

**FINAL PROJECT/THESIS APPROVAL SHEET**  
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**“E-Farrahi”**

**An online solution to traditional problems**



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### **Abstract**

In this project we had launching an online service app and website for the people living in City Multan and its surroundings. This Service is initially for the specific areas of Multan and is having very selective range of Services. Initially the only service we are providing the AC mechanic service, Car and Bike mechanic Services but after we are sure that this service is now ready to increase the Service range and then in future after ensuring all success metrics are achieved could add some more services too.

There are many already existing competitors who are providing such related services but the only plus point we are having among them all is no one from our Competitors have chosen Multan as their Primary Market and in this way it is totally an untapped market segment. We have done an initial survey which has made us realized the importance of this service and the need among our target audience

## **Acknowledgment**

First of all we would like to thank that God who created us all and is the Creator of whole world without the will of whom this would have not been possible. After this we are thankful to our parents, teachers and all those people who helped us to complete this whole project and all those people who helped us in filling surveys. We are especially thankful to our supervisor Dr. Adil Hashmi who always supported us and made us realize that we can take this initiative and has helped us in every possible manner.

Our Special Thanks to all those people who have helped us willingly in any possible way they can with their all abilities.

## **Chapter 1: Introduction**

As the world endures the tough times as of this Covid-19 prevalent, most of the businesses got shutdown due to bad economic condition, But it's not the end, as we know the famous saying "The show must go on" so there is always something in nothing and survival is only possible if we adjust according to the circumstances and carry on, the best way to do businesses is providing services to others, its effective and long lasting if things are executed in a right way. Services industry has more chance to flourish in and after this pandemic, as service sector contributes mostly in the GDP for such countries that rank high in earning spectrum, in this information era, a customer desires convenience and so far as this pandemic is concerned, people are afraid to go outside so the best way possible is providing service through online presence, and why not if a desired need is being fulfilled just by one click rather than going and getting by yourself, the service is being provided at your doorstep.

We have planned a startup business: an online venture with the name E-Farrahmi, providing multiple and efficient services via our website, mobile app in future will be in consideration, our services presently include cleaning, freelancing, car detailing, art and craft, hiring a carpenter, plumber, electrician etc. We have come up with the idea of "Database approach" including the details of the respective service provider, a hiring fee will be charged, and commission will be charged from other businesses that will make contract with us.

Our marketing plan includes the execution of strategies to advertise and expand the reach of our website through Instagram and Facebook, as these are currently the most effective source of online advertisement, other options are also mentioned in the marketing plan section as we need to be sustainable in the market will be considered in near future, we have to be competitive in the market so we will not compromise on quality of service provided, ease of access and availability. Varieties of options are available for the customers to choose according to their feasibility, prices are enough for the services accordingly, and feedback will be the important element in our business too.



As far as financial pro-forma is concerned its elaborated in the financial section of the plan, we have decided to opt for a rental space for contractual and office work purposes, but mostly we are 24/7 operating through our website, we are targeting MULTAN first and costs are decided after careful market research, our section comprises of projected income statement, balance sheet, forecasted outflows and inflows in a descriptive manner At the initial stage, we expect to target at least 0.01% of the population to visit our website and hire people on daily basis. This means we expect 200 people to visit our sight due to our marketing campaigns and even if 30% of them acquired our services, it would lead to positive inflows of cash.

Coming towards operational strategy, the business operations of a service business are divided into the front-end and back-end side of the business. The management must make certain that the two devisions are ongoing accurately to fend off carelessness on one side, which can hamper the attainment of the company's objective. On the front end, our business should focus on modernized the service delivery to customers to enhance their gratification. It should also map out a mean of receiving review and objection from customers to know their supposition and how to enhance service delivery.

On the back end, the management should employ the right people in each department. For instance, the company should nominate instruct and experiencied faculty to prepare forecast for clients projects to fend off the actual costs from exceeding client budgets .

No business is successful if preventive measures are not taken care off regarding natural disasters, internet unavailability and other potential risks factors, we must be vigilant in handling these factors and keep on providing services as we keep on doing so.

## **1.2 Project purpose**

Farrahmi as the word depicts the meaning “To provide” and offering services with just a one click away, surely any one would like “to get something on a plate” (if available) without hustling for it, so our company name is : E-Farrahmi, *service with just a click away* will be located in Multan with an office at a suitable place but mainly it will be operating online mainly so 24/7 hours its accessible on through internet on a website and a mobile app. Our office will be available for contracts and handling back end operations

of the business We are known in the market because of the database of the labourers, workers, shops etc. on a single platform as there is no proper database available with proper portfolio and details of the labour and the shops, so is our concept to incorporate.

### **1.3 Anticipated benefits**

We have planned a startup business: an online venture with the name E-Farrahmi, providing multiple and efficient services via our website, mobile app in future will be in consideration, our services presently include cleaning, freelancing, car detailing, art and craft, hiring a carpenter, plumber, electrician etc. We have come up with the idea of “Database approach” including the details of the respective service provider, a hiring fee will be charged, and commission will be charged from other businesses that will make contract with us.

### **1.4 Methodology**

In order to get the Customer Data their needs and wants and to get the idea about customer feedbacks we will visit the markets Physically, will identify about all the possible gaps in the market about the services we are going to offer and will get a knowledge about the expectations of the customer through surveys

Initially we will only gather data from selective places and after accessing that data and utilizing all the information gathered through that information we will decide about our future plans and future way forward.

### **1.5 Location of operations**

Initially our location of operations will be Multan city but as we will get response we will start our operations in surrounding areas as well.

### **1.6 Literature review:**

Over the period of time, Pakistan's service industry has depict severe growth in all sectors. In fact, the growth viewed by service industry has been higher than the growth viewed

throughout the inceptive stages of industrial and agriculture sector. The contribution of service sector is now up to the 59.6% GDP. This sectors gives required offering to both sectors (industry and agriculture) which depict that this sector is a positive relation among all other sectors because the products and instruments mandatory for service sector to work, it is important for it maintaining synergy with the other sectors that will fabricate and procedure the product. To create a healthy balance with it this makes sure that while the service sector grows, other sector grows (Wu, 2007). This sector depict the growth of 5.1 percent in 2012 regrettably faced a huge fall back in 2014 because of lot of strand. However, it again depicted a boost in the year 2015 and 2016 and depicted a growth of 5.7% and then went on to enhance up to 5.98% in 2017 (Anderson, 2006). Industry revenue is anticipated to expand at a compound annual rate of 0.3% over the five years through 2021-22, including revenue growth of 4.6% in 2021-222, to reach £28.3 billion. The Motor Vehicle Maintenance and Repair industry expanded for much of the past five-year period, supported by an increase in the number of vehicles of UK roads and a fall in new vehicle sales. Economic uncertainty contributed to a fall in new car purchases throughout the past five years and customers opted to have their existing vehicles repaired. (Motor Vehicle Maintenance & Repair in the UK, 2019)

The service grade literature might be regarded as the main research cascade reliant to the understanding and describing of client buying objective in service operations. However, there is yet in the literature about how to operationalized and measure service status. So in this section, firstly we brief review the measurement of service grade and then talk over studies that examine the upshot service grade and other constructs on client buying objective or real attitude (Mujahid, 2014). Quantification of service grade the concept of quality itself is not easy and has been connected traditionally with many point of view making theoretical and research advances tough. (Khan, 2018).Review four possible concepts of grade: smashing, more than satisfaction, conformance to stipulation and meeting and/or excessing hopes. One of each abstraction has its soundness and fragility in connection to quantification and extrapolates managerial effectiveness and consumer relatable. The debate in the work grade literature between the success of the SERVQUAL scale based on the expectation-perception gap (M. A. F. Abdul Wahab, Authorised Service Centre vs General Workshop: Consumers' Preference of Car Maintenance.,

