

CAPITAL UNIVERSITY OF SCIENCE AND  
TECHNOLOGY, ISLAMABAD



# Development of App to Provide Blue Collar Services to the Public

by

Naeem Ahmed Khan

A project submitted in partial fulfillment for the  
degree of Master of Science

in the

Faculty of Management & Social Sciences  
Department of Management Sciences

2020

Copyright © 2020 by Naeem Ahmed Khan

All rights reserved. No part of this project may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, by any information storage and retrieval system without the prior written permission of the author.

*Dedicated to the people I love and admire...My Parents and Teachers.*



## CERTIFICATE OF APPROVAL

### Development of App to Provide Blue Collar Services to the Public

by

Naeem Ahmed Khan

Registration No. (MMS171019)

### Project EXAMINING COMMITTEE

S. No.	Examiner	Name	Organization
(a)	Internal Examiner	Dr. S.M.M. Raza Naqvi	CUST, Islamabad
(b)	Supervisor	Dr. Jaleel Ahmed Malik	CUST, Islamabad

---

Dr. Jaleel Ahmed Malik

Project Supervisor

March, 2020

---

Dr. Mueen Aizaz Zafar  
Head  
Dept. of Management Sciences  
March, 2020

---

Dr. Arshad Hassan  
Dean  
Faculty of Management & Social Sciences  
March, 2020

## *Author's Declaration*

I, **Naeem Ahmed Khan** hereby state that my MS project titled **Development of App to Provide Blue Collar Services to the Public** is my own work and has not been submitted previously by me for taking any degree from Capital University of Science and Technology, Islamabad or anywhere else in the country/abroad.

At any time if my statement is found to be incorrect even after my graduation, the University has the right to withdraw my MS Degree.

**Naeem Ahmed Khan**

Registration No. (MMS171019)

## *Plagiarism Undertaking*

I solemnly declare that research work presented in project titled **Development of App to Provide Blue Collar Services to the Public** is solely my research work with no significant contribution from any other person. Small contribution/help wherever taken has been duly acknowledged and that complete project has been written by me.

I understand the zero tolerance policy of the HEC and Capital University of Science and Technology towards plagiarism. Therefore, I as an author of the above titled project declare that no portion of my project has been plagiarized and any material used as reference is properly referred/cited.

I undertake that if I am found guilty of any formal plagiarism in the above titled project even after award of MS Degree, the University reserves the right to withdraw/revoke my MS degree and that HEC and the University have the right to publish my name on the HEC/University website on which names of students are placed who submitted plagiarized work.

**Naeem Ahmed Khan**

Registration No. (MMS171019)

## *Acknowledgements*

Then which of the Blessings of your Lord will you deny. (Surah Ar-Rehman)  
First, to my creator, my life coach, the most gracious, the most beneficent, ALLAH S.W.T, I owe it all to you, Thank you! There have been many people who have walked alongside me, who have guided me through all project efforts. I would like to outstretch gratitude to each of them. I would like to extend special gratitude to my supervisor, **Dr. Jaleel Ahmed Malik**, whose contributions in simulating suggestions and encouragement, helped me to coordinate my project work and especially in achieving the results. It was because of your support and guidance from the beginning that I have done it! Furthermore, I also like to acknowledge with much appreciation the crucial role of my friends **Aman Abbasi** and **Nouman Ahmad** for their support,encouragement and technical advice throughout research work. Without you it was not possible!

Here I am indebted to my parents especially my father, **Mr. Aftab Khan** for his efforts and encouragement throughout my educational career. It was you who stood by my side at every difficult moment and kept my morale high. I would also like to say Special thanks to my Mother for their motivation, prayers and moral support I needed throughout this journey. It was your guidance and belief in me who brought me here. For all the comforts and support you provided me, words cannot express my gratitude for everything you have done for me.

At last i must express our sincere heartfelt gratitude to all the staff members of Management Sciences Department who helped me directly or indirectly during completion of this project.

**Naeem Ahmed Khan**

Registration No. (MMS171019)

## *Abstract*

Customer preferences are shifting from physical ground to online Shopping and buying Service. In recent few years multiple Online Service providing companies have start their operations in Pakistan like “Creem, Uber, Bykea and Sweel for Transportations industry, AliBaba, Drazz for online Grocery, Food Panda for Food industry and ELO “export leftover” for clothing Industry every company has its unique strategies and market area for customers as its should be but one thing is common to these companies they use online smart mobile application or website. All their operations are online based, all their operations are based on commissions that they take on each sale. Pakworkers is likewise Business model which operates in construction and maintaince industry the objective of the project is to become a communication bridge between the service provider and the Employer which would be helpful for both in providing services and attaining service. There are a-lot of questions arises when we have thought to solve this issue likewise hiring, security checks, Payments methods, terms & conditions just to make all things in mind we have design a model, which covers all prospect of this problem, form hiring Blue Collar from Labour Adds to project ends payment. We have transform this old hiring of Blue Collar process to online industry based model.

**Keywords: Labour Ada’s, Demand and Supply, Model, Online Business, Communication Bridge**



# Contents

<b>Author’s Declaration</b>	<b>iv</b>
<b>Plagiarism Undertaking</b>	<b>v</b>
<b>Acknowledgements</b>	<b>vi</b>
<b>Abstract</b>	<b>vii</b>
<b>List of Figures</b>	<b>x</b>
<b>List of Tables</b>	<b>xi</b>
<b>1 Introduction</b>	<b>1</b>
1.1 Problem Solution . . . . .	1
1.2 Solution Summary . . . . .	3
1.3 Project Objectives . . . . .	5
<b>2 Literature Review</b>	<b>7</b>
2.1 Target Market and Competition . . . . .	7
2.1.1 Market Size and Segments . . . . .	7
2.1.2 List of Societies Listed by CDA and RDA . . . . .	8
2.2 Competition/Resistance in Market . . . . .	10
2.3 Why Pakworkers . . . . .	11
2.3.1 Our Advantages . . . . .	11
<b>3 Research and Methodology</b>	<b>13</b>
3.1 Marketing and Sales Plan . . . . .	13
3.1.1 Marketing Plan . . . . .	13
3.1.1.1 Marketing Table and Chart . . . . .	14
3.2 Sales and Revenue Plan . . . . .	15
3.3 Results Carryout from Questioner . . . . .	17
3.4 Social Platforms . . . . .	20
3.5 Financial Forecasting for Inflows . . . . .	26
3.5.1 Memberships Forecasting . . . . .	26
3.5.2 Franchise Membership and Types . . . . .	27

---

3.5.3	Shops Registration . . . . .	27
<b>4</b>	<b>Results</b>	<b>29</b>
4.1	Revenue and Expenses, Financing and Company Operations . . . . .	29
4.1.1	Key Assumption . . . . .	29
4.1.2	Revenue and Expenses (Monthly) . . . . .	30
4.2	Financing . . . . .	31
4.2.1	Financing Needed . . . . .	32
4.3	Operations and Planning . . . . .	33
4.3.1	Location and Facilities . . . . .	33
4.3.2	Technology and Milestones . . . . .	33
4.3.3	Company Overview . . . . .	34
<b>5</b>	<b>Discussion and Conclusion</b>	<b>35</b>
5.1	Income Statement For Six Months . . . . .	35
5.2	Balance Sheet (Six Months) . . . . .	36
5.3	Profit and Loss Statement for Six Months . . . . .	37
	<b>References</b>	<b>38</b>
	<b>Appendix A</b>	<b>39</b>

# List of Figures

1.1	Business Model	3
3.1	Marketing Expense Graph	15
3.2	Revenue Graph	17
3.3	Blue Collar Demand	17
3.4	Blue Collar Source	18
3.5	Blue Collar Service	18
3.6	People Interest	19
3.7	People Preferences	19
3.8	Market Approach	20
3.9	People Willingness	20
3.10	@Pakworkers	21
3.11	Pakworkerslive	21
3.12	PakWorkers	22
3.13	www.pakworkers.com.pk	22
3.14	www.pakworkers.com.pk	23
3.15	www.pakworkers.com.pk	23
3.16	Desktop	24
3.17	Profile	24
3.18	Booking Page	25
3.19	Messaging Page	25
3.20	Subscription Page	26
4.1	Revenue and Expense (Monthly)	31

# List of Tables

2.1	Competitors Analysis . . . . .	10
3.1	Marketing Expense Table . . . . .	14
3.2	Revenue Table . . . . .	16
3.3	Individual Memberships Types . . . . .	27
3.4	Franchise Memberships Types . . . . .	27
3.5	Shop Membership Type . . . . .	28
4.1	Revenue and Expense Monthly . . . . .	30
4.2	Management Team . . . . .	34
5.1	Income Statement . . . . .	35
5.2	Balance Sheet . . . . .	36
5.3	Profit and Loss Statement . . . . .	37

# Chapter 1

## Introduction

### 1.1 Problem Solution

Entrepreneurs as The Backbone of the Economy: Understanding Creation of Jobs And Economic Growth (Graham, Hjorth, & Lehdonvirta,2017), that also Improves Income Per Capita. The inflow of profits is based on the market demand and supply of product & service (Esper, Ellinger, Stank, Flint, & Moon,2010). A-lot of Product/services introduced in market with almost similar specifications which decrease their targeted customers, therefor Industries seems difficult to target customers in different territory of country as the almost same or related service is already present there and in response it pushes to online industries for example most prominent online business are Creem, Uber, Bykea, Ali Baba, Drazz, Export Leftover, Food Panda these are Online/E.Commerce Business Revolution” (Coltman, Devinney, Latukefu, & Midgley,2001) These are the very few of what, I am going to discuss in my further project. The mention Online Business helps to deliver product/services in different sectors of business line. These online businesses have changed the phase of industry, for example where is, that Taxi concept Taxi, Taxi Okay Creem and Uber Take-Over It, similarly if we go in food chains Food Panda is there, if I say shopping Malls okay ELO is there and Drazz for all type of personal, electronic and home appliances, the most know is AliBaba in field of E-commerce. The revolution comes after almost every decade or so if, I

am not wrong this online industry is revolution for all industries, The Industries has noticed that, stay online is more important, than to stay on physical, as to target customers online is way more easier and cheaper then to target them on physical ground. These online Business helps a lot in making mature online markets, now customers prefer online shopping, then go to physical ground themselves, Pay Online Bills, Money Tran-sections, Prefer Card Payments against Shopping's and modified the old taxi concept, old restaurants concepts, old Payments concepts and old Shopping concepts. Online using service or shopping is not only way easier and time saving but also cheaper, sometimes companies introduce their discounts and coupons online which is half of price of Product & Service placed on physical ground. Every Thing in this world has its con's now customers are waiting for online discounts coupons well If we take example of this Online Revolution its make peoples a bit lazy, they want everything on the table and they prefer to pay against their comfort zone. In past-decade or few a lot of online industry has come into being to satisfied the demand of customers, well if we talk on housing societies, there are a lot of housing societies has come into being in almost all provinces of Pakistan. This increase the demand of blue collar labour services, Both Sectors "housing & commercial" but just to meet them at "labour ada's" demander ignores to approach them, as the life is getting busier which shift the demander to set the plan on weekends or likewise holidays etc or ask Friends or Relatives who has little approach to Blue Collar's to call them for him/her for work and stays with them "I will Pay you Too" that's the point where we have noticed that there must be some service to full-filled this opportunity therefor we have introduce PAKWORKERS (only Blue Collar Online-Service) where employer can hire employee at few steps.

