



Bahria University
Discovering Knowledge

ENTERPRENEURSHIP
BS (CS)-4B
PROJECT

The Champions

SORRY BUT WE WERE BORN COOL 😎

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SKZ © NOBODY DOES IT BETTER 😊

BAHRIA UNIVERSITY, ISLAMABAD

1.EXECUTIVE SUMMARY

Every time a business or consumer purchases products or services they display forms of buyer behavior that are influenced by many factors. The following report looks at the E-Machinic industry and will analyse key products and services offered by SKZ in Android and other marketplaces like Mechanics. E- Mechanic Service is composed of two main components: a client-side application which will run on Android handsets, and a server-side application which will support and interact with various client-side features. The system is designed to provide spare parts of all types of vehicles, services provided by mechanics at various places, locations of all the service centers in the vicinity etc. The above proposed model is easy to implement considering the available technology infrastructure. The models are simple, secure, and scalable. The proposed model is based on serial communication. But for future scope in enlarging the system we can use connectionless system. We can even start online for registration and information-based website

2. INDUSTRY ANALYSIS:

My idea is also viable for industry as well because there is not any competitor in this field and there is not any competition in industry as well. As a potential customer of a business, one of the most critical factors that will determine profitability is the industry that one buys into, so profit margin is also very good in my idea. Why? Because when, somebody is going to his destination, Suddenly on the way to destination, When his car is breakdown, at this moment my app will prove very helpful for him, so mechanic from nearer area will go and fix his vehicle problem and after fixing his problem then take handsome amount of money from customer and take slightly more money comparatively normal mechanic's and customer will easily pay this amount because at that time, destination is important for customer rather than money and there is no option in front of customer, not to give money because there will know any mechanic's at that location or at that time as well. so, when customer pay to the mechanic then we will take commission of 5%-10% from every mechanic, like fiver etc., so in this way we also generate good money as well.

There are a lot of incidents happening daily in certain areas and there is not any mechanic or services, which entertain the affected peoples so there is very much potential in customers as well. Industry and affected peoples also attract with our services and this idea is really problem-solving idea.

THE ECONOMICS OF THE BUSINESS:

Economic conditions are an important factor to consider when assessing the impact of the overall business environment. The economic indicators reported in the news are often for the whole country and may not be a good measure of the environment in which the auto repair business operates. In addition, there are many economic indicators, and some can be more effective than others. The key to assessing economic indicators is to determine which ones are most relevant to the local economy and use them when assessing economic conditions.

Fixed And Variable Cost:

When you start a business, you have two types of costs to consider: fixed costs and variable costs. Fixed costs are fixed costs and sales activity. Variable costs, on the other hand, include all costs that vary in the number of units of product you sell in a given period of time. Knowing what the business costs are under an important category because it helps analyze how the business profitability and enables you to plan well to improve your line.

FIXED COST:

Shop rent— this is not going to change, no matter how many cars you service in a day, week, or month.

Insurance premiums— you pay a fixed annual premium; it does not change with activity volume.

Utility bills— electricity and gas costs to cool, heat and light the premises do not depend on how many cars you service each day.

Advertising expenses— again, they remain fixed!

VARIABLE COST:

Cost of inventory— more cars you service, more spare parts you need

STARTUP COST:

Your startup costs to hover around 50,000, including equipment, rental fees, and insurance. These are the bare basics:

Diagnostic machine, between 5,000 and 10,000

Rental fees for your space, anywhere from 1,000 to 15,000, depending on the size and location

Respectable tool set, including specialty tools, around 15,000

Lift with installation, about 3,700

Insurance costs, about 4,000 a year

Business License: 50 to 100

3. COMPANY DESCRIPTION:

We create an online mechanic and electrician service provider platform in Pakistan, which provide mechanical as well as electrical services using digital application.

COMPANY HISTORY:

At the beginning stage, our services are limited to some sort of cities or areas but with the passage of time we will expand it and also add more services and will also improve many things.

MISSION STATEMENT:

Our mission is to provide professional auto repair, maintenance services especially in that area where there are no repairing shops and to expand our business all over the Pakistan in future IN SHA ALLAH.

