MINIE MOVERS

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Abstract

With the busy plannings and setups of both parents, they are having a few issues in picking up and dropping off their children to day-care, preschool, sports activities, appointments, etc. Parents are unable to pick up and drop off their children at their desired places. And they must hire transportation services for them children. And these transportation services are not such liable and faithful as parents felt insecure on transporting their children because of increased car accidents, hazardous incidents, accidents due to poor driving skills, poor condition of the van, unhygienic transporting staff, abusive behavior and rapidly increasing cases of assaulting and harassment. These transporters don't have time management and have rude behavior towards children. As these, all factors make a child depressed, and he/she won't be able to do his/her best in daily activities, and parents are feeling highly insecure as anything happens to their child anytime. They don't know when the driver drop-off their child at school and whether a child is safe during that time, or he/she is comfortable during the ride.

With considering all these matters, Safe Hands Pick and Drop decided to serve the community with their safe, reliable, fast, and faithful transportation system. It is a traceable pick and drops service for children with the updated safety and security features, child safety features, together with child safety locks, shoulder harnesses seat belts, tracking facilities, recorders, and cameras. Hygienic staff and security guards are available all the time during transporting hours to make sure the safety of children. Parents can track their children's van and see what is happening inside and around the vehicle. They can get the message when their child is picked up and dropped off at their desired locations. These locations are set by parents themselves and to reach these locations the company uses well-secure and safe routes to make sure the safety of children.

Acknowledgment

We acknowledge our parents who supported us through thick and thin and has always been our side and motivated us to do more and excel in our future endeavors. We also thank our supervisor Sir Adil Hasmi who has guided us and helped us to complete our project in the most efficient and professional way to the best of his capabilities.

Chapter 1: Introduction

With the busy plannings and setups of both parents, they are having a few issues in picking up and dropping off their children to day-care, preschool, sports activities, appointments, etc. Parents are unable to pick up and drop off their children at their desired places. And they must hire transportation services for them children. And these transportation services are not such liable and faithful as parents felt insecure on transporting their children because of increased car accidents, hazardous incidents, accidents due to poor driving skills, poor condition of the van, unhygienic transporting staff, abusive behavior and rapidly increasing cases of assaulting and harassment. These transporters don't have time management and have rude behavior towards children. As these, all factors make a child depressed, and he/she won't be able to do his/her best in daily activities, and parents are feeling highly insecure as anything happens to their child anytime. They don't know when the driver drop-off their child at school and whether a child is safe during that time, or he/she is comfortable during the ride.

With considering all these matters, Safe Hands Pick and Drop decided to serve the community with their safe, reliable, fast, and faithful transportation system. It is a traceable pick and drops service for children with the updated safety and security features, child safety features, together with child safety locks, shoulder harnesses seat belts, tracking facilities, recorders, and cameras. Hygienic staff and security guards are available all the time during transporting hours to make sure the safety of children. Parents can track their children's van and see what is happening inside and around the vehicle. They can get the message when their child is picked up and dropped off at their desired locations. These locations are set by parents themselves and to reach these locations the company uses well-secure and safe routes to make sure the safety of children.

1.1. Business Portfolio

1.1.1. Name of Business

The name of business is "Minie Movers". Parents are protective towards their children, so we're providing motherly care in transporting their loved ones to their desired locations and cane easily be trackable through an app used by company.

1.1.2. Vision Statement

Reducing traveling hurdles by providing protection and security.

1.1.3. Mission Statement

To bring protection and faith in public Child transportation.

1.1.4. Purpose

The purpose of Minie Movers is to provide facility of a safe, licensed transportation service for children at a reasonable price. Our goal is to become trusted and best transportation source to parents and children in Rawalpindi/Islamabad.

1.1.5. Opportunity of Proposed Business

During the past few months, we've researched the speedily growing industry of children's pick and drop. With the busy plannings and setups of both parents, they are having a few issues in picking up and dropping off their children to day-care, preschool, sports activities, appointments, etc. As now many parents are looking for safest approach to transport their children without affecting their work schedule.

As according to research there are such opportunities that a company opt for, and these opportunities must bring in a handsome amount of profit. As the business would be the first of its kind in the major cities of Pakistan, therefore, the profit margin would be quite large. As these are major issues currently faced by parents in this technological era. This means that the target market is of large scale and profit would be high. Furthermore, there is no such competition for it in the country, which means a monopolist approach would bring in more profit. Currently, we're focusing on major cities in Pakistan and the schools, and the community using pick and drop services around these cities are quite high, so the revenue opportunities are also large scale.

1.1.6. Proposed Product / Service

The company offers trackable pick and drop service for children with the latest safety features, child safety features, together with child safety locks, shoulder harnesses seatbelts, tracking facilities, recorders, and cameras. Hygienic staff and security guards are available all the time during transporting hours to make sure the safety of children. Parents can track their children's van and see what is happening inside and around the vehicle. They can get message whenever their child is picked-up and dropped-off to their desired locations. These locations are set by parents themselves and to reach these locations the company uses well secure and safe routes in order to make sure the safety of children.

The company initially acquire two vans that will hold six children each. To best utilize these vans, several transportation periods are formed and managed. These periods are early morning (6:30am – 8:30am), mid-afternoon (11:00am – 1:30pm), and late afternoon (3:00pm – 5:30pm). The routes are established according to attaining maximum passengers and close destinations. During non-duty periods the vans will be utilized to taking children to appointments or making up of emergency pick-ups (when a child needs to leave school due to illness).

1.2. Organizational structure

1.2.1. Company operations
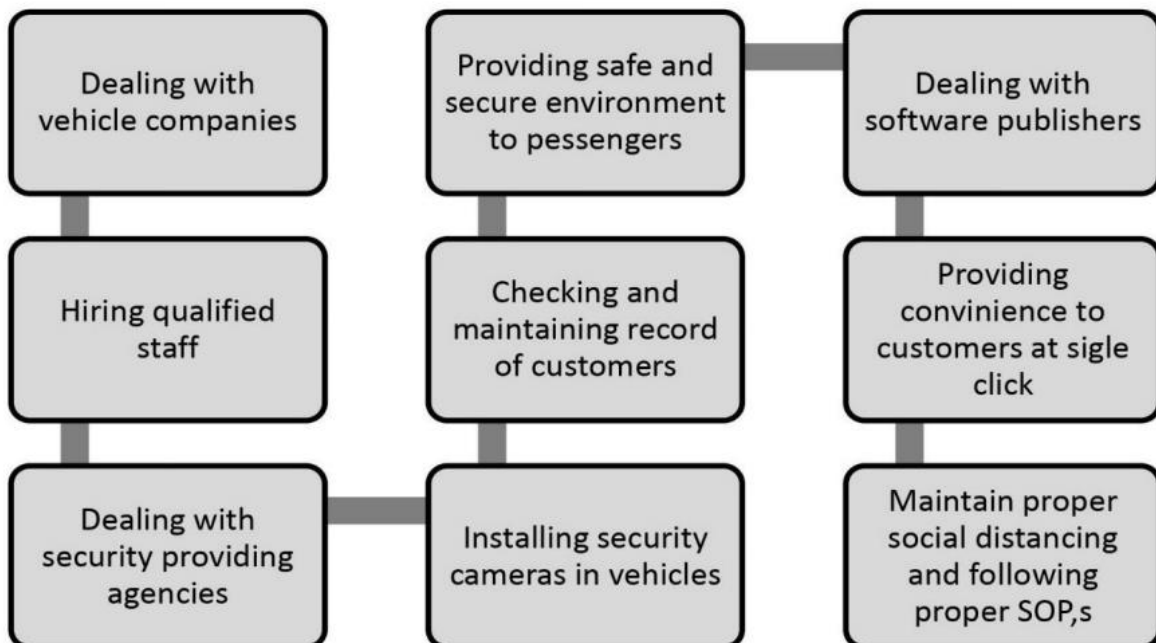
Designation	Description
CEO	Supervision and strict action taking on working of employees including major members like CFO etc.
CFO	Making budget and approving it from CEO
HR	Hiring and De-hiring of employees
C-Relations	Responding to CEO and CFO on how customers are feeling after taking our services
Security supervisor	Making securing arrangements and make sure secure and safe environment for children

1.2.2. Target market

The following segments of the transportation services target market are derived from this needs-based segmentation:

Those unable to drive:

People who do not hold a driver's license, people who are too young to drive, people whose licenses have been revoked, and people who are unable to drive due to medical conditions are all members of this category.

They need a service for their children's transportation that doesn't require them to drive to get from point A to point B. People who do not own a car are also included in this group, and as a result, they typically make use of transportation services more frequently.

Individuals who do not wish to use their own vehicle:

There are also people who don't want to drive but own a car and hold a valid driver's license. It's possible that they don't want to deal with the stress of driving in traffic, paying for parking, or worrying about having their car stolen.

School-going students:

To get to after-school activities like sports practice or club meetings, students use transportation services. They look for a service that can get them where they need to go on time and at a reasonable price.

People who travel a great deal:

people who have to drive a long way to get their kids to school or other activities. As a result, they think about the transportation options.

Workers who commute to work:

Thousands of people use alternative modes of transportation to get to work every day. This could be due to the fact that they live too far away to drive, that they do not own a vehicle, or that they simply want to avoid traffic.

People who work in a major city's downtown may also want to avoid the hassle of finding parking. Using the transportation services for themselves and their children is frequently simpler.

Disabled individuals:

Children with disabilities may benefit from transportation services that make it easier for them to get around.