This Model discuss the process flow of PAKWORKERS. It is online service based portal where employer put its task "I am Looking for Electrician or Plumber or Carpenter or Maison or Painter or Computer Repair, etc." and employee bid against the task, the employer will get instant notification against task, Bid is vary from "low to High" and it's up to employer which one should he select, employer preferences will be based on "Stars and Comments" placed by past employer on

employee profile.

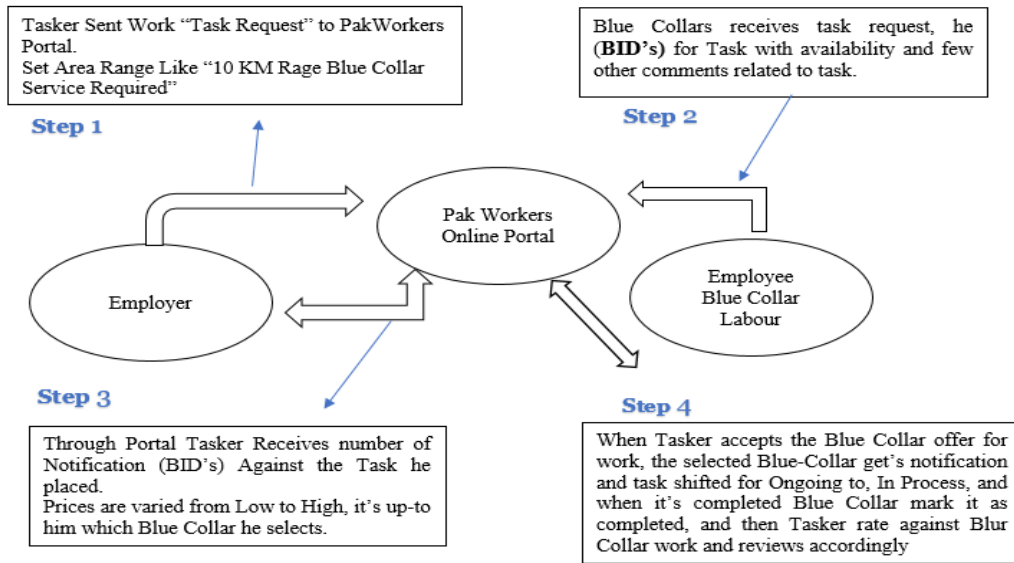


FIGURE 1.1: Business Model

## 1.2 Solution Summary

PAKWORKERS before go into to public we have to put some trust factor in this service so that user can trust, This research investigates the trust and returning behavior of community members. In particular, this research examines the influence of shared values, satisfaction with previous interactions, and website privacy policies on the trust of 381 active virtual community members (Wu, Chen, & Chung, 2010). Therefor PAKWORKER register with SECP (Security Exchange Commission of Pakistan), it's a government regulatory body that keeps check and balance on companies' activities. After this we have to create a MODEL which should be user friendly, trustable and portal that is only know for Blue-Collar services. After deep analyses of models design for specific industry. We came into solution "A Portal where employer put work (TASK) on PAKWORKERS Mobile App that will generate a notification of that specific task, deliver it to employees. All employees receive notifications for task "That generates by employer with related details" but only employee can apply who are subscribes to the Pakworkers portal membership and in other employer get the quotations for

all employees and selects the best suits to its requirements. For more user-friendly we have given option for text-message and show the employee profile (which contains employees image, past works ratings & Reviews about its performance and behavior etc) to employer to get maximum satisfaction. The concept of PAK-WORKERS is to become a communication mode between the customer and the service provider whereas each side has its own app. The apps should be based on hybrid solution i.e. Android and iPhone (Ongoing) and website for information purpose. Blue collar service providers, it's not like they are not available in market but trusted/skilled and just for the sake you have to arrive Labour Adda's to call for Blue-Collar labour, always a Headache of employer, similarly skilled blue collar labour are available but just because of limited resource to get introduce in new markets, they get limited to few areas, therefore there is a communication gap that needs to be fulfilled. PakWorkers will cash that opportunity, we will be satisfied both ends what (Employer End "Who Put Task" and Employee "Who Full-Filled Task") this project is not limited to specific areas as it is design in such a way that it will emerge as mature blue collar service providers you can take it to any province of Pakistan. There are memberships that is created for individual and franchisee for shops keepers, Franchisee memberships are for expanding the circle of PAKWORKERS and individuals memberships are created for Blue Collars Service Providers. The model flow is simple franchisee will register the Blue-Collar Service providers to Pakworkers portal and on each registration, they will get the commission, that will be Top-Up to their accounts register to Pakworkers portal. In case of individuals memberships, the employee will get work limit every time it exceeds the portal generates a chalan which will be sent to pay for further work apply. The revenue of Pakworkers is based on Number of memberships sale. After a complete survey of market and competitors we came-up with an idea of provides service which is limited to specific zoon, there for consider Pakworkers, the only portal known for Best Blue-Collar Online Service Providers. Our portal is made to limited demand line (Construction and Maintenance) and to fulfilled with as much satisfaction as we can. The purpose of this project is to make a hybrid application for Android as well as IO's application which is used to maintain



a communication bridge between the customer and the service provider, in such a way that. The solution steps are mention below for further understanding of project problem solution.

### 1.3 Project Objectives

I. All the service provider ones register to PAKWORKERS Online Service Portal receives the notifications for work alerts but only those can apply who has buy any membership type.

II. There are Three types of individual memberships (Silver, Gold and Diamond) and Three types of franchisee memberships (Silver, Gold and Diamond) but in initial we offer one type of franchisee (Silver). Employees has to recharge these memberships through franchisee after requirements meets.

III. Memberships Types,Pricing and benefits. For Individual there are three types of memberships with different pricing and incentives (silver membership Cost 500 and work Limit upto 5,000 with one Skill Register, Gold Membership Cost 1000 and work Limit upto 10,000, with two Skill Register, Diamond membership ”Cost 1500 and work Limit upto 15,000, with three Skill Register. Franchisee Cost 5000 and Registration Limit upto 100 individual, earnings 10,000.Franchisee Cost 8,500 and Registration Limit upto 200 individual, earnings 20,000, Franchisee Cost 13,000 and Registration Limit upto 300 individual, earnings 30,000.

IV. Employer also has to sign-up to PAKWORKERS Online Service Portal to generate a task that needs to be full-filled.

V. PAKWORKERS Online Service Portal (Operates form Mobile Apps” Android and IO’s while website will be created for social informative purpose.

VI. A messaging center has been created for both ends to reduce the communication gap between both parties and employee reviews and performance Stars from previous completed tasks of employee (who applied for task) is shown to employer (who has Posted Task) along with their offers for work to complete. It will help employer against selection of employee against posted work on PAKWORKERS Online Service Portal.

VII. For security checks, in registration time a detailed information of employee is uploaded to the PAKWORKERS Online Service Portal includes (CNIC Picture, Individual Picture, Facebook ID and Registered Mobile Number) which is un-editable to user end only editable from franchisee end or against request to company.

VIII. The Star section is created for maximum getting the request for works and incentives (Packages Discounts) from companies, the more you get stars and positive reviews the more your rank increases like (New-bee towards Professional)

# Chapter 2

## Literature Review

### 2.1 Target Market and Competition

#### 2.1.1 Market Size and Segments

There are two main sectors that are considered as markets for PAKWORKERS: House Hold and Commercial Sectors. In recent few decades a lot of housing societies have come into being specially in Rawalpindi and Islamabad which raise the demand for blue collar service providers but lack of communication gap in market. “Areas Land Dealers & locals Maintenance Shops” are mostly considered as call for blue collar’s service providers and hype raise day by day, employer has to move far for blue collars service providers as in societies they provide the basic facility for maintenance but for further you have to call or search yourself or societies charge higher than market rates. So, if you consider number of housing societies in Rawalpindi and Islamabad. There is huge potential for PAKWORKERS as the people’s lives in these housing societies are mature and prefer online services. Pak-workers Online Portal is not limited to house hold sectors but commercial sectors can get benefit from this, at the mean time it is not limited to province boundaries everyone from anywhere can get access to it, put task and get instant replays from listed near-by Blue Collar Labours.

House Holds and commercial sectors they are employer who will place task on portals and second is employees who will apply against the tasks. Blue-collar Service Providers always has a high demand, but lack of communication- Gap between these parties make a big hurdle, so to reduce this gap we have introduce PAKWORKER online portal which will fulfill both sectors, Market Size is huge if we consider 40,000 of population in Each Housing Society, exist in Rawalpindi & Islamabad and we consider 5,000 from each housing society as our potential customer will makes a huge market for us. How we target them is mention is marketing plan number of housing societies in Rawalpindi and Islamabad. The details of these housing societies are taken from CDA and RDA Sites to maintain the accuracy of project target market.

