

“NavCheez”

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ABSTRACT

This paper delves into the considerations involved in relocating to a new city for individuals such as students, working professionals, and young couples. It examines the multifaceted nature of the decision, emphasizing the need for careful planning, budgeting, and addressing various challenges that may arise during the process. Challenges discussed include finding suitable housing, navigating the role of brokers, adapting to a new environment, language barriers, transportation and food options, managing nostalgia, setting realistic budgets, and acquiring necessary household items.

To address these challenges, this paper introduces NavCheez as an integrated solution that aims to provide convenient services for individuals moving to a new city. NavCheez offers a one-stop platform where customers can easily access services such as maid assistance, cooking facilities, kitchen utensils, cleaning accessories, and furniture. With a simple ordering process through WhatsApp, NavCheez ensures a hassle-free experience, catering to the needs of students, fresh employees, and anyone seeking basic accommodations in a new city. Additionally, NavCheez acknowledges the subjective nature of taste preferences and offers a three-step food trial process, allowing users to explore different cooks until they find a suitable match.

By addressing the challenges and providing comprehensive services, NavCheez aims to enhance the relocation experience, offering a convenient and efficient solution for individuals moving to a new city. This paper emphasizes the significance of addressing the challenges associated with relocation and highlights NavCheez as a viable option to facilitate a smooth transition and maximize customer satisfaction.

Keyword : - NavCheez, Transportation, Food, Cooking , Cleaning, Services

1. INTRODUCTION

Making the decision to relocate to a new city is a complex and significant step, whether one is a student, a working professional, or a young couple. Numerous factors must be carefully considered before committing to such a move. While the potential reasons for choosing to live in a different city vary, ranging from better job opportunities to a desire for personal growth and exploration, it is important to recognize that moving cannot be executed hastily, particularly when constrained by a limited budget.

Proper planning and budgeting become even more crucial when preparing for a long-distance move, as individuals traveling for personal, business, or educational purposes often encounter various challenges along the way. Some common problems and obstacles faced by migrants include finding suitable housing, navigating the complexities of dealing with brokers, adapting to the local language and culture, acclimatizing to a new environment, managing food and transportation options, dealing with homesickness, establishing realistic budgets, and acquiring necessary household items such as furniture and utensils.

While it is undeniable that moving to a new city presents its fair share of challenges, it also offers numerous benefits. For corporate companies, growth and organizational changes often necessitate a relocation to a new location. This move can provide advantages such as increased space, better geographical positioning, and other opportunities. However, to ensure a smooth transition, it is essential to identify potential roadblocks and plan meticulously.

Regardless of whether a company hires professional movers or handles the relocation internally, the move itself incurs costs. Moving companies provide estimates for relocation expenses, but the actual costs can sometimes exceed expectations. In the case of self-handled moves, the responsibility for safeguarding all equipment rests with the company, and any damage incurred during the process would require the company to bear the cost of replacement. Furthermore, when preparing to move a business, effective communication with customers and the local community becomes paramount. Informing clients in advance about limited access during the move helps manage expectations and maintain positive relationships.

In light of the challenges associated with moving to a new city, it is essential to explore solutions that address these concerns. This paper aims to propose effective strategies and solutions to facilitate a smooth transition and mitigate potential difficulties for individuals and businesses. By addressing the problems faced by migrants and understanding the intricacies of corporate relocations, we can develop comprehensive plans and preparations to navigate the complexities of moving with greater ease.

1.1 Objective

- Facilitating a Comprehensive Accommodation Solution for Students
- Smooth Settlement Assistance for Freshers and New Employees
- Affordable Provision of Kitchen Utensils and Bathroom Accessories

2. METHODOLOGY

In order to ensure a seamless and user-friendly experience, NavCheez has developed a straightforward and efficient process for ordering our services. The simplicity of our ordering system is comparable to writing a "hello world" program. We offer a range of services, including maid assistance, cooks, kitchen utensils, cleaning accessories, and furniture.

To avail our services, customers can either call us directly or conveniently scan the QR code provided on our platform, which will redirect them to our WhatsApp interface. This streamlined approach allows individuals to initiate the ordering process swiftly and easily, even if they are not familiar with complex technology.

Once the customer contacts us, our representative promptly responds and engages in a discussion to identify the specific services they require. We aim to understand their unique needs and preferences to provide tailored solutions. After confirming the order details, we proceed with finalizing the arrangement.

Understanding the subjective nature of taste preferences, we have implemented a three-step trial process for our cooks. If a customer is dissatisfied with the taste of the food prepared by the first cook, they have the option to request two additional trials. This ensures that customers have the opportunity to find a cook whose culinary style aligns with their personal preferences.

By implementing this methodology, NavCheez aims to provide a hassle-free experience for our customers. Our goal is to simplify the ordering process and address the individuality of taste preferences, ultimately enhancing customer satisfaction and facilitating a smooth transition for those in need of our services.

2.1 Uses and User Application

Relocating a corporate company is often driven by growth and organizational changes, leading to the need for a new location. While the move can offer benefits like increased space and better positioning, it is crucial to identify

potential roadblocks to ensure a smooth transition. Thorough planning and preparation play a key role in navigating the move effectively, minimizing disruptions to business operations.

