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**Major/No. (M22)**

**“Disrupting the traditional model of home maintenance services industry by digitalization- “A case on Mahir Company”.**



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## **Abstract:**

The Mahir Project Report provides a comprehensive analysis of Mahir Company, a new player in the home maintenance industry in Karachi City. In a market dominated by major competitors, the report identifies the challenges and opportunities faced by Mahir and outlines its strategies for success. The problem includes high competition, lack of brand recognition, and limited resources. These challenges pose significant obstacles to Mahir's entry and growth in the industry. The objectives of Mahir Company are clearly defined, aiming to establish a strong presence in the market, build a reputable brand, and provide high-quality services to ensure customer satisfaction and loyalty. A literature review is conducted to gain insights into the home maintenance industry, customer expectations, and strategies employed by competitors. The review emphasizes the importance of customer satisfaction, service quality, brand reputation, and the utilization of technology for marketing and service delivery. The design and implementation phase of Mahir's operations is highlighted, focusing on building the necessary infrastructure, including technology systems, workforce management, and service delivery processes. The testing and development phase emphasizes the importance of gathering customer feedback, conducting pilot projects, and continuously improving service quality. The report recognizes the significance of training the workforce to meet customer expectations and enhance their skills. A SWOT analysis is conducted, evaluating Mahir's internal strengths and external opportunities. Analysis conducted for Mahir Company reveals both opportunities and challenges in the home maintenance industry in Pakistan. The expansion of Mahir Company from Lahore to Karachi presents a promising opportunity to tap into a new market and increase its customer base. The marketing strategy and framework section highlights the importance of brand building, strategic partnerships, and exceptional customer service in Mahir's marketing efforts. Future enhancements and the action plan emphasize Mahir's plans to expand services, geographically expand its operations, and continuously improve through research, development, and training programs. In conclusion, the Mahir Project Report recognizes the challenges posed by major competitors in the home maintenance industry in Pakistan. By focusing on customer satisfaction, service quality, brand building, and continuous improvement, Mahir aims to establish itself as a trusted name and capture a significant market share.

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# CHAPTER: 1

## Introduction

The industry under consideration for this project is the home maintenance industry in Pakistan. This industry has emerged as a response to the growing demand for quality services and increased convenience, driven by the country's expanding middle class and changing lifestyles. In the past, households relied on individual service providers for maintenance needs, but the home maintenance industry now offers a viable alternative.

Over the years, the industry has witnessed significant growth, with numerous service providers offering a wide range of services across Pakistan. These services encompass plumbing, electrical repairs, carpentry, painting, HVAC repairs, and more. Mr. Handyman, established in 2008, was one of the industry's early players, offering various home maintenance services in Lahore. Its success prompted the emergence of similar companies in different parts of the country.

Presently, there are several established home maintenance companies in Pakistan, including Handyman Services, Fixmyhome.pk, and HomeGenie.pk. These companies provide comprehensive services such as air conditioning repairs, painting, electrical work, and plumbing. They employ trained and certified technicians to deliver high-quality services.

Amidst this industry landscape, we find Mahir Company, a relatively young company in its development phase. Founded in 2017 by a group of entrepreneurs, Mahir Company recognized a market gap for reliable and affordable home maintenance services. Their service range includes plumbing, electrical, carpentry, painting, and AC maintenance, among others. The company prides itself on employing skilled and experienced technicians who deliver top-notch services.

Mahir Company operates through an online platform, enabling customers to easily book services via their website or mobile app. The booking process is user-friendly, allowing customers to select their required service, choose a convenient time slot, and make online payments. Additionally, the company offers a subscription-based service, granting customers regular maintenance at discounted rates.

The target customer segment for Mahir Company comprises middle-class homeowners and renters who prioritize convenience, affordability, and quality. Their goal is to provide hassle-free and cost-effective solutions for home maintenance needs. The company has established a strong online presence, utilizing platforms like Facebook and Instagram to engage with their target audience.

Mahir Company has primarily relied on digital marketing channels to promote its services and reach its target audience. Since its inception, the company has utilized social media platforms to engage customers, share service information, and build brand awareness. Notably, in 2018, they launched a referral program, incentivizing existing customers to refer to new ones with discounts for both parties. This initiative fostered customer loyalty and word-of-mouth referrals, crucial for brand recognition and customer acquisition.

In 2019, Mahir Company introduced a mobile app, enhancing the booking process and order tracking for customers. This improved user experience contributed to higher customer satisfaction and retention rates.

Overall, Mahir Company has prioritized building a robust online presence and leveraging digital marketing to promote its services and engage with customers. Although traditional marketing campaigns have been limited, their focus on customer satisfaction, convenience, and affordability has garnered a strong reputation within the home maintenance services industry in Pakistan.

### **Vision Statement for Mahir Company:**

"Our vision is to revolutionize the home maintenance industry in Pakistan by providing exceptional and convenient services that empower homeowners to effortlessly maintain their homes. We aim to be the leading and most trusted provider of comprehensive home maintenance solutions, recognized for our commitment to quality, reliability, and customer satisfaction. Through innovation, skilled craftsmanship, and a customer-centric approach, we strive to enhance the lives of our customers, while continuously adapting to their evolving needs. Our vision is to build a brand that represents excellence in home maintenance services, setting the benchmark for professionalism, convenience, and affordability in the industry. We aspire to be



the go-to choose for homeowners across Pakistan, delivering peace of mind and ensuring that every home receives the care it deserves."

### **Services They Provide:**

Their services are categorized into two types, which are as follows.