### **2.1.2 List of Societies Listed by CDA and RDA**

List of CDA Approved Private Housing Societies/ Schemes in Islamabad (as on 21 November 2018)as mention on this site <http://www.pakistanhotline.com> AGOCHS, Phase-I, AGOCHS, Phase-II, Al-Hamra Avenue, Al-Hamra Hills Agro Farming Scheme, Anza Zephyr Dale Agro Farms, Army Welfare Trust, Bahria Enclave Housing Scheme, Bahria Enclave-II, Agro Farming Scheme, Bahria Enclave-II, Phase-II, Housing Scheme, Bahria Garden City, Bahria Town (Phase VIII), Bohria Town (Phase-III-E & IV), Bohria Town (Phase-VII-E), Bohria Town, Phase VII, Bohria Town, Phase-II, III, V & VI, Bin Abdur Rahman Enclave Housing Scheme (Pvt) Ltd, Cabinet Division Employees Co-operative Housing Society, Capital Enclave, CBR Town, Engineers Co-operative, Engineers Housing Scheme, Federal Government Employees Housing Foundation (FGEHF), Federation of Employees, FIA Park Enclave Housing Scheme, Grace Valley, Gulberg Greens Farm Housing Scheme, Gulberg Town, Gulshan-e-Rabia, Gulshan-e-Sehat, Islamabad Gardens, Jeddah Town, Jinnah Garden, Phase-I, Jinnah Garden, Phase-II, Jinnah Town, Kashmir Gardens Farming Scheme, Khayaban-e-Kashmir, Phase (Extension), Khayaban-e-Kashmir, Phase-I, Khayaban-e-Kashmir, Phase-II, Margalla View, Ministry of Interior Employees Co-operative Housing Society, Morgah City,

Multi Gardens, Phase-I, National Assembly Employees Cooperative Housing Society (NAECHS), National Police Foundation, Naval Anchorage, New Islamabad Garden, OPF Housing Scheme, Pakistan Medical Cooperative Housing Scheme, Pakistan Navy Farms, Simly Dam Road, Islamabad, Paradise City, Park View City Housing Scheme, Parliamentarians Enclave, Rehman Enclave Housing Scheme, River Garden, Roshan Pakistan (RP) Corporation Housing Scheme, Senate Avenue, Services Co-operative Housing Society, Soan Gardens, Tele Gardens Housing Scheme, WWF Labor Colony, Zaraj Housing,

List of RDA Approved Private Housing Societies/ Schemes in Rawalpindi (as on 21 November 2018):

Foreign Office Employees Cooperative Housing Society, Pakistan Atomic Energy Employees Cooperative Housing Society, Capital Smart City, PIA Officers Cooperative Housing Society, PARC Cooperative Housing Scheme, CBR, Cooperative Society, Golden Jubilee Cooperative Housing Society, Bohria Town (Phase-I, II and III (Partially), Bohria Town (Phase – VIII) (Partially), University Town Private Limited, Kehkashan Town, Top City – I, Mumtaz City, Shalimar Town, Clifton Town, Up-Country Enclosure, Faisal Town, Commoner Sky Gardens Housing Scheme, Murree, Sanobar City, Gandhara City, Taj Residencia, Elite Reverie Housing Scheme, Pakistan Employees Cooperative Housing Society, Doctors Cooperative Housing Society, ABAD Cooperative Housing Society, Judicial Employees Cooperative Housing Society, Municipal Corporation Cooperative Housing Scheme (Sector A&B), Revenue Employees Cooperative Housing Society, Gulshan-e-Fatima, Shifa Cooperative Housing Scheme, T&T Employees Cooperative Housing Society, Rawalpindi Railway Employees Cooperative Housing Society, Federation of Railway Employees & Others Cooperative Housing Society, Fazaia Housing Scheme, Garden Villas, Kohsar View Housing Project, Rabia Banglows, Safari Villas-1, Bostan Avenue Housing Project, Army Welfare Housing Scheme (DHA-1), Safari Villas-2, Khudadad City, Eastridge Housing Scheme, Bohria Paradise, Tarnol Housing Scheme.

There are 107 (one hundred and seven) housing societies exist in Rawalpindi and Islamabad. The household & commercial sector, to meets this much requirement

we are considering nearby areas of these housing societies where franchisees are created for registration purpose and for convince of employers and employees for work.

## 2.2 Competition/Resistance in Market

It's not a lot of companies exist in Pakistan that offer such services to this sector, but yes competition exist. list of companies that we consider as our competitors. Description may vary little bit as the limited available information on Internet.

TABLE 2.1: Competitors Analysis

Competitor	Model	Detail	Description
Up-Work	Task Based	Model	It's a world-wide project based 20% on project complexation deducted through total amount.
Fiver	Task Based		It's a world-wide project based. 20% on project complexation. deducted through total amount.
Simply Hired	Task Based		It's a world-wide project based. 6%-10% on project complexation Deducted through total amount It's a world-wide project based.
People Per Hour	Task Based		It's a world-wide project based.10% on project complexation deducted through total amount It's a world-wide project based
OLX	Multi Based	Task Service	It's a Multi-National with multi task plat-form. Major source is advertised add with top preferences.
Labour Adda	Order-Based	Services	Indian Based Company. They Provides Labour on demand, they register them on portal and then provides on notification
Fori-Mazdoori	Order-Based	Services	Pakistan Based Company. Percentage against no of work they provided.
Sukoon.com	Portal Based		Pakistan Based Company, which provides labour on demand.
Quick Services	Order-Based	Services	Pakistan Based Company, Register Labour then provides on demand
HandyMan	Order-Based	Services	Pakistan Based Company, Register Labour then provides on demand
Handyman	Order-Based	Services	Pakistan Based Company task-based model. 10% to 15% against Work
Super Tasker	Task Based		Pakistan Based Company task-based model. 20% against Work

Current alternatives, If we consider whole Pakistan different cities are operated by different companies like [www.olx.com](http://www.olx.com) the most known Multi task based business model works all over in Pakistan, [www.sukoon.com](http://www.sukoon.com) operates in Karachi, [www.Supertasker.com.pk](http://www.Supertasker.com.pk) operates in Lahore and nearby cities, [www.quickservices.com](http://www.quickservices.com), [www.kardaan.com](http://www.kardaan.com), [www.forimazdoori.com](http://www.forimazdoori.com) and [www.handyman.com](http://www.handyman.com) operates in Rawalpindi and Islamabad, these are the current most considerable sources that customers are using.

## **2.3 Why Pakworkers**

To enter into any Business Understanding technology before entering in that specific line of business is very important and especially when you enter into IT related business. In case of why Pakworkers, the first thing is there is very limited online company exist that only deals in Online Blue-Collar Services and all are struggling or start-ups. As these companies have to update their technology after every new technology came-up. Well in case of PAKWORKERS, it is run by group of professionals which includes Software Developers and Business Developers. AS IT-Team work on online plat-forms for one and half year, they know how to solve most of the pit-flaws came-up and how to manage data on such task based plat-forms, that allow us to up-date anytime when requirement need to fulfilled and similarly Business Developer has experienced in construction industry for more than two years, so the combination of IT and Business Professional is perfect to deliver what best for customer requirement.

### **2.3.1 Our Advantages**

PAKWORKER is limited to Blue-Collar services to employers who are looking for Blue-Collar, as we have did some questioner in some Housing-Societies, employers says we have some trust issue whenever we post some task almost every-type of employees sent request against task, so we have to detail them in depth to understand

them level of work and their response at the end is “ask some-one else” or “they ask for double of market so customer itself refuse” there-for if a product is created specific for these services will help them, that’s the point where we have decided to get limited and introduce the related service that will only deals in specific line of business. After all this we have design PAKWORKERS in such a way, where employer get maximum benefit by introducing limited to skill portion where electricity only register for electricity work, same for others employees ”they will only get notification for listed work not for all types of works. PAKWORKERS you can take it to any province or city it does not required any physical office, Head office is enough to operates in all cities, franchises will be create to different areas of Pakistan to ADD/REGISTER these Blue-Collars and we also try best to cover all type of security threats by link with Facebook, every franchise will add little more details like current PIC, CNIC, Present Address/Rental Police Verification Form copy to Pakworkers Portal that will show to employee profile which is Un-Editable (Only editable from PakWorkers head-office Team against request) This Franchise will lead us from different areas of Pakistan.



# Chapter 3

## Research and Methodology

### 3.1 Marketing and Sales Plan

#### 3.1.1 Marketing Plan

Early in this project, we have mention there are two target customers (Employer who will Post Task and Second is Employee who apply for it), so we have to create two different strategies to target them. PAKWORKER is online service plat-form, so our target sectors House-Hold and Commercial Offices, They are the one who will put task to Pakworkers portal, so to maintain the circle of business they are our first priority but, in the meantime, Blue-collar Labour is also important (one who will response to that task) so we will make a marketing team that will reach to register them to Pakworkers online service portal. Therefor we create all social platforms that will be closest to them and also conduct a questionnaire from employers for their preferences. In current scenario, In past five to six years, there is huge Up-Lift in Online industries of Pakistan that makes mature online market, So to target this market we will use Social Media Marketing Tools, as it will not be enough for us get maximum market, but through the Market Segmentation and other available function that will keep us to target line, Second is Home to home broushers in housing-societies, Third will be through known apps and Hangings along the road and forth will be SMS Marketing, Social Media Marketing and SMS Marketing will be continuous in intervals during the whole project Campaign,

we will keep track the customer response against the entire marketing campaign during this our main focus on the touch points of customers that will improve the quality and employee satisfaction. The expenses that will be occur on marketing during the project run, also with approximated customer targeted throughout campaign, with graphical representation of Marketing table is mention below.

