

PRESENTING

MOVINCO

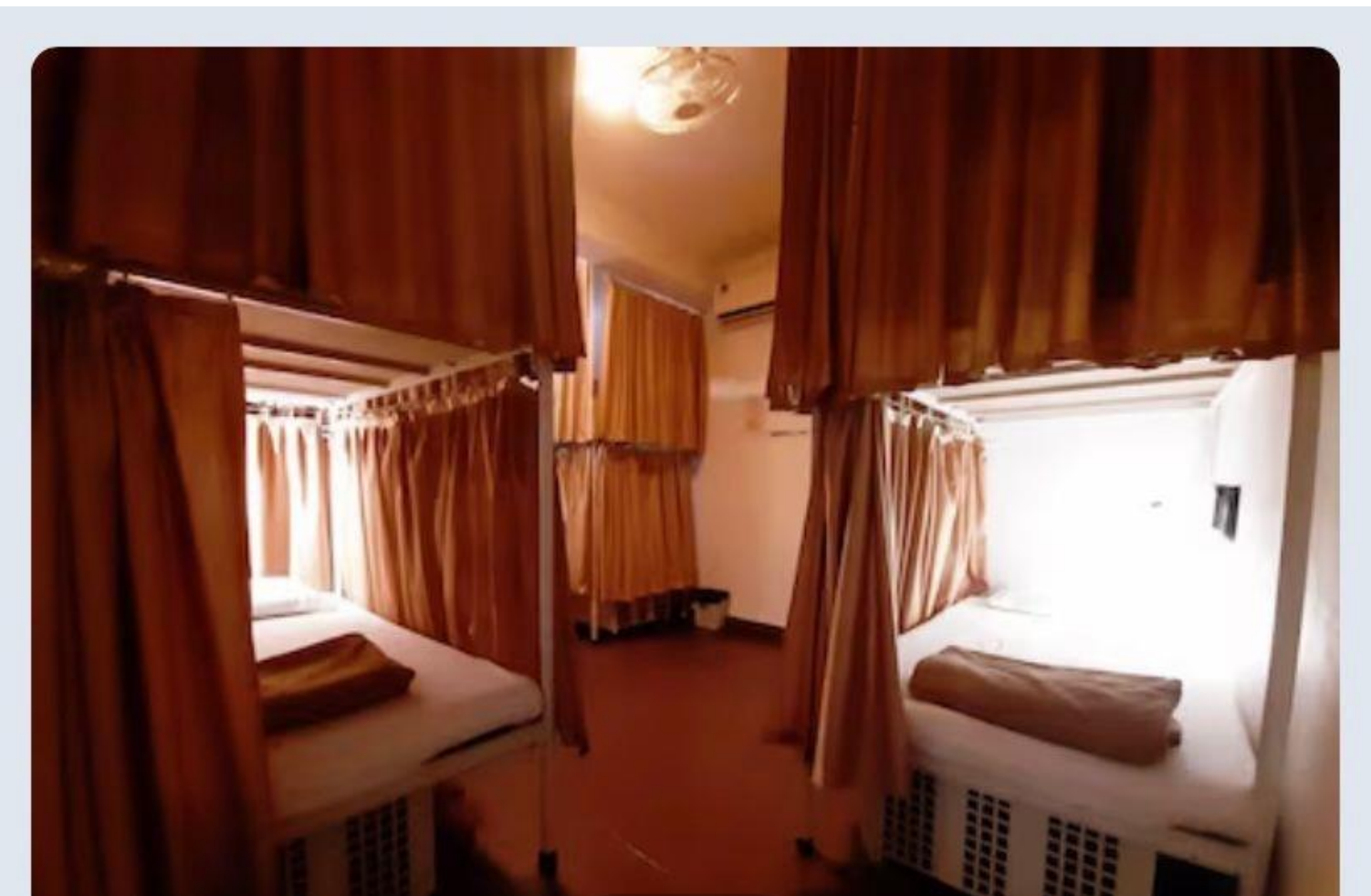
WELCOME HOME

MOVINCO

Introducing Movinco, a revolutionary cubical capsule hotel redefining the essence of comfort, security, and privacy without compromising affordability. Our innovative design seamlessly blends modern aesthetics with practical functionality to create a space that caters to the discerning traveler.

PROBLEM STATEMENT

Due to the surge in demand, I found myself in a situation where I had to opt for a cost-effective accommodation, even though it fell short in terms of cleanliness, ventilation, and overall comfort. The alternative options, such as hostels or zostels, presented challenges related to compromising on both privacy and security concerns.