1. Home maintenance services, which include.
  - AC Services
  - Carpenter Services
  - Carpet Cleaning Services
  - Chair Cleaning Services
  - Curtain Cleaning Services
  - Electrician Services
  - Geyser Services
  - Handyman Services
  - Home Appliances Repair
  - Mattress Cleaning Services
  - Painter Services
  - Pest Control Services
  - Plumber Services
  - Sofa Cleaning Services
  
2. Personal care services only for females in all major cities of Pakistan except in Karachi where they are relatively new. These services include.
  - Makeups
  - Hair treatment
  - Waxing, massage
  - Mani Pedi
  - Facial
  - Hair styling
  - Haircuts and saloon packages

## **Purpose of Selecting Mahir Company:**

The purpose of this marketing project is to analyze Mahir Company's marketing efforts and identify areas for improvement. By assessing the company's strengths and weaknesses, as well as opportunities and threats in the home maintenance industry, the project aims to provide valuable insights for enhancing their marketing strategies.

## **Objectives:**

The primary objectives of Mahir Company are as follows:

- a) Establish a strong presence in the home maintenance industry by gaining a significant market share within the next two years.
- b) Build a reputable and recognizable brand that customers trust for their home maintenance needs.
- c) Provide high-quality and reliable services to customers, ensuring customer satisfaction and loyalty.

The objective of this marketing project is to conduct extensive research on Mahir Company's marketing strategies, evaluate its market positioning, and identify any existing issues or challenges in its marketing efforts. The project aims to provide actionable recommendations to enhance the company's marketing strategies, which may include developing a more distinct brand image, expanding marketing channels, and improving the overall customer experience.

To accomplish these goals, the project will employ various research methods. Surveys are to be conducted to gather customer feedback, allowing for insights into their preferences, satisfaction levels, and perceptions of the company. Interviews with customers and industry experts will provide valuable qualitative data and expert opinions on the company's marketing approaches and potential areas for improvement. Additionally, an analysis of industry data and trends will be conducted to gain a deeper understanding of the broader market landscape and identify opportunities and challenges.

Based on the research findings, a comprehensive marketing plan is to be developed for Mahir Company. This plan will outline specific strategies and initiatives to enhance the company's brand positioning, increase customer awareness and loyalty, and ultimately drive business growth. It may include recommendations on refining the brand identity, effectively targeting customer segments, optimizing marketing channels, and implementing customer-centric improvements in the service delivery process.

Overall, the primary objective of this marketing project is to provide valuable insights to Mahir Company, enabling them to better understanding their customers, competitors, and the overall industry dynamics. The resulting recommendations and marketing plan will serve as a roadmap for the company to refine its marketing strategies, align them with business objectives, and achieve sustainable growth in the highly competitive home maintenance industry.

### **Problem Identification:**

The home maintenance industry in Pakistan is highly competitive, with major giant competitors already holding significant market share. Entering such a market poses several challenges for a new company like Mahir. The key problems include:

- a) High competition: Established competitors have already captured a major portion of the market, making it difficult for Mahir to gain a foothold.
- b) Lack of brand recognition: Being a new company, Mahir lacks brand awareness and trust among potential customers.
- c) Limited resources: Mahir may face resource constraints compared to its competitors, limiting its ability to scale and offer a wide range of services.

During our comprehensive analysis of Mahir Company, we have identified two significant problems in their marketing efforts: inadequate differentiation and limited marketing channels.

The inadequate differentiation of Mahir Company poses a major challenge to their marketing endeavors. Despite offering a diverse range of home maintenance services, the company has not effectively communicated its unique value proposition to customers. As a result, it has become difficult for the company to differentiate its brand from competitors, attract, and retain

customers. Additionally, Mahir Company's brand image and messaging lack personality and fail to effectively convey the benefits of choosing their services over those of competitors.

Furthermore, the limited marketing channels utilized by Mahir Company present another key problem. While the company maintains a strong presence on social media platforms like Facebook and Instagram, it may not be reaching a broader audience. Relying solely on social media is insufficient, as there are numerous other marketing channels available. Exploring additional avenues such as search engine marketing, email marketing, and offline advertising could greatly benefit the company. Expanding their marketing channels would increase visibility and brand recognition, enabling Mahir Company to reach a larger target audience and ultimately drive business growth.

The issues of inadequate differentiation and limited marketing channels are interrelated, as the former contributes to the latter. Without a strong brand image and clear messaging, the company may struggle to effectively market its services across various channels. Furthermore, the lack of differentiation may lead to price-based competition, making it challenging for the company to compete with other service providers.

To address these problems, Mahir Company should consider developing a more distinct brand identity and messaging that highlights their unique value proposition, focusing on qualities such as quality service, affordability, and convenience. Additionally, the company should explore and invest in additional marketing channels that can help them reach a wider audience and promote their services to potential customers. By tackling these issues, Mahir Company can differentiate itself from competitors, attract and retain customers, and ultimately drive business growth.

The problems of inadequate differentiation and limited marketing channels can have significant implications for Mahir Company's ability to attract and retain customers, generate revenue, and compete with other players in the market. Insufficient differentiation may result in the loss of potential revenue as customers opt for competitors offering similar services at lower costs or with better brand recognition. Similarly, limited marketing channels may hinder the company's visibility and prevent them from reaching potential customers who are not active on social media or prefer other communication channels. These issues can also impede the company's ability to

compete effectively in the market, as inadequate differentiation can lead to price-based competition and limited marketing channels can restrict brand recognition and visibility.