**3.1.1.1 Marketing Table and Chart**

TABLE 3.1: Marketing Expense Table

Marketing Mode	Total Expected Cost	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Social Media Marketing	30,000	5000	5000	5000	5000	5000	5000
Home to Home Brushers	10,000	4000	2000	1000	1000	1000	1000
Advertisement on Apps and Road Hangings	45000	15000	15000	15000			
SMS Marketing	4800	800	800	800	800	800	800
Total Cost	125,800	24800	22800	30800	15800	15800	15800
Target Individuals Users	32000	3000	3000	10000	6000	5000	5000
Targeted Franchises	1300	100	100	500	200	200	200
Target Shops	700	50	50	200	100	100	200



FIGURE 3.1: Marketing Expense Graph

## 3.2 Sales and Revenue Plan

Two sectors Household and commercial offices, to whom PAKWORKERS will provides services of Blue-Collar so that their Maintenance/Construction related needs to be satisfied, the payment related transaction will be done according to Solution Problem point number 3. As we have set member-ships against number of works to do, franchise against number of Blue Collar workers to register and shops registration. These are the modes Consider as cash generating for business. The transaction to be consider completed when membership requirements to be met.

TABLE 3.2: Revenue Table

Months	Individual Member- ship	Franchises	Shops Registra- tion	Membership Price	Franchise Fee	Shops 5% on Sale	Individual Member- ship	Franchise Registra- tion	Earning from shops	Net Rev- enue
1	10	3	3	500	5000	5% Sale	of 5,000	15000	1500	21500
2	20	5	5	500	5000	5% Sale	of 10,000	25000	2000	37000
3	30	10	6	500	5000	5% Sale	of 15,000	50000	2500	67500
4	50	15	10	500	5000	5% Sale	of 25,000	75000	2500	102500
5	50	20	12	500	5000	5% Sale	of 25,000	100000	3000	128000
6	70	30	15	500	5000	5% Sale	of 35,000	150,000	3000	544500

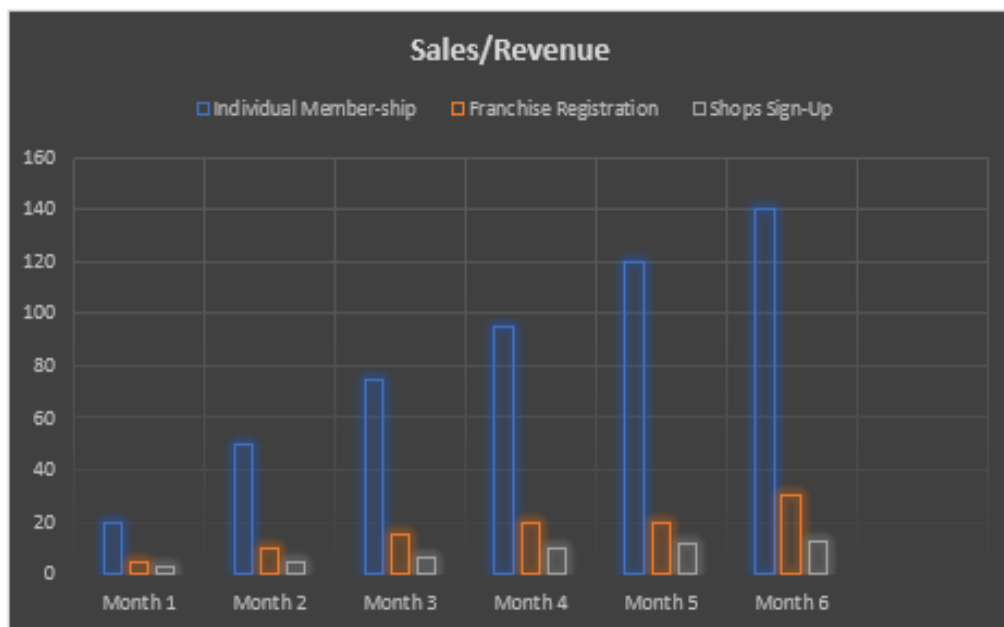


FIGURE 3.2: Revenue Graph

### 3.3 Results Carryout from Questioner

Response is collected from approximately 88 respondents who lives in different locations in Rawalpindi and Islamabad most of them are students and young people, the figures are attached with their preferences towards PAKWORKERS. How often you call Blue Collar for house or office, Maintenance and Construction related services, select one from mention below:

88 responses

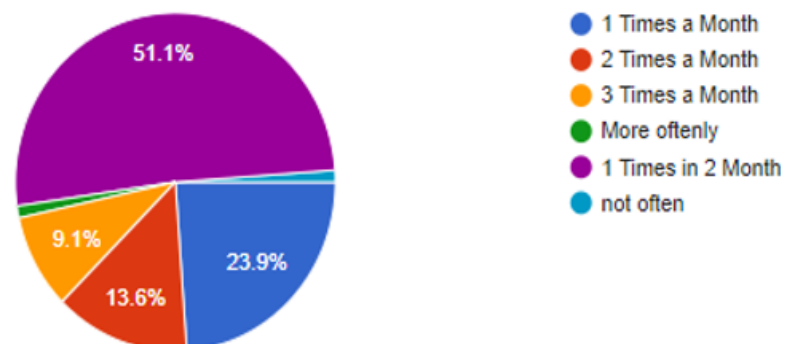


FIGURE 3.3: Blue Collar Demand

Which source you use to call for Blue Collar Labour, Select the mention below:

88 responses

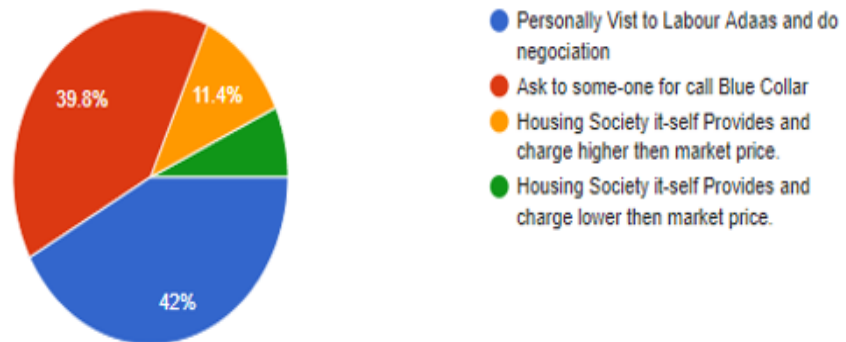


FIGURE 3.4: Blue Collar Source

Which Service you most often call for Blue Collar Service in recent months or weeks. Select the one mention Below.

88 responses

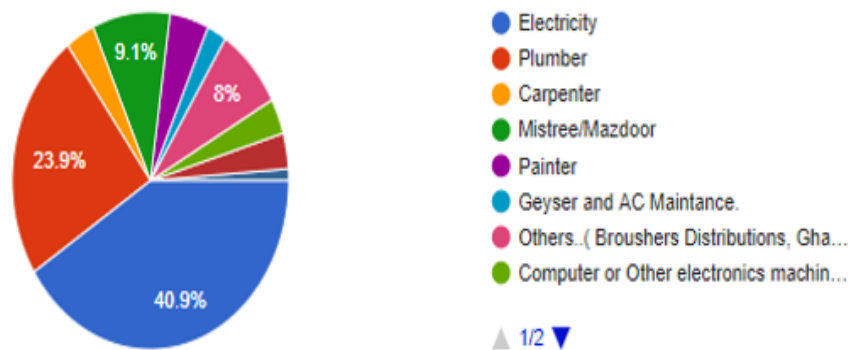


FIGURE 3.5: Blue Collar Service

Project main focus is to reduce the un-employment and allow skilled Blue collar to explore new ways of earning. If we provide opportunity that suits your skills would you like to work and buy member-ships against.

88 responses

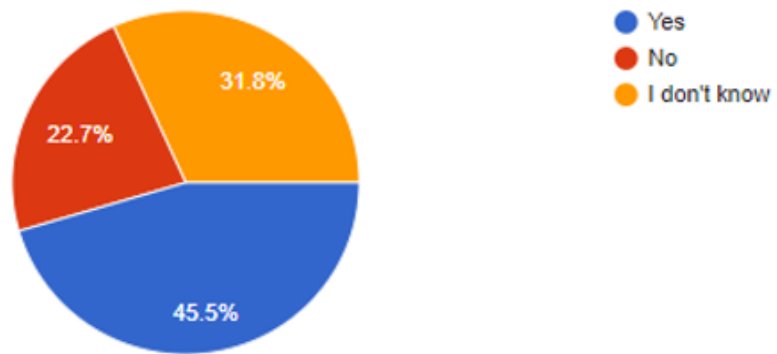


FIGURE 3.6: People Interest

Would you prefer On-Line Service that provides all service with Reliable and Trusted Blue Collars.

88 responses

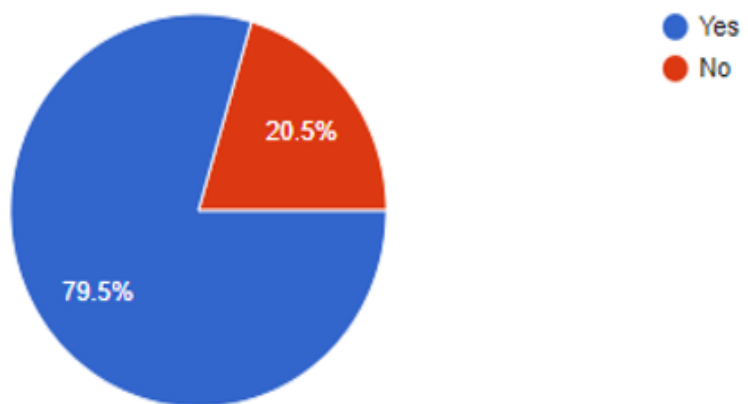


FIGURE 3.7: People Preferences

Which Marketing source you consider as easy to approach you, Select one from mention below.