2018) and the SERVPERF scale based on performance consider the difficulty of the grade concept. The SERVQUAL is the conclusion of an extensive study based on a series of focus group sessions that beginning recognized ten dimensions of service grade (Nadim, Islam, & Uddin, 2013). Moreover, work resulted in five dimensions reliability, tangibles, confidence and affinity with- measured across 22 items or service attributes (Jaffari, 2021). The gap between customers' perception and customers' expectation of service performance is quantified for each of these 22 items. The scores are then grouped in five dimensions giving all over score for each dimension and it's too possible to guess the overall score for service grade. In this scenario, the consumer is asked to calculate the significance of each and every dimension. So in this way, all over the service grade score can be quantified based on a weighted average of the dimension scores with the weight representing the declared significance to customer of each dimension (Majeed, 2021). The SERVQUAL scale can be used by operation managers in several ways. The scores in each dimension broadly identify areas of to do for design or/and improvement giving operations a metric to use that reflect the quality as perceived by the clients. Although, the use of dimensions, rather than the service attributes themselves, however useful in interpreting the conclusion from the market perspective, does not offer operations specific guidance on where to act in the design or improvement of the service operations. The approach taken by SERVQUAL was challenged by other researchers (Khan, 2018) thus establishing the debate on how to conceptualize service grade, clients gratification, and their relationship with client attitude intentions based on a theoretical discussion of the concepts of contentment and behavior argued that the use of the perception and expectation gap approach was not adequate when measuring service grade (Ali, 2017) and advocated that the use of direct performance measures using an "adequacy-importance" model consistent with the behavior literature (Daniel, 2012) was more effective at predicting purchasing intentions and actual buying behaviors. They proposed SERVPERF, a new scale based on direct assessment of perceived performance on the same 22 items as the SERVQUAL model in place of the latter's proposed expectation-performance gap. They also reject the five-dimensional framework, demonstrating that all things can be fed into a single factory and employed in a summated scale. They proved up their claim with an empirical investigation that showed SERVPERF could better explain

variation in a worldwide measure of service grade and that the SERVPERF model linking customer gratification, service grade, and purchase intention fit better than SERVQUAL.

The second method abandons service grade as an all-encompassing construct and investigates which aspects of service grade have the greatest impact on purchasing attitudes or (Johnston, (2007),)which introduced the concept of satisfiers and dissatisfies. Variables or service attributes are dissatisfies, where the service provider's poor performance leads to dissatisfaction and a complaining attitude. Furthermore, larger levels of these services and features did not seem to make the customers any happier. These characteristics, the non-satisfier, are required, but they are insufficient requirements for a service to achieve good overall performance. They are similar to the concept of order qualifiers (Hill, 2009) or hygiene factors in this sense (Herzberg, 2011) Gratifier, on the other hand, is a service feature that provokes great sentiments of gratification when extraordinarily high performance is achieved, but sub-standard performance is not always bad. Some attributes, such as dual attributes, may possess both features and be capable of causing both happiness and dissatisfaction. The difference between satisfiers and non-satisfiers provides obvious operational guidance in terms of service design or enhancement (M. A. F. Abdul Wahab, 2018).

The third method shows other factors that influence buyer buying behaviour, such as price and its consequences. This method is also applicable to operations management since operations decisions in the service industry are likely to effect quality and cost at the same time. Quality and cost are likely to be influenced at the same time. Unfortunately, this is the least researched area. (Cronin J. J., 2000) looked into the impacts of quality, service, customer perceptions, and customer satisfaction with service value on behavioral intentions of customer. They discovered that the connections between these notions are difficult. Value, service quality, and customer pleasure all have a direct and positive impact on consumers' attitude. The most powerful influence is value, which is closely followed by consumer satisfaction. Service quality, on the other hand, is particularly significant since it influences value perception and customer satisfaction, as well as having an indirect effect on consumer attitude. In a mass service context, (Ranaweera, 2003)looked at the combined effect of services level, awareness, cost expectation, delay, and indifference on customer retention. They concluded that the service level had the

greatest impact in isolation, but that price perception in comparison had significant direct effects as well; also, they moderated the correlations between customer retention and service quality. Service attributes connected to value, such price, appear to have a significant impact, and their inclusion in the study effectively improves the effectiveness of the operations management conclusion.

### **Trends Influencing the Assistance Sector in Pakistan:**

People prefer to stay at home rather than go out themselves:

Due to the present health conditions all over the world and especially Pakistan where all the retail outlets are suffering a lot, people are shifting towards delivery services and opting to buy anything they need online or having someone provide them pick and delivery services for everything. So, while one sector may be suffering, the service sector has gained a huge competitive edge because people are not willing to go out and would rather have hygienic food and groceries delivered at their doorstep.

### **Youth and E-commerce:**

The youth of this world is more oriented towards e shopping and feasibility which is why they prefer the answers to their every query in their smart phones which makes it easy for them to order everything online rather than to go out and buy it themselves. The youth is proactive and due to the availability of internet and its services available everywhere, people have switched towards online services.

### **Awareness and money to spare:**

Due to Covid-19, a lot of people have suffered in their jobs and money might have become tight but at the same time, a specific segment of people have a lot of money to spare because of reduction of their activities which often included long trips, dining out and shopping in retail stores. People have switched towards online shopping and buy much more than they normally do because of a factor called impulse buying. The trend of online buying in the previous months has increased manifold due to the restriction of shopping from retail outlets which has given the service sector a huge boost.

## CHAPTER 2: PROBLEM DEFINITIONS AND REQUIREMENT ANALYSIS

### 2.1 Problem definition:

E farrhami is an online business that provides one click solutions to our customers anywhere. It is a customer-friendly service which is designed to solve the problem of employers and workers facing these days. We provide a full range of services to vehicle owners located in Multan. Our professional Ustaads knows how to handle a wide range of car and truck services so one of the major problem we will be facing in this startup is that the people of Multan are still not much advanced so the main problem here will be making them aware of the services and for this we need awareness and proper marketing of the whole project and for that we are going to do is to create the awareness about the startup Multan and for this we have to do proper market research and market positioning it also requires branding of the product and also requires proper market development

- Branding
- Advertisement
- Promotional plan

### 2.2 Problem analysis

Solving problems involves **both analytical and creative skills**. Which particular skills are needed will vary, depending on the problem and the role in the organization, but the following skills are key to problem-solving:

- Analytical Ability
- Lateral Thinking
- Initiatives
- Logical Reasoning

- Persistence

The major things that are required for the awareness of the startup and are present in the marketing plan chapter. In our project we are going to launch an online services application with name E-farrhami and our target audience is the people of Multan who want their things to get done on just a click and don't have much time to physically go somewhere we are offering services for such people but as our target market is the people of South Punjab so their awareness regarding product and regarding the services is major concern for us our mission to aim to upgrade our product with many ways and with the assistants of market research we get many trends and we did absolute analysis of customer preferences, customer mindset and demand of the services

### 2.3 Human resource requirement:

#### Data Base Approach:

we can create this form by using geeks for geeks website and in this way we can create database model for our startup

Fig. 1

E-FARRAHMI	SERVICES	HIRING	PAYMENTS	FEEDBACK
------------	----------	--------	----------	----------

PICTURE	NAME: _____
	OCCUPATION: _____
	PORTFOLIO: _____
	PRICE RANGE: _____

After clicking on hiring, payment details would be asked along with the contact details of the required service provider. Customers can pay with the help of jazz cash and easy paisa, even send money to our business account number. Access to contact the person will



only be available after paying up the hiring fee. And it will be refundable if customer isn't satisfied.