In summary, addressing the problems of inadequate differentiation and limited marketing channels is crucial for Mahir Company to attract and retain customers, generate revenue, and compete successfully in the market. By differentiating themselves effectively and expanding their marketing channels, the company can establish a unique brand identity, broaden their customer base, and drive business growth.

**The vision statement for Mahir Company directly addresses the problems identified earlier in the analysis.**

Firstly, the vision emphasizes the company's commitment to providing exceptional and convenient services. This relates to the problem of inadequate differentiation, as Mahir Company aims to stand out by offering superior customer experience, quality service, and convenience. By focusing on these aspects, Mahir Company addresses the need to clearly communicate its unique value proposition to customers and differentiate itself from competitors.

Secondly, the vision highlights the company's goal of being the most trusted provider of comprehensive home maintenance solutions. This relates to the problem of limited marketing channels, as Mahir Company's vision encompasses building a strong brand reputation and becoming the preferred choice for homeowners. By striving to be recognized for quality, reliability, and customer satisfaction, Mahir Company aims to increase brand awareness, attract new customers, and retain existing ones.

Additionally, the vision emphasizes innovation and a customer-centric approach, which directly addresses the need for technological advancements and a focus on customer needs. By continuously adapting to evolving customer preferences and leveraging technology, Mahir Company aims to enhance the customer experience, streamline operations, and differentiate itself from competitors.

In summary, the vision statement aligns with the identified problems by addressing the need for differentiation, marketing effectiveness, technological advancements, and customer satisfaction.

It provides a clear direction for Mahir Company to overcome these challenges and achieve its vision of revolutionizing the home maintenance industry in Pakistan.

The Data sources for Mahir Company Analysis are taken from official sources such as the company's website, financial reports, industry publications, and conducted primary research through interviews, surveys, or market analysis.

## **CHAPTER: 2**

### **Design and Implementation:**

The design and implementation phase focuses on building Mahir's operational infrastructure, including technology systems, workforce management, and service delivery processes. It involves hiring skilled professionals, establishing partnerships with suppliers, and developing an efficient customer service system. Mahir will invest in developing a user-friendly website and mobile application to facilitate seamless booking and payment processes for customers.

Mahir Company has primarily relied on digital marketing channels to promote its services and reach its target audience. Since its inception, the company has utilized social media platforms to engage customers, share service information, and build brand awareness. Notably, in 2018, they launched a referral program, incentivizing existing customers to refer to new ones with discounts for both parties. This initiative fostered customer loyalty and word-of-mouth referrals, crucial for brand recognition and customer acquisition. In 2019, Mahir Company introduced a mobile app, enhancing the booking process and order tracking for customers. This improved user experience contributed to higher customer satisfaction and retention rates.

Relying solely on social media is insufficient, as there are numerous other marketing channels available. Exploring additional avenues such as search engine marketing, email marketing, and offline advertising could greatly benefit the company. Expanding their marketing channels would increase visibility and brand recognition, enabling Mahir Company to reach a larger target audience and ultimately drive business growth.

Mahir Company should consider developing a more distinct brand identity and messaging that highlights their unique value proposition, focusing on qualities such as quality service, affordability, and convenience. Additionally, the company should explore and invest in additional marketing channels that can help them reach a wider audience and promote their services to potential customers. Insufficient differentiation may result in the loss of potential revenue as customers opt for competitors offering similar services at lower costs or with better brand recognition.

## CHAPTER: 3

### **Testing and Development:**

The testing and development phase aims to fine-tune Mahir's operations and services based on customer feedback. This involves conducting pilot projects, gathering customer reviews, and continuously improving service quality. Mahir will also focus on training its workforce to ensure they possess the necessary skills and knowledge to meet customer expectations.

### **SWOT Analysis:**

#### *Strengths:*

1. *Expertise and Knowledge:*

Mahir Company possesses a team of highly skilled professionals with specialized expertise in various aspects of home maintenance. Their knowledge base enables them to provide high-quality services across different areas such as plumbing, electrical work, painting, and carpentry. This expertise gives them a competitive edge in delivering reliable and efficient services to customers.

2. *Strong Reputation:*

Despite being a newcomer to the market, Mahir Company has already established a strong reputation in Lahore. Through their commitment to providing excellent services, they have garnered positive word-of-mouth recommendations and customer testimonials. This solid reputation can help them gain trust and credibility as they enter the new market of Karachi.

3. *Comprehensive Service Range:*

Mahir Company offers a wide range of services, including repairs, renovations, installations, and maintenance. This comprehensive service offering positions them as a one-stop solution for all home maintenance requirements. It allows them to cater to diverse customer needs and preferences, which can be a significant advantage in capturing market share.



### ***Weaknesses:***

#### *1. Limited Market Presence:*

Since Mahir Company is new to the market, they face the challenge of low brand recognition and awareness among customers in Karachi. Established competitors already have a strong foothold in the home maintenance industry, making it difficult for Mahir Company to compete effectively and gain market share.

#### *2. Lack of Local Knowledge:*

Mahir Company may encounter difficulties in understanding and adapting to the specific dynamics and preferences of the Karachi market. Having a deep understanding of the local culture, customer preferences, and competitive landscape is crucial for tailoring services and gaining a competitive advantage.

### ***Opportunities:***

#### *1. Untapped Market Potential:*

Karachi presents a significant opportunity for Mahir Company, given its large population and ongoing urbanization. The growing demand for home maintenance services in this market can be capitalized upon by effectively targeting the right customer segments and implementing targeted marketing and advertising campaigns.