88 responses

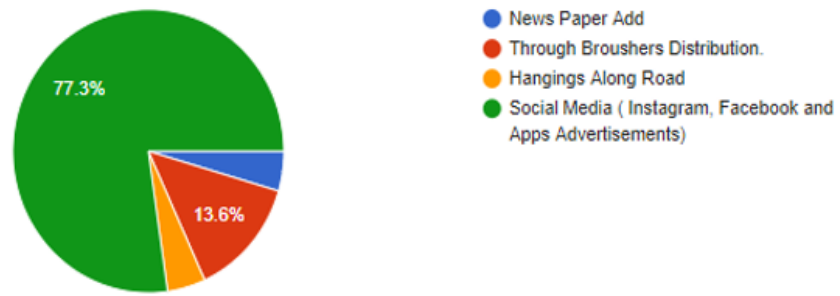


FIGURE 3.8: Market Approach

We are introducing Pakworkes with concept of (Labour Bulao Kam Mukao). Would you like if we sent you notification about it.

84 responses

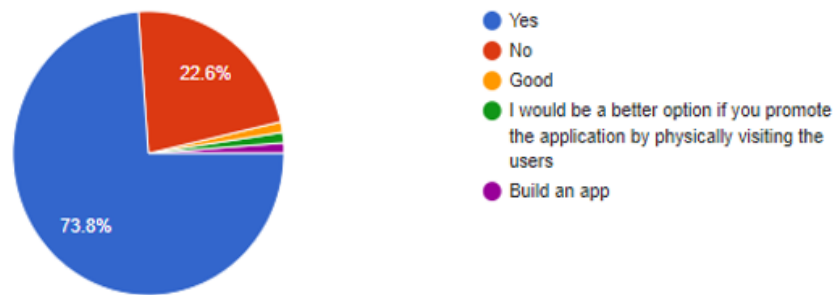


FIGURE 3.9: People Willingness

### 3.4 Social Platforms

The Images of Social Media Plat-Form are attached below.

#### FACEBOOK

FacePage of pakworkers is @pakworkerslive it has 150 followers and continue.we will starts its marketing campaign in March 2019.





FIGURE 3.10: @Pakworkers

### INSTAGRAM

Instagram Page of pakworkers is pakworkerslive it has 250 followers and continue. We will starts its marketing campaign in March 2019.

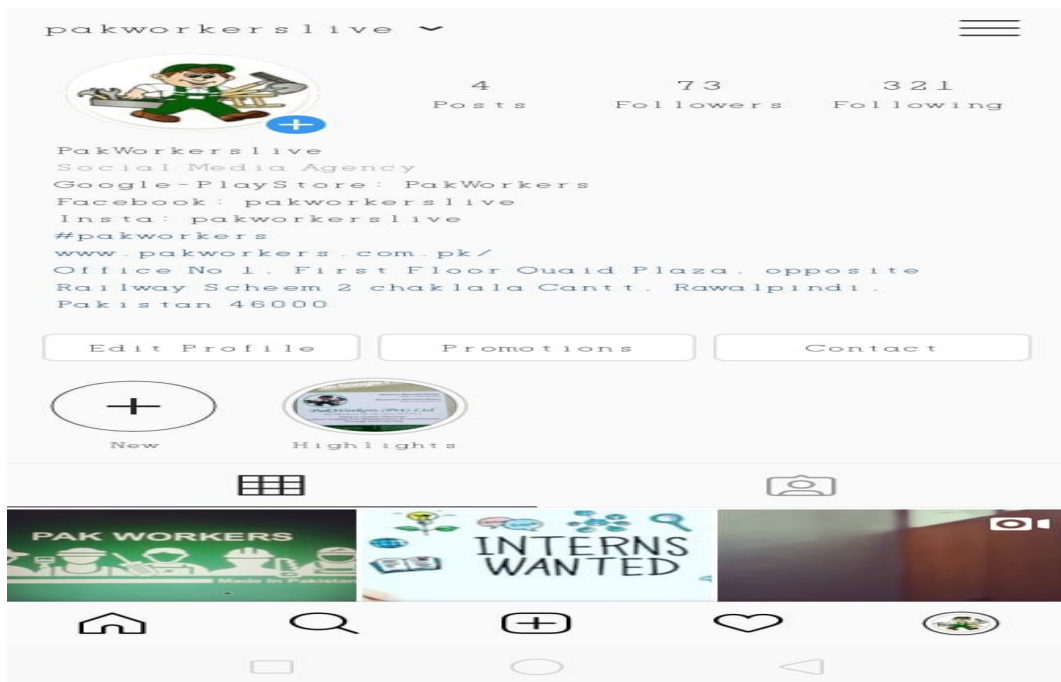


FIGURE 3.11: Pakworkerslive

## TWITTER

Twitter Page of pakworkers is Pakworkers it has 50 followers and continue. We will starts its marketing campaign in March 2019.



FIGURE 3.12: PakWorkers

## WEBSITE

Official website of Pakworkers.