### **NADRA VERIFICATION**

Our customer Satisfaction would be our key Selling point and we will make sure that all our service providers are well trained and also keeping in view the security purpose we will make sure that all our service providers are Nadra Verified and also this would be the key feature of our startup that we personally will do the background checks and will get the Nadra verification done of all the service providers as the security of our customers comes first for us.

### **COVID VACCINATED**

As covid situation is prevailing all over the world and people are now a days reluctant to let anyone enter in their house because of various diseases so we will make this the part of our company policy that all our service providers are fully vaccinated and have taken their booster shots as well and in this we will make sure the security of our customers as well

### **2.4 Machinery and equipment requirement:**

All these quotations are taken from the various local vendors and each amount is added after the intense ground sensing and the best quotations are added in the project.

**Fig. 2**

<b>Requirement</b>	<b>Cost Estimate (Rs)</b>	<b>Cost Classification</b>
5 computers: Social media advertisement Service innovation Bugs fixing Finance and accounting Maintenance issues	Approximately 18000 per computer making a total cost of 90000	One-time capital investment

FBR registration	3000 including all expenses	One-time fixed expenditure
Furniture	12000-15000	Capital expenditure
Creating and Developing website and application	80,000	Fixed expenditure
<b>Requirement</b>	<b>Cost Estimate (Rs)</b>	<b>Cost Classification</b>
Initial Internet set up	3500	Fixed
Utilities expense	5000-6000 per month	Variable revenue expenditure
Web hosting	1300	Annual fixed cost
Marketing advertisements	Facebook: Cost per Click Approximately 132 WhatsApp: Free Instagram: 33-300	Variable cost

### 2.5 Land requirement:

All these quotations are taken from the various local vendors and each amount is added after the intense ground sensing and the best quotations are added in the project

**Fig. 3**

<b>Requirement</b>	<b>Cost Estimate (Rs)</b>	<b>Cost Classification</b>
One small office for physical communications	10,000 per month on rent	Fixed cost per month

### Revenues

The situation of Covid-19 has affected many things around us. One such area is moving from traditional methods to online systems. Many people now want quick and efficient services at their doorsteps. This is making us hopeful about our business. The current population of Multan is 2015000 with different needs and wants. Our start up aims to target people above the age 15 acquiring different services and more population means

more target audience. The population of 2020 has increased by 2.2% and is expected to rise which means we have an opportunity to cater customers' needs. At the initial stage, we expect to target at least 0.01% of the population to visit our website and hire people daily. This means we expect 200 people to visit our sight due to our marketing campaigns and even if 30% of them acquired our services, it would lead to positive inflows of cash.

### **2.6 Project budget requirement:**

The planned in this project is that investment for this project of startup was 1.6M as used different approaches initially to get plan about the expenditures and investments to be more realistic and to be safe side in this project we have done cost crashing to make sure that we are not over investing and our budget unnecessarily.

After the cost crashing, and for cost we have made a final budget of 1.4M.

### **2.7 Project cost/financing:**

We are not aiming to go for debt financing, in this project the budgeted cost for our project is not more than 1.4M. So thats why we have choosed the option to go for equity financing as this is not too much big amount to generate.

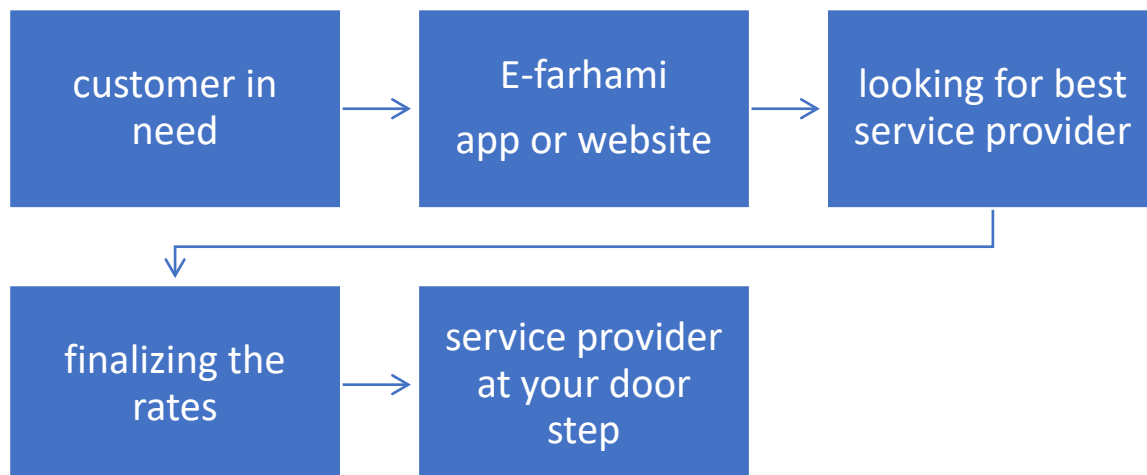
## Chapter 3 DESIGNING AND IMPLEMENTATION

### 3.1 Data base Design:

The basic design of our product would be in the way that we will be making an application and in this way through that app or website the customer will be reaching to us on our application there are already existing vendors for various services but initially their will be only the services related to car mechanic and AC mechanic so the customer will directly click on the nearest service provider outlet name will book an appointment and the service provider will be at your door step.

### 3.2 Process of flow chart:

Fig.4



The source of this figure is the type of operations we are working on this is extracted through customer UXP

### **3.3 Marketing plan**

#### **3.3.1 Market**

Increase in the technology and internet all around the world has made people to get the things done by only one click. Different service providers like food panda and daraz has helped people in purchasing the items by sitting at home. The trend of e commerce is getting more popular in this pandemic. Because of the COVID, all markets and shops are shut down and they are unable to perform their work. People are getting jobless or some shopkeepers earning is at the stake. People are afraid to go outside their homes and purchase their necessary things. In this situation, we came up with the bundle of services to provide to the customers. It is different from others because we are providing services of plumber, carpenters etc. too. People want that they should be informed about the quality of the service they are getting. For that reason, to provide satisfaction to our customers. Each detail would be mentioned on the application. For example, if we talk about getting the service from plumber or carpenter. Customers also need to purchase the material from the shop such as wood, bolts, screws etc. Therefore, different shops would be also mentioned in the application and each product and their rated would be also mentioned, so that customers can choose according to their own ease and there would be no confusion among both the customers

#### **3.3.2 Current market**

Currently we are only targeting the people living in Multan and its surrounding and we have done a prior market research before that whether it is beneficial or not and after that we will hit the markets

#### **3.3.3 Major players**

Majorly there are three big competitors that are working all across Pakistan and have a good and well known reputation these are

#### **1. MECHANICUSTAAD.PK**

**Mechanicustaad.PK** is an online mechanic platform that lay out reliable and skilled Car Mechanics, Generator Mechanics and Motorcycle Mechanics in Pakistan at the convenience of your door step.