The stats for our target market are:
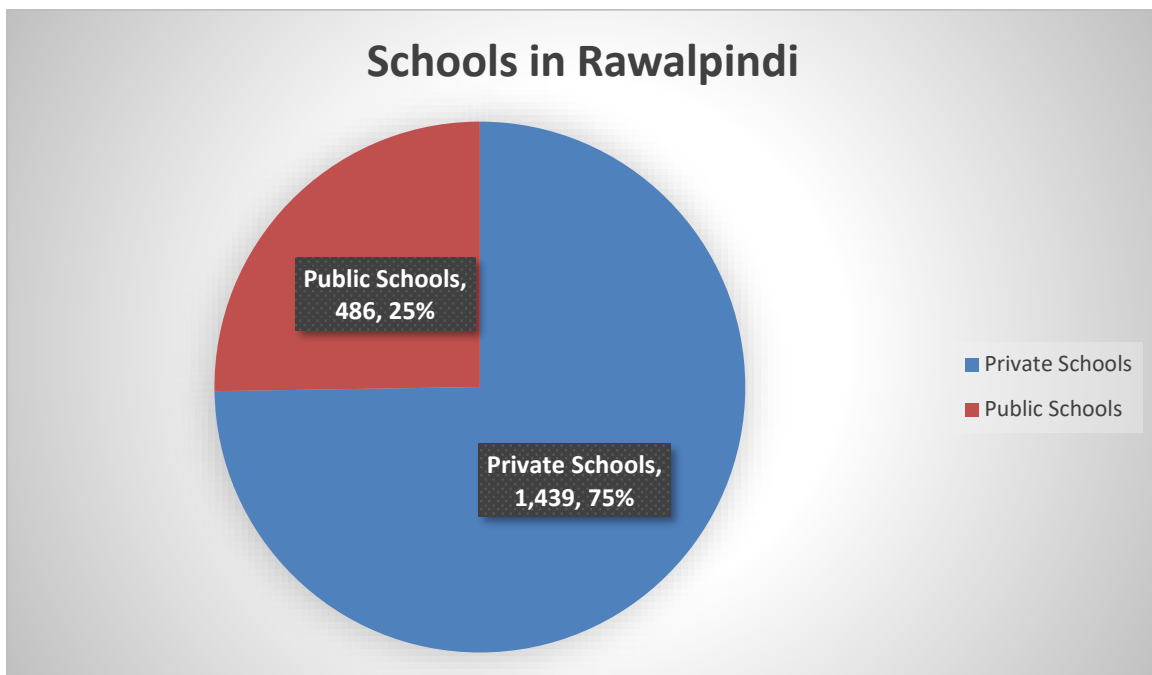
Figure 1.1: Total schools in Rawalpindi are 1925 out of which private schools are 1439 and public schools are 486.
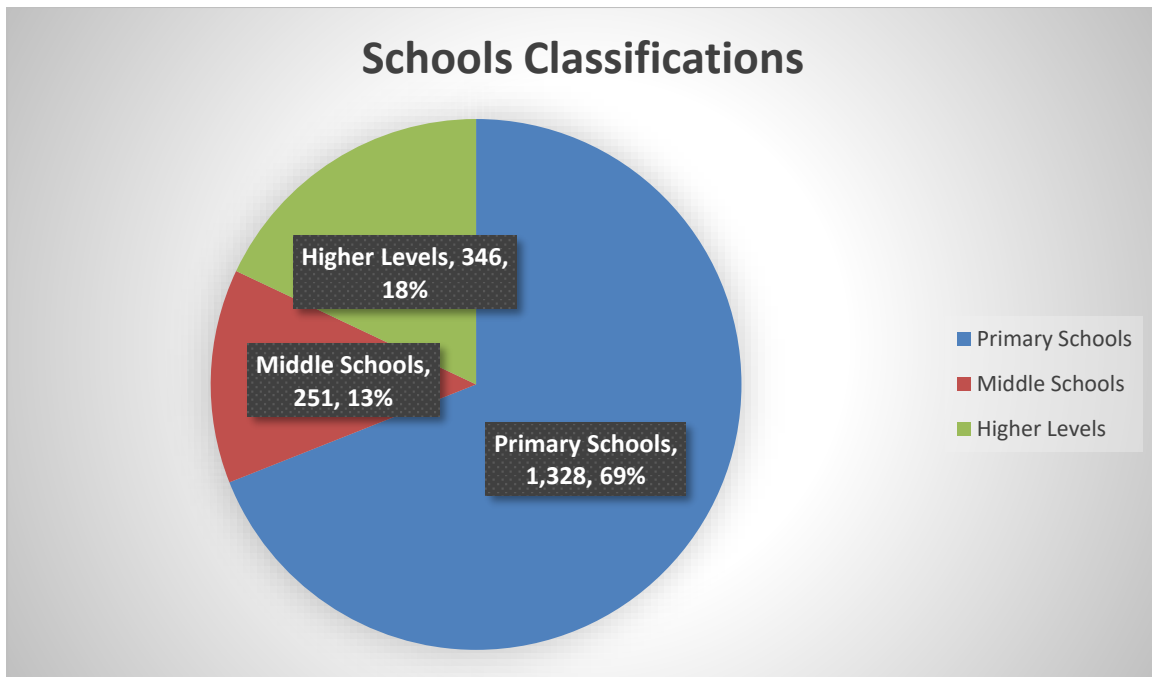
Figure 1.2: Total schools in Rawalpindi are 1925 out of which Primary schools are 1328, middle schools are 251 and higher-level schools are 346.

We have gathered data from 11 primary and secondary schools from adiyala road i.e., their populations, girls, boys, and students using pick and drop service. The data is shown in Figure 1.3.

	Boys	Girls	Using P&D	Total
Schools Population	1,712	570	346	2282
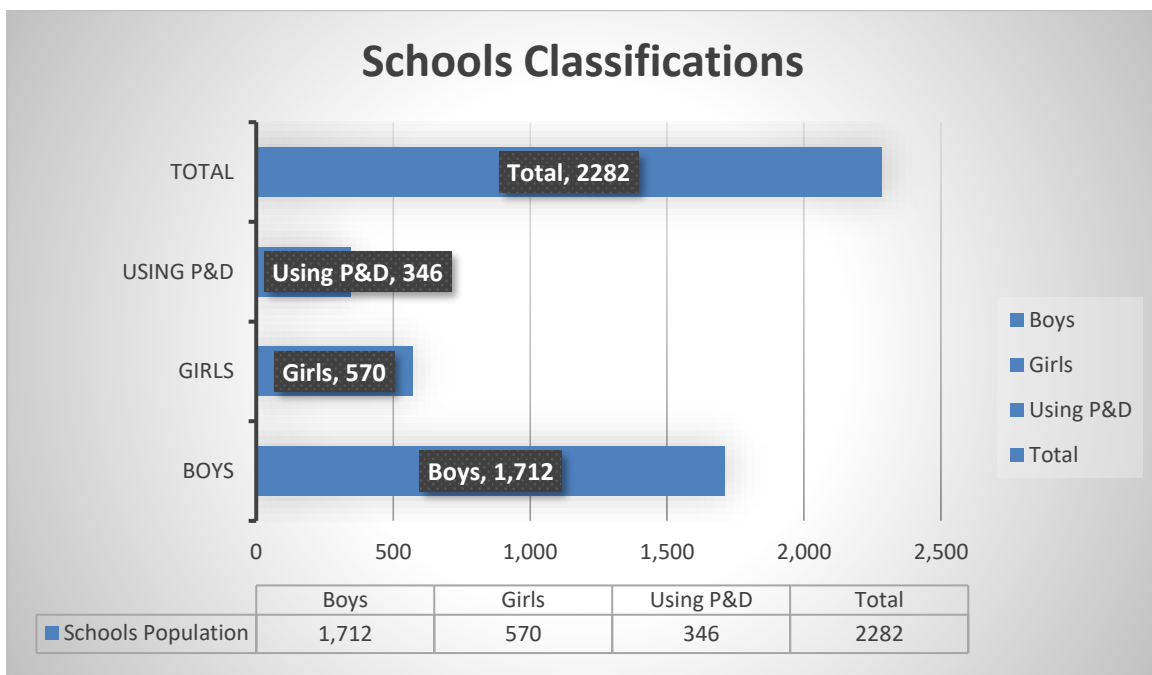
1.2.3. Route

Our base is near to Khwaja Corporation Chowk, Adiyala Road, Rawalpindi. And travelling radius starts from 1 Km radius of Khwaja Corporation Chowk to different destinations, i.e.

1) Range Road

2) Liaquat Bagh Road

3) Chaklala Scheme 3

4) Gulraiz Colony

5) Bahria Town

6) Bakra Mandi

7) DHA Phase 1

There are several stops/stations which are considered between and among these destinations after requirement from customers.

1.2.4. Marketing

Customers and Target Market

Minie Movers spotlight will be on the youngsters pick and drop market with target clients in the low to mid compensation range in the huge metropolitan areas of Pakistan. The objective clients are roused to use our organizations over that of competitors because of the solace, protection, safeguarding, and quality related with our organizations.

Customer Buying Criteria

We believe our customers choose our pick and drop service based on the following criteria:

Execution. We work in view of one objective: to pick and drop kids, expeditiously, productively, easily, and securely.

Unrivaled Assistance. Ideal get, confidential use, track capacity and client care.

Quality. This involves delivering respectful assistance in perfect, all around kept up with cars.

Comfort. This includes the following component.

Minie Movers intends to impart through standard mail and virtual entertainment publicizing to create deals. The key message related with our items and administrations is cleaner, proficient, adaptable, defensive, identifiable, and helpful kid transportation.

Additional Plans

The company also has additional promotional plans which are diverse and include a range of marketing communications described below:

Introduction Letter

This is our most memorable mass mailing. The letter contains a legitimate show, explanation of our organizations and a sale to respond at whatever point captivated. This letter was sent off preschools, grade schools, instructive expense territories, pediatricians, and day care owners.

Brochure

Our pamphlet will contain the aggregate of the functional information expected for our clients. It will consolidate hours, rates, rules and rules, a mission statement and features and benefits of using our organization. The pamphlet will be available at various regions including human assistance associations, schools, day cares, etc

Examiner

The Inspector will allow a free human-interest story. Right when we purchase the vans, we'll call to design a photo and story.

Child land Resources

This is a plausible focal point for anyone looking for day care. The young people's resource network has really outfitted us with an overview of approved day care providers around there. We will get their notice and they will disperse our freebee.

1.2.5. Capacity or limitations

1. Drivers for transport vehicle should be trustable Company will have all the information related to drivers. So, company can trust on them in safety, protection, and transportation matters.

2. Drivers must have license and they should have knowledge and experience of pick and drop.

3. Proper SOPs should be followed by both the customers and drivers. And company make sure the availability of masks, gloves, and sanitizers.

4. If driver has some issue and he didn't come on time, he will inform the management and alternate driver is arranged for that van at this time to timely perform the pick and drop services. So, the customers don't face any issue.

5. Tracker will be set by the management and parents can check, where the children are going.

6. They will see the location through app or by SMS service.

7. Before ride everything will be checked regarding vehicle so at the travelling time no issue will be faced by passengers.

8. Fuel crisis and changing is fuel prices act as a frequent change in cost related to fuel.

9. Long distances overland can take more time.

10. There can be traffic delays and breakdowns

11. Changes in weather and seasons can affect road transportation and travel.

12. Accidents and breakdowns are certain to occur frequently.

13. Shared option to proceed: On open streets, the option to proceed is imparted to other traffic, which builds wellbeing and security gambles and the event of startling postponements.