PRODUCT AND SERVICES:

There is a high demand of this kind of app for the user specially to provide them our services even at Nightfall(Mid-Night). There are already very less than few websites that offer these kinds of services and features like giving user car info, locating and mapping of service centers, etc. And those of which who offer some of the above features, they do not facilitate customer at late night So, to meet this demand, we should be prepared by knowing the market, that is to ensure the protection of the user and the mechanic by knowing their exact location and being in contact with both the user and the mechanic in real-time. So that the user Experience is always positive. Now that we know our products demand level, we will also meet the demands with our type of service. A high demand ought to have a high-quality service as well. Apart from this, entrepreneur starts from

small, so initially, we will also be limited to few cities, so users from same cities are able to take advantages from our platform. And mainly we target to the audience, “whose ride breaks down at night on the way”. We will be there to provide our services for the customers for always. Our products and services are listed below:

- Brake repair services.
- Fuel adjustment
- Repairing automotive transmissions
- Repairing automotive brakes
- Performing automotive electric repairs
- Performing automotive wheel alignments
- Repairing automotive radiators
- Wheel alignment and repair services
- Other repair and maintenance services

TARGET MARKET:

Targeting an attractive market is considered as one of the marketing strategies used by companies to concentrate on number of people and a certain kind of business to gain profit. Market strategy is the plan that the company designs to create customer value and achieve customer profitability relationship. So, we also use different types of marketing strategies for growing our business, first of all we identify the major affected areas where such type of incidents like car breakdown occurs, commonly so first of all we target such type of areas because there is very high customer potential, and targeting attractive market will help us in growing our business very quickly when we help multiple customers at the start by targeting attractive market, When our mechanic fix the problem of customer then customer will also be happy and then this customer also become a source of marketing for us. How? Well, basically when our mechanic will resolve customer problem then this customer also share information about our platform to his relatives, friends etc., when they will be in trouble or facing any incident at late night then they use our platform and our mechanic will satisfy him or her then they also promote our platform, and so forth and so forth. In this way marketing chain will begin.

We also use more marketing strategies for targeting attractive market like, Facebook Ads, Google Ads, Instagram Ads etc. And target the interested or attractive audience with specific areas because such big platform like Facebook, Instagram, Google provide facility to target specific, interested audience according to your product or services. So, we use such type of marketing strategies in start for growing our business by targeting attractive audience and then gain profit.

COMPETITOR ANALYSIS:

There is no competitor in this field and there is competition in industry as well. As a potential customer of a business, one of the most critical factors that will determine profitability is the industry that one buys into, so profit margin is also very good in my idea.

ESTIMATES OF ANNUAL SALES:

As we are first who provides this type of services, so we are not able to estimate the profit, but our idea is so unique and there is a need in the society, so we are expecting a good profit margin at the end of the year.

6. Marketing plan :

To get customers for your online auto repair business, we need track able auto repair shop marketing strategies that can help us grow our business. For this purpose, we will do a number of marketing plans, the some of them are as under.

➔ Website/App Branding:

As our App is our digital storefront, it should portray an appealing view of the auto repair shop that gets people interested and wanting to use our application. This marketing strategy will include

- Responsive design, since more internet usage occurs on mobile than any other device, and search engines like Google prioritize mobile-friendly websites in search results.
- To create content on our website that accurately and clearly explains our services and includes reliable contact information.

➔ **Search Engine Optimization:**

Local businesses must use search engine optimization (SEO) best practices to get seen by web searchers. A well-known digital marketing software company, reports that 72% percent of consumers who did a local search, says for something like ‘Online auto repairing services’. Therefore, this marketing strategy will help a lot in achieving our business goals.

➔ **Social Media:**

It is OK to hate Instagram, but your business should still create a profile on it. There are dozens more social media sites to consider adding your business to, but the mains are YouTube, Facebook Instagram, twitter are the best platforms for social media advertisement.

Some ideas for how to we will use them for our shop include:

- **YouTube:** Uploading videos showing our technicians in action or create video content with tips for car maintenance.
- **Facebook:** Sharing business updates like specials or service promotions.
- **Instagram:** This photo-sharing site is great to upload content like before-and-after shots of work we have done, or to share photos of our staff to promote our shop's company culture.
- **Twitter:** Twitter is a great site to form relationships with journalists and online influencers. Search popular hash tags and share content from our business page that uses those hash tags, too.

➔ **Email Marketing:**

We will ask customers if they would like to join an email list for your business so they can stay up to date on deals and new offerings.