## **2. Cariger**

Car maintenance has never been easy in Pakistan, and it may be a nightmare if not done correctly. Cariger is an online platform that allows you to order automobile maintenance services at your home in Karachi. Reliable and verified car mechanics are dispatched to your location to provide the best services available.

It is our objective to provide our customers with a one-time solution that will halt the market trend of being harassed by you repeatedly. Cariger is a visionary company that strives to make people's lives better every day. Our business model supports this vision by providing services, high-quality repairs, and components so that consumers may enjoy their lives to the fullest.

Cariger is a Pakistani website that offers not just maintenance but also significant repairs via e-bookings. We prioritize your convenience and time, therefore we deliver on our promises.

## **3. HukumJanab.pk**

Certified mechanics for Cars, Bikes, and Generators, Car Towing and Car Recovery, Electrician, Plumber, UPS repair, AC repair, Car Wash, Fridge, Deep Freezer, and Water Dispenser repair, Fumigation and Disinfection services, Motor Insurances, and CCTV installation are all available through HukumJanab.pk. Hukumjanab.pk is continuously aware of the needs of its customers and works to meet them on a regular basis. You can also use our service by downloading our app from the Google Play Store.

But the major point is that we have here is all of three of them have not properly targeted our target market and that is one of our major plus point that we can grab huge audience with the help of proper positioning and targeting.

### **3.3.4 Market share**

When we come to the market share we came to know that all three big names in our field or can be proved as our biggest competitors in future have zero percent market share as no one from our competitors is having any stake In our target market and that can be proved as a biggest edge as we will be having the first mover advantage

The above mentioned competitors operational details have been extracted through the competitors official websites and the competitors details are already mentioned in the above section

### **3.3.5 Target market**

Our target customer would be that working class who are resident of Multan only. The services would be for those who are concerned with quality and are not much price sensitive additionally such people who don't have much time in this fast moving world and can't go outside to avail such services.

Will target middle and elite class residential areas first and progress to other areas as bandwidth of the website can be adjusted for access, but it only for some time in order to check that we are gaining progress as soon it's a success we will expand the bandwidth of the website.

As our platform values innovation and convenience

Along with revenue and sustainability we aim to work for social cause too like offering employment opportunities and accepting charity for welfare of struggling people.

### **3.3.6 Unique Selling Proposition**

As per the recent trends due to Covid-19 the increase in the shift of digital mediums has been observed and as we are targeting the population of Multan there is no such thing available here before that and we will gain the first mover benefit.

### **3.3.7 Competition**

Majorly there are three big competitors that are working all across Pakistan and have a good and well known reputation these are **MECHANICUSTAAD.PK** , **HukumJanab.pk** , **CARiger**

But luckily the major plus point we have here is all three of them have not properly targeted our target market and that is one of our major plus point that we can grab a huge audience through proper targeting and positioning of our project

### **3.4 MARKETING MIX**

The service/product which we are going to introduce in the market will be through marketing mix. The 4Ps of marketing will help the clients to meet their specific needs.

#### **3.4.1 Product/service**

The focus of the business is to provide services to the customers in COVID and post COVID. The services which we are offering to customers include: Cleaning, Freelancing, Plumber, Carpenter, Art and Craft and Learning Courses as well. People are more willing to get the service or product by sitting at home rather than to go outside and look for a good service provider. Customers would be given multiple options to choose which are suitable for them. Similarly, children have a great interest in arts and crafting. Therefore, all such materials would be also provided to them.

#### **3.4.2 Price**

The focus area is always the price. Price matters a lot to the people. Prices of each service would be reasonable, and everyone can get satisfaction with them. The purpose is to provide quality and satisfaction to the customer. The prices would be high and low as well. Customers can choose which are suitable to them.

#### **3.4.3 Promotion**

The main task is to promote the business so that it can reach to the target audience. The purpose of promotion is to create awareness and interest among the people so that they will be eager to get the service or product or at least try them. Promotion helps in differentiating your product from the others and to increase the demand. The question stands that how we are going to communicate with our customers? We can communicate and promote about our business to customers through:

##### **1. Social Media**



2. Word of Mouth
3. Collaboration with Retailers/Service Providers

#### **3.4.4 Social Media:**

The focused area of promotion would be social media. Most of the people are now a days on social media. Through these platforms such as Facebook, Instagram etc., message can be delivered to the people easily. We will build up a team of 2 to 4 people who will handle the social media pages. People will be informed about all our services which are we providing. Similarly, any promotion or discounts on some services can be easily delivered to people through social media. All the queries related to our business would be answered there.

#### **Advertisement on Facebook:**

To spread more knowledge about our business among people, a single page will not be enough. Therefore, Facebook helps people to promote their page or website as well. We can set the fee according to number of advertisements per day or the fee would be charged as many times the ad would be clicked by people. We can also target our ads by choosing age, gender, location and demographics. Therefore, our business location would be Multan. So, the people of Multan using the platform of Facebook would be targeted. We will advertise our business to a large audience. For that purpose, we will be paying the fee.

Similarly, we can create interactive content like contests just to engage people and create an image about our business in their mind. Our page would also contain the feedbacks from the customers who had taken our services. There would be no biasness. There can be written reviews or can be in the form of videos. Customers can also recommend our business to their relatives by simple tagging us.

As it is our startup that's why we are spreading and advertising our business with the help of social media. When our business will start flourishing, we are going to create a website and use more advertisement tools which are as follows:

### **1) Search Engine Optimization:**

SEO is a way of ranking the website on highly search engines such as Google. Good content would be created on the website so that the market should know what we are producing. A high content creation means that you are going to get a huge traffic (customers). Identify your niche and then create content according to your target audience. As this process requires a healthy capital. That's why this marketing strategy would be used when the business will enter in a state of good profit. We are using optimization and search engine marketing to help our business rank higher in the lists of search engine results. With a strong SEO strategy, our company's website will be connected with the keywords used to find our services.

### **2) Google Ad-Sense:**

We will be also using this platform to promote our product on social media. It will help us in advertising our product to the targeted market. Ad's will be shown to the people while using the social media, in this way the message can be conveyed too. Budget would be allocated for payment of services which we will get from this platform.

### **Word of Mouth:**

A positive word of mouth can be spread with the help of people. Bloggers can be paid so that they can promote our product. As people have a high influence on such people, therefore this could help too in promoting our business. The priority is to set a positive impression in the minds of the customer. Therefore, through word of mouth a good impression can be built.

### **Collaboration with Retailers/Service Providers:**

Most of the people went to grocery shops for purchase of the products. Therefore, we will be collaborating with the storekeepers by paying them a small amount. In this way, whenever, customers will come to purchase grocery items, they will be given pamphlets of our business as well. Those pamphlets will have a small description about our business and what we are offering to the people. This will help in promoting the product. A proper

research will be done by the marketing team to determine that which of the retail stores in Multan entertain more customers on daily basis. For example, stores like Food festival, CSD, Condis provide services to more than 100 customers daily. Therefore, main target for collaboration would be these retail outlets.

We will start our business with these promotional activities and later advertise it on other media channels as well.

