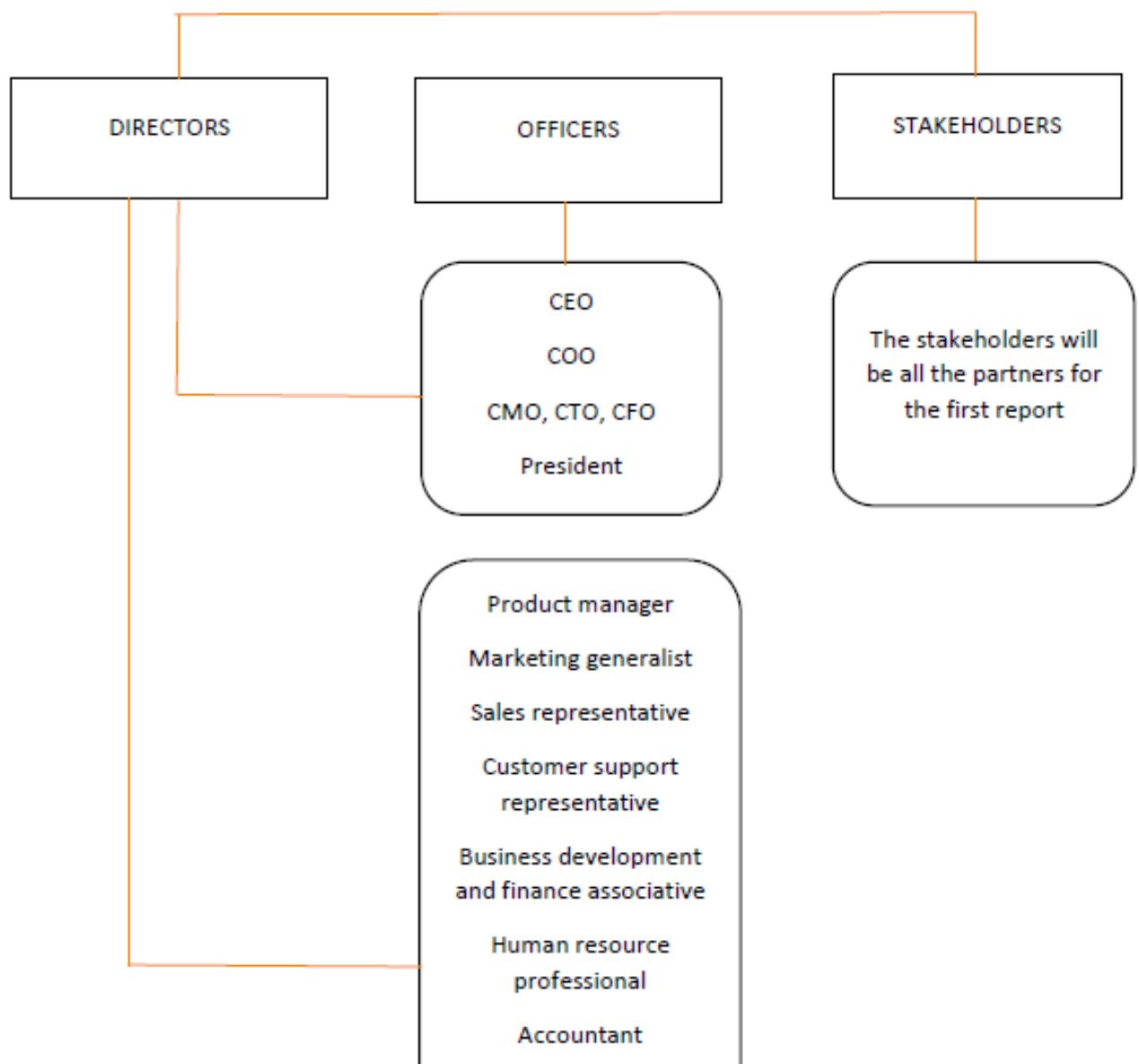
FINANCIAL BUDGETING:

INITIAL STAGE OF STARTUP	
TRANSPORT AND DRIVER	10,000-20,000
WORKSPACE RENT	20,000-30,000
TELEPHONE SERVICES AND ELECTRICITY COST	10,000
CLEANING SUPPLIES	15,000-20,000