We will use email marketing to:

- Send a welcome email to new customers
- Spread the word about new services
- Share blogs or other forms of content marketing

➔ **Referral Program:**

Obviously, we want to build trust in our business; we will let our happy customers do the marketing for us. Nielsen research shows 83 percent of people around the world trust recommendations from friends and family. This is the most trusted form of advertising, with branded websites coming in second, at 70 percent. We will surely give a discount to a customer when a new client says they were referred by that customer.

➔ **Reward Program:**

Like referral programs, reward programs are a great way to increase loyalty for the business. We will introduce a monthly reward program in which the top three customers with highest number of referral numbers will receive a special reward from the company.

9. Management Team:

The company's Management team includes a number of experienced and hardworking members. The brief description of them is as under.

→ **Mr. SHAHZAIB IQBAL** - **Chief Executive**

Mr. Shahzaib Iqbal is a student of BAHRIA University Islamabad. He is known for his great business skills and ideas. He is enthusiastic to push ahead this venture with full commitment. He is pleased to fill in as Chief and Co-organizer for this project.

→ **Mr. MALIK ZOHAIB** - **Co-Founder**

Mr. Malik Zohaib is a student of BAHRIA University Islamabad. He is known for his great skills in the field of Computer Science. He is much passionate to work on this project. He also is a Co-founder of this business project.

→ **Miss ZAINAB TARIQ** - **Head of Account and Finance**

Miss Zainab Tariq is a student of BAHRIA University Islamabad. She is known for his great skills in the field of Computer Science and Mathematics. She is impassioned to work on this project as the head of finance.

→ **Mr. SAMAMA KHAN** - **Automotive service technician**
(Head)

Mr. Samma Khan is a student of BAHRIA University Islamabad. He is known for his great inspection skills. He is really excited to work as the Head of the Automotive Service Technician.

→ **Mr. KHIZER WAHEED** - **Automotive service technician**
(Deputy)

Mr. Khizr Waheed is a student of BAHRIA University Islamabad. He is known for his great maintenance skills. He is really ardent to work as the Deputy of the Automotive Service Technician

10. OVERALL SCHEDULE

This planned business is a potential to hit big in the market. It not only meets social responsibility as it helps the environment, but it also satisfies the needs of the consumers. The business is making the lives of the consumers better, the environment safer and the business proponents earn modest sum of money. Therefore, the business is well planned, the execution must then be shown, and success will most likely be achieved sooner than the owner's project. With the people already in need of such a system in Islamabad where we will be implementing our system, we see a vast potential for our business to thrive as well. We have an advantage in terms to location as we are strategically located in such a way that in this area if a vehicle breaks down the mechanics are far away, and similarly other services also take a lot of time in the area . This will prove favorable to us in terms of customer traffic and therefore, more success. With our services being provided at a lower cost but with a high-quality and security, consumers will be attracted to purchase their needs from us. We do not see us competing with the others already doing business in the area. What we see is the influx of more customers, and an increase in the marketing of our services. What we mean, in the financial side is that we will be making a good profit from this venture. Thus, the business has the potential to gain profit in the business stance, while making good impact to the environment in the social aspect. It will be satisfying the customers' needs, helping the environment, and providing us with income decently.

11. FINANCIAL PROJECTIONS

Now here, the investment money will depend on the scale of the business and the location and local government requirements. Also, it depends on the average tax of service in the area we will conduct business in. But this is just a broad projection and assumptions: (all the assumptions are in PKR)

Development costs:

Care is taken by us to make sure that our system is developed using all available technology and resources. So, to provide a user-friendly platform. Front end should be well developed as well as the backend development. So, we need to purchase official themes Application Themes = Rs. 12,000

Other Expenses(Developer's Fees) = Rs. 70,000

Operational costs:

Our system is developed in such a way that user of the system requires only interaction with system to totally understand and use it flexibly. For Operational Costs we just need to pay tax to Government of Pakistan to provide our services in an area legally and without any trouble.

Business permits and Taxation = Rs. 18,000

Security Licenses= Rs. 40,000

Maintenance and support costs:

The user of the application only needs a good internet connection (if possible, than 3G internet connection) to work with the application so only their network cost is the factor. Expenses of Some Other Factors like major server updates= Rs. 10,000
So Total start up cash needed = Rs. 150,000