### **Other Promotions:**

#### **Web Design**

We do not think of web design as a marketing strategy, but it does affect the user's time and attention to our page. Our website is at the centre of all our digital marketing efforts, so if our page is not easy to read, clean and interesting, it does not matter how much time we have spent developing the strategy we have it right now. If we do not have the design skills to work on our own, then we are able to hire someone who is innovative, attentive and more friendly to create a website.

#### **Affiliate with Pak wheels:**

With an affiliate program, we're going to affiliate our business with PakWhales, so we can quickly see an improvement in our marketing efforts without having to do it ourselves.

#### **Email Marketing:**

It is not enough to just sending emails. We want to consider many kinds of email lists that cater to each individual's specific needs and can offer a personal perspective on our campaigns. Take a hard look at our customers' shopping habits and use this strategy to develop your strategy.

#### **Build an Opt-In Email List:**

Opt-In Email List allows customers allows clients to come to us and sign up to receive e mail correspondence. This allows us to connect with potential customers and existing customers.

#### **Get Info New stories and Articles:**

Work with public relations and professionals to make our business articles and news stories on topics related to your work. Not only will this help us establish ourselves as a trusted specialist,

but it will also introduce our business to a huge base of people. We can also sign up for free services that can connect us to authors looking for an author.

**Write online Press Releases:**

The service of online press releases when we use, we get our information there in a regular order. This allows newspapers, blog, or other media outlets to view and post our information about our company without having to try to link and claim the story.

**Hold Contests and Giveaways:**

People love giveaways and contests. Anytime we can encourage promotion from our customers in exchange for a free service or product, usually we will see a surge in connections or purchases.

**Print ads:**

People are still reading in print newspapers and magazines, especially groups which have been the major source of information by the help of print media. Advertising for our app will enhance exposure in huge range circulated magazines and papers. Providing consumers with a chance to submit a code to enjoy a free download or to purchase an app might further increase overall downloads.

**BTL Marketing:**

Attracting more clients, BTL activities generates brand recognition and leads to further sales. Free trial, brochures, trade shows, strategic partnerships, telemarketing displays. More engaging BTL events will provide us and customers the possibility to connect personally. It will help with direct customer engagement with our brands.

**Event:**

App developers and businesses are given an opportunity to sell themselves against possible consumers and critics at mobile conferences worldwide. This method may be far more effective for our app to create awareness in the market.

**Influencer marketing:**

Using influencers as a marketing approach is one of the most effective strategy, influencers will reach new users and promote our brand. In recent years, app marketing strategy strolled the

industry, to influential marketing spend this year rising by 65% and this will help us achieve our marketing goal.

## **WEBSITE**

There is not much difficult step to put the content on website. We have choose the go daddy platform to build up over website and to put the content there.

When you will made an account on Go daddy, they will automatically ask you to build your website. They have the millions of template ready they will ask you about the category for which you want to make your website.

After confirming the category a new window will appear which the WEBSITE BUILDER is and it contain the format of website. Now in the next step we have to edit that website according to our content.

So on the front page we have included some pictures that represent our business and also added the option of booking.

After clicking on the booking option a new window will appear where we have put different options like, Name, Address, Mobile Number, About the service which you are looking for and any other details options. On the same booking page, we have also put the opening and closing time with the email address.

We have also put the minimum package details on our website, which contains the different services with pricing details. So it will be easy for the customer to find the pricing details.

On the contact us menu, we have put both the email address and WhatsApp number. And at the end there is an option where you can subscribe to our newsletter or any promotional details. On the gallery menu, we have also put some pictures of Islamabad and other random related to our business. There is also an option of the quick chat, where the consumer can easily ask questions to our customer support. And our website is also mobile friendly. So that a user can easily visit our website via mobile device. As we have a startup we don't have reviews so we are not able to put that on our website.

To attract the customers and provide them service. We will be giving certain promotions on different items. For example, in case of art and craft we will be offering free items as a form of gift. Similarly, in case of learning courses, first course students will be given

**discounts** in their fee charges. Therefore, such kinds of discounts will be given to the early customers.

### ***3.4.5 People***

In the people here comes our target audience and as we have already mentioned that our target audience will be the people of Multan and its surrounding

Our target customer would be above age 15 and must be resident of Multan only. The services would be for those who are concerned with quality and are not much price sensitive additionally such people who don't have much time in this fast moving world and can't go outside to avail such services.

Will target middle and elite class residential areas first and progress to other areas as bandwidth of the website can be adjusted for access, but it only for some time in order to check that we are gaining progress as soon it's a success we will expand the bandwidth of the website.

### **3.5 Marketing control**

We will work on our marketing strategies and will do a proper check and balance over our marketing strategies and will do a proper check and balance over our marketing strategies we will make sure that the goals we have set for our marketing promotions.

#### **Set marketing objectives**

- Standards and performance measures
- Results and corrective actions

### **3.6 Brand promise**

We provide services at your doorstep. Be it your home or office, you do not need to move anywhere. We will come along with the MASTAR at your wishful place.

### **3.7 Success metric:**

- To achieve the break even at first year of our launch.

- A good well-known brand name must be developed within a year.
- Building strong team and making smooth processes for the future success of the startup.

### **3.8 Distribution channel**

As we are running our own startup so this step of the project is not Included in our project

### **3.9 Human resource plan**

COVID 19 has deteriorated many businesses, and mostly laborers working on wages having experience as a carpenter, plumber, electrician, painters etc. have faced the worse, some of them are sitting on roads and waiting for people to come and give them opportunity but due to fear of getting corona-virus people are avoiding & adapting social distancing, so we will talk with these people and provide them online presence as customers can face any maintenance problem in their houses, workplaces etc. so they can visit and access the database of these people and call them with just a click away. It will give a lot of relief on both ends and it will be efficient. A small hiring fee will be charged, and it will be payback guaranteed if customer isn't satisfied, will have a feedback section for reviews where customer can write about the ease of service. A portfolio of the laborer will be updated as a proof and required details depending on the work the client will have, a range of prices would also be mentioned so people can decide of how much cost they have to bear for complete work, prices can't be fixed as we are service providers it depends upon the work so range will be mentioned of how much that labor charges according to his/her work, Will charge a small amount of commission from the worker if the work will be of a high range otherwise, we are taking care of these people too in this hard times and post Covid 19, the working revenue earned by him/her will be theirs. It will be made sure that the hired person follows proper SOP's (wearing mask and hands sanitized)

### **3.10 Recruitment and selection**

As we need Office boy, workers and other service related people we will made the Job Roles and descriptions and we will hire through Linked in but this hiring would be from later stages

Firstly, we have thought we both will be looking of all the affairs of the company and customers

And for earlier stages we will only be hiring Office boy but on later stages we will create a lot of vacancies for people

### **JD for Office Boy**

Experience 2Years

#### **Responsibilities**

Be on time

Be very active

Cleaning of the workplace

Taking care of all the office equipment

Taking care of the guests/ Customers if arrived.

#### **Job Description for Workers/ Service man**

workers/ Service providers will be mainly responsible for providing services to the customers

we will be hiring service providers on Contract basis we will Add their details on our website and application they will receive an order through our medium and in this way we are not going to give them permanent salaries they will be on contract basis

Similarly they will be liable to pay a royalty fee from all the orders they receive from our end.

#### **Tea Boy's Job Description.**

- Keep the kitchen neat and tidy
- provide tea to all guests
- place food orders as needed



## **Skills**

- Must be Neat and Clean
- Should have some prior work experience
- Should be Respectful in communicating with others
- Know how to make tea, coffee juices and Food.