Initial Funding needed – Around 1 Lakh

ESTABLISHED STARTUP	
EMPLOYEES	70,000-80,000
LEGAL TEAM	30,000-40,000
MARKETING	50,000
LOGISTICS	50,000
FUNDING NEEDED	10-15 lakhs

GENERAL STRUCTURE OF COMPANY:



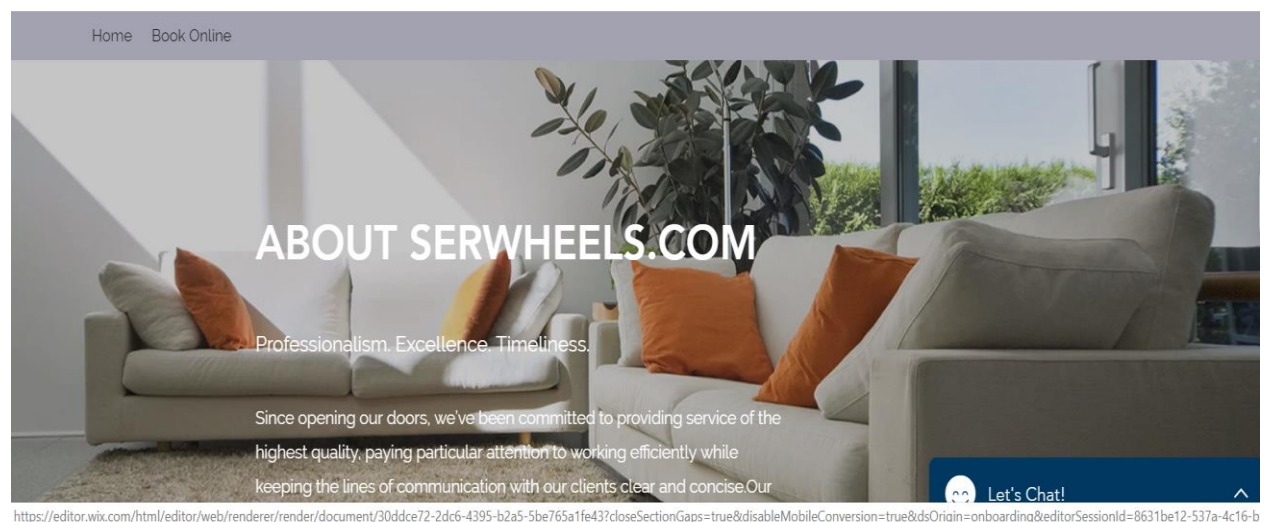
PROFIT MARGIN:

- We would take a little part of commission on each transaction for a one-time cleanup service.
- Other than this, the regular customers can subscribe on a weekly and monthly basis as well with the maid of their choice in return of a little extra money.
- We can also promote other local businesses by advertising for them in our website.

MINIMUM VIABLE PRODUCT:

- A minimum viable product (MVP) is a development technique in which a new product or website is developed with sufficient features to satisfy early adopters. The final, complete set of features is only designed and developed after considering feedback from the product's initial users.
- We have published a prototype of website named www.serwheels.com
- This early version of site has basic features like booking appointments and selecting the worker from its database.

OUR WEBSITE:

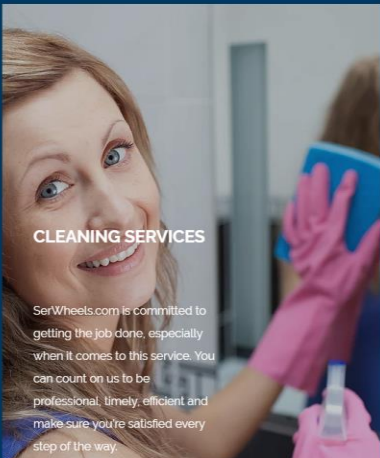


INTRODUCTION TO OUR WEBSITE:

- We have made a basic site using wix.com
- It is an open website which makes designing of a website easier and quicker than making a website from a scratch by offering various templates for established businesses.
- Our site includes our contact information, the services we offer and the list of workers available.
- So as to maintain worker's privacy, we have decided not to reveal any names and photos.
- The options will show a generic name along with the worker's rating from the feedback you provide with us.
- For now, all the bookings will be done on the website from the book now option.
- If the worker you selected is free, we will call you to confirm the booking details.
- We will in turn contact the worker for you so you can have a easier experience in dealing with appointments.
- The exchange of the money will be done after the service has been provided through the worker as the fees will vary from person to person.
- After the service, you will be given a feedback form online so as to make your next experience more fruitful!!!