Strengthen your hotel's security



Solution



- Providing hygiene and comfortable living.
- Creating privacy with personalized cubicles.
- Installing safety lockers within the cubicles.
- Strong access to enter these cubicles, cctv cameras present in passages, separate compartment for men and women.
- Alarm mechanism.
- Creating scenic view and community bonding.
- Complementary breakfast.



Why this culture?

Over the competitor market research, we have come across competitors, who are operating the pod model.

1. Aventura Fernhill

Rates:- Rs3491

<https://aventura.in/>

2. QubeStays

Rates:-Rs1100

<https://qubestays.com/>

3. IRCTC Urban Pods

Rates:- RS 799

<https://www.theurbanpod.com/>

4. Astro pods

Rates:- Rs 1083

<https://astropods.mumbaihotel.net/en/>



WHY THIS CULTURE NOW?

- TECHNOLOGY INTERVENTION
- AMENITIES AND FACILITIES
- HYGEINE AND SAFETY
- SUSIANABILITY INNITIAVTIVES
- GUEST EXPERIENCE
- COMMUNITY ENGAGEMENT

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COMPETITION

Target Market : Tourist places & Pilgrims

Target Audience : solo travelers, middle class families, budget travelers

As a direct competitor we have mentioned before, there are various types of indirect competitors as well.

Hostels, Zostels and home stays

As hostels, lodges and homestays are cheap so they don't provide proper privacy, hygiene and security.

Lodges

As lodges and hostels are moderately expensive and it doesn't take good care of our hygiene so we can win with them with our pricing

COMPETITION LANDSCAPE AND USP

- **Competitive Landscape:**
- Traditional Hotels: Offer comfort but lack affordability, especially near popular tourist & pilgrimage sites.
- Hostels: Budget-friendly, but often noisy and lack privacy.
- Airbnb: Variable quality & legality concerns in some regions.
- **Movinco's Unique Selling Proposition (USP):**
- **Ultra-modern Capsule Hotels:** Affordable, secure, and clean sleep pods in prime locations.
- **Social Hubs:** Communal areas for interaction & travel tips.
- **Tech-Enabled Experience:** Seamless booking, keyless entry, and personalized recommendations.
- **Focus on Young Travelers (18-40):** Caters to the needs of budget-conscious adventurers and pilgrims seeking comfort & convenience on the go.

MARKET SIZE: ADDRESSABLE MARKET (TAM)

- TAM:
- Total Addressable Market (TAM)
- 1. Total Annual Visitors:
- Tirupati: 25 million annually
- Source: [Andhra Pradesh Tourism Statistics](<https://www.ap.gov.in/tourism-statistics>)
- Mysore: 3 million annually
- Source: [Karnataka Tourism Statistics](<https://www.karnatakatourism.org>)
- Labels
- Nandi Hills: 1 million annually
- Source: [Bangalore Tourism](<https://www.bangalore-tourism.com>)
- Coorg: 1 million annually
- Source: [Coorg Tourism](<https://www.coorgtourism.org>)
- 2. Total Addressable Market Calculation:
- Total visitors = 25M (Tirupati) + 3M (Mysore) + 1M (Nandi Hills) + 1M (Coorg) = 30 million annually

MARKET SIZE: ADDRESSABLE MARKET (SAM)

- Geographic Scope: Targeting pilgrim and tourist spots near Bangalore
- Target Segments: Budget travelers, solo travelers, backpackers
- Market Penetration Rate: 20%
- 3. SAM Calculation:
- $SAM = 30 \text{ million} * 20\% = 6 \text{ million visitors annually}$
- Conclusion:
- Our Serviceable Available Market (SAM) is estimated at 6 million visitors annually.

MARKET SIZE: ADDRESSABLE MARKET (SOM)

- . Measuring SOM:
- Surveys and Interviews:
 - Conduct regular surveys and interviews to assess brand recall
 - Source: [Survey Tools] (<https://www.surveytools.com>)
- Social Media Mentions and Reviews:
 - Monitor mentions and reviews to track brand visibility
 - Source: [Social Media Monitoring](<https://www.socialmediamonitoring.com>)
- Conclusion:
 - Our goal is to become the top-of-mind brand for capsule accommodation in pilgrims and tourist places near Bangalore through strategic marketing and exceptional customer experience.