### **3.10.1 Training**

when we discuss about training about that we have decided that we will give a proper sessions to the workers/service men who will be giving services from our end and this training includes from greeting the customer till the end of whole service process and leaving an impact over the Customer

Also For office and tea boy we will be giving them basic knowledge about how to greet and when to speak with customers/Guest in case if they need to because these little things create a lot of impacts

### **3.10.2 Uniform**

When we discuss about uniform we have decided that we will be giving a proper uniform to our office and tea boy similarly when we discuss about the workers for them we will be making an identity card that would be more suitable for them as by showing that customer can easily recognize them and also it creates a good impact over customers.

### **3.10.3 Benefits**

In order to make our employees loyal to our company we have decided that we will be giving time to time gifts and hampers to all those workers providing services for our company and also to retain our office boys we will be giving them paid leaves and friendly environment.

## **3.11 Financial plan:**

One of the most important accounting principles to consider while financial statements is prudence. This concept states that the expenses should not be understated while the revenues should never be overstated. Keeping that in mind, all the forecasted revenues are

conservative and forecasted after including all the risks while the expenses are generously stated. All this is done to keep the financial statements as realistic as possible.

### Operating Expense Worksheet

**Fig 5**

All these quotations are taken from the various local vendors and each amount is added after the intense ground sensing and the best quotations are added in the project

Expenses	Daily	Monthly	Yearly	Total
Rent		6000	72000	72000
Web hosting			1300	1300
Advertisements		15000	120000	180000
Utilities		5000	60000	60000
Internet		1500	18000	18000
Miscellaneous		2000	24000	24000
Depreciation			15000	15000
Total				370300

*Operating Expense*

These include all the expenses needed for day to day operations of the business and not the initial set up fixed costs.

Depreciation charged on computers is on a straight-line basis with 6-year useful life.

### 3.11.1 Projected income statement

Income Statement for E-Farrahmi for the first year ended is as follows:

**Fig 6**

	Rs
Revenue	584000
Cost of goods sold (includes all the expenses required to keep the website working) e.g. bug	(90000)

fixing	
Operating Expenses	
Rent	72000
Web hosting	1300
Advertisement	180000
Utilities	60000
Internet	18000
Miscellaneous	24000
Depreciation	15000
Net Income	123700

*Table for income sheet*

### 3.11.2 Project balance sheet

**Fig 7**

Forecasted Balance Sheet for the first year ended is as follows:

	Rs	Rs
Fixed Assets		
Computers	90000	
Less depreciation	15000	
		75000
Website		25000
Furniture		15000
Current Asset		
Cash		123700
Total Assets		238700
Liabilities		Nil
Capital		115000
Profit		123700

Total capital and equity		238700
--------------------------	--	--------

*Table for Balance sheet*

Our business deals with online hiring with no dealings in physical or tangible goods. This is the reason the balance sheet projected is quite simple with less physical assets or goods. Since it is already mentioned that we do not expect to go for any liability or credit at this stage of our business, the liabilities and any other obligations are Nil.

### **3.11.3 Financial analysis**

The overall capital cost of our project for the first year is around 0.3M but we have planned to raise an equity of 1.4M as it is a startup and there could be some un foreseen expenses whom about which we do not have any idea.

The overall forecasted demand and sales are also been shown

in our operating expenses we have added all the expenses that could possibly be occur and also that could help us to sell our services but initially as it is a startup so we have decided that we would make everything with a low budget as we believe that if any unforeseen issue occur then we can use that extra cash at that point.

We have made the balance sheet, Operating income and Income statement for the whole coming year and also have added the projected profits of a year

### SWOT Analysis

#### **(Strengths)**

- We have superior customer service.
- Qualified mechanics.
- Quality repair services at better value.
- Trusted repairs with large customer base.

#### **(Weaknesses).**

- Risks involved with unsupervised work.

- Possible injuries due to equipment involved.
- Open to lawsuits if not careful.

### **(Opportunities)**

- The increase in evolution of cars oftentimes resort to specialized training. Repair shops can gain an edge by staying current.
- Hybrid and Electric vehicles are bringing new opportunities to the market.
- Service providers can influence and gain marketing efficiencies.

### **(Threats)**

- Labour and overhead costs
- Competitiveness in the growing industry
- Trend of people opting this profession

## **CHAPTER 4: TESTING AND DEVELOPMENT**

### **4.1 Purpose:**

The purpose of research survey is to tell us the scope demand and customer wants that we are going to launch for our target audience this survey will give us an overview about our target audience and also asking from customers about what is new in our product and their opinion about our services and by that we will come to know about the feedback of our product.

### **4.2 Testing Method:**

In an effort to our service ourselves to began with have just started with mechanic services and by providing the service initially to the people living in Buch Villas Royal Orchard and DHA and gets the clients review from there.

One more thing we will start an advertising campaign for that we advertise our print add on newspaper and on many kind of social media websites, Facebook, instagram and by different marketing channels. With that ourselves will get the review from clients about our services.

We make over the questionnaire that we will be filled by the initial target market for testing like DHA Royal Orchard Buch Villas. With that ourselves will familierize about the demand of our services. As our service is already existed in different cities but we are the pioneer of this service

in our target city so for testing that we will provide services of mechanics to only the selected housing society residents

#### **4.3 Research analysis (deconstruction)**

The research question for this project was to find out about current market trends related to customer preferences, including customers' choosing behaviour and the actual demand present in the market and finding it through questionnaire. Using a random sampling technique, we randomly selected residents living in various well-known housing societies in Multan, which is our target market, and we randomly selected 40 houses from various places. We choose random sample procedures to make our research more diverse and broader because random sampling includes people from various backgrounds/cultures, which instantly provides us with the most diverse viewpoints, ensuring that our research is more authentic and updated with the latest trends.

The questions we chose for the questionnaire were primarily closed ended in order to obtain the maximum amount of quality information from all aspects of the target market.

### **CHAPTER 5: FUTURE ENHANCEMENTS**

Ourselves will cover in this section the future redicals and further scope of our project in order to create more services for our target audience.

We are planning to enhance our fields of services right after we are sure that our initial services are known in their growth stages and we have achieved a breakeven point.

After achieving that point we will be going to launch other services like tailors, Bike mechanic, Freelancing platforms these would be our priority and also this thing is already mentioned in our project too that we will be going to increase the scope of our services once we are sure that we have achieved our break even point of initial services.

As we planned for the extension of our services also we will be hiring new staff to look after all the things. We will be working on connecting Pakistani companies to our platform and posting their job related news on our platform that will also enhance our reach of customers. Initially we

start from Car and Ac mechanic services in just well known and well reputed areas of Multan and then providing these services to whole Multan region. After the insurance that we have successfully generated a good brand reputation and we have reached our breakeven point we will start with the expansion of services too

Time to time we will also plan to continuously improve our services as well as with Servicemen educational programe

Initially as we are starting our business with limited assets just to have some cash for any unforeseen issue or hurdle in a whole year but with time to time we will be doing some betterments in our services by proper customer feedback.

We believe in diversity and expansion and with this app E-Farhaami once we are sure that we have enough audience and now we can move to other cities then we will start doing expansion and by that way we can even expand over whole pakistan region and similarly we can utilize this application as a medium for encouraging youth to show their hidden talents by adding a new feature in application but this would be an end step of our project.