1.2.6. Potential scope or demand

Demand for automobiles, pick-up and delivery services, and modes of transportation generally rise with income, particularly as households move from low to medium incomes. Auto venture out will in general even out off at major league salaries, and the place where it tops relies upon things like the nature of elective modes and land use strategies. For example, customers in the US drive around two times as much as those in other well off countries (Litman, 2006b; Ecola and others 2014). Quality determines how much demand there is for pick-up and drop-off services as well as for mass transit: These modes are often used by people with lower incomes, making them inferior products. However, in some cases, people with higher incomes also use them a lot (APTA, 2007). For example, neighborhoods with top level salaries often have high travel mode offers, and some express worker travel administrations transport suburbanites with generally higher wages.

Greater administrations are legitimate to satisfy shopper needs since buyers will generally be more delicate to support quality than cost as earnings rise. This can be many things, similar to the fact that it is so natural to get data; conditions for strolling and pausing; solace and neatness of the station and vehicle; conveniences like approaching rewards and the Web; and the regard displayed to clients by specialist organizations in their cooperations. For example, get and drop administrations should be designed according to top of the line aircraft travel instead of economy carrier travel to draw in clients with higher livelihoods.

Along these lines, interest for products that don't need transportation will in general ascent couple with livelihoods. These merchandise incorporate those that decrease pressure and time spent driving as well as those that further develop wellbeing and security, as well as those that contend with car travel. Thus, as individuals get more extravagant, large numbers of them decide to live in networks that are more available to different methods of transportation so they can travel less via vehicle and more by different means.

How much the transportation framework answers customer requests is a pivotal arranging issue. For example, high vehicle travel mode split might be brought about by:

- Vehicle travel conveys unrivaled execution. Despite the fact that there are reasonable other options, most clients like to drive.

- Distinction in auto travel. In spite of having reasonable choices, buyers every now and again decide to drive for most excursions since they are humiliated to utilize them.

- Inadmissible choices Mass travel isn't accessible, despite the fact that it is more savvy than existing other options or customers might want to pay negligible expenses in light of twisted arranging rehearses.

- Undervaluing Since most vehicle costs are fixed or outside, customers feel committed to utilize their new vehicle to amplify their venture. Accordingly, purchasers drive more and utilize less choices than are accessible. In an unexpected way, buyers need viable estimating choices like distance-based protection and unbundled stopping.

In certain conditions, all things considered, every one of the four elements add to elevated degrees of car travel. A vehicle subordinate transportation framework answers client requests to the degree that it gives genuinely unrivaled execution. In any case, the subsequent travel designs are not ideal to the degree that different elements, like renown, deficient other options, and mispricing, add to a high auto travel mode split; Due, to some extent, to an absence of choices, clients are compelled to drive more than they need to and can't utilize favored other options.

Future travel necessities are supposed to be modified by the accompanying patterns (Litman 2006b; Ecola and others 2014):

- Immersion of well off people who own and utilize autos.

- Populace maturing, which will in general lessen vehicle travel per capita (particularly as individuals resign) and increment interest for elective modes.

- Raising fuel costs

- A change in purchaser lodging inclinations toward metropolitan areas and an expansion in urbanization.

- Clog in rush hour gridlock and increasing expenses related with extending parkways in urban communities.

- Ecological and general wellbeing concerns developing.

- Uplifted center around administration quality.

The interest for elective methods of transportation will in general ascent while the interest for engine vehicle make a trip will in general diminish (or if nothing else develop). This doesn't suggest that auto travel will stop, yet many individuals would presumably really like to drive less and depend more on elective methods of transportation assuming they are helpful, agreeable, safe, and reasonable in contrast with current travel designs. The nature of elective modes, valuing, and land use factors, in addition to other things, impact how much travel conduct changes. In an unexpected way, individuals become more open to subjective elements like solace and wellbeing worries as they become richer and their essential portability needs are met. They will pick transportation choices and home areas that suit their inclinations. For example, numerous well off people like to reside in metropolitan regions where they can walk, bicycle, and take top notch public transportation for a portion of their excursions as opposed to completely depending on cars. This multitude of variables add to ship interest.

Anticipating how these variables impact travel conduct should be possible with the assistance of Movement Request Models. The socioeconomics, working expenses of cars, travel paces, and passages for public transportation are only a couple of the perspectives that are commonly

overlooked by customary models. These angles incorporate subjective viewpoints connected with movement solace and land use conditions. For TDM arranging, travel model upgrades can consolidate a greater amount of these elements.

Since customary arranging just considers few interest factors, it every now and again neglects to illuminate chiefs regarding the full scope of choices accessible to impact interest and address issues like contamination, auto collisions, and clog. For example, an organizer could express that, as the area's populace is supposed to increase at a similar pace of 5% each year, vehicle head out request is supposed to increase at a similar rate. Therefore, street limit should be expanded to address individuals' issues and forestall clog issues. This depends on the assumption that request has a decent worth — a proper number of vehicle miles driven per individual. Chiefs might be given a more extensive assortment of choices for settling programs in the event that request examination is more top to bottom. For example:

- Traditional assessment puts a more noteworthy accentuation on quantitative elements like travel speed and cost as opposed to subjective ones like comfort, solace, and glory. This focuses on expressway development and fuel sponsorships over improvements to strolling and cycling conditions, simpler admittance to client data for public transportation, and more agreeable travel stations and vehicles.

- Leaving offices and streets ought to be extended on a case by case basis to satisfy buyer needs and keep away from clog, as customary arranging will in general acknowledge per capita vehicle possession and travel interest as somewhat unbendable qualities.

- Request as often as possible abatements when request is tried utilizing cost-recuperation evaluating, which looks at whether clients would straightforwardly pay for street extension costs. Drivers don't need more space out and about assuming they should pay for it themselves; they possibly need it on the off chance that it's paid for in a roundabout way. This recommends that the street development undertaking would hurt purchaser government assistance and be monetarily wasteful.

- All modes ought to be viewed as in movement request examination. The mark of Blockage Balance, or the degree of clog at which explorers change from heading to elective methods of transportation, can be decreased in specific conditions by upgrades to elective methods of transportation like rideshare programs or further developed public travel administration.

- Brilliant Development procedures, for example, more Travel Arranged Improvement, can be considered as possible answers for transportation issues in the event that organizers consider the effects of land use on movement interest (for example, car situated advancement increments car travel interest, while travel situated improvement increments travel interest).

1.3. Minie Movers to improve its logistics system through introduction of App

Transportation applications can be as multifunctional as you can envision. Its usefulness relies only upon the particular necessities of a specific work. Today, Minie Movers who carry out a product answer for screen and control their armada and stock immediately enjoy an upper hand over their rivals like Swvl, Careem, Uber, and so on. Transportation applications permit you to save time and expenses, arranging the organization's assets in the most ideal manner, expanding

consumer loyalty and diminishing cases. Works on the security of youngsters and drivers and expands the existence of vehicles and other gear.

One of the primary benefits of the transportation business is that organizations are constantly spread over an enormous geographic region with many individuals and vehicles dispersed miles from the base and from one another. To monitor all that occurs, the Minie Mover Organization should keep in touch with its distant workers consistently. Then again, for individuals out and about, the capacity to speak with central command, get driving headings, and find the closest corner store or service station is likewise of top significance. To empower these highlights and the sky is the limit from there, Minie Movers will convey applications that interface dispatch rider with field staff, permitting the organization's all's vans to be observed and emergency aides gave to drivers. As innovation develops, this application will turn out to be increasingly more loaded with cutting edge highlights and usefulness that will make business streams all the more entire and generally speaking business execution better.

In a vehicle organization, a piece of its resources and HR is constantly connected to a similar central command, dispatch stations, while the other part is portable and consistently has vehicles and drivers progressing. Thusly, a transportation application normally comprises of two points of interaction: a web or work area interface for inner staff and a portable one for suburbanites. While the elements of the two points of interaction might cover, they fill various needs and in this manner their capabilities are likewise unique. Obviously, they structure a framework and rely upon one another to give information and update data. The Mine Movers administrator board is for the administration who are regularly positioned at the central command and control tasks. His undertaking is to control the whole situation of the organization: client calls, the condition of the vehicle, the accessibility of staff, the participation of the kids and their legitimate help.

Features For a Driver: -

• Register/Login: This fundamental usefulness is fundamental for practically any application. Drivers should have the option to make a profile utilizing an email address, telephone number, or online entertainment accounts. They ought to then have the option to sign into their record from various gadgets utilizing these qualifications. You can likewise carry out passwords, PIN codes or Face ID to give drivers extra choices for secure record access.

• Profile: When a driver enters the application interestingly, they should make their profile. They can demonstrate their complete name, the vehicle they drive, their driver's permit and add a photograph. A profile assists drivers with overseeing essential reports, view their driving details on the dashboard, and track their movement. It's likewise a helpful way for supervisors to rapidly get to the data they need.

• Course the executives and route direction: The application ought to have the option to design courses for drivers consequently with the assistance of GPS so they can stay away from gridlocks and restricted roads. Moreover, drivers should have the option to physically change paths assuming the framework flops in any capacity.

• Enrollment: Drivers should have the option to check central issues, record hours worked, and report the situation with their travelers when vital. Chairmen can screen crafted by drivers.

• Disconnected help: It's certainly useful for drivers and officials to have the option to convey rapidly, for instance by means of the in-application visit highlight. Notwithstanding, drivers might be disconnected when out and about yet should have the option to contact authorities in case of a crisis.

Features for a Parent or User: -

• Register/Login: No extra accommodation required.

• Dashboard: Client need to get to data about the situation with drivers, courses, and surmised arrive at times. Likewise, client should have the option to check whether a specific driver is having any issues out and about. Guardians or client will assist with monitoring kids' get and drop-off and will report assuming that anything turns out badly.

• Warnings - Client should have the option to send and get notices so that ongoing correspondence never stops and all tasks continue to run. You can likewise execute this component as a talk.

• Portability: Client should have constant admittance to drivers' courses and have the option to change their starting places so they can give opportune help to drivers assuming they need to.

Features for an Admin: -

• Enlistment/Login: Once more, a solid enrollment and login is required.

• Transportation The board Framework Dashboard: This is fundamentally the principal dashboard screen. The most applicable data for drivers and travelers is helpfully shown in one spot

• Armada The board - This transportation programming highlight shows a rundown of the relative multitude of vehicles you own, including their sorts, costs, and accessibility. It permits you to distribute assets to demands with in a real sense a single tick.

