

“A Business plan to offer a distinct habit forming service to the quotidian life of students”



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Abstract:

This business plan is about developing a habit-forming service by capturing and creating new demand in the market. Our aim is to provide personalized and customized locker facilities to students to ease their learning and daily routine. The idea was inspired by western educational institutes where lockers are available to students to keep their books, bags and other personal belongings when not needed. Though our idea includes a completely new concept, aiming at today's use of tech and according to future requirements in the field of education where books and notebooks are less used as compared to tablets and laptops are more in use. Z&M lockers have added mobile and laptop charging facility inside our lockers and will generate its own electricity. Our objective is to introduce the locker trend in Pakistan and we aim to keep on upgrading our lockers with changing needs and trends and to provide continuous secured and well-maintained service to the student.

Keywords: *lockers, habit-forming, facilitation, students, innovative*

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