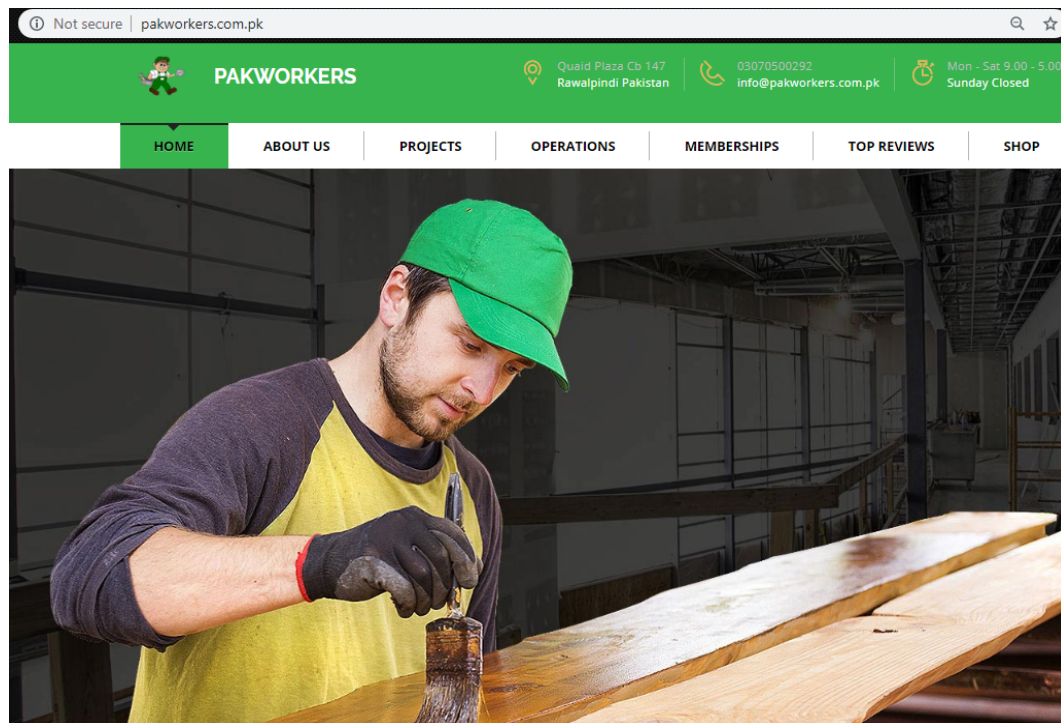


FIGURE 3.13: www.pakworkers.com.pk

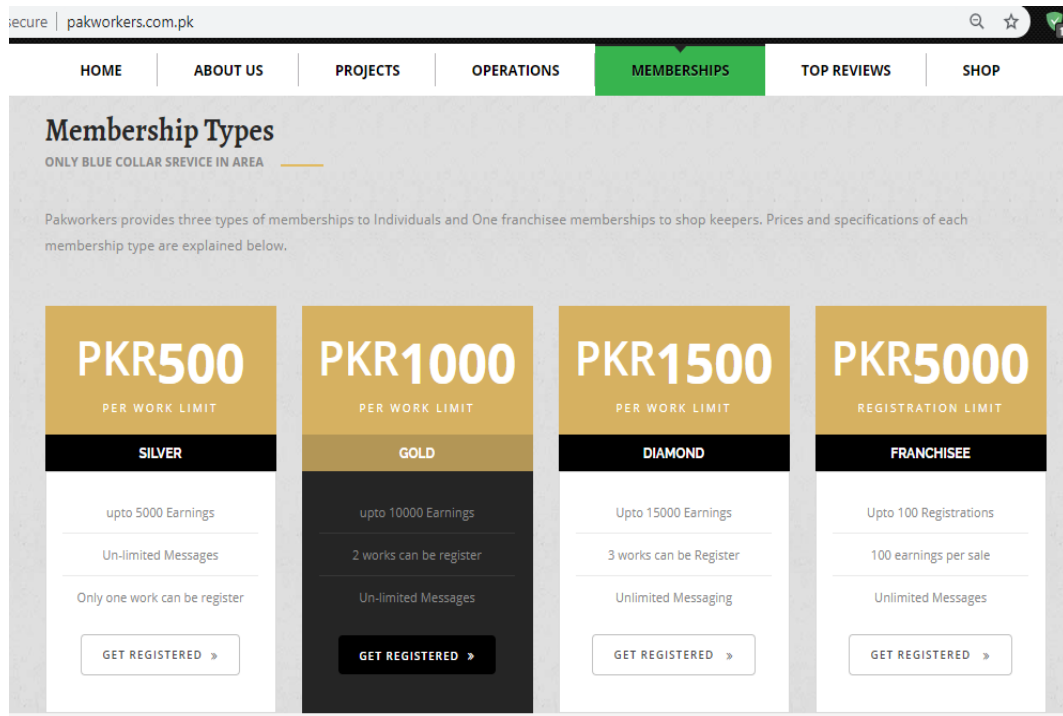


FIGURE 3.14: www.pakworkers.com.pk

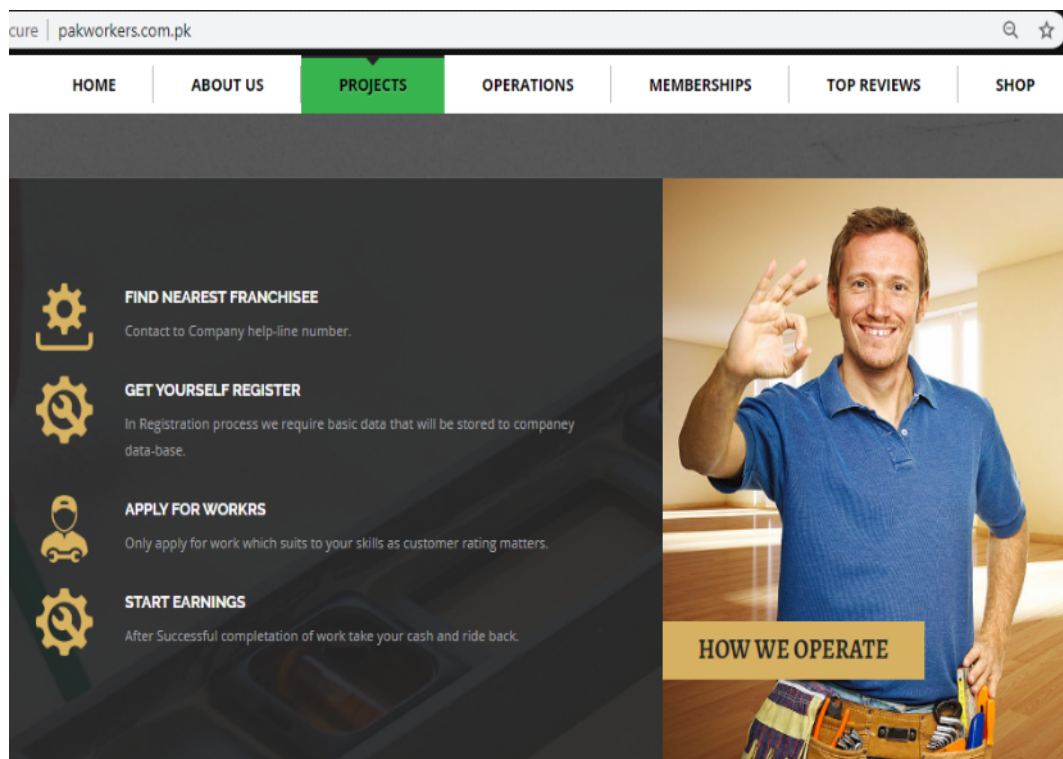


FIGURE 3.15: www.pakworkers.com.pk

### Mobile Application

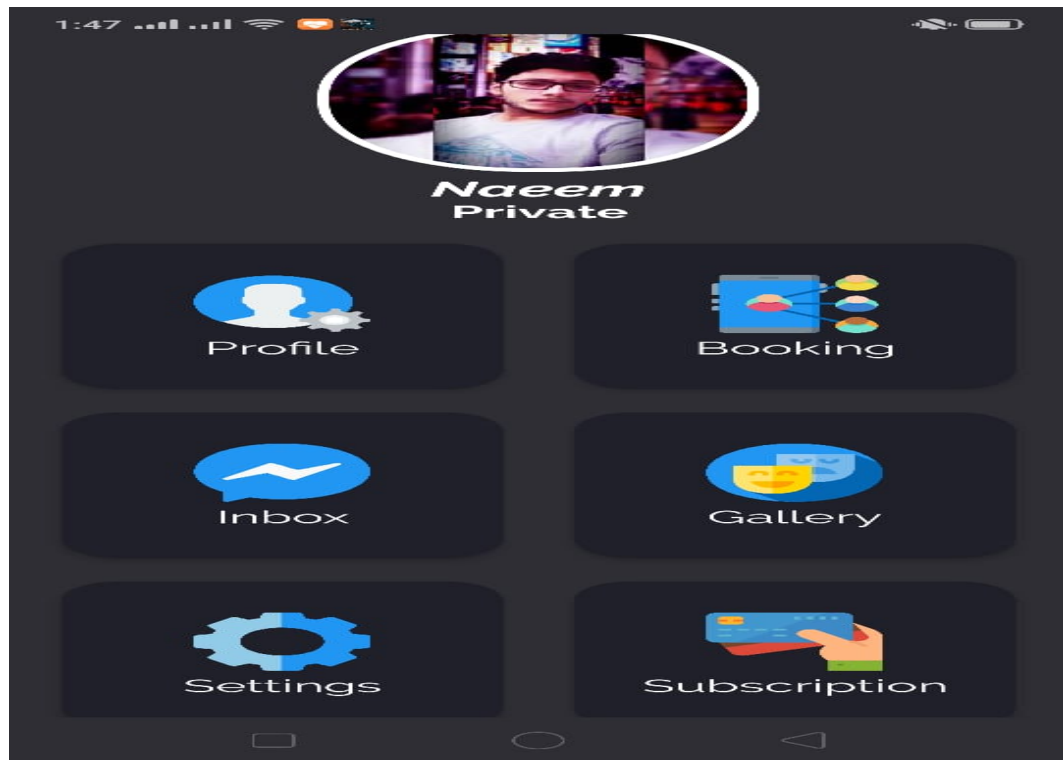


FIGURE 3.16: Desktop

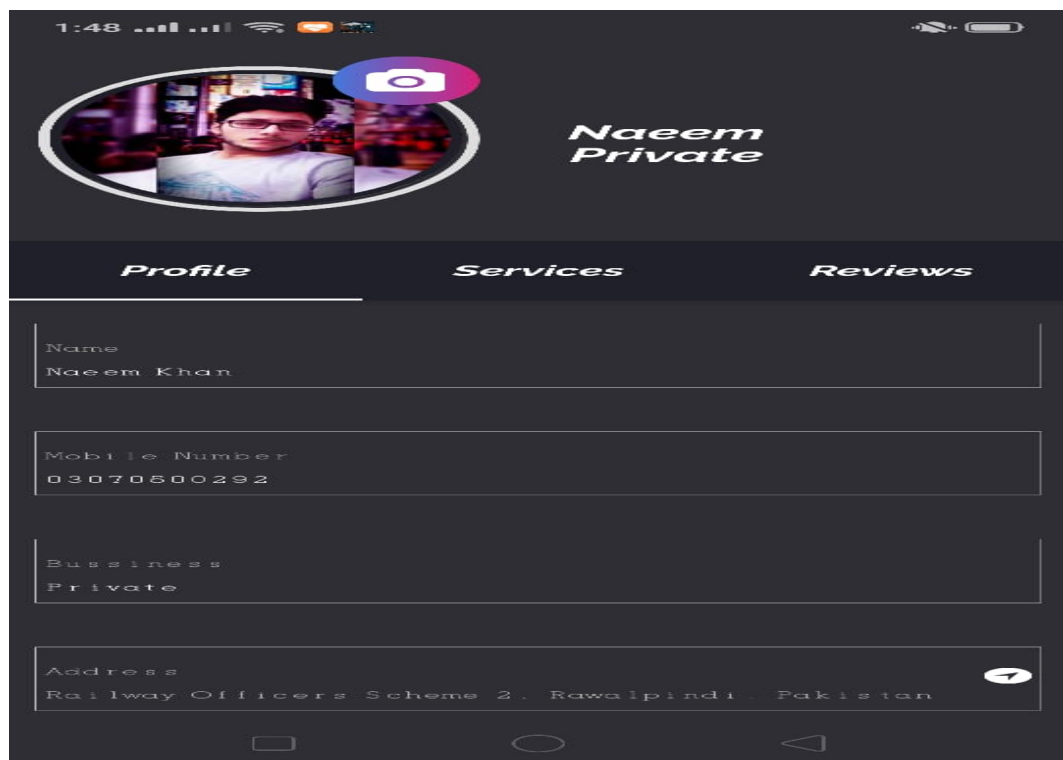


FIGURE 3.17: Profile

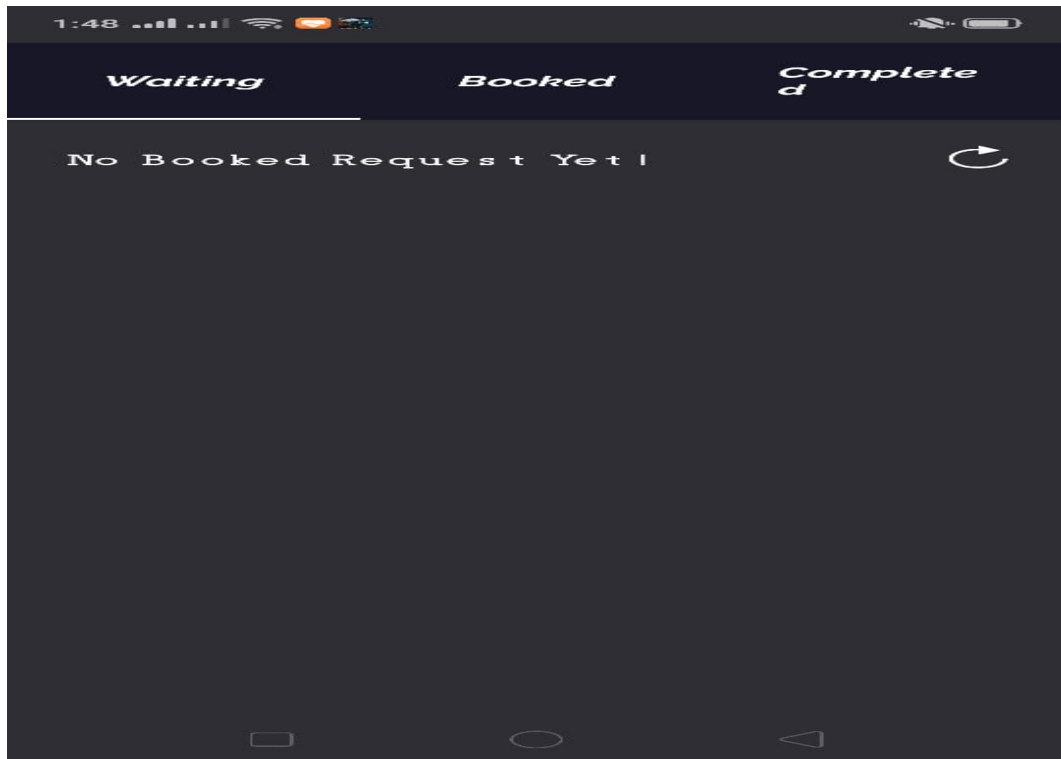


FIGURE 3.18: Booking Page

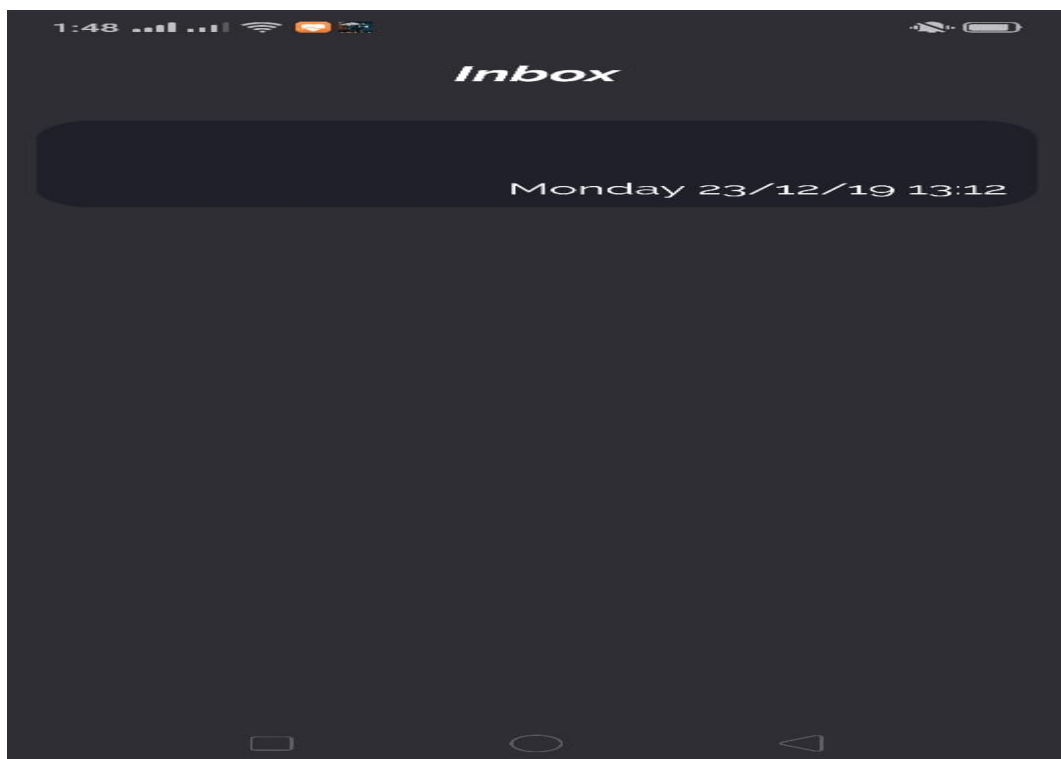


FIGURE 3.19: Messaging Page

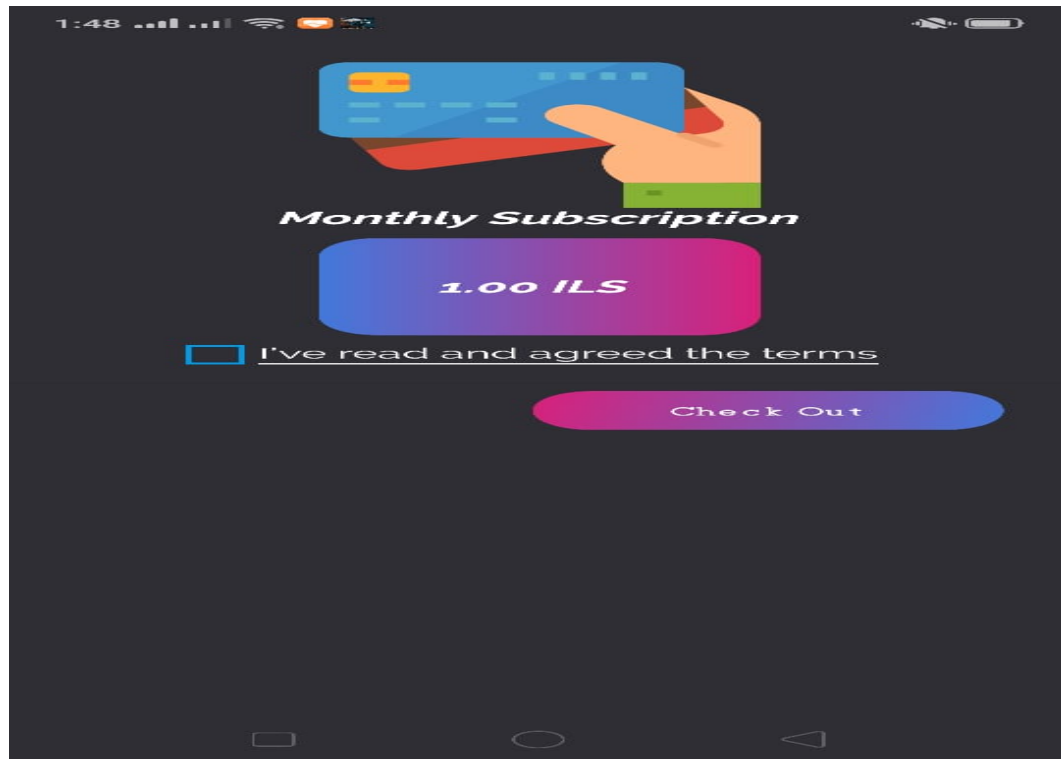


FIGURE 3.20: Subscription Page

## 3.5 Financial Forecasting for Inflows

### 3.5.1 Memberships Forecasting

INDIVIDUAL MEMBERSHIP TYPES As our services is new to market, there-for to generate traffic on PAKWORKERS Plat-form we start with Three month of free of cost subscription to all employee, there for to manage the pit-flaws that come in start and issues generates during work to labour and employee after three months we start issue subscription Fee to all registered employee. In PakWorkers plat-form we offer three type of member ships in first Up-Date, then in second Up-date we will offer Franchise System and In Third Up-Date we will offer Shops Areas wise the details of offerings are mention below.

TABLE 3.3: Individual Memberships Types

Membership Type	Subscription Fee	Work-Limit Against Subscription
Diamond Membership	1500	15000
Gold Membership	1000	10000
Silver Membership	500	5000

### 3.5.2 Franchise Membership and Types

In-initial we offer these three type of membership to our customers (Blue Collar) and we aspect that we will sell above of 200 membership subscription after 3 months as in initial we offer free service just to increase our circle and after 3 months of publication and marketing we confident of generate enough work that will improve the circle of PAKWORKERS. After 3 months we will offer franchise to near-by locations of Rawalpindi and Islamabad.

TABLE 3.4: Franchise Memberships Types

Franchise	Subscription Fee	Commission Per Subscription	No of workers
Silver	5000	100	100
Gold	8500	200	100
Diamond	13000	300	100