#### *2. Increasing Demand for Professional Services:*

As urban lifestyles continue to evolve, there is a rising demand for professional home maintenance services. Mahir Company can position itself as a reliable and professional service provider, attracting customers who prioritize quality

workmanship and convenience. This growing demand can contribute to their market share expansion.

***Threats:***

*1. Intense Competition:*

The home maintenance industry in Karachi is highly competitive, with several established players already operating in the market. Mahir Company will face challenges in differentiating itself from competitors and convincing customers to switch from their existing service providers. Developing a unique value proposition and effective marketing strategies will be essential for overcoming this threat.

*2. Economic Conditions:*

Economic fluctuations, inflation, and changes in consumer spending patterns can affect the demand for home maintenance services. A downturn in the economy may lead to reduced customer spending, which can affect Mahir Company's revenue and market share. Adapting to changing economic conditions and implementing effective pricing and promotional strategies will be critical.

*3. Regulatory Compliance:*

Mahir Company needs to ensure compliance with local regulations, licensing requirements, and safety standards. Failing to meet these regulations can result in fines, legal issues, or damage to the company's reputation. Maintaining a strong focus on regulatory compliance is essential for operating smoothly and gaining customer trust in the new market.

To successfully capture market share in Karachi, Mahir Company should prioritize building brand awareness, establishing strategic partnerships with local businesses, and investing in targeted marketing campaigns. Conducting thorough market research to understand customer preferences, tailoring services accordingly, and delivering exceptional customer experiences will be key factors contributing to their success in the new market.

## CHAPTER: 4

### ANALYSIS

In this section, different analysis are perform for the Mahir Company. These analyses includes the Industry Analysis, PESTAL Analysis and Porter's Five Forces Analysis for the Mahir Company. The analysis are as follows:

#### **Industry Analysis:**

Industry Analysis for Mahir Company:

##### ***1. Industry Overview:***

The home maintenance industry in Pakistan has witnessed significant growth in recent years, driven by the increasing demand for convenient and reliable services among the country's growing middle class. The industry encompasses a wide range of services, including plumbing, electrical repairs, carpentry, painting, HVAC repairs, and more. Mahir Company operates within this industry, offering a comprehensive range of home maintenance services to customers in Lahore and now expanding to Karachi.

##### ***2. Market Size and Growth:***

The home maintenance industry in Pakistan is experiencing robust growth due to factors such as urbanization, increasing disposable incomes, changing lifestyles, and a shift towards professional services. The market size for home maintenance services in Pakistan is expanding as more individuals and households seek professional assistance for their maintenance needs. As the industry is relatively new in Pakistan, there is still significant untapped potential, especially in emerging markets like Karachi.

##### ***3. Competitive Landscape:***

The home maintenance industry in Pakistan is becoming increasingly competitive, with several established players and new entrants vying for market share. Some of the major competitors in the industry include Handyman Services, Fixmyhome.pk, and HomeGenie.pk. These companies

offer similar services and have built strong brand recognition and customer loyalty. Mahir Company faces competition not only from these established players but also from local service providers and individual contractors.

#### ***4. Key Success Factors:***

To succeed in the home maintenance industry, Mahir Company needs to focus on several key success factors:

- a. **Service Quality and Reliability:** Providing high-quality services and ensuring reliability is crucial for building a strong reputation and customer loyalty.
- b. **Competitive Pricing:** Offering competitive pricing is important to attract price-sensitive customers and remain competitive in the market.
- c. **Technological Advancements:** Utilizing technology to streamline operations, enhance the customer experience, and differentiate from competitors is essential. Mahir Company's online platform and mobile app play a vital role in providing convenience and efficient service delivery.
- d. **Skilled Workforce:** Mahir Company must invest in recruiting and training skilled technicians who can deliver superior service quality and ensure customer satisfaction.
- e. **Marketing and Branding:** Effective marketing strategies, including digital marketing, social media engagement, and referral programs, can help Mahir Company build brand awareness and attract new customers.

#### ***5. Regulatory Environment:***

The home maintenance industry in Pakistan operates within the framework of regulatory guidelines and standards. Mahir Company needs to ensure compliance with relevant regulations, licenses, and certifications, such as safety standards for electrical work and plumbing. Staying updated with regulatory changes and maintaining ethical business practices are crucial for long-term success.

#### ***6. Opportunities and Challenges:***

Expanding into Karachi presents both opportunities and challenges for Mahir Company. The new market provides a larger customer base and the potential for increased revenue. However,

capturing market share in a new city requires understanding local dynamics, competition, and customer preferences. Mahir Company needs to adapt its services, marketing strategies, and pricing to cater to the specific needs and preferences of the Karachi market.

In conclusion, the home maintenance industry in Pakistan offers significant growth potential, driven by increasing demand for convenient and reliable services. While the industry is competitive, Mahir Company can succeed by focusing on service quality, competitive pricing, technological advancements, and effective marketing strategies. By understanding the industry dynamics, addressing customer needs, and adapting to market-specific challenges, Mahir Company can position itself as a leading player in the home maintenance industry in Pakistan.

## **PESTAL ANALYSIS:**

PESTAL Analysis for Mahir Company's Expansion from Lahore to Karachi city is as follows:

### ***Political Factors:***

1. Government Regulations: Mahir Company needs to consider any specific regulations or licensing requirements related to the home maintenance industry in Karachi. Compliance with local laws and regulations is essential for a successful expansion.
2. Political Stability: The overall political stability of Karachi should be assessed to determine if it provides a favorable business environment for Mahir Company's expansion. Any political instability or unrest may impact operations and growth prospects.