• Spending plan the executives: adds straightforwardness to your costs and pay and works with charging handling.

• Criticism and examination: Clients should have the option to rapidly address protests from all gatherings engaged with all cycles: drivers and travelers.

1.3.1. Manual system verses app

A clear business plan in particular includes a measure of managerial responsibilities. With the help of well-designed transfer software, you can get rid of paperwork and office work and manage everything easily and simply with just a few clicks on your app. Finally various paper-based processes are being automated making the work process considerably more efficient and productive. It streamlines the process making it ideal for any business strategy. Thus,

automating paper processes ultimately improves workflow as well as mobile reporting, making everything easier by saving time and energy, making it ideal for the transportation business.

1.3.2. Features of the app

Transportation applications and software must have a variety of functions to be truly useful in a business environment. These features should include:

• **Easy to use –** The software you develop should have a user interface that is customizable and accessible from a variety of different devices. You also need to offer some form of customer service and training and have a low learning curve.

• **Real-time communication:** it is essential that the communication between drivers and Admin be as close as possible. If drivers are hours or even minutes away from their next stop, communication with Admin should not be delayed.

• **Actionable Notifications:** If a driver is late, notice must be sent to the child's parents without delay. If the driver arrives before the scheduled time, a notice must be sent to the parents. In either case, the notice must include information about the child's condition.

• **Customizable communication:** If the driver cannot communicate with the Parent, they should be able to communicate with him through various communication channels. For example, drivers can call or text Parents. It's also a good idea to give drivers the ability to send a link to a map where they can show Parents exactly where you are.

• **Customizable Notifications:** Notifications should be customizable so that they can be sent to a variety of communication channels. For example, a notification sent to a mobile device must also appear as a notification on the lock screen of the mobile device.

• **Visualizations –** It's important to be able to analyse a large amount of data in a way that's easy to digest, and visualizations are a great way to do that.

• **Reporting and Integration:** Minie Movers should have a complete reporting suite that can be integrated with other software packages.

• **Flexibility –** Minie Movers will be flexible with many ways to customize to suit different business needs.

Accessibility: Transportation is a global industry, so Minie engines will also have a global reach to the people and support many different languages and currencies.

1.3.3. Benefits of app

The facts really confirm that portable transporter applications don't stand out in the press however that is not on the grounds that others aren't utilizing them. Truth be told, transport is one of the primary regions where an expansion in the proficiency of a man can be accomplished through digitization. I'm certain you've known about contenders utilizing innovation and versatile applications for their potential benefit. Not contemplating these things can prompt the deficiency of important instruments to draw in additional clients. You can work on your

activities by incorporating innovation into these pieces of your business. Very much like that, the Minie Movers application will give the accompanying advantages: -

GPS Following: -

Monitoring the whereabouts of the Minie Movers van will be undeniably challenging and this is particularly obvious in the event that more than one van is doing the youngster's pickups and stops. You can obviously call your drivers and ask where they are. What occurs in the event that your driver tops off the tank and misses your call? Best case scenario, they nitpick you and divert you from their energy. This could prompt mishaps or missed turns. Minie Movers can likewise tackle this issue. Most telephones these days are furnished with GPS. There are various applications that permit the client to follow the telephones that share a record on the application. With one of these administrations, you can follow precisely where drivers are. This gives different benefits over different frameworks. You'll know precisely where your drivers are without calling them. This permits you to perceive how long they spend out and about rather than at corner stores or rest regions. It likewise permits you to create more precise appraisals of pickups and bring times back. No missed calls, no ambiguous responses, and no interruptions. At the point when the Minie movers are out of scope of the watch, they can essentially log out of the application or mood killer their telephone's GPS capability until they are back in real life.

Structures And Receipts: -

A significant part of the porting work rotates around models. These structures monitor what was taken where it was conveyed and essentially all the other things. Nonetheless, these structures that exist as actual archives are awkward to maintain available and in control. They should then be gotten back to the workplace to turn in their documents. This implies that the reports are generally obsolete on the grounds that the majority of the ongoing structures have not yet been returned or placed. Numerous versatile applications permit you to make computerized records. These records can be opened and finished from any cell phone with the application. It can then be downloaded right away. No more drivers going around with whiteboards and pens not any more trusting that the driver will get back to enter the structure. Conveyance and dispatch organizations can make client support entries and applications for end clients to plan conveyance get statements and so on.

Preparing And Evaluation:

Before drivers hit the road, they frequently ride with a more experienced organization driver. This is one method for getting acquainted with everything. It is likewise when organizations frequently survey the abilities of new representatives. There are numerous versatile applications that permit you to make tests and evaluations. Generally speaking you can likewise rank test takers and contrast their scores with others. Acquainting an application like this with your business can be significant in various ways. It permits you to keep both new and experienced drivers locked in. It likewise permits you to rouse high scoring drivers.

Income And Stock:

At long last, the Minie Mover versatile application permits you to keep your funds all together. By associating reports and outlets we can constantly perceive how our spending plans and incomes are changing progressively. By moving from paper or work area applications to versatile applications this data can be all quickly refreshed and consistently readily available. Portable applications are changing business as far as we might be concerned. Assuming we feel that the change has abandoned transportation that implies we decide to remain behind. In any case, we should know about the significant benefits of transforming a portion of our tasks into versatile applications. From preparing new drivers to following existing drivers. By knowing the number of travelers we that have and the amount we can pay to get the most extreme pay. There is practically no piece of transportation that isn't upgraded by portable applications.

1.3.4. Key success factors for the success of Minie Movers:

The key success factors for the success of the Minie Movers app are as follows: -

Freemium:

This form is the most common and suitable for most types of applications including transportation applications. You provide the most needed features for free and then users can pay extra fee for more advanced version.

Commission:

Here, app owners can directly earn money by partnering with a number of drivers looking for mobile logistics services. In this way a commission can be earned from the earnings and in return the drivers can use the platform. Therefore, this helps both parties in this way.

Advertisement:

One of the most popular and easy ways to earn is by showing relevant ads to your users using the free version of your app.

These monetization options will help you cover development expenses and establish a steady revenue stream.

Chapter 2: Problem identification and requirement analysis

2.1. The outbreak of covid/Pandemic

The Pakistani government's choice to force a cross country lockdown has ended the tasks of many organizations. As indicated by Goldman Sachs, three principal businesses (the travel industry, retail, and transportation) have been impacted all around the world. Essentially, in Pakistan, the discount and retail areas, as well as the operations and transportation businesses, the principal supporters of Gross domestic product inside the help area, experienced weighty misfortunes. In 2019, the vehicle and coordinated factors area developed at a yearly pace of 3.34% and contributed 12.9% to Gross domestic product. As per the Pakistan Financial

Overview 2018-19, the vehicle area was the second biggest supporter of Gross domestic product in the help area. Starting from the beginning of the Coronavirus pandemic, urban areas all over the planet have needed to force enormous limitations on open transportation to restrict transmission of the infection and guarantee safe entry for key specialists during crisis reaction. A large portion of the schools and foundations were shut for about a year and there was likewise an administration forced lockdown so the vehicle business was practically suspended.

2.2. Lack of organized market

The quick development and modernization of metropolitan economies and the ensuing strain on metropolitan vehicle has prompted expanding issues for the metropolitan vehicle area in Pakistan. The ongoing street network doesn't have the primary ability to oblige the developing number of vehicles. Most occupants can't manage the cost of individual vehicles and are compelled to depend on open transportation. Nonetheless, the public transportation framework is lopsided making going between urban communities very debilitating.

2.3. Traffic congestion

Gridlock is quite possibly of the greatest test confronting the transportation area today. Expanded vehicle thickness in Pakistan has prompted serious gridlock on misguided and developed streets. The current street foundation isn't sufficiently able to oblige the developing number of vehicles. As per appraises consistently 250,000 vehicles are enrolled in Pakistan.

2.4. Uncertainty when traveling

A wrecked metropolitan vehicle framework makes vulnerability in movement. Individuals drive day to day starting with one area of the city then onto the next or even between urban communities for training, work, wellbeing or different reasons. Gridlock and an absence of reasonable and open vehicles can restrict transportation choices for a large number of individuals. This diminishes the capacity of individuals to make the most of chances and thusly lessens a portion of the pay socioeconomics. Therefore, these variables make travel vulnerability for a huge populace.

2.5. Unsustainable consumption of oil and gas

A large portion of the vehicles in Pakistan consume petroleum derivatives as the primary wellspring of energy. This essentially affects the climate and is one of the primary drivers of elevated degrees of air contamination in Pakistan's significant urban communities. The utilization of petrol by items is 19.68 million tons each year. A lot of non-renewable energy sources, for example, oil and condensed flammable gas should be imported to fulfill this need. Worldwide, created nations have gone to environmentally friendly power sources, for example, sun based and wind. The accessibility of non-renewable energy sources is restricted and their impractical utilization is unsafe to the climate.

2.6. Pollution and environmental degradation

Expanded traffic and blockage in metropolitan regions prompts air contamination and ecological debasement. In Pakistan where great many individuals bite the dust from breathing contaminated air because of weighty and unregulated traffic outflows. With populace

development and the expansion in the quantity of vehicles ecological debasement and air contamination represent a serious danger to individuals' wellbeing. Pakistan's metropolitan vehicle framework should take on earth reasonable types of transport, for example, half breed and electric vehicles to diminish emanations and forestall air contamination.

2.7. Lack of car parking infrastructure in Pakistan

Another issue confronting the metropolitan vehicle framework in Pakistan is the absence of sufficient leaving foundation to oblige its vehicles. Because of the expansion in vehicle proprietorship the absence of sufficient parking spots and the accessibility of public transportation choices leaving has turned into a wellspring of contention for some individuals. Openly places, for example, air terminals, transport stations, retail plazas and marketplaces parking spots are not arranged by the traffic they are supposed to get.

2.8. Affordability and accessibility of urban transport

The metropolitan vehicle benefits at present presented in Pakistan are over the top expensive and distant. Claiming a vehicle for movement is a costly pursuit for low-and center pay gatherings and in this way a monetarily impractical choice. Beforehand, public vehicle in significant urban areas was scant and low-pay individuals depended on neighborhood carts for their outings. Starting around 2013, the public authority has presented Transport Fast Travel (BRT) in all significant urban areas of Pakistan. Albeit these huge ventures immediately became well known with the general population, transportation is as yet not accessible to by far most of individuals in enormous urban areas.

