PRODUCT OVERVIEW

Have you experienced a faulty air conditioning system in the middle of the night? How about a faulty car in the middle of nowhere? Have you been in need of a caregiver or a handyman for any repair works in your house? If your answer to any of these questions is yes, how did you reach a professional to solve your problem? How long did it take for the professional to arrive? Was the charge fair?

Two years ago, I noticed a minor gas leakage in my house which required immediate attention by a gas engineer. I called a few friends for recommendations. Surprisingly, they could not give me any recommendation but instead introduced me to a mobile App that matches customers to professional artisans. The professionals are on standby to assist households with their professional expertise. Unfortunately for me, the service was not available in Stockton California. I tried other Apps that were also not available in my city. I found the need to develop a handyman app called "**HandyPlus**" to address the handyman need in Stockton California.

HandyPlus is a mobile application which offer convenience by connecting households and individuals to handymen around the city. Handymen make life easier through the services they offer. People lack the needed skills to solve their challenges and even if they have the skill, time constrains can be a limitation. Individuals will download the app from the Google app store and enter their information to sign up. Likewise, professionals will enter their information, expertise on offer, price and their location. The app will match customers who request a service to professionals who offer such service. The services include carpentry, plumbing, masonry, gas engineering, hair styling, air condition servicing, mechanic etc.
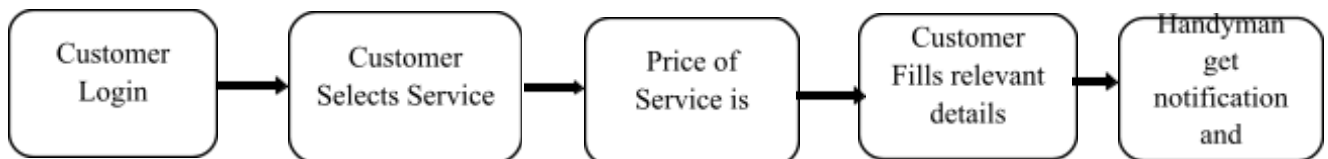
Design

HandyPlus will have three sections that will help it to function efficiently. The admin section, professional section and customer section.

Admin Section- This sections takes care of all the admin function of the app. Bookings are done here, customer management and cancellations.

Professional section- This is the section where professionals enter their information and availability.

Customer Section- Customers register their details and location. It provides an interface for signup, payment option and fare estimation.

Workflow of App.

| Customer Login | → | Customer Selects Service | → | Price of Service is | → | Customer Fills relevant details | → | Handyman get notification and |

SWOT Analysis

SWOT (Strength, Weakness, Opportunities, Threats) is a simple but valuable tool with which organizations plan and formulate strategies for enhanced business processes and continuity (Gurl, 2017). SWOT analysis of a product is an analysis of internal and external factors that affect the product and how the objectives of the product can be achieved. The objective of this mobile application is to bring convenience to households in Stockton Carlifonia. After careful analysis, the strength, weakness, opportunities and threats of HandlPlus are presented below.

Strengths Analysis:

Per the strength analysis of the product, the following questions were answered. How does the

features of the product set it apart from the rest of the market? A study by Kasamani and Gikundi

(2017) reveal that, handyman order placement applications, aside their usefulness, do not have a

structured method of ascertaining the quality of the services offered by the professionals. To

ensure quality of the services provided by HandyPlus, a rating feature is embedded in the app for

customers to rate the service they receive, a professional with consistently low ratings is

removed from the platform. Android operating system for mobile devices is the most popular

globally and open source so developing the app reduces cost (Kasamani and Gikundi, 2017), the

reason behind why the app is on Google app store for easy access by smart phone users. These

and many more features of the app gives it a competitive advantage over other handyman apps

on the market.

Weakness Analysis:

According to Bracha and Bruke (2014), those who are engaged in informal work do so online

and there are many applications that facilitate that. They went on to find that, the incomes earned

by informal workers is 4.4% of income of formal workers. This underscores the rising need and

use of mobile application to order informal work. Increasing demand has led to a saturation of

the market. The app is also 100% web-based and so in instances where a customer is out of wi-fi,

the service cannot be used. I understand that the world is gradually moving from offline dealings

but there are still a population to be served. The app will be available on the Google store largely

because of the platform's reach. However, there is a large population of iPhone users who are

potential users of the service.