## **CHAPTER 6: CONCLUSION**

### **6.1 Conclusion**

In light of all the bright and boarder idea of launching a new thing in a place where it doesn't exist and is highly needed. Earlier at the initial stages we were not sure about the project and the startup's success but after getting customer's response and getting an idea about customer needs and wants we are now sure that this startup could become a great success

Basically, this idea demands a true market knowledge market research and customer's response and after getting an idea about all these things we are now sure that all odds would be in our favor when we will launch this project

In this project we initially faced problem as our target customers are those who are not familiar with all these things and we have to create an awareness about this thing before launching of that project and this is only the toughest task we have to do and for that we have thought to use the digital marketing mediums as well as in person or traditional marketing

Using social media handlers, promoting our services on various platforms and raising awareness about online services in relatively developed housing societies would be beneficial for us initially and could easily make our brand image better and could raise awareness about our services among our target audience

In accordance to previous research it has been searched out that the good will of any service plays a key role in letting clients purchase a service or to leave a service the word of mouth also plays a key role here as researchers mentioned has that in overall marketing mix of a service it's goodwill, brand image reputation and awareness among customer is something that make a service a hit or a flop. A well given service also makes the customer to use that service again. Many authors mentioned that in a startup project there are many factors that influence the sales of a product and from all these factors brand reputation and awareness and goodwill is a few of them.

here are many people who pay more for the services at one go or there are many people who are eager to pay more until unless they are getting better services and also if they are getting the proper value for their money. Now a days people don't want to waste their times standing at the cues in front of a mechanic shop so they prefer that instead of going to them the service men should came to their place and they get their desired service at their door step and these people are our target audience. If clients gets the services attractive the spread the good word of mouth in circle about the service by their testimonials to others and that create a positive image of a startup or brand and it eventually help in making brand equity better and promote the brand.

## **Questionnaire**

We have circulated questionnaire among the residents living in different well known hosing societies the questionnaire is adopted from the already existing simple service related research in UK and after minor changes in questionnaire we have circulated the following questionnaire (Bouman & van der Wiele)



1. Has coronavirus changed the way you or your group is using this service

- Yes
- No
- Unsure

2. Overall, how appealing is the service?

- Extremely appealing
- Very appealing
- Somewhat appealing
- Not so appealing
- Not at all appealing

3. How likely are you to use the service in the next 3 months?

- Extremely likely
- Very likely
- Moderately likely
- Slightly likely
- Not at all likely

4. How likely are you to replace your current service with our service?

- Extremely likely
- Very likely
- Somewhat likely
- Not so likely
- Not at all likely

5. Typically how many times do you use the car mechanic service in a month?

1

2

3

4 and more

## Promotional page

Fig 8

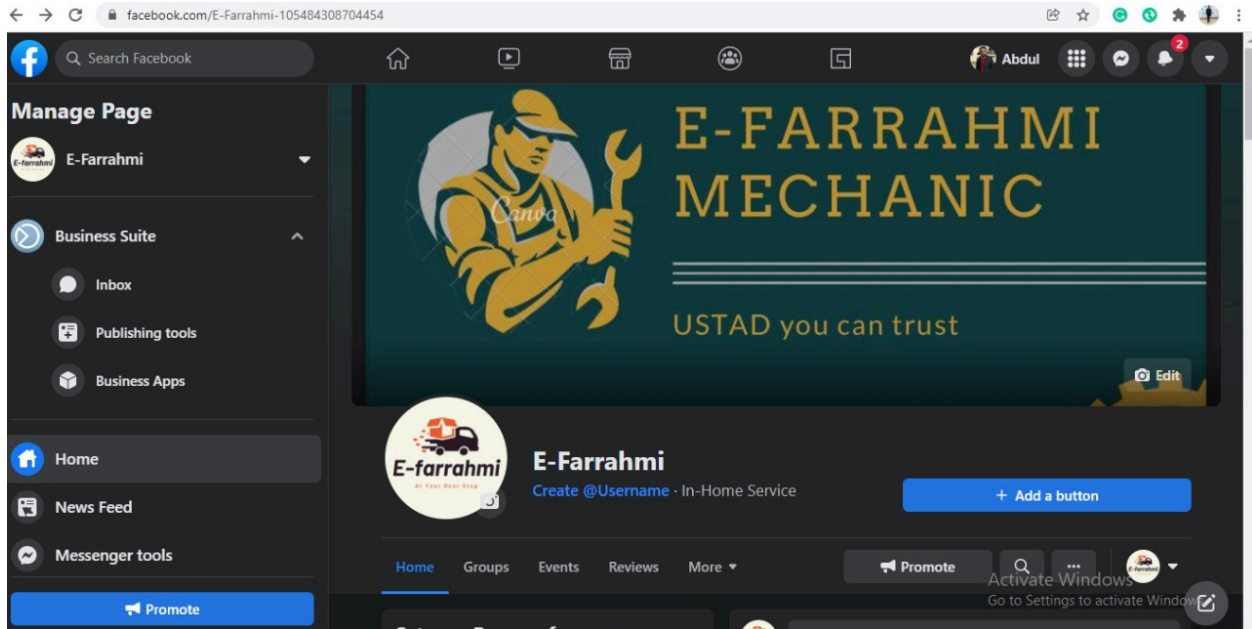
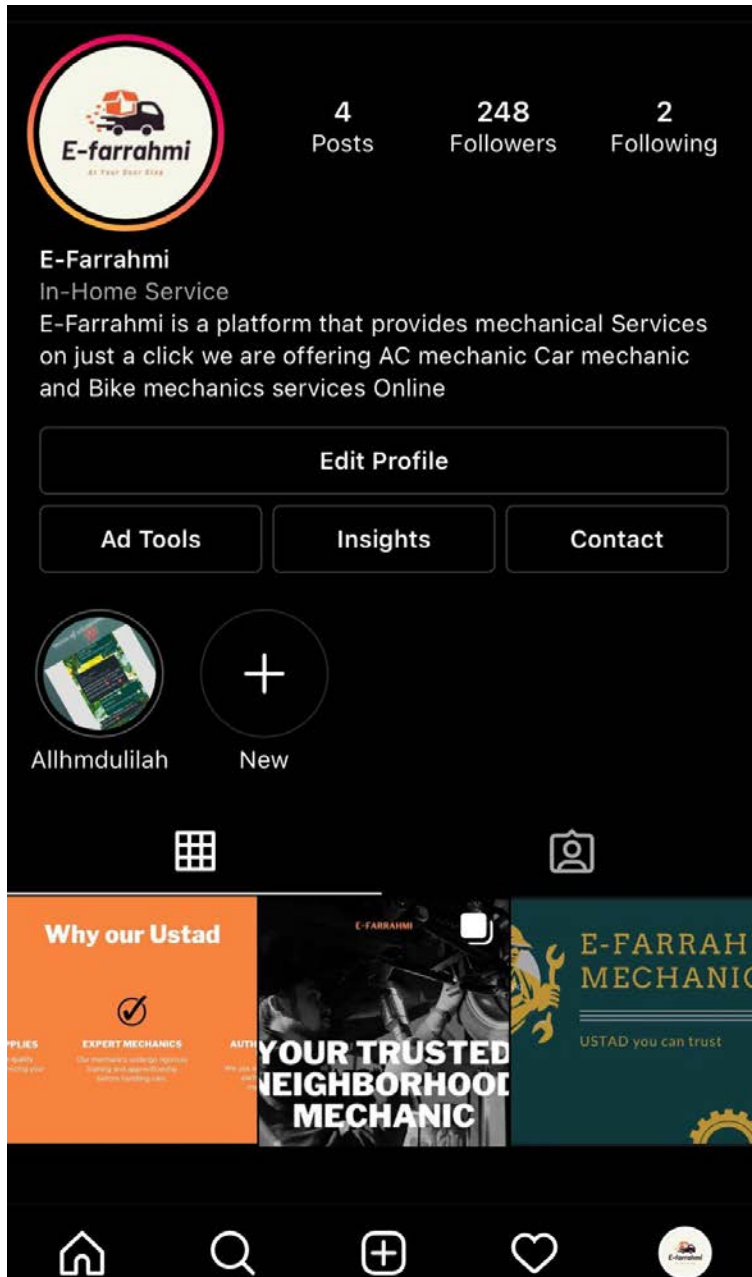