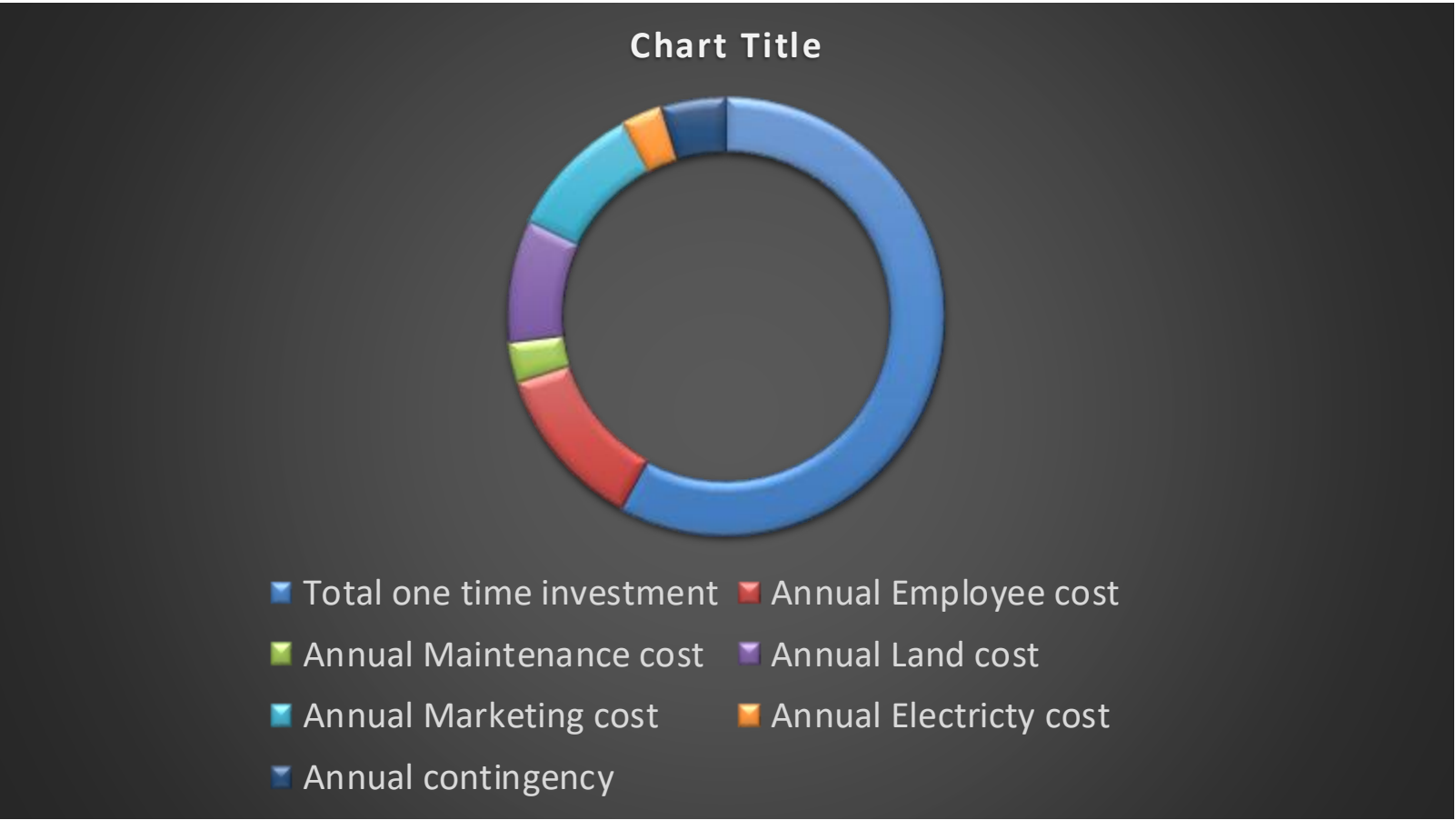
GO TO MARKET STRATEGY

- **Target Audience:**
 - Budget-conscious young travelers (pilgrims & tourists) seeking affordability & convenience.
 - Tech-savvy individuals who value social connections & travel recommendations.
- **Marketing Channels:**
 - **Social Media Marketing:** Engaging content on Instagram, Facebook, and TikTok showcasing Movinco's trendy capsule hotels and social areas. Partner with travel influencers for reviews and promotions.
 - **Search Engine Marketing (SEM):** Targeted ads on travel search engines & pilgrimage planning websites to capture travelers at the decision-making stage.
 - **Strategic Partnerships:** Collaborate with travel booking platforms, pilgrimage tour operators, and budget airlines to reach a wider audience.
 - **Content Marketing:** Create informative blog posts and travel guides highlighting destinations near Movinco locations and tips for young travelers.

