



## Canvas 2023



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# The untapped home renter segment and a new service value proposition based on customer needs as lever for AP's revenues

	AP BEAUTIFUL HOMES SERVICE with asianpaints	LIVSPACE	HomeLane	DESIGNCAFE MORE ROOM FOR JOY	BONITO DESIGNS	Local Interior Decorator
Customised Design	✓	✓	✓	✓	✓	✓
Free Consultation	✓	✓	✓	✓	✓	✓
On-Time Guarantee			✓		✓	
Price-Match Guarantee			✓			
Flexible Payment	✓	✓		✓	✓	✓
Experience Centres	✓	✓	✓	✓	✓	
Project Mgr for Execution	✓	✓	✓	✓	✓	
3D Renders	✓	✓	✓		✓	✓
10-yr product warranty	✓	✓	✓	✓	✓	✓
1-year service warranty		✓	✓		✓	
Referrals		✓	✓			

Yellow box indicates customers pain points basis survey and customer interviews



SAM: 4.5Mn households can afford our service

## Market Analysis

From the survey and 10 customer interviews, we identified key service factors that could increase customer satisfaction and willingness to pay

## Enhanced value proposition

	On-time delivery	Experience Stores	3-D Visualisation	Service+Product Warranty
Non-millenials	40%	40%	45%	45%
Millenials	60%	53%	65%	41%
Average	50%	47%	55%	43%



₹ 49 Cr → ₹ 114 Cr\*

Calculations linked [here](#)

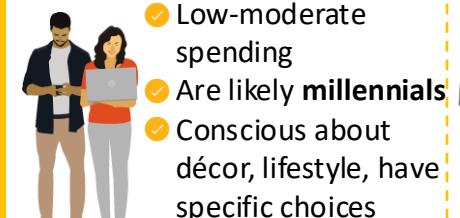
\*Projected increase from BHS in FY26 revenue owing to proposed services

Approach:

- Weights assigned to both personas is 50% each
- Revenue increase is calculated as a function of the weight and % agreement of a factor

## First-home owners/renters

- Low-moderate spending
- Are likely millennials
- Conscious about décor, lifestyle, have specific choices



## Affluent, middle-aged persons

- Working or retired
- High affluence, spend on refurbishing
- Lack ability or interest in picking out décor specifics



## GenZ/Millennial buyer

- Prefer DIY products with **lower price tags**
- E-commerce users
- Need **quick and easy** product-based solutions

## Products

### SPS/BHS (services)



We conducted a survey for a sample of 228 people, here's what we found

78% would prefer a local designer/contractor - perceived as cheaper

56% would take BHS if offered **discount** on immersive experience AP's products - would trust its authenticity through AI/AR alongside expert opinion

## Who is our customer?



## Our big idea: BHS for home renters!

Calculations linked [here](#)

The Indian interior décor market is valued at \$12Bn. AP has a 1.17% market share.

AP's target: Increase home décor revenue 4% --> 8% of total décor to \$516Mn

Assuming an ambitious 1.5x revenue increase (and 7% CAGR), we still fall short by \$210Mn

## Market opportunity for an untapped segment

"I want to **decorate my rented home** as I like it. But it always involves **permanent changes** that the owner won't permit."



30% households live in rented homes

- Specialised service for rented homes**
- Designers **trained** to provide **customized and temporary** solutions
- Don't compromise on your taste OR incur damages on your rented home

Aligned with today's customer décor needs from our survey, Beautiful Homes should foray into a new phygital service journey