Fig 9




## Print advertisement


Fig 10




Fig 11

## Why our Ustad

- 

**QUALITY SUPPLIES**  
We use only high-quality consumables for servicing your vehicles.
- 

**EXPERT MECHANICS**  
Our mechanics undergo rigorous training and apprenticeship before handling cars.
- 

**AUTHENTIC AUTO PARTS**  
We use authentic auto spare parts straight from manufacturers.

Fig 12

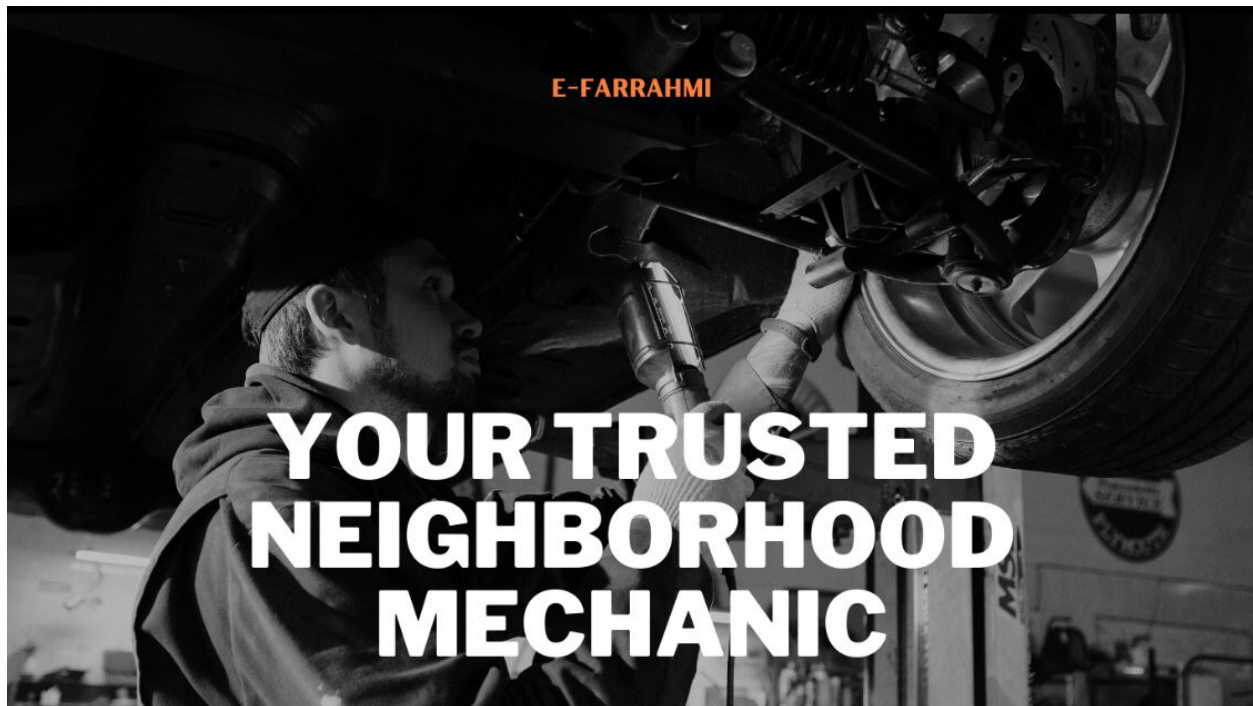
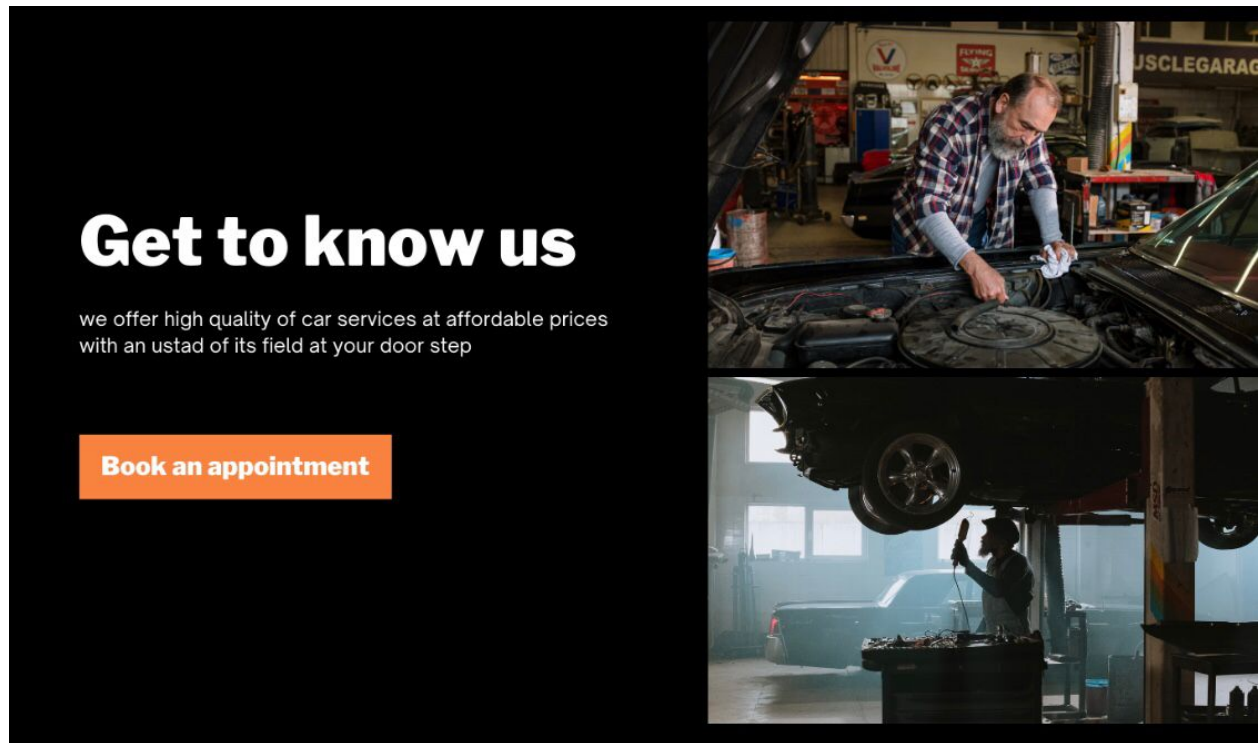


Fig 13



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