### ***Economic Factors:***

1. Economic Growth: Evaluating the economic growth rate and potential in Karachi is crucial. Mahir Company should consider the city's GDP, income levels, and disposable income of residents to assess the market's purchasing power and potential demand for home maintenance services.
2. Market Size: Determining the size of the home maintenance market in Karachi will help Mahir Company gauge the growth opportunities and potential market share it can capture.

3. Competition: Analyzing the competitive landscape and identifying existing home maintenance service providers in Karachi is essential. Mahir Company needs to assess the level of competition, market saturation, and the differentiation it can bring to gain a competitive edge.

4. Economic Indicators: Monitoring economic indicators such as inflation rates, interest rates, and exchange rates is crucial to understand the economic environment in Karachi. These factors can influence consumer behavior and affect the pricing and profitability of Mahir Company's services.

***Sociocultural Factors:***

1. Demographics: Understanding the demographic characteristics of Karachi, including population size, age distribution, and income levels, helps Mahir Company tailor its services to the specific needs and preferences of the local customer base.

2. Lifestyle and Consumer Behavior: Analyzing the lifestyle trends and consumer behavior in Karachi will help Mahir Company align its services and marketing strategies accordingly. This includes factors such as the preference for convenience, awareness of home maintenance services, and cultural influences on purchasing decisions.

3. Technological Awareness: Assessing the level of technological awareness and adoption in Karachi is essential for Mahir Company, as it heavily relies on its online platform and digital marketing channels. Understanding the target market's familiarity with technology will help determine the effectiveness of Mahir Company's digital strategies.

***Technological Factors:***

1. Digital Infrastructure: Evaluating the availability and quality of internet connectivity and mobile penetration in Karachi is important, as Mahir Company relies on its online platform and mobile app for service bookings and customer interactions.

2. Automation and Efficiency: Assessing the technological advancements and automation opportunities in the home maintenance industry can help Mahir Company streamline its operations, enhance service delivery, and improve customer experience.

### ***Environmental Factors:***

1. Sustainability Practices: Considering environmental concerns and incorporating sustainable practices in service delivery can be a differentiating factor for Mahir Company. It should assess the demand for eco-friendly and energy-efficient solutions in Karachi and align its offerings accordingly.

### ***Legal Factors:***

1. Employment Laws: Understanding labor laws, employment regulations, and hiring practices in Karachi is crucial for Mahir Company to comply with local employment standards and ensure smooth operations.

2. Intellectual Property Protection: Protecting intellectual property rights and trademarks is important for Mahir Company to safeguard its brand and innovations in the competitive market.

Overall, conducting a comprehensive PESTAL analysis will help Mahir Company assess the opportunities and challenges in expanding its operations from Lahore to Karachi. It provides valuable insights into the political, economic, sociocultural, technological, environmental, and legal factors that can affect the company's expansion strategy and success in the new market.

## **Porter's Five Forces Analysis for Mahir Company:**

Porter's Five Forces Analysis for Mahir Company's Expansion from Lahore to Karachi city is as follows:

### ***1. Threat of New Entrants:***

The threat of new entrants in the home maintenance industry in Karachi poses a moderate level of risk for Mahir Company. While the barriers to entry may not be extremely high, the company's established brand presence, strong customer base, and technological platform provide some protection against new competitors. However, if new entrants offer innovative services or competitive pricing, it could attract customers away from Mahir Company.



## ***2. Bargaining Power of Suppliers:***

The bargaining power of suppliers for Mahir Company is relatively low. The company can source its supplies, equipment, and materials from multiple vendors, and there are likely several options available in the market. This gives Mahir Company the ability to negotiate favorable terms and prices with suppliers, reducing the risk of significant cost increases or supply chain disruptions.

## ***3. Bargaining Power of Customers:***

The bargaining power of customers in the home maintenance industry in Karachi is relatively high. Customers have access to various service providers and can easily switch between them based on factors such as price, quality, and convenience. Mahir Company needs to focus on providing excellent customer service, competitive pricing, and unique value propositions to retain its customer base and prevent customers from switching to competitors.

## ***4. Threat of Substitutes:***

The threat of substitutes for Mahir Company's services is moderate. While there may be alternative ways for customers to handle their home maintenance needs, such as hiring individual service providers directly, Mahir Company's value proposition lies in offering convenience, reliability, and a wide range of services under one platform. By effectively communicating these benefits and continuously improving its services, Mahir Company can mitigate the threat of substitutes.

## ***5. Competitive Rivalry:***

The competitive rivalry in the home maintenance industry in Karachi is high. There are several established players and new entrants offering similar services, creating intense competition. Mahir Company needs to differentiate itself through superior service quality, efficient operations, technological advancements, and effective marketing strategies. Building customer loyalty and brand recognition will be crucial to withstand the competitive pressures and maintain a strong market position.

Overall, while the home maintenance industry in Karachi presents opportunities for Mahir Company, it also poses challenges in terms of competition and customer bargaining power. To succeed, Mahir Company must continuously innovate, enhance customer experience, and differentiate itself from competitors. By leveraging its technological platform, building strong supplier relationships, and understanding customer needs, Mahir Company can navigate the industry dynamics and establish a sustainable competitive advantage.

### **Analysis Summary:**

In conclusion, the analysis conducted for Mahir Company reveals both opportunities and challenges in the home maintenance industry in Pakistan. The company operates in a rapidly growing market, driven by the increasing demand for convenient and professional services among the country's middle-class population. The expansion of Mahir Company from Lahore to Karachi presents a promising opportunity to tap into a new market and increase its customer base.