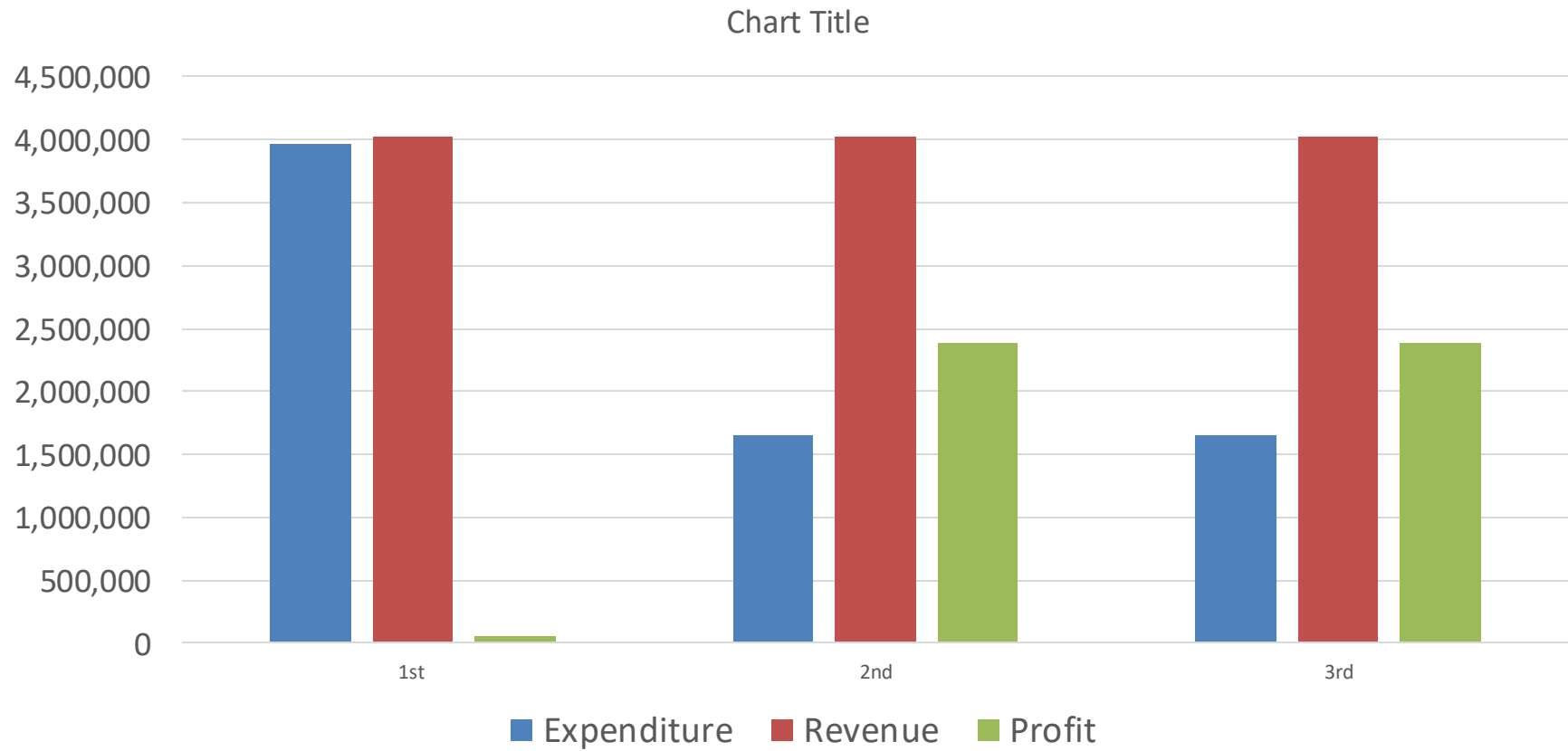
REVENUE MODEL

- **Core Revenue:**
- **Capsule Übernachtung (Overnight Stays):** Our primary revenue stream comes from nightly capsule rentals, catering to budget-conscious travelers.
- **Upsell Opportunities:**
- **Premium Capsules:** Offer upgraded capsules with additional amenities like personal safes or charging stations.
- **In-Capsule Tech Rentals:** Provide optional VR headsets or noise-canceling headphones for an enhanced experience.
- **Shared Space Services:** Monetize laundry facilities, luggage storage, or secure bike parking.
- **Partnerships:** Collaborate with local businesses to offer discounted tours, restaurant vouchers, or travel essentials.

Total one time investment	23,00,000
Annual Employee cost	4,80,000
Annual Maintenance cost	1,20,000
Annual Land cost	3,60,000
Annual Marketing cost	4,00,000
Annual Electricty cost	1,20,000
Annual contingency	169000
Total	35,49,000



Year	1st	2nd	3rd
Expenditure	35,49,000	12,49,000	12,49,000
Revenue	40,32,000	40,32,000	40,32,000
Profit	4,83,000	27,83,000	27,83,000



A bright yellow rectangular sticky note is shown at a slight angle. It has a piece of translucent grey tape on its top-left corner. The words "Thank You!" are written in a blue, hand-drawn, slightly irregular font. The note has a soft drop shadow.

Thank
You!