### 3.5.3 Shops Registration

Shop will be listed from every area, therefor when a customer placed order the near-by shop get the notification and response accordingly.

TABLE 3.5: Shop Membership Type

<b>Item</b>	<b>Commission</b>
Total Price	5% on total purchasing

In Future we will offer monthly or semi-annually maintenance packages to customers, to enhance our sales and revenue.



# Chapter 4

## Results

### 4.1 Revenue and Expenses, Financing and Company Operations

#### 4.1.1 Key Assumption

We have set assumptions based on six months and these assumptions are based on market questioner/live reviews and if the things happen accordingly, we will be in profit accordingly. Pakworkers will rely on three 3 services that explained earlier in this project, the analysis based on social media marketing campaign and Questioner show us the positive response. there for set Customers target per month which we have already explained in marketing and sales part (Marketing Table), we are not expecting a steady growth in start, but the revenue that generate in initial stage as our for-casting analysis will meet our administration expenses. The details are mention below in tabulated and graphical .The details of these expenses will be mention in Income and statement part and revenue readings are taken from sales and revenue section.

### 4.1.2 Revenue and Expenses (Monthly)

This Table is based on Revenue & Expense we do monthly and draw chart accordingly. The blue bar shows the revenue that we generate monthly and Orange Bar shows the Total Expected Expenses.

TABLE 4.1: Revenue and Expense Monthly

Sr No	Revenue	Marketing Expenses	Office Admin Expense	Employee Salaries	Utility and transportation	Bill Trans-	Office Rent	Depreciation of Equipment's	Total Expenses
Month 1	21500	24800	45040	0	4000		5000		78840
Month 2	37000	22800	15000	0	4000		5000		46800
Month 3	67500	30800	5000	15000	4000		5000		54800
Month 4	102500	15800	5000	15000	4000		5000	5000	49800
Month 5	128000	15800	5000	15000	4000		5000	5000	49800
Month 6	188000	15800	5000	15000	4000		5000	5000	49800

## Graphical Representation

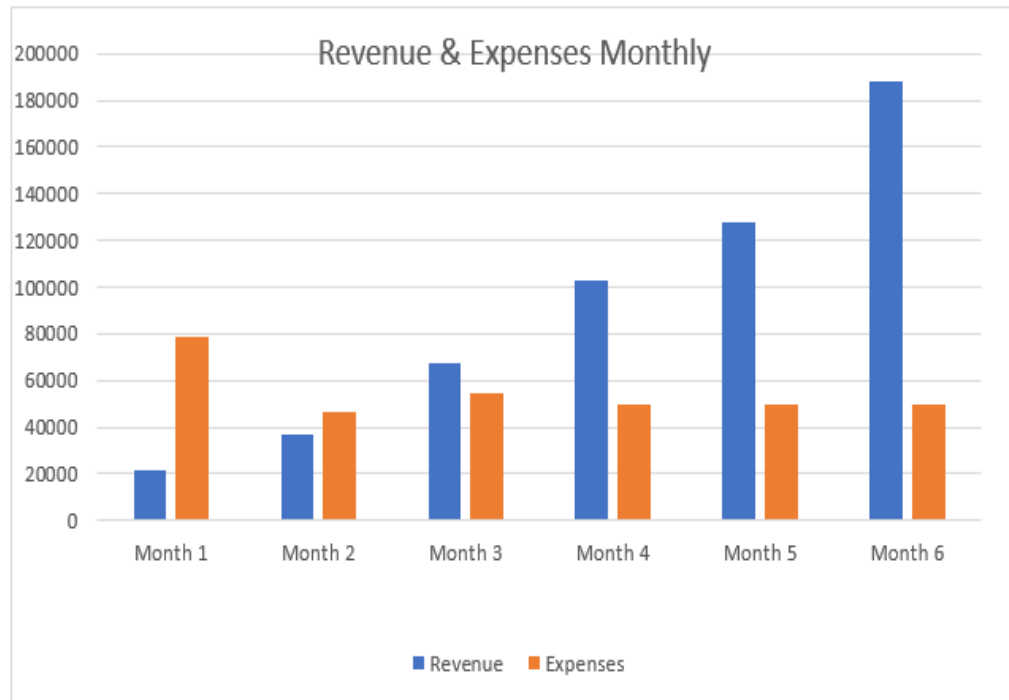


FIGURE 4.1: Revenue and Expense (Monthly)

## 4.2 Financing

There are 7 main sources of finance, that arrange according to preferences.