However, to capitalize on these opportunities, Mahir Company needs to address certain areas of improvement. The company's marketing efforts should focus on enhancing its brand differentiation and messaging to clearly communicate its unique value proposition to customers. A more distinct brand image and messaging that highlight the company's focus on quality service, affordability, and convenience will help differentiate Mahir Company from competitors and attract and retain customers.

Additionally, Mahir Company should explore and invest in a wider range of marketing channels beyond social media platforms. While these platforms are effective for reaching a target audience, expanding into other channels such as search engine marketing, email marketing, and offline advertising can increase visibility and reach a larger customer base. This will enhance brand recognition and enable the company to attract new customers who may not be active on social media.

Furthermore, Mahir Company should continue to leverage technological advancements to streamline its operations, enhance the customer experience, and differentiate itself from competitors. The online platform and mobile app have played a crucial role in providing

convenient and efficient service delivery. Continual investment in recruiting and training skilled technicians will also be essential to maintain high service quality and customer satisfaction.

It is crucial for Mahir Company to stay updated with industry regulations and maintain compliance with relevant standards and certifications. Following safety guidelines and ethical business practices will ensure the company's long-term success and build trust with customers.

Overall, by addressing the identified areas for improvement and capitalizing on the growth opportunities in the industry, Mahir Company has the potential to become a leading player in the home maintenance industry in Pakistan. With a focus on differentiation, marketing effectiveness, technological advancements, and customer satisfaction, Mahir Company can position itself as a trusted and preferred choice for home maintenance services, both in Lahore and Karachi, and drive sustainable business growth.

## CHAPTER: 5

### Marketing Strategy and Framework:

Mahir will adopt a multi-faceted marketing strategy to establish its brand and attract customers:

#### *Brand building:*

Mahir will invest in brand awareness campaigns through digital and traditional channels. This will include social media marketing, search engine optimization (SEO), and targeted advertising.

#### *Strategic partnerships:*

Collaborations with local influencers, real estate companies, and home service aggregators will help expand Mahir's reach and tap into their customer base.

#### *Exceptional customer service:*

Mahir will prioritize customer satisfaction by providing prompt and reliable services. Positive customer experiences will be encouraged through incentives and referral programs.

### Marketing Framework:

The below mentioned can be the marketing framework for the Mahir Company for its expansion in the new city such as Karachi.

#### *1. Market Research and Analysis:*

- Mahir Company should identify the target market segments within the home maintenance industry in Pakistan, such as residential properties, commercial properties, or both.
- Mahir Company should understand customer preferences, needs, and pain points related to home maintenance services in Pakistan through surveys, interviews, or focus groups.

- Mahir Company should analyze the competitive landscape to identify key competitors, their strengths, weaknesses, pricing strategies, and service offerings.

## ***2. Define Unique Selling Proposition (USP):***

- Mahir Company should determine the unique value proposition of the company that differentiates it from competitors, such as specialized services, high-quality workmanship, competitive pricing, or exceptional customer service.

- Highlight the Mahir company's competitive advantages and emphasize them in all marketing communications.

## ***3. Branding and Positioning:***

- Mahir Company should develop a strong brand identity, including a compelling company name, logo, tagline, and visual elements that reflect professionalism, trustworthiness, and reliability.

- Mahir Company should position the company as a leading provider of home maintenance services in Pakistan by highlighting expertise, reliability, and customer satisfaction.

## ***4. Marketing Objectives:***

- Mahir Company should set specific and measurable marketing objectives, such as increasing brand awareness, generating leads, driving website traffic, or increasing customer retention.

- Mahir Company should assign timelines and key performance indicators (KPIs) to track progress and evaluate the success of marketing initiatives.

## ***5. Targeted Marketing Channels:***

- Mahir Company should identify the most effective marketing channels to reach the target audience, such as digital platforms (website, social media, online advertising), traditional media (TV, radio, print), and local advertising (billboards, flyers).

- Mahir Company should develop a comprehensive digital marketing strategy to leverage the power of online platforms, including search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, and email marketing.

#### ***6. Content Marketing:***

- Mahir Company should create valuable and informative content that educates and engages the target audience, such as blog articles, how-to guides, and videos related to home maintenance tips, DIY projects, and industry trends.

- Mahir Company should share the content on the company's website, blog, social media channels, and other relevant platforms to establish the company as a trusted source of information in the home maintenance industry.

#### ***7. Local Partnerships and Referral Programs:***

- Mahir Company should build strategic alliances with local real estate agents, property management companies, construction firms, and interior designers to generate referrals and mutually beneficial partnerships.

- Mahir Company should develop a referral program to incentivize existing customers to refer the company's services to their friends, family, and colleagues.

#### ***8. Customer Relationship Management (CRM):***

- Mahir Company should implement a CRM system to track customer interactions, manage leads, and personalize communication.

- Mahir Company should provide excellent customer service at every touchpoint to build long-term relationships, gain customer loyalty, and encourage positive reviews and word-of-mouth recommendations.

#### ***9. Measurement and Analysis:***

- Regularly measure and analyze marketing campaign performance using relevant metrics and KPIs, such as website traffic, conversion rates, customer acquisition cost (CAC), and customer lifetime value (CLTV).

- Mahir Company should use the insights gathered to refine marketing strategies, optimize campaigns, and allocate resources effectively.

***10. Continuous Improvement:***

- Mahir Company should stay updated with industry trends, customer preferences, and emerging technologies to stay ahead of the competition.