Opportunities Analysis:

The breakthrough of social media platforms and the number of people who use social media implies that 8 out of 10 people are conversant in using smart phone (Dharani et. al, 2018). This provides a great opportunity for HandyPlus to be extended to other cities.

Threats Analysis:

Mobile apps in general are exposed to security concerns. Data breaches, lost devices, malicious software, sending data over unsecured wi-fi and vulnerable coding are some of the threats faced by the app (Ganapatil, 2017)

In sum, the SWOT analysis points to the various aspects of the product worth considering to make the product a success. The strengths far outweigh the threats and weaknesses. There is great prospect of opportunities to be taken advantage of.

MARKET ANALYSIS

Primary Market

Stockton is a city located in San Joaquin County is the state of California. It covers a land area of 62.2 sq mi. The population of Stockton is 315,904. Annual population growth rate is 8.29%. 51.03% of the population are female while 48.97% males. Average household size in Stockton is 3.17 with an adult population of 223,646 (38,220 seniors). Labor force participation is 59.6%, employment rate of 54.3% and unemployment rate of 8.8%. In term of education, 5.64% have completed graduate degree, 12.64% bachelor's degree, Associate degree 8.98%, some college 21.17 and high school 28.31% (World Population review, 2022)

The primary market if the population of Stockton, California.

Target market

The target market is the adult working population of Stockton. The adult population is 223,646, made up of 38,220 seniors. The employment rate is 54.3%.

According to Muller et. al (2015), 50% of the adult population of US use smartphone and 30% used tablets. The product (HandyPlus) will bring enormous benefit to the adult working population.

- There is a large range of skills that is available at the request of customers
- The working clash are most often limited by time. The handyman order app will save them the time of looking around for handymen when a repair problem surfaces in their home.
- Some working population in Stockton are artisan. Artisans sometimes find it difficult to advertise their skills. The app will offer them jobs to boost their incomes.
- There are often security concerns when hiring a handyman, handymen on the app enter their personal information which is verified. When a handyman poses a security threat, they can easily be located.
- The service will also reduce cost. You can get a handyman who can do multiple task which reduces cost.

Competition analysis

Taskrabbit is a large player in the handyman services industry with over 1.1 Million reviews. The app is available both on the Google play store and Apple store. The service is available in 36 states across The United States and 7 countries outside the United States. Over 500 services are

available. Handyman profiles are displayed with their prices. The customer selects a handyman based on rating and price on offer.

Handy is also a handyman services founded in 2012 in Cambridge. The company is now based in New York. The services are available in cities across Unites States, UK and Canada. The booking process is less than 60 minutes.

The market of handyman services is dominated by big players who mostly offer their services in Big cities. Services are not available in Stockton. Which gives a competitive advantage to HandyPlus.

PRICING

The components of pricing include the price objective, cost, competition, customer value, internal and external factors that the business is exposed to (Noble and Gruce 1999 as cited by Kienzker (2017)). Some pricing strategies include price skimming, proportional pricing, penetration pricing, cost plus pricing, competitive pricing, value based pricing and cycling pricing (Dolgui and Proth, 2010). Cost-plus pricing basically sets the price of the product or service by considering the direct and indirect cost of producing the product and a margin. With price skimming strategy, the price of the product is initially set high to attract people who want to think of high price as prestige, the prices are then lowered after a while. Promotional pricing is also a strategy where prices are reduced for a period to attract customers whose buying pattern is most influenced by price. Products and services can be set by considering the value the customer is getting. In Competitive pricing are set to beat completion (Deshpande, 2018). The objective of the product is what informs the choice of pricing strategy.

HandyPlus will be offered free for download to customers on the Andriod app store. The free download is a market penetrating pricing strategy. Most handyman order placement apps are currently selling between $0.99 and $9.99. The price will be reviewed after penetrating the market.

Professionals will not pay any money to sign up on the platform. However, we will charge professionals 5% of the price of the service they offer.

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APPENDICES

SWOT ANALYSIS

Strength	Weaknesses
24/7 Customer support - Quick response time - Simple interface for easy navigation - Over 100 services to choose from - Verified handymen - Affordable prices - Rating of handyman by customer	- Not available offline - Not available in other cities - Not available on IOS store - Very saturated market
Opportunities	**Threats**
- Expansion into other cities - Make the app available on the IOS store to reach more customers - Introduce a USSD code for offline customers	- Cyber Security threat - Product reengineering