2.9. Practices to Enforce Transport Improvement in Pakistan

Transportation can be worked on by expanding availability and network to further develop traffic stream. Despite the fact that transport assumes a pivotal part in the economy it can't work on its tasks without the assistance of different areas. Neighborhood government should reevaluate its metropolitan improvement objectives and take on a groundbreaking way to deal with areas of strength for accomplish associated metropolitan development. Metropolitan organizers should pull together objectives to decrease extended periods of time of driving to work, instruction or exercises of day to day living. Moreover, Pakistan's metropolitan vehicle scene necessities to gain from created nations and configuration its structure for supportable metropolitan vehicle.

Chapter 3: Design and implementation

3.1. Logistics app development: Steps to follow

App development for logistics: Procedures to be followed Now that we are aware of how the outcome should appear, we can move on to the inquiry of "how to make a transportation app." The steps that make up the development process generally are as follows:

3.1.1. Market research

Since the logistics market isn't new, you should look at who's in it and what they offer to customers. You can learn what customers like and dislike about the solutions they use by reading the reviews they leave.

3.1.2. Hiring experts

You should look for a dedicated team that will be willing to help you develop and test your idea. You don't have to partner with the first logistics app development company that approaches you, though. Take your time and look at a lot of options before settling on a company whose corporate culture and business principles align with yours. Additionally, they should have relevant expertise and a track record of success. You can examine the company's reviews on websites like Clutch and Good Firms to determine whether you want to partner with them.

3.1.3. Design

An essential step in the process is designing the logistics app's UI and UX. The app should be simple to use and comfortable for your users to use. If you don't pay enough attention to how your app looks and feels when used, your drivers, dispatchers, and admins won't give you good feedback, and your churn rate will even rise. We recommend starting the process with a prototype to create a good UX/UI design. Your project's rough implementation is called a prototype. It will help you quickly identify and correct core errors and bottlenecks.

3.1.4. Development

A minimum viable product (MVP) is ideal for the initial release. This will only include core features and assist you in determining whether you are developing a genuine need-based solution. The subsequent logistic app development will be defined by your MVP's success.

3.1.5. Release and updates

Release and updates: Once your logistics software is out and getting some good feedback, you can start adding more advanced features like barcode scanning and a payment gateway to your app.

3.2. The best team for developing a logistics app:

The most efficient team for building an MVP logistics software should include the following members.

• Project manager

• UX/UI designer

• Software architect

• Backend and frontend developers

• Quality assurance engineers

After our logistics team has provided feedback on your MVP, you can include additional specialists such as business analysts and security consultants or software developers or quality assurance engineers.

3.3. Services to be provided by the application: -

3.3.1. Geolocation

For drivers, the geolocation include is likely the main part of the application. In the versatile adaptation geolocation plays out the accompanying assignments: decide the area of the driver on the guide. This component can help in a crisis when the driver needs to call the police or an emergency vehicle. Select drivers close to you. On the off chance that a driver needs critical help, he can call his close by colleagues for help. The Google Guides Programming interface utilized in the versatile application permits exact following of the driver's situation progressively. For following the application can utilize the GPS unit on the driver's cell phone or the Wi-Fi sign of this gadget. This will likewise be extremely valuable for guardians of youngsters to know the specific area of their kid and what time he will get back.

3.3.2. Traffic and routing data

Prior to beginning the outing drivers compute their courses to the objective and gauge the hour of appearance. These information are placed into the framework and guardians are educated. In any case, during the excursion the driver might experience unforeseen circumstances, for example, barriers or gridlocks which can essentially build the movement time. To stay away from or diminish postpones Minie Movers can incorporate a traffic layer in the Google Guides Programming interface to show forward-thinking data about the traffic circumstance. The driver can really take a look at the guide to check whether there is a mishap, street fixes or weighty traffic ahead and change their path to stay away from blockage.

3.3.3. Finding gas stations along the way

For drivers it's generally smart to be aware on the off chance that there's a corner store ahead when the fuel check is practically unfilled. The Minie Movers application showing

administration stations in the space can assist the driver with arranging their excursion all the more successfully. As well as finding corner stores the application can give a wide range of data connected with fuel costs accessible administrations driving effectiveness and so forth. A few highlights of the application will try and permit you to pay for fuel and proposition you a wide range of advancements.

3.3.4. Voice navigation

The market is brimming with street pilots both free and paid yet it very well may be smart to execute a route administration as one of the highlights of our application. Any individual who has driven a vehicle on a new street knows how troublesome it tends to be to keep your consideration out and about and really look at the guide simultaneously. Voice route takes care of the issue by giving bearings without diverting the driver. Most voice guides get refreshes on street conditions, traffic signals, speed limits, significant fixes and terminations and utilize this data to assist drivers with arranging their excursions.

3.3.5. Time tracking

Drivers can utilize the application to log the time they showed up at the base and left it on the following outing showed up at the area of the client who got back to the base and signed in toward the finish of their shift. These information can be placed into the organization board to successfully screen the rundown of drivers and timetable workers more. For drivers this usefulness permits you to follow your time and better control your compensation. The application can be designed to record ordinary shifts, extra time, night shifts, holding up movements, and occasions. In this manner the driver can monitor his hourly work and his rates as well as any increments or derivations for instance additional time or going home for the day.

3.3.6. The Admin Module:

A web-based versatile site that will empower the framework manager to include data the course, charges, and other vehicle information into the framework's data set. The web-based portable website will be created utilizing PHP prearranging language and HTML 5.

3.3.7. The Commuter Module:

This is a portable application introduced on the worker's PDA. It shows continuous data of transport accessibility, permitting workers to plan trips with drivers.

3.3.8. The Driver Module:

This is likewise a portable application that was introduced on the driver's cell phones. The driver can see plans sent by suburbanites, answer as well as view the area of the traveler by means of Google map. The application likewise gives the driver the choice to show in the event that they are accessible for work or not.

3.4. Transportation scheduling and planning through the application: -

Minie Movers will schedule the transport based on the radius of the new base of their vehicles stop which is from Khwaja Corporation chowk, Adyala Road Rawalpindi which is 2 km, they will select the schools which are in this particular area or radius and the following practices will help to better plan the transportation via app help: -

3.4.1. Equity and accessibility

While arranging, we should have a superior comprehension of the requirements of our voyagers and how they will get to and from every area of interest inside their networks this will assist us with building all the more boundless and travel situated regions. It will likewise assist us with pushing toward value in transportation. Region inhabitants who use travel consistently are from generally underserved segment gatherings, some are totally underserved, or potentially are low-pay laborers who can't bear the cost of an individual vehicle and in this manner depend on open transportation to get around. So how might we ensure our pathways fair, comprehensive and proper for everybody in our general public? This way we can construct fairs that genuinely mirror the requirements of the nearby local area. Moreover, with our effect examination highlight, we can picture essential socioeconomics (e.g., low-pay inhabitants, seniors) as we plan our schedules, for a more profound comprehension of what various socioeconomics will be meant for by the effects. changes made to our site. All of this permits us to make more evenhanded and available pathways for all and guarantee that our pathways genuinely mirror the requirements of everybody inside our local area.

3.4.2. Passenger analysis

As well as making more attractive and more open courses one more prevailing yet inconceivably troublesome part of transportation arranging is arranging our courses in light of our ridership levels. At the end of the day, utilizing our traveler information to attempt to match the "supply" of our travelers with the "request" of our administration offering. To do this we ought to in a perfect world can dissect the quantity of understudies in our organization and make changes in accordance with our techniques to mirror this. Regions where our administrations are popular high priority jobless working courses and adequate admittance to our administrations as well as the other way around. To acquire a more profound comprehension of which region of our streets are encountering sequential degrees of decision and are falling again you should approach the right information to settle on information driven choices. One arrangement that could assist with this is the new Ridership Bits of knowledge highlight, as it gives us crucial understanding into how our paths are performing. With Ridership Bits of knowledge, we can undoubtedly transfer APC information reports to show course ridership KPIs and stop level (with loading up and security insights) variety coded and separated by course, day, and time. We can then hypothetically exploit this information to make changes in accordance with our courses depending on the situation. For instance, on the off chance that we see that a stop on our course has too couple of travelers boarding, we might consider eliminating that prevent from our course and spotlight on offering more support to different regions with more significant levels of clients.

3.4.3. Passenger satisfaction

Notwithstanding the entirety of the abovementioned, we can likewise design our schedules and clearly we believe should do it in a manner that gives the ideal experience to travelers. In the event that we don't hit the nail on the head, we'll confront expected terrible surveys, however we'll likewise wind up with disappointed clients and thusly a critical drop in ridership over the long haul. To give our travelers a really fulfilling experience we need to make our administration however helpful as feasible for them by arranging courses that seem to be bound to show up on time subsequently diminishing their stand by times. This might sound simple in principle however in actuality, it's a lot more difficult than one might expect. Luckily, with our most recent arrangement of elements streamlining your on-time execution (OTP) just got a ton simpler. With our impending Task Run Times highlight, we can compute the OTP for some random trip in our timetable or even create new flight times in seconds in light of an ideal OTP target (say 90%). We can likewise see itemized investigation of our OTP information flight postponements and even replays with our forthcoming Presentation Experiences highlight. Over the long haul arranging courses and timetables in light of traveler needs will eventually prompt a more elevated level of administration expanded traveler fulfillment and expanded traveler maintenance.

3.4.4. Safety

One more key component to consider while arranging our courses is the wellbeing of our travelers and drivers the same. Clearly, we believe that our courses should run as without a hitch and securely as could be expected. Luckily, there are a few stages we can take to make more secure courses. Once more, this is where picturing our information as we plot our agendas becomes fundamental. We can utilize this element at the organization arranging stage to consider security factors like street and ride quality, impacts, wounds, and driver conduct including unexpected speed increase, slowing down and turning. surprising what's more we can even rethink second rate courses to keep away from peril zones increment security evaluate the effect of re-directing on the whole organization and help neighborhood specialists distinguish and fix street risks. By further developing street security we can lessen the quantity of wounds on our streets accomplish a smoother venture that diminishes chance and expands the wellbeing of our travelers and drivers and thus builds their fulfillment and certainty.