1. Personal Money.

When starting a business, your first investor should be yourself—either with your own cash or with collateral on your assets. This proves to investors and bankers that you have a long-term commitment to your project and that you are ready to take risks.

2. Loaned from Parents or Spouse.

This is money loaned by a spouse, parents, family or friends, are considers this as patient capital, which is money that will be repaid later as your business profits increase.

3. Venture Capital.

Venture capitalists take an equity position in the company to help it carry out a

promising but higher risk project. This involves giving up some ownership or equity in your business to an external party. Venture capitalists also expect a healthy return on their investment, often generated when the business starts selling shares to the public. Be sure to look for investors who bring relevant experience and knowledge to your business.

#### 4. Angel Investors.

Angels are generally wealthy individuals or retired company executives who invest directly in small firms owned by others. They are often leaders in their own field who not only contribute their experience and network of contacts but also their technical and/or management knowledge. Angels tend to finance the early stages of the business with investments in the order of 100,000 to 500,000.

#### 5. Business Incubators.

Businesses that receive this kind of support often operate within state-of-the-art sectors such as biotechnology, information technology, multimedia, or industrial technology.

#### 6. Government Grants or Subsidies.

Like Kamyab Nojwan Program 2019, to promote business interest in youth.

#### 7. Banks Loan.

Bank loans are the most commonly used source of funding for small and medium-sized businesses. Consider the fact that all banks offer different advantages, whether it's personalized service or customized repayment. It's a good idea to shop around and find the bank that meets your specific needs.

### **4.2.1 Financing Needed**

There are many sources to raise money for Start-up business & the cheapest one is Personal or Family Member and second is Angel Investor. In this scenario we have chosen the 1st preference that is Personal & Family Member Loan who support us at initial with no interest when returned. There-for we have raise Lum-Sum of 500,000 for this Project that we will use accordingly, and after first year of Launching this project in market we are expecting that the amount we

have invested in, will be cover-up and we will be in profits, the details of input of investment and expenses of project will be discussed in further Chapter 5.

## **4.3 Operations and Planning**

### **4.3.1 Location and Facilities**

Company operates from Rawalpindi Pakistan. Rawalpindi known for twin of Islamabad and famous for bazars, Rawalpindi is considered as mature market as people prefer physical call for labour instead of online service there-for to target them is little hard there- for we start targeting societies that are near to Rawalpindi & Islamabad i.e. (Gulberg Islamabad, Pakistan Town, Bahira Town, DHA, Korong Town, Naval Anchorage, Lohi Bair and AJ&K) housing Societies there for we have rent-out office at Chaklala Cantt Rawalpindi that is nearby to these housing-societies. Most important, the labour adda's are located near to office so during the Registration process it will be great help for us.

### **4.3.2 Technology and Milestones**

Pakworkers is online Portal Based Project in-which Mobile-App and web-site will be generated for both technology Android and IO's, through which both ends can be satisfied according to their Demand and Supply. This app is also considered as point of sale where we track all transections done against completed tasks and charge accordingly to users subscribe membership type.To make a user friendly Mobile App is key to customer hearts, there for we did research on App that are mostly used in markets and consider as user-friendly and then after we have create a Mobile-App, well next is how we will reach to our customers hearts we have set the campaigns that we are considering as key to this milestone. As in initial we are considering home-to-home marketing and aware peoples about it, and take their Comments about PAKWORKERS Concepts and what precautions that we set so that USERS can trust on us and our services.

### 4.3.3 Company Overview

PAKWORKERS operates by three person Naeem Ahmed Khan (CEO), Aman Abbasi (Director) & Nauman Ahmad (Director). PAKWORKERS is register through SECP (Security Exchange Commission of Pakistan) as Private Limited by Shares.

TABLE 4.2: Management Team

<b>Sr. No</b>	<b>Names</b>	<b>Assign Work</b>	<b>Details of work</b>
1	Naeem Khan	Administration, Accounts & Marketing	Manage all hiring, daily work load Mgt and handle all Payments modes
2	Aman Abbasi	Website	Deals in all type of Pit-Flaws in Web-Site and keep it Up-to Date.
3	Nauman Ahmed	Mobile Application	Deals in all type of Pit-Flaws in Mobile App and keep Up-to Date.
4	Sales Manager	(Looking for) deal in sales	Individual Memberships sale, franchise membership sales and shops membership sales
5	Marketing and Promotions Manager	(Looking for) deals in advertisement and promotion	Keeps the SEO of website up and related advertisement activities

#### Advisors

Dr. Jaleel consider as our Mentors, as a business Teacher and skilled in dealing with complex structures of business models to make them run-in real-time market so they will help us in make this project Run and what precautions that we take to avoid the flaws.

# Chapter 5

## Discussion and Conclusion

### 5.1 Income Statement For Six Months

TABLE 5.1: Income Statement

<b>Revenues Generate from Operations</b>	
Sales of Individual Membership	115000
Sale of Franchise Shops	415,000
Sales of Shop Memberships	145000
Total Revenue	544500
<b>Expenses</b>	
Marketing Expenses	125,800
Operational Expenses	80040
Salaries	60000
Utility Bills and transportation	24000
Depreciation on Equipment's	15000
Office Rent	30000
Total Expenses	340,840
Net Profit / Loss	20,7660

## 5.2 Balance Sheet (Six Months)

TABLE 5.2: Balance Sheet

Assets		Liabilities	
Current Assets		Liabilities	
Cash	440000	A/c Payables	30,000
A/c Receiv- ables	0	Salaries P/A	60,000
Pre-Paid Rent	Building	Income Tax	
Total Current Assets	440000	UN-Earned Service Revenue	40,000
Non- Current Assets		Total Liability	130000
Equipment's	45000	Capital Stocks	270,000
A/c Equip- ment Dep.	15000	Retained Earnings	100000
	60000	Total Liability	370,000
Total Assets	500000	Total Liabilities	500,000



### 5.3 Profit and Loss Statement for Six Months

TABLE 5.3: Profit and Loss Statement

Profit and Loss Statement (With Monthly Detail)						
FY2019-2020	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Revenue	21500	37000	67500	102500	128000	188000
Marketing Expenses	24800	22800	30800	15800	15800	15800
Operational Expenses	45040	15000	5000	5000	5000	5000
Salaries	0	0	15000	15000	15000	15000
Utility Bills and transportation	4000	4000	4000	4000	4000	4000
Depreciation on Equipment's	0	0	0	5000	5000	5000
Office Rent	5000	5000	5000	5000	5000	5000
Total Expenses	78,840	46,800	59,800	49,800	39,800	49,800
Net Profit / Loss Monthly	-57,340	-9,800	7,700	52,700	78,200	1,38200
END RESULT						207,660

This profit and loss statement is based on six months (monthly), Revenue, Expense, Net Income and End Result.

# References

- Coltman, T., Devinney, T. M., Latukefu, A., & Midgley, D. F. (2001). E-business: revolution, evolution, or hype? *California Management Review*, *44*(1), 57–86.
- Esper, T. L., Ellinger, A. E., Stank, T. P., Flint, D. J., & Moon, M. (2010). Demand and supply integration: a conceptual framework of value creation through knowledge management. *Journal of the Academy of marketing Science*, *38*(1), 5–18.
- Graham, M., Hjorth, I., & Lehdonvirta, V. (2017). Digital labour and development: impacts of global digital labour platforms and the gig economy on worker livelihoods. *Transfer: European Review of Labour and Research*, *23*(2), 135–162.
- Wu, J.-J., Chen, Y.-H., & Chung, Y.-S. (2010). Trust factors influencing virtual community members: A study of transaction communities. *Journal of Business Research*, *63*(9-10), 1025–1032.

# Appendix A

Questioners How often you call Blue Collar for house or office. Maintenance and construction related services.

1. One time a Month.
2. Two times a Month.
3. Three times a Month.
4. 1 time in two months
5. More often

Which source you use to call for Blue Collar Labour. ( Mark It)

1. Personally, visit the labour addas and Do negotiation.
2. Ask to some-one for call Blue Collar.
3. Housing societies its self provides and charge higher than market.
4. Housing societies its self provides and charge lower than market.

Which Service you most often call for Blue Collar Service.

Like: Electrocution, Plumber, Carpenter, Painter, Mestre/Mazdoor, Geyser and AC, Others. (Broachers Distributions, Ghar ya Office ke safai, cook, Gardner's), Computer or Other electronics machine repairs

Would you prefer On-Line Service that provides all service with Reliable and Trusted Blue Collar.

1. Yes
2. No

Project main focus is to reduce the un-employment and allow skilled Blue collar to explore new ways of earnings, we provide opportunity that spits your skills would you like to work and buy member-ships against.

1. Yes
2. No
3. I don't know

Which Marketing source you consider as easy to approach you

1. News Paper Add
2. Home to Home Broachers distribution
3. Road Hangings
4. Social Media Marketing (Instagram/Facebook, Mobile Apps)

We are introducing Pakworkers with concept of (Labour Bulao Kam Mukao).

Would you like, if we sent you notification about it.

1. Yes
2. No