PROFESSIONAL SERVICES

You can count on SerWheels.com to not only meet, but exceed all your needs and requests. Learn more about the services we provide below, and let us know if you'd like to learn more about a specific offering.



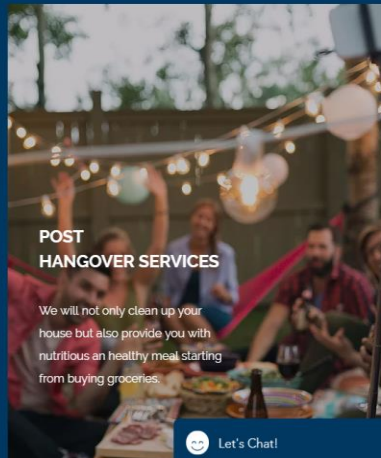
CLEANING SERVICES

SerWheels.com is committed to getting the job done, especially when it comes to this service. You can count on us to be professional, timely, efficient and make sure you're satisfied every step of the way.




WINDOW WASHING

We at SerWheels.com aim to be one of the most trusted names in the industry. Hire us for this service and learn how we cater to the needs of each client, ensuring the results you need and deserve.



POST HANGOVER SERVICES

We will not only clean up your house but also provide you with nutritious and healthy meal starting from buying groceries.



BASIC FEATURES:

- Our website contains two pages, one home page and the other booking page.
- HOME page contains basic information like the list of all the services we provide, our contact information and our physical location.
- The BOOK NOW page consists of a list of services along with the workers for each service.
- The booking is done by filling a basic form on the page itself.

FURTHER IMPROVISATIONS:

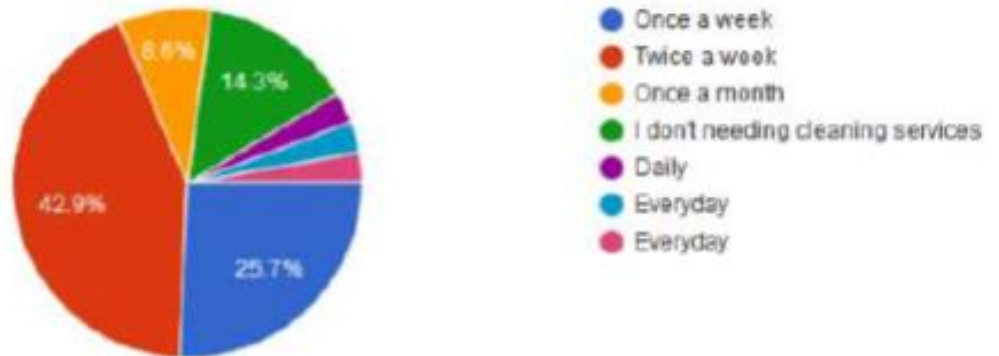
- After this MVP model is successful, we would try to make payment option online as cashless society is all in rage nowadays.
- After a little establishment of our services, we would also try to reroute your booking calls directly to the worker instead of involving us in the conversation.
- We can also further our reach by creating a simple mobile application which would ease the process of booking services.

CUSTOMER DEVELOPMENT:

- The first step is customer delivery where the need of the customer is identified.
- For this step, we have talked to the day-scholars about our idea to test whether their needs align to our idea or not.
- We made them fill a basic google form for the process too, getting over 70% positive feedback from them.

How often do you need cleaning or cooking services?

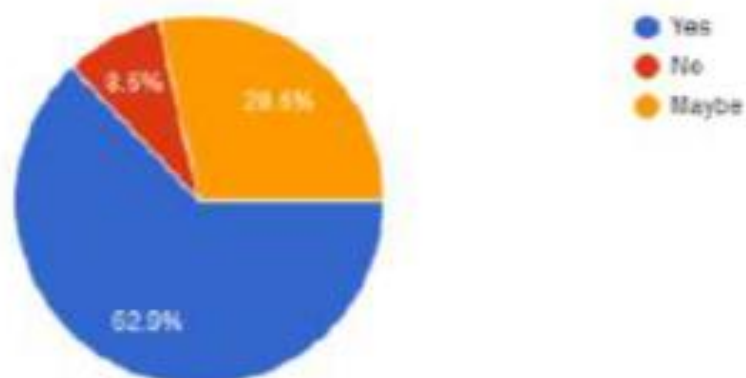
35 responses



Over 75% people agreed that they need cleaning or cooking services at-least once a month. While over 50% people agreed that they need these services more than once a month.