3.4.5. Sustainability and efficiency of vehicles

By the day's end one reason public vehicles is so helpful is its capacity to decrease carbon dioxide discharges essentially. At the point when we plan our agendas, we should constantly bear in mind in our sub-conscience that the more individuals we can escape their own vehicles and utilize public transportation the better. Hence, just by arranging more appealing courses through the above rules that better mirror the necessities, inclinations and ways of life of travelers we likewise help add to a more economical future. On the off chance that you are searching for extra ways of diminishing our association's discharges and expenses, especially given late fuel cost increments we urge you to consider progressing our armadas to incorporate

more while possibly not every single electric vehicle (EVs) on a not so distant future. In any case, while electric vehicles are a basic part of the transition to zero emanations, they present huge preparation and booking difficulties that require things like charging times, charging area and battery levels to be considered. More productive feasible strategies are better for the climate as well as more financially savvy and can prompt tremendous expense investment funds for our association. Basically, arranging in view of manageability is a complete success.

Chapter 4: Internal and external analysis / industrial analysis

The company carried out SWOT Analysis and Porter's 5 forces as an industrial analysis to calculate risk, advantages and disadvantages related to business:

4.1. SWOT Analysis

4.1.1. Strengths

• Strong relationships with public as service are provided under security patterns.

• Stable market share as we have a deal with industry that provided us security cameras.

• High security service provided to customers.

4.1.2. Weaknesses

• Having competition with services that are already providing security in public transport.

• As project is launching newly so there is a need of staff to be trained more.

• Need of social media platform to market our services.

4.1.3. Opportunities

• Growing community of loyal customers.

• Starting training camps for training of service staff.

• Social media presence will be improved with new techniques in provided service.

4.1.4. Threats

• High fares due to expenses catered by security agencies.

• Strong competition from other pick and drop services.

4.2. Porter's 5 forces

4.3.1. Intensity of Competitive Rivalry

Although mostly people are using pick and drop services like in schools, colleges, and universities if we see public vehicles they are also working on pick and drop rules but the thing

we introduced in this service is totally new previous service providers had not focused on this idea before so at the start our rivals are few, so it is not difficult for us to secure loyal customers.

4.3.2. Bargaining Power of Suppliers

Although at start of business supplies were costly as security providing items can never be cheaper or free of cost but our employees were happy after working with suppliers because security is the first reason public, and customers prefer so customers liked our services as we were ensuring safety before start of every journey towards the destination.

4.3.3. Bargaining Power of Buyers

As it is service providing organization so there is no rivalry or quarrel of customers and us on expensive products. Customers are preferring our services because we demand fare according to distances covered as previously done by transporters, but they are not ensuring security to their customers we are ensuring security with cheap fares.

4.3.4. Threat of Substitutes

We offer services that are not offered before so we don't have any threat of being wiped out or customer dissatisfaction because no organization is providing protection services as we are providing no doubt, we have rivals but to compete with them is our first aim, so we don't have any threat of substitutes.

4.3.5. Threat of New Entrants

Yes, at this case as we are totally new business, so we surely have threat of new entrants as we are promoting our services through different marketing channels so other businesses will copy and try to enter in this industry this will be a challenge for us but threat handling methodologies will be opted to secure from huge loss as customers happily want to accept the innovation or innovative new organization working on old business ideas. So, it will be a challenge for Minie Movers to retain its customers in that case.

Chapter 5: Financial analysis

Project Cost Summary

A point by point monetary model has been created to investigate the business suitability of this venture. Different expenses and income related suppositions alongside consequences of the examination is illustrated in this part.

Office Equipment			
Descripton	**Cost/Unit**	**Units**	**Total Cost**
Telephone	3,000.00	4.00	12,000.00
Internet	9,000.00	1.00	9,000.00
Photocopier & Printer	30,000.00	1.00	30,000.00
Cameras Security	72,000.00	1.00	72,000.00
Stationary	10,000.00	1.00	10,000.00
Computer systems	30,000.00	3.00	90,000.00
Accessories	27,000.00	1.00	27,000.00
Total Cost			250,000.00

Office Furniture			
Descripton	**Cost/Unit**	**Units**	**Total Cost**
Desk	3,000.00	4.00	12,000.00
Chairs	2,500.00	10.00	25,000.00
Conference Table	5,000.00	1.00	5,000.00
Storage Units	3,000.00	2.00	6,000.00
Office Table	3,500.00	1.00	3,500.00
Office Chair	5,000.00	1.00	5,000.00
Sofa	3,500.00	1.00	3,500.00
Total Cost			60,000.00

Vehicles			
Descripton	**Cost/Unit**	**Units**	**Total Cost**
Suzuki Vans	1,250,000.00	2.00	2,500,000.00
Total Cost			2,500,000.00

Business Startup Costs

FUNDING

Investors Funding	Contribution in Rs.
Name of Investor C	1,500,000.00
Name of Investor C	1,500,000.00
Name of Investor C	
Name of Investor D	
Name of Investor E	
Total Funding	**3,000,000.00**

STARTUP COSTS		Dep. Rate	Dep. Expense
Office Equipment	250,000.00	5%	12,500.00
Office Furniture	60,000.00	5%	3,000.00
Application Cost	100,000.00		
Vehicles	2,500,000.00	10%	250,000.00
Total Fixed Cost	**2,910,000.00**		
Working Capital	**90,000.00**		
TOTAL COST	**3,000,000.00**		

Salaries Expense			
Descripton	**Cost/Unit**	**Units**	**Total Cost**
Drivers	14,000.00	2.00	28,000.00
Managers	12,000.00	2.00	24,000.00
Guards	8,000.00	2.00	16,000.00
Total Salaries			68,000.00

Increment is 10% after every year

Fuel Expense		
Descripton	**Cost/Unit**	**Units**
Fuel Average (KM/Liter)	15.00	Kilometer
Average Daily Travel (KM)	160.00	Kilometer
Daily Fuel Consumption (Liters)	10.67	Liters
Fuel Rate (Per Liter)	217.00	Rupees
Daily Fuel Expense (Rupees)	2,314.67	Rupees
Working Days in a Month	21.00	Days
Monthly Fuel Expense (Rupees)	**48,608.00**	Rupees

Fuel Expenses Varies from month to month

Revenues			
Descripton	**Charges/Unit**	**Units**	**Total**
Seats revenue	14,000.00	24.00	336,000.00
Adds	100.00	300.00	30,000.00
Total Salaries			366,000.00

Revenues is expected to be vary after every 6 months, i.e. revision in charges

Expense For Year 2023

Variable Cost (Opex-Operating Expenditures)	Jan	FEB	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Expense For Each
Salaries	50,000.00	50,000.00	50,000.00	50,000.00	50,000.00	50,000.00	50,000.00	50,000.00	50,000.00	50,000.00	50,000.00	50,000.00	600,000.00
Telephone/Internet	2,500.00	2,700.00	2,400.00	2,500.00	2,700.00	2,400.00	2,500.00	2,700.00	2,400.00	2,500.00	2,700.00	2,400.00	30,400.00
Travelling & Conveyance	3,000.00	3,200.00	3,800.00	3,600.00	3,000.00	3,200.00	3,800.00	3,600.00	3,000.00	3,200.00	3,800.00	3,600.00	40,800.00
Printing & Stationary	1,500.00	2,700.00	2,000.00	1,800.00	1,500.00	2,700.00	2,000.00	1,800.00	1,500.00	2,700.00	2,000.00	1,800.00	24,000.00
Postage & Courier	3,000.00	3,400.00	3,000.00	3,400.00	3,000.00	3,400.00	3,000.00	3,400.00	3,000.00	3,400.00	3,000.00	3,400.00	38,400.00
Repair & Maintenance	2,500.00	2,800.00	3,000.00	4,000.00	3,000.00	3,000.00	2,500.00	2,800.00	3,000.00	4,000.00	3,000.00	3,000.00	36,600.00
Entertainment	4,000.00	4,300.00	3,500.00	4,500.00	6,000.00	4,000.00	4,300.00	3,500.00	4,500.00	6,000.00	3,800.00	3,200.00	51,600.00
Advertisement & Promotion	5,000.00	8,100.00	4,000.00	5,000.00	8,100.00	4,000.00	1,000.00	1,000.00	5,000.00	8,100.00	4,000.00	1,000.00	54,300.00
Vehicle Fuel	48,608.00	50,608.00	50,708.00	50,208.00	50,498.00	47,378.00	49,888.00	49,983.00	50,798.00	48,629.00	48,976.00	48,122.00	594,404.00
Vehicle Repairs & Maintenance	19,000.00	20,200.00	19,400.00	20,400.00	20,800.00	19,300.00	20,100.00	20,500.00	21,100.00	20,900.00	18,500.00	21,800.00	242,000.00
Software Maintenance	2,000.00	3,200.00	2,400.00	3,400.00	3,800.00	2,300.00	3,100.00	3,500.00	4,100.00	3,900.00	1,500.00	4,800.00	38,000.00
Vehicle Hiring	4,000.00	5,200.00	4,400.00	5,400.00	5,800.00	4,300.00	5,100.00	5,500.00	6,100.00	5,900.00	3,500.00	6,800.00	62,000.00
Office Rent	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	180,000.00
Total Expenditures	160,108.00	171,408.00	163,608.00	169,208.00	173,198.00	160,978.00	162,288.00	163,283.00	169,498.00	174,229.00	159,776.00	164,922.00	
Expected Sales Revenue	366,000.00	366,000.00	366,000.00	366,000.00	366,000.00	366,000.00	391,000.00	391,000.00	391,000.00	391,000.00	391,000.00	391,000.00	
Gross Profit	205,892.00	194,592.00	202,392.00	196,792.00	192,802.00	205,022.00	228,712.00	227,717.00	221,502.00	216,771.00	231,224.00	226,078.00	

Annually Expense	1,992,504.00
Annually Sales revenue	4,542,000.00
Annually Gross Profit	2,549,496.00