- Mahir Company should adapt marketing strategies as needed based on customer feedback, market changes, and business goals.

The above-mentioned marketing framework is recommended to Mahir Company in order to gain marketplace in a new city such as Karachi.

## CHAPTER:6

### **Future Enhancement and Action Plan:**

Future enhancement and a well-defined action plan are vital for the sustained growth and success of Mahir Company in the highly competitive home maintenance industry. The following outlines the key areas of focus and strategies to be implemented by Mahir.

#### ***Expansion of Services:***

Mahir will gradually expand its service offerings to cater to a broader range of home maintenance needs. This may include plumbing, electrical repairs, landscaping, pest control, and more. By diversifying its services, Mahir can attract a larger customer base and increase revenue streams.

#### ***Geographic Expansion:***

After establishing a strong presence in the initial target cities, Mahir will strategically expand its operations to other regions of Pakistan. This expansion will tap into new market segments and increase Mahir's customer reach. Thorough market research and analysis will guide the selection of new locations for expansion.

#### ***Continuous Improvement:***

Mahir will prioritize continuous improvement in all aspects of its operations. This includes ongoing research and development to stay updated with the latest industry trends, technologies, and customer preferences. Regular training programs will be conducted to enhance the skills and knowledge of Mahir's workforce, ensuring they deliver high-quality services.

#### ***Technology Integration:***

Mahir will invest in advanced technology solutions to streamline operations and enhance the customer experience. This may involve the implementation of an integrated software system to manage bookings, scheduling, and customer communications efficiently. Additionally, Mahir



will explore automation and smart home technologies to provide innovative and convenient services.

***Customer Relationship Management:***

Building strong customer relationships and fostering loyalty will be a core focus for Mahir. The company will implement a robust customer relationship management (CRM) system to gather customer feedback, address concerns, and personalize services. Regular communication, customer appreciation initiatives, and loyalty programs will be employed to nurture long-term relationships.

***Partnerships and Alliances:***

Mahir will establish strategic partnerships and alliances with complementary businesses, such as real estate companies, interior designers, and home service aggregators. These collaborations will help Mahir access a wider customer base and create cross-promotion opportunities, enhancing brand visibility and customer acquisition.

***Marketing and Branding:***

Mahir will continue to invest in marketing efforts to strengthen its brand presence. This includes targeted digital marketing campaigns, search engine optimization (SEO), social media engagement, and content marketing. Customer testimonials and positive reviews will be leveraged to build trust and credibility among potential customers.

***Data Analytics and Insights:***

Mahir will leverage data analytics to gain valuable insights into customer preferences, market trends and operational efficiency. By analyzing data, Mahir can make informed business decisions, optimize resource allocation, and identify areas for improvement.

***Community Engagement:***

Mahir recognizes the importance of community engagement and giving back. The company will actively participate in local events, sponsor community initiatives, and collaborate with non-

profit organizations. This involvement will help build a positive brand image and establish Mahir as a socially responsible company.

### ***Monitoring and Evaluation:***

Regular monitoring and evaluation of key performance indicators (KPIs) will be conducted to assess the success of Mahir's strategies and initiatives. This ongoing assessment will enable the company to make necessary adjustments, capitalize on opportunities, and address any challenges that may arise.

By implementing these future enhancement strategies and following the action plan, Mahir Company will be well positioned for long-term success in the home maintenance industry in Pakistan. The focus on expansion, continuous improvement, technology integration, customer relationships, strategic partnerships, and effective marketing will contribute to Mahir's growth, brand recognition, and customer satisfaction.

### ***Corporate Social Responsibility:***

Corporate social responsibility can play a crucial role in helping Mahir Company to gain more share in sales. Mahir company can collaborate with JDC, Chippa, Edhi foundation and Shaukat khanum in order to prominent themselves and the gain market share in the following ways to enter Karachi market.

#### **1. Enhancing Brand Reputation:**

Engaging in CSR initiatives allows Mahir Company to showcase its commitment to social and environmental causes. By supporting initiatives that align with the values of its target customers, Mahir Company can build a positive brand reputation, which can attract socially conscious consumers and create a competitive advantage in the market.

#### **2. Differentiation and Competitive Edge:**

CSR activities can help Mahir Company differentiate itself from competitors by showcasing its commitment to making a positive impact beyond profits. By implementing sustainable practices,

supporting community development projects, or promoting ethical sourcing, Mahir Company can highlight its unique value proposition and stand out in a crowded marketplace.

### **3. Increased Customer Loyalty:**

Customers are increasingly inclined to support businesses that demonstrate social responsibility. By integrating CSR into its business practices, Mahir Company can foster stronger customer loyalty. Customers who align with the company's values and appreciate its social impact are more likely to remain loyal and choose Mahir Company over its competitors.

### **4. Attracting and Retaining Talent:**

A strong CSR program can help attract top talent and retain skilled employees. Many individuals, particularly millennials and Gen Z, prioritize working for socially responsible organizations. Mahir Company's commitment to CSR initiatives can serve as a powerful recruitment and retention tool, enabling it to attract skilled professionals who are passionate about making a positive impact.

### **5. Positive Public Relations:**

Engaging in CSR activities provides Mahir Company with opportunities for positive media coverage, enhancing its visibility and reputation. Media outlets often highlight companies that contribute to social causes, providing valuable exposure and strengthening the company's brand image.

### **6. Building Trust and Stakeholder Relationships:**

Through CSR initiatives, Mahir Company can build trust and nurture positive relationships with stakeholders such as customers, employees, suppliers, and local communities. When stakeholders perceive the company as socially responsible, they are more likely to support its growth and recommend its services to others.

