



Ramjas Consulting Society Casebook 2023

Case :: Loaded Entry :: Growth :: Moderate

Guesstimate Solved

Assumptions
80% of the urban and 10% of the rural populations is familiar with Smartphones and applications
Since India is a developing country so 50% is the primary sector and 25% each to secondary and tertiary
There are three types of units i.e. Small, medium and large with 5, 50 and 150 workers respectively
In other transport there are vehicles that are owned by the business owners and 2-3 wheelers
The compact truck would be hired for one day so it will travel for 100kms and heavy duty truck will be hired for relatively more days hence covering 1000 kms

Market Size of Tech Based Logistics									
Population	140								
Population Divide	Urban				Rural				
	40%				60%				
	Working		Non Working		Working		Non Working		
	60%		40%		70%		30%		
Familiar with applications	80%				10%				
Working population familiar with app	32.76								
Sectors in the economy	Primary			Secondary			Tertiary		
Sector wise divide of working population	50%			25%			25%		
Sector wise divide of working population & Familiar with Applications	16.38			8.19			8.19		
Average Company size	Small	Medium	Large	Small	Medium	Large	Small	Medium	Large
	5	50	150	5	50	150	5	50	150
Total Number of Units	1.092	0.1092	0.0364	0.546	0.0546	0.0182	0.546	0.0546	0.0182
Units using any kind of transport	60%			80%			25%		

	Small	Medium	Large	Total
Units	1.2285	0.12285	0.04095	1.3923
Compact	30%	40%	5%	0.4197375
Mid size	5%	30%	10%	0.102375
Full Size	0%	5%	30%	0.0184275
Heavy Duty	0%	5%	30%	0.0184275
Other Transport	65%	20%	25%	0.8333325
Total Trucks Used				0.5589675

This includes the 2 & 3 wheelers. As well as the trucks owned personally by the owners

Pricing				
Types of Trucks	Compact	Mid size	Full Size	Heavy Duty
Fixed Charges	500	2000	5000	10000
Variable charges	25	30	35	40
Average Distance covered	100	300	600	1000
Number of trucks	0.4197375	0.102375	0.0184275	0.0184275
Market Size	1259.2125	1126.125	479.115	921.375
Total Market (in Rs. Crores)	3785.8275			