Expense For Year 2024

Variable Cost (Opex-Operating Expenditures)	Jan	FEB	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Expense For Each
Salaries	55,000.00	55,000.00	55,000.00	55,000.00	55,000.00	55,000.00	55,000.00	55,000.00	55,000.00	55,000.00	55,000.00	55,000.00	660,000.00
Telephone/Internet	2,800.00	3,000.00	2,700.00	2,800.00	3,000.00	2,700.00	2,800.00	3,000.00	2,700.00	2,800.00	3,000.00	2,700.00	34,000.00
Travelling & Conveyance	3,400.00	3,600.00	4,200.00	4,000.00	3,400.00	3,600.00	4,200.00	4,000.00	3,400.00	3,600.00	4,200.00	4,000.00	45,600.00
Printing & Stationary	1,900.00	3,100.00	2,400.00	2,200.00	1,900.00	3,100.00	2,400.00	2,200.00	1,900.00	3,100.00	2,400.00	2,200.00	28,800.00
Postage & Courier	3,400.00	3,800.00	3,400.00	3,800.00	3,400.00	3,800.00	3,400.00	3,800.00	3,400.00	3,800.00	3,400.00	3,800.00	43,200.00
Repair & Maintenance	2,900.00	3,200.00	3,400.00	4,400.00	3,400.00	3,400.00	2,900.00	3,200.00	3,400.00	4,400.00	3,400.00	3,400.00	41,400.00
Entertainment	4,400.00	4,700.00	3,900.00	4,900.00	6,400.00	4,400.00	4,700.00	3,900.00	4,900.00	6,400.00	4,200.00	3,600.00	56,400.00
Advertisement & Promotion	5,600.00	8,700.00	4,600.00	5,600.00	8,700.00	1,600.00	1,600.00	1,600.00	5,600.00	8,700.00	4,600.00	1,600.00	61,500.00
Vehicle Fuel	49,808.00	51,808.00	51,908.00	51,408.00	51,698.00	48,578.00	51,088.00	51,183.00	51,998.00	49,829.00	50,176.00	49,322.00	608,804.00
Vehicle Repairs & Maintenance	20,200.00	21,400.00	20,600.00	21,600.00	22,000.00	20,500.00	21,300.00	21,700.00	22,300.00	22,100.00	19,700.00	23,000.00	256,400.00
Software Maintenance	3,200.00	4,400.00	3,600.00	4,600.00	5,000.00	3,500.00	4,300.00	4,700.00	5,300.00	5,100.00	2,700.00	6,000.00	52,400.00
Vehicle Hiring	5,200.00	6,400.00	5,600.00	6,600.00	7,000.00	5,500.00	6,300.00	6,700.00	7,300.00	7,100.00	4,700.00	8,000.00	76,400.00
Office Rent	16,500.00	16,500.00	16,500.00	16,500.00	16,500.00	16,500.00	16,500.00	16,500.00	16,500.00	16,500.00	16,500.00	16,500.00	198,000.00
Total Expenditures	174,308.00	185,608.00	177,808.00	183,408.00	187,398.00	175,178.00	176,488.00	177,483.00	183,698.00	188,429.00	173,976.00	179,122.00	
Expected Sales Revenue	414,000.00	414,000.00	414,000.00	414,000.00	414,000.00	414,000.00	428,500.00	428,500.00	428,500.00	428,500.00	428,500.00	428,500.00	
Gross Profit	239,692.00	228,392.00	236,192.00	230,592.00	226,602.00	238,822.00	252,012.00	251,017.00	244,802.00	240,071.00	254,524.00	249,378.00	

Annually Expense	2,162,904.00
Annually Sales revenue	5,055,000.00
Annually Gross Profit	2,892,096.00

Expense For Year 2025

Variable Cost (Opex-Operating Expenditures)	Jan	FEB	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Expense For Each
Salaries	60,500.00	60,500.00	60,500.00	60,500.00	60,500.00	60,500.00	60,500.00	60,500.00	60,500.00	60,500.00	60,500.00	60,500.00	726,000.00
Telephone/Internet	3,000.00	3,200.00	2,900.00	3,000.00	3,200.00	2,900.00	3,000.00	3,200.00	2,900.00	3,000.00	3,200.00	2,900.00	36,400.00
Travelling & Conveyance	3,600.00	3,800.00	4,400.00	4,200.00	3,600.00	3,800.00	4,400.00	4,200.00	3,600.00	3,800.00	4,400.00	4,200.00	48,000.00
Printing & Stationary	2,100.00	3,300.00	2,600.00	2,400.00	2,100.00	3,300.00	2,600.00	2,400.00	2,100.00	3,300.00	2,600.00	2,400.00	31,200.00
Postage & Courier	3,400.00	3,800.00	3,400.00	3,800.00	3,400.00	3,800.00	3,400.00	3,800.00	3,400.00	3,800.00	3,400.00	3,800.00	43,200.00
Repair & Maintenance	3,100.00	3,400.00	3,600.00	3,600.00	3,600.00	3,600.00	3,100.00	3,400.00	3,600.00	3,600.00	3,600.00	3,600.00	43,800.00
Entertainment	4,600.00	4,900.00	4,100.00	5,100.00	6,600.00	4,600.00	4,900.00	4,100.00	5,100.00	6,600.00	4,400.00	3,800.00	58,800.00
Advertisement & Promotion	5,800.00	8,900.00	4,800.00	5,800.00	8,900.00	4,800.00	1,800.00	1,800.00	5,800.00	8,900.00	4,800.00	1,800.00	63,900.00
Vehicle Fuel	51,608.00	53,608.00	53,708.00	53,208.00	53,498.00	50,378.00	52,888.00	52,983.00	53,798.00	51,629.00	51,976.00	51,122.00	630,404.00
Vehicle Repairs & Maintenance	21,100.00	22,300.00	21,500.00	22,500.00	22,900.00	21,400.00	22,200.00	22,600.00	23,200.00	23,000.00	20,600.00	23,900.00	267,200.00
Software Maintenance	3,500.00	4,700.00	3,900.00	4,900.00	5,300.00	3,800.00	4,600.00	5,000.00	5,600.00	5,400.00	3,000.00	6,300.00	56,000.00
Vehicle Hiring	5,500.00	6,700.00	5,900.00	6,900.00	7,300.00	5,800.00	6,600.00	7,000.00	7,600.00	7,400.00	5,000.00	8,300.00	80,000.00
Office Rent	18,150.00	18,150.00	18,150.00	18,150.00	18,150.00	18,150.00	18,150.00	18,150.00	18,150.00	18,150.00	18,150.00	18,150.00	217,800.00
Total Expenditures	185,958.00	197,258.00	189,458.00	195,058.00	199,048.00	186,828.00	188,138.00	189,133.00	195,348.00	200,079.00	185,626.00	190,772.00	
Expected Sales Revenue	447,000.00	447,000.00	447,000.00	447,000.00	447,000.00	447,000.00	459,000.00	459,000.00	459,000.00	459,000.00	459,000.00	459,000.00	
Gross Profit	261,042.00	249,742.00	257,542.00	251,942.00	247,952.00	260,172.00	270,862.00	269,867.00	263,652.00	258,921.00	273,374.00	268,228.00	

Annually Expense	2,302,704.00
Annually Sales revenue	5,436,000.00
Annually Gross Profit	3,133,296.00

	Minie Movers
	Income Statement
	For the year ended Dec 31

Year	2023	2024	2025
Sales	4,542,000.00	5,055,000.00	5,436,000.00
Cost of Sales			
Salaries	600,000.00	660,000.00	726,000.00
Vehicle Fuel	594,404.00	608,804.00	630,404.00
Total Cost of Sales	1,194,404.00	1,268,804.00	1,356,404.00
Gross Profit	3,347,596.00	3,786,196.00	4,079,596.00

Operating Expenditures (OPEX)	Sum of All expenses	Sum of All expenses	Sum of All expenses
Telephone/Internet	30,400.00	34,000.00	36,400.00
Travelling & Conveyance	40,800.00	45,600.00	48,000.00
Printing & Stationary	24,000.00	28,800.00	31,200.00
Postage & Courier	38,400.00	43,200.00	43,200.00
Repair & Maintenance	36,600.00	41,400.00	43,800.00
Entertainment	51,600.00	56,400.00	58,800.00
Advertisement & Promotion	54,300.00	61,500.00	63,900.00
Vehicle Repairs & Maintenance	242,000.00	256,400.00	267,200.00
Software Maintenance	38,000.00	52,400.00	56,000.00
Vehicle Hiring	62,000.00	76,400.00	80,000.00
Office Rent	180,000.00	198,000.00	217,800.00
Dep. of Office Equipment	12,500.00	12,500.00	12,500.00
Dep. of Office Furniture	3,000.00	3,000.00	3,000.00
Dep. of Vehicles	250,000.00	250,000.00	250,000.00
Total Expenses	1,063,600.00	1,159,600.00	1,211,800.00
Operating Profit (Earning Before Interest & Tax-EBIT)	2,283,996.00	2,626,596.00	2,867,796.00

Financial Charges (Interest Expense)	0.00	0.00	0.00
Earning Before Tax	2,283,996.00	2,626,596.00	2,867,796.00

Corporate Tax expense @ 3%	68,519.88	78,797.88	86,033.88
Net Profit (Earning After Tax)	2,215,476.12	2,547,798.12	2,781,762.12

	Minie Movers
	Cash Flow Statement
	For the year ended Dec 31

Year	2023	2024	2025
Cash at Beginning of Year	90,000.00	2,570,976.12	5,384,274.24
Cash at End of Year	2,570,976.12	5,384,274.24	8,431,536.36

Operations	2023	2024	2025
Cash Receipts From			
Customers	4,542,000.00	5,055,000.00	5,436,000.00
Cash Paid for			
Salaries	-600,000.00	-660,000.00	-726,000.00
Telephone/Internet	-30,400.00	-34,000.00	-36,400.00
Travelling & Conveyance	-40,800.00	-45,600.00	-48,000.00
Printing & Stationary	-24,000.00	-28,800.00	-31,200.00
Postage & Courier	-38,400.00	-43,200.00	-43,200.00
Repair & Maintenance	-36,600.00	-41,400.00	-43,800.00
Entertainment	-51,600.00	-56,400.00	-58,800.00
Advertisement & Promotion	-54,300.00	-61,500.00	-63,900.00
Vehicle Fuel	-594,404.00	-608,804.00	-630,404.00
Vehicle Repairs & Maintenance	-242,000.00	-256,400.00	-267,200.00
Software Maintenance	-38,000.00	-52,400.00	-56,000.00
Vehicle Hiring	-62,000.00	-76,400.00	-80,000.00
Office Rent	-180,000.00	-198,000.00	-217,800.00
Interest Expense	0.00	0.00	0.00
Tax Expense	-68,519.88	-78,797.88	-86,033.88

| Net Cash Flow from Operations | 2,480,976.12 | 2,813,298.12 | 3,047,262.12 |

Minie Movers
Balance Sheet
For the Year Ended Dec 31

Assets	2023	2024	2025
Current Assets			
Cash & bank balance	2,570,976.12	5,384,274.24	8,431,536.36
Account Receivables	0.00	0.00	0.00
Total Current Assets	**2,570,976.12**	**5,384,274.24**	**8,431,536.36**

Long Term Assets			
Long Term Assets			
Office Equipment	237,500.00	225,000.00	212,500.00
Office Furniture	57,000.00	54,000.00	51,000.00
Applications Cost	100,000.00	100,000.00	100,000.00
Vehicles	2,250,000.00	2,000,000.00	1,750,000.00
Total Fixed Assets	**2,644,500.00**	**2,379,000.00**	**2,113,500.00**

TOTAL ASSETS	5,215,476.12	7,763,274.24	10,545,036.36

Liabilities & Owner's Equity			
Retained Earning	2,215,476.12	4,763,274.24	7,545,036.36
Owner Equity	3,000,000.00	3,000,000.00	3,000,000.00

TOTAL LIABILITIES & OWENR'S EQUITY	5,215,476.12	7,763,274.24	10,545,036.36

Break Even (The Point where you profit equals to loss)			
	2023	2024	2025
Profit	2,215,476.12	2,547,798.12	2,781,762.12
Loss	0	0	0
Break Even	0	0	0

Return on Investment			
	2023	2024	2025
ROI =	73.85%	84.93%	92.73%

Chapter 6: Testing and deployment / value chain analysis

6.1. Peripheral Investigation

Transportation arranging for the most part includes minor investigation, or at least, the gradual distinctions between different choices. It is accordingly essential to plainly characterize the base or elective situations while assessing transportation approaches and tasks. For instance, a street development's advantages ought to be contrasted and a no activity case, and elective speculations that could incorporate different blends of strolling, bicycling and mass travel enhancements and transportation request the executive's programs.