One of the primary challenges is managing the costs associated with the move. Hiring a professional moving company can result in expenses that exceed initial estimates, while handling the move internally requires assuming responsibility for the safety of all equipment. Any damage incurred during the relocation could result in costly replacements.

Effective communication is vital when moving a business. It is essential to inform customers and the community well in advance about the upcoming move and the anticipated limitations in access during the transition. By providing timely notice, businesses can manage expectations and maintain positive relationships with clients.

3. Feasibility for Business

This feasibility analysis examines the viability of a business concept based on the provided content. The objective is to evaluate the potential feasibility of the business by considering key aspects. The analysis focuses on the following points, ensuring originality of the content:

Identification of Market Need: The business aims to address the common challenges faced by individuals, including students, employees, and corporate companies, when relocating to a new city. These challenges encompass finding suitable housing, adapting to local cuisine, and managing the logistical aspects of a move. The identification of these widespread pain points highlights the relevance and need for the proposed services.

- **Niche Market Targeting:** The business differentiates itself by catering to specific needs, such as providing comprehensive accommodation solutions, kitchen utensils, bathroom accessories, and food services. By focusing on this niche market, the business can position itself as a specialized and convenient solution provider, capturing the attention and loyalty of its target audience.
- **Innovative Trial Process:** A unique feature of the business model is the implementation of a trial process for cooks, which acknowledges the subjective nature of taste preferences. Customers are offered the opportunity to try multiple cooks if they are dissatisfied with the initial selection. This innovative approach demonstrates a commitment to customer satisfaction and the customization of services based on individual preferences.
- **Technological Integration:** Leveraging modern communication channels such as WhatsApp and QR codes, the business streamlines the ordering process and enhances accessibility for customers. This embrace of technology allows for wider reach and more efficient operations, appealing to tech-savvy individuals seeking convenience and ease of use.

3.1 Business to Business

Business-to-business (B2B) transactions involve the exchange of goods or services between two or more companies rather than between a company and individual consumers. B2B transactions are commonly seen in the supply chain, where one company purchases raw materials or components from another for use in the manufacturing process. Industries such as automotive, property management, housekeeping, and industrial clean-up frequently engage in B2B transactions.

Various B2B models exist, classified based on the nature of the products or services they provide.

- **Product-Based B2B Model:**

Product-based B2B companies specialize in selling physical products to other businesses. These companies act as suppliers, offering a range of products to meet the needs of other businesses. For instance, auto manufacturers are B2B companies that supply vehicle parts and components, such as car batteries, hoses, door locks, and electronics, to car distributors.

- **Service-Based B2B Model:**

Service-based B2B companies focus on providing services to other businesses rather than physical products. These companies offer a wide range of specialized services, such as accounting firms that provide bookkeeping, audit services, tax planning and preparation, and consultation to their corporate clients.

- **Software-Based B2B Model:**

Software-based B2B companies develop software applications and tools that enhance the productivity and efficiency of other businesses. They create various software solutions, such as project management applications, to help businesses streamline their project management processes effectively.

3.2 Business to Consumer

The business-to-consumer (B2C) model involves selling products and services directly to consumers, who are the end-users. Unlike the business-to-business (B2B) model, B2C transactions occur between a business and individual consumers. B2C companies are commonly known as online retailers, who offer their products and services through the internet.

Our company, NavCheez, focuses on the B2B model, specifically collaborating with small companies. We understand that employees often face challenges in acquiring essential accessories like beds and kitchen utensils, especially when they have to travel to their assigned work locations. To alleviate this concern, we provide these accessories to the employees, ensuring their convenience and saving them valuable time.

In terms of the B2C model, companies that directly sell products and services to consumers online have become a significant threat to traditional retailers. Online B2C retailers offer products and services at competitive prices, challenging the traditional retail market where prices often include markups.

Online B2C businesses typically employ various business models to target consumers effectively. While there are several types of online B2C business models, five common ones prevail in the industry.

4. CONCLUSIONS

In conclusion, developing a strong brand strategy is crucial for any new business. It serves as the foundation upon which the business is built and helps in positioning the brand effectively in the market. Even for seed-stage startups, it is essential to invest in creating a solid brand positioning, as it leads to easier customer acquisition and long-term success.

As our startup, NavCheez, grows, it is important to scale the rigor of our brand strategy. This will ensure that every aspect of our business, from marketing to operations, becomes more efficient, powerful, and enduring. We recognize the need to establish a strong base for our startup, and the brand strategy serves as a key element in achieving this goal.

In terms of market communication, we have implemented two interaction tools. Firstly, direct phone calls provide an opportunity to interact with customers, describe our products, and verify their demands. Secondly, we utilize WhatsApp for order placements, fostering open conversations between buyers and sellers.

To attract and retain talented cooks and workers, it is crucial to incentivize them appropriately. Treating them as professional employees and providing attractive benefits will not only enhance their satisfaction but also contribute to the overall success of our business. Additionally, standardizing the logistics of utensils and ensuring standardized requirements for different utensil sizes will streamline operations and improve efficiency.

5. REFERENCES

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