It's important for Mahir Company to carefully select CSR initiatives that align with its core values, business objectives, and the needs of the local communities it serves. By integrating CSR

into its overall business strategy, Mahir Company can create a positive impact, enhance its reputation, and ultimately gain more market share and sales.

**Cost required to implement suggestions:**

We have suggested two types of changes the first is differentiated through CSR activity or equipment and secondly, we have suggested digital marketing like Search engine marketing, Email marketing etc. the costing procedure is on monthly basis and some costs are mentioned as one time cost and could be wave of in next month.

<b>CSR Expenses</b>	<b>Cost in (PKR)</b>
➤ Conducting hiring interviews for new employees one time cost	PKR 200,000
➤ Salaries of the of the employees who do CSR Activity ( <b>no of employees 5</b> )	PKR 50,000 per employee = PKR 250,000
➤ New employees training and development cost	PKR 150,000
➤ CSR activity budget monthly	PKR 150,000
<b>TOTAL Expenses</b>	<b>750,000</b>

<b>Digital Marketing Expenses</b>	<b>Description</b>	<b>Cost in (PKR)</b>
Website Development one time cost	Designing and developing a professional website	PKR 100,000
Search Engine Optimization	Optimizing website for higher search engine rankings	PKR 30,000
Pay-Per-Click Advertising	Running targeted ads on search engines and social media	PKR 50,000
Social Media Marketing	Managing and promoting services on social media	PKR 25,000

	platforms	
Content Marketing	Creating and distributing relevant content to attract and engage customers	PKR 15,000
Email Marketing	Sending targeted email campaigns to existing and potential customers	PKR 10,000
Analytics and Reporting	Tracking website traffic, conversions, and campaign performance	PKR 5,000
Graphic Design	Creating visually appealing graphics for online marketing materials	PKR 10,000
<b>TOTAL</b>		<b>PKR 245,000</b>

<b>Financial Aspect</b>	<b>Cost in (PKR)</b>
➤ Digital marketing	PKR 245,000
➤ CSR activities	PKR 750,000
➤ New Computers with software's 10 computers one time cost :	PKR 500,000
➤ Labor cost contract based 10 workers under hand.	PKR 35000 per month= 350,000
<b>TOTAL</b>	<b>PKR 1,845,000</b>

## **CHAPTER: 7**

### **Conclusion**

Despite the challenges posed by major competitors in the home maintenance industry, Mahir Company has the potential to succeed through its customer-centric approach, innovative technology utilization, and strategic marketing efforts. By focusing on service quality, brand building, and continuous improvement, Mahir can carve out a significant market share and establish itself as a trusted name in the home maintenance industry in Pakistan.

The Mahir Project Report provides a comprehensive analysis of Mahir Company, a new player in the home maintenance industry in Pakistan. In a market dominated by major competitors, the report identifies the challenges and opportunities faced by Mahir and outlines its strategies for success. The report begins with an introduction, highlighting the highly competitive nature of the home maintenance industry in Pakistan and the existing market share held by giant competitors. It sets the stage for the subsequent analysis.

The problem definition section focuses on the key challenges faced by Mahir, including high competition, lack of brand recognition, and limited resources. These challenges pose significant obstacles to Mahir's entry and growth in the industry. The objectives of Mahir Company are clearly defined, aiming to establish a strong presence in the market, build a reputable brand, and provide high-quality services to ensure customer satisfaction and loyalty. These objectives serve as guiding principles for Mahir's strategic planning.

Research is conducted to gain insights into the home maintenance industry, customer expectations, and strategies employed by competitors. This research emphasizes the importance of customer satisfaction, service quality, brand reputation, and the utilization of technology for marketing and service delivery. The design and implementation phase of Mahir's operations is highlighted, focusing on building the necessary infrastructure, including technology systems, workforce management, and service delivery processes. The report emphasizes the importance of

hiring skilled professionals, establishing partnerships with suppliers, and developing a user-friendly website and mobile application for seamless customer experience.

The testing and development phase is discussed, emphasizing the importance of gathering customer feedback, conducting pilot projects, and continuously improving service quality. The report recognizes the significance of training the workforce to meet customer expectations and enhance their skills. A SWOT analysis is conducted, evaluating Mahir's internal strengths such as its innovative technology-driven approach, agile team, and customer-centric service delivery. The analysis also acknowledges the weaknesses of limited brand recognition and resource constraints. External opportunities, including the growing demand for professional home maintenance services and increasing digital adoption in Pakistan, are identified. Additionally, potential threats such as intense competition and economic uncertainties are recognized.

The marketing strategy and framework section outlines Mahir's multi-faceted approach to building its brand and attracting customers. It highlights the importance of brand building, strategic partnerships, and exceptional customer service in Mahir's marketing efforts. Future enhancements and the action plan are discussed, emphasizing Mahir's plans to expand services, geographically expand its operations, and continuously improve through research, development, and training programs. These initiatives aim to drive long-term growth and sustainability.

In conclusion, the Mahir Project Report recognizes the challenges posed by major competitors in the home maintenance industry in Pakistan. However, it presents a comprehensive analysis of Mahir's strategies and strengths that position it for success. By focusing on customer satisfaction, service quality, brand building, and continuous improvement, Mahir aims to establish itself as a trusted name and capture a significant market share. Overall, the Mahir Project Report serves as a valuable roadmap for Mahir Company's entry and growth in the highly competitive home maintenance industry in Pakistan.

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