Street improvement advantages can commonly be estimated considering their minor travel time, vehicle activity and crash cost reserve funds. Non-auto makes a trip choice will generally be significantly more restricted. Numerous people group have inadequate walkway and bikeway networks, restricted mass travel and costly taxi administrations. Thus, non-drivers are frequently unfit to get to fundamental administrations and exercises inside their restricted time and cash financial plans. Non-auto travel upgrades that altogether further develop essential access can in this manner give bigger, non-negligible advantages. For instance, a mix of strolling, bicycling, mass travel and taxi administration upgrades might permit non-drivers to get to medical care administrations, shops, school, and occupations, permitting them to carry on with agreeable and useful lives locally. Transportation net advantages will generally be boosted by arrangements that reflect market standards, like shopper power, proficient evaluating, and financial lack of bias.

These standards favor higher worth outings and asset productive modes over lower-esteem excursions and asset escalated modes and deter travel in which advantages are not exactly complete expenses. More ideal vehicle markets, with productive street and leaving valuing and more impartial arranging rehearses are probably going to increment all out benefits while diminishing complete vehicle travel.

6.2. Purchaser Overflow Investigation

Client transportation advantages can be assessed utilizing customer overflow examination, which alludes to the worth buyers put on consuming a decent (for this situation, portability can be viewed as a purchaser decent).

Portability will in general experience reducing minor advantages: client benefits decline with expanded travel since objective customers pick more important outings over lower esteem trips, so each extra mile comprises of progressively less significant travel that clients would forego assuming their expenses expanded. For instance, on the off chance that an individual can manage the cost of 1,000 yearly vehicle-miles, those will comprise of the greatest worth vehicle trips, like earnest tasks and unique occasions; the second thousand yearly vehicle-miles will be the following most important vehicle trips, etc. Venture out request will in general have a long tail, really intending that if client costs (counting cash, time, uneasiness, and so forth) decline, buyers can track down motivations to travel all the more regardless of whether the advantages are little. For instance, assuming that movement costs were sufficiently low (for instance, on the off chance that another person paid for top-of-the-line administration), numerous customers

would routinely go to different mainland's or acknowledge significant distance drives, regardless of whether their net advantages are unobtrusive. To the extent that this movement is under-valued (sponsored or forces outer expenses), a rising part of this movement has negative net expenses (complete advantages are more modest than all out costs).

6.3. Outside Advantages

This plan finds that transport exercises force numerous outer expenses. Pundits some of the time contend that outer advantages offset these outside costs. Assumed benefits incorporate superior individual portability, worked on financial efficiency, and general provincial monetary turn of events. These investigations neglect to recognize inward and outer advantages, considering monetary exchanges benefits, and non-minor examination. A 1982 USDOT concentrate on finished up, "the greater part of well-qualified assessment likely lies in favor of expressing that there are no outside advantages of parkway utilization past the advantages to the clients."

Different investigations arrive at comparable resolutions. An Office of Innovation Appraisal report likewise presumes that there are no critical minimal outside advantages of transportation. Investigations of outside transportation benefits are frequently used to legitimize under-evaluating and different arrangements that favor engine vehicle travel because everyone benefits. In any case, such under-evaluating would possibly legitimize assuming the task gave outside minimal advantages that surpass outer minor expenses. Most vehicle benefits are inward advantages to individuals or organizations that utilization a vehicle movement or administration. Financial examinations have found not many outside benefits from expanded auto travel, and basically no outer peripheral advantages in monetarily created nations. That is, you are probably not going to benefit assuming your neighbors increment their vehicle possession and use, so there is little reasoning for under-estimating or different strategies that energize vehicle use.

Outside benefits will quite often be a lot more modest than outer expenses since levelheaded purchasers and makers attempt to incorporate advantages and externalize costs. For instance, assuming moving from fuel to electric vehicles gave outside benefits, for example, decreased contamination discharges, drivers request that state run administrations sponsor their buy, as is currently normal. Outside benefits are normally lost through contest. For instance, networks frequently sponsor streets and stopping to draw being developed. This advantages the main networks to utilize this methodology, however different networks are then compelled to give similar sponsorships until most advantages are caught by engineers or new occupants. Essentially, vehicle assembling can give outer advantages to a local area by making work and duty incomes, so they judiciously attempt to separate endowments and expense limits from purviews, incorporating quite a bit of these advantages. Indeed, even vehicle travel action that gives backhanded benefits, for example, representatives heading to work or customers heading to stores, possibly give outside minor advantages assuming diminished driving would lessen the aggregate sum of valuable financial movement that happens. For instance, on the off chance that representatives who presently drive to work could some way or another drive by strolling, cycling, ridesharing, mass travel or working from home, there is no outside benefit from car use; the advantage of rolling over different modes comprises of the inner advantage to the

suburbanite from the extra speed, accommodation, solace, or glory they gain. Likewise, on the off chance that customers who can't drive on a specific street would somehow spend similar cash at neighborhood stores, there is no outside benefit from driving, just a monetary exchange starting with one store then onto the next.

6.4. Financial Efficiency and Advancement Advantages

Transportation is fundamental for most financial exercises so transport arranging choices can have huge effects. Different methods can be utilized to gauge the financial effects of a specific vehicle strategy or undertaking. Projects that decrease business transportation costs, for example, cargo and administration vehicle travel, will generally increment efficiency, yet projects that diminish individual travel costs frequently does essentially nothing to increment efficiency, and by expanding outside expenses can lessen efficiency.

A district that needs cleared streets might encounter huge monetary development from another interstate or extension that further develops openness, however extra roadway limit gives less minor advantage. Monetary gets back from thruway consumptions have declined underneath that of private ventures, a pattern that can be anticipated as the most practical and gainful undertakings have previously been finished. More significant levels of vehicle travel are related with less efficiency, while more elevated levels of mass travel, and the minimized improvement designs they make, are related with higher efficiency. Interests in asset effective modes and transportation request the executives' programs that outcome in more proficient utilization of existing limit will generally increment efficiency more than extending thruways.

Chapter 7: Recommendations

The audit of transportation in Pakistan plainly showed that transport arranging became fruitless because of deficiencies in a general administration structure. For instance, transport arranging has generally been split between street associations and transport associations in Pakistan. The street associations have a full pecking order and limit, while the vehicle associations existed fundamentally at the commonplace level.

In the vehicle region, a refined institutional culture is missing because of low monetary limit, deficiency of HR, and an absence of expert and the executive's abilities important to work with the improvement of transportation. In this manner, all arrangements to run transportation through the public area, the semi-public area (companies), the liberated confidential area (privatization with passage guideline), the public-private-local area, and diversified private area associations (privatization with admission liberation) were flopped after some time. The making of the Public Travel Authority (NTA) as a likeness the Public Parkway Authority (NHA) alongside the improvement of public vehicle associations at the metropolitan level and joined by areas of strength for an unambiguous limit building program for the previously mentioned associations are expected for the advancement of transportation administrations in Pakistan.

• The presence of blended land use, high populace, and work thickness, and developing requirements of mechanized transport use in Pakistani urban communities shows a possibility to lay out a multimodal transport framework at metropolitan level. Pakistani urban

communities obviously need an ordered progression of transportation modes that can convey a huge to modest number of travelers in various times in a very much planned network. The multimodal transportation framework can possibly assume a reactant part in the recovery of Pakistani urban communities and suspension of the endless suburbia.

• Transport venture approaches embraced in Pakistan join street projects with transportation and non-mechanized projects. Notwithstanding, the exploration shows that venture and impetuses to utilize (Diary of Public Transportation, Vol. 12, No. 2, 2009), public vehicle would be joined with disinvestment and disincentives towards vehicle use. The disincentive towards vehicle use can be exceptionally viable in thick, blended land use settings that are, luckily, present in Pakistani urban communities.

Accordingly, solid financial controls to check individual engine vehicle possession and use through high expenses, leaving expenses, and traffic restrictions would be expected in Pakistani urban areas. The interest in transportation framework in Pakistan requests these limited measures to be carried out on confidential vehicles. Any other way, speculation towards the two methods of transport would just make private vehicle fruitful.

Chapter 8: Conclusions

To sum up, the vehicle arrangement of Islamabad and the more prominent metropolitan region isn't unique in relation to that of the remainder of Pakistan. Except for Carts and Quinqi's on the streets of Islamabad and the expansion of the metrobus, the vehicle framework is genuinely pretty much the equivalent. Notwithstanding, Islamabad flaunts an efficient and between associated street framework with wide streets and legitimate administration. Its confidential vehicle network framework is significantly more high level and deep rooted than different urban communities, with the inhabitants having a more noteworthy level of a driving sense, because of its high education rate. In any case, it in all actuality does to some degree need with respect to the public transportation area because of its maturing armada and unregularized framework. Notwithstanding, this also is beginning experience a change in outlook, with continuous and further extensions which would genuinely make Islamabad progressed and ahead than the other significant metropolitan areas of Pakistan.

Chapter 9: References / appendix

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