Do you think our services will solve the problem of finding domestic help?

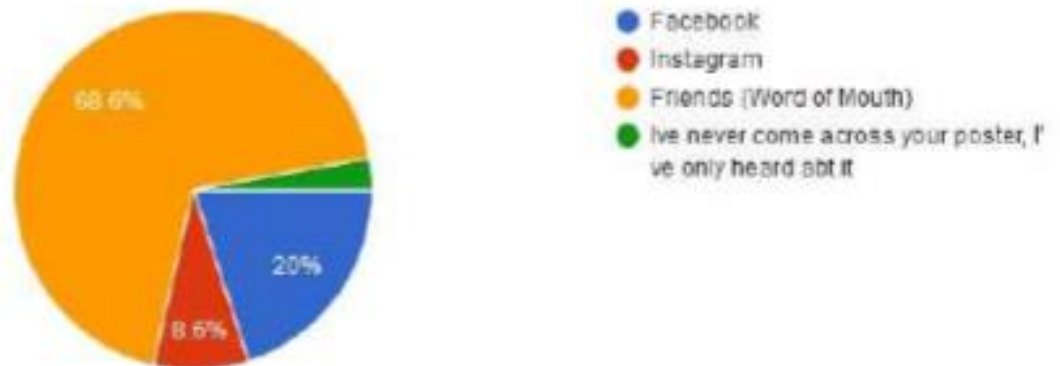
35 responses



62.9% of the people responded with YES. We concluded that the posters are convincing quite a few people that we are offering quality housekeeping services that they would be willing to take up.

Where did you come across our poster?

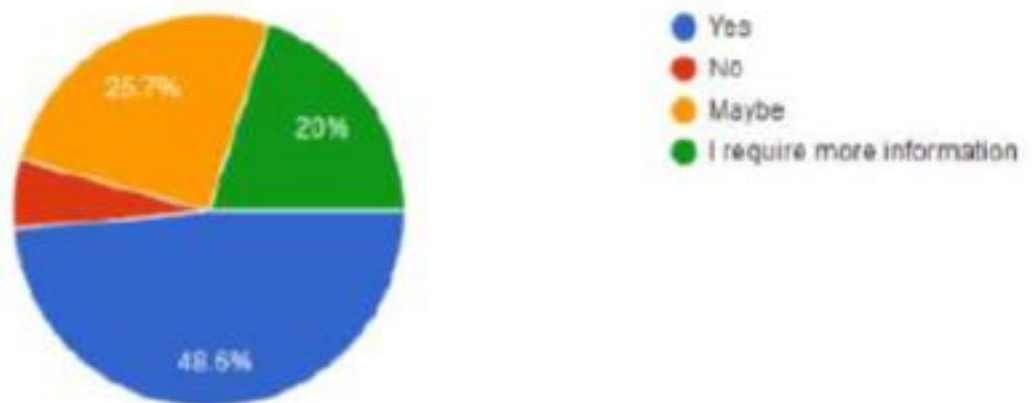
35 responses



68.6% of the people said they came across the poster through word of mouth. This was expected, since we were sharing the posters and the feedback form with our peers, elders etc. before the SerWheels official social media accounts were working. 20% of the people said they found it on Facebook, from our personal accounts.

Would you take up our services after seeing the advertisements?

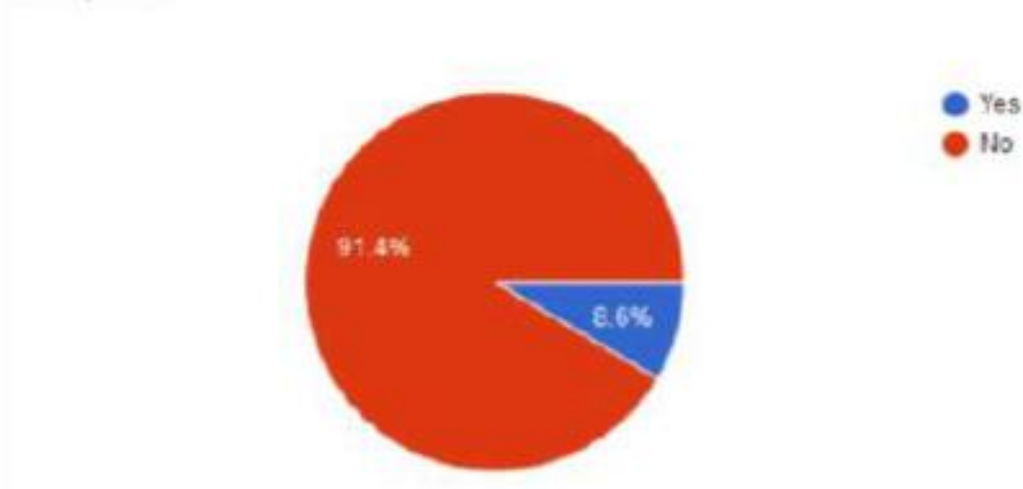
35 responses



48.6% of people answered with YES. This positive feedback tells us we are on the right path, and we assume that we should continue with the same thought process on designing the posters etc. and we carry it forward into audio and video advertisements. 25% of the people said that they may consider our services one day, or they require more information. We assume this is because some people are apprehensive about strangers cleaning and cooking, since they are used to doing it themselves and we just have to gain their trust first.

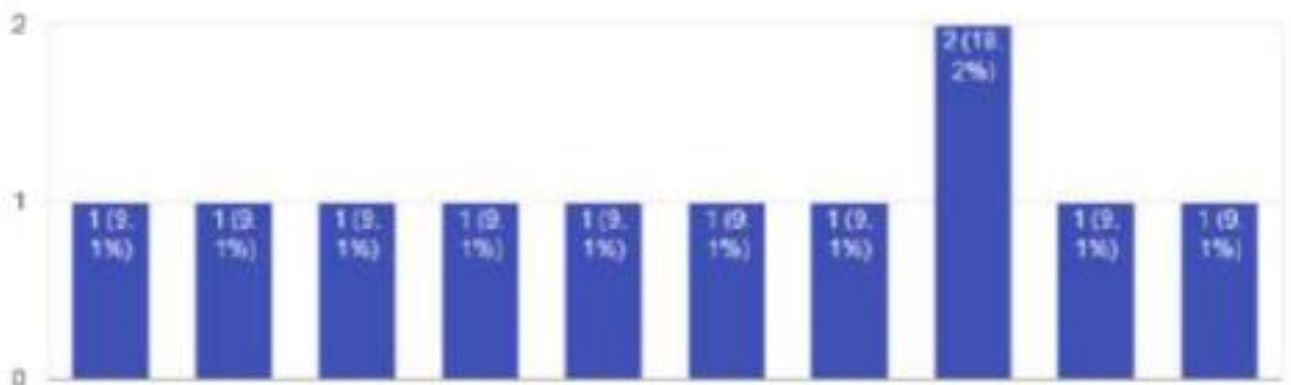
Have you heard of a post-hangover clean up service anywhere else?

35 responses



This post-hangover clean-up service is our unique feature, meant for people to call after a large gathering or party, so we can clean up, cook a meal for them and provide any medicines if required. 91.4% of the people said they have never heard of such a service. From this we concluded that this unique feature can be a good selling point and that we can start to make posters to advertise this. Moreover, since the rest 8.6% have said that they have heard of it, we must search the internet for such a service and see how we can improve ours.

- We asked for other comments and suggestions
- Most people gave positive feedback, while some asked us for the cost structure before they could decide if they would really want our services. We were also given some advice to make the service more flexible, which we will work for now.



CUSTOMER VALIDATION:

- Website is up and running www.serwheels.com
- We made few day-scholars try to book the appointment via website to make sure that our website is up to the mark.
- We took their feedbacks and incorporated it in our design.

CONCLUSION:

- According to the responses we got from the google form, we concluded that this idea will be accepted into this region really easily.
- We can therefore say that the start-up idea that we thought about is feasible and has an important selling point i.e. post hangover clean-up.