

**Module 3: Star up and share**

# **WEpair**



**We bring fast solutions  
for your household  
problems.**

**Group 7**

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## **Introduction**

The concept is to launch a smartphone application called WEpair, which is a platform where a household help is offered in exchange of a fixed hourly salary, equal for everyone.

WEpair focuses on both - people in need of an acute reparation, help or service, related to their home facilities. At the same time, it is a place which gathers handymen and handywomen in need of a job, professionals within their field, who would like to offer their skills through the application.

The idea is to start off with the area of Sjælland, more specifically Copenhagen area, wanting to go locally first and connect those in need of specialist who can fix their household issues for a reasonable price.

WEpair creates a practical tool, which will make the communication between both sides smooth and practical. When a problem occurs, WEpair provides the solution. The application allows to sort through an available handyman depending on his location and time possibilities. The time and address is agreed between both sides through conversation window, which pops up after both sides accept each other. Since the application offers one-time job offers, the same rules relate for handymen seeking a job. This mutual collaboration brings benefits and satisfaction to both involved.

WEpair's aim is a simple and practical design of the app in order to ensure an easy usage and to bring fast and helpful solutions.

The added value of the concept is a sharing economy principle. Making this app an accessible and beneficial tool for everyone, brings attention of potential users (either asking for help or offering their help).

## **Mission**

WEpair's mission is to quickly and efficiently react to people's needs in connection to their household. The app wants to deliver high quality, prompt aid to those who need it and help to find one-off work to a handyman living in the neighbourhood.

## **Vision**

Company's vision is to become a worldwide recognisable application by 2020, which would connect people of different occupations and help solving everyday household issues. WEpair would also expand the amount of careers offered by the app.

## **Onion model**

### **Core**

The core intention is a service in the form of a smartphone application which helps people in need of an acute household help, reversely, it offers help in the form of a job to skilled handymen/handywomen.

### **Added Value**

The smartphone application follows the principles of sharing economy and it is beneficial for both offerers as well as receivers. It is practical, easy and fast to use.

### **Expected**

Users of the WEpair smartphone application benefit from its easy usage, simple and practical design and the added value of sharing economy principles. They can use the application as customers or service providers, therefore enjoy its variability.

### **Augmented**

The concept fills the gap on a Danish market and offers a highly practical solution to everyone lacking aid within household field. It also solves an emerging problem of a lack of jobs for handymen. Fixed hourly salary paid for every started hour ensures a clear and smooth communication between the customer and the provider.

## **Market analysis**

### **Competitors**

There are a few applications offering similar services as WEpair, both internationally and on the Danish market. What is the most important for the company and gives great opportunity for becoming a great success, is that none of the applications mentioned before is not well-known yet and does not have loyal group of users. One of the companies which has similarities to WEpair is for example Cleady<sup>1</sup>. It offers many services such as cleaning and repairing but not in the form of an easily accessible application, but through their website. This leaves potential customers for WEpair, who desire immediate services through their phone or tablet application.

Therefore, Danish market is a blue ocean for WEpair. There are not strong competitors having stable position on the market.

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<sup>1</sup> <https://cleady.dk/om-os/>

## PEST

In order to analyse the Danish market, and predict what challenges and opportunities WEpair will potentially face, a PEST model analysis is made.

<b>Political</b>	<b>Economical</b>
<ul style="list-style-type: none"><li>- Governmental stability</li><li>- Low level of corruption and bureaucracy</li><li>- High taxes</li><li>- Consumer - protection legislation</li><li>- Employment law and CSR</li><li>- Trade legislation / restriction</li></ul>	<ul style="list-style-type: none"><li>- Inflation</li><li>- Low unemployment - 4.3%</li><li>- High taxes</li><li>- Wage pattern</li><li>- Impact of globalization</li><li>- Current and projected economic growth</li><li>- Disposable income</li></ul>
<b>Socio-cultural</b>	<b>Technological</b>
<ul style="list-style-type: none"><li>- Demographics: age, gender, family size</li><li>- Earning capacity</li><li>- Population growth rate</li><li>- Lifestyle (urban, tradition, cultural aspects and social conventions)</li><li>- Occupation</li><li>- Media influence, trends</li></ul>	<ul style="list-style-type: none"><li>- Transportation, energy uses, recycle</li><li>- Growth of new industries</li><li>- Network coverage</li><li>- Innovations (speed of technology)</li><li>- Quality and pricing</li><li>- Technology access</li></ul>

### **Political:**

Denmark's governmental situation is one of the most stable in Europe. There is low level of bureaucracy and corruption.<sup>2</sup> Both consumers and employees are well protected by Danish and European legislations.

### **Economical:**

Denmark position itself is on a high economic level. The unemployment rate, which in year 2016 rated at 4.3%, is below average in comparison to other European countries.<sup>3</sup>

The inflation is based upon the Danish harmonised consumer price index. Taxes in Denmark are very high, which also influences the wage pattern, where the 'estimated' minimum wage per hour is DKK 110.<sup>4</sup> Globalization continuously has a growing impact on the economic growth.

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<sup>2</sup> <https://www.pwc.dk/da/human-ressource/assets/pwc-brochure-labour-law-web.pdf>

<sup>3</sup> <http://www.tradingeconomics.com/denmark/unemployment-rate>

<sup>4</sup> <http://www.lontjek.dk/main/lon/mindstelon>

**Socio-cultural:**

Age, gender and family size are the most important factors, when it comes to demographics. People are leading an urban lifestyle, respecting and being faithful to traditions with understanding of minimalistic and aesthetically pleasing design which is a symbol of Scandinavia. There is a visible, strong trend of getting inspired by following other people's activity on social media platforms, hence it has a growing influence in the daily lifestyle.<sup>5</sup> Moreover, a significant impact on customers' earning capacity has their occupation.

**Technological:**

The everyday innovations, the speed of technology and the growth of new industries have the influence on quality and pricing, nevertheless this is the price that the customers are willing to pay. Today's technology gives the essential access to follow up with upcoming trends and improvements.

The Danish market is a hard market to enter partly due to the high taxes. Therefore, WEpair will launch in the capital region of Copenhagen. This said, companies are well protected by the law and legislations which makes it a comfortable market. Economically, Denmark is well positioned, which leaves the consumers willing to spend money. Furthermore, the unemployment rate is one of the lowest worldwide.

It is crucial for WEpair to enter a market with consumers able to use money on reparations and other services.

Target Group

WEpair is targeting two types of audiences in the capital region of Copenhagen. People in need of household help and people looking for a job in their freelanced occupation. It targets both men and women above the age of 18 looking for cheap, fast services.

Personas**Anne**

Anne is a 19-year-old student, living in Copenhagen. She moved out from her family home in Odense and, together with two girls, is renting out a small, cozy apartment in Frederiksberg. Anne is currently on her 1st semester in CBS, studying economics. As for her spare time, she likes to try out new things such as modelling and any kind of physical activities. During weekends, she usually hangs out with her friends, discovering new places around Copenhagen. She is always trying to fill up her spare time to the fullest so she ends up being busy without proper "time for herself". Anne tends to be extremely dependant on her friends when an unexpected emergency occurs in their flat.

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<sup>5</sup> <http://www.portal.euromonitor.com/portal/analysis/tab>

### **Malthe**

Malthe is 31, and together with his girlfriend live in the suburbs of Copenhagen. He works as a graphic designer in a small start-up company in the city centre, so he commutes every single day for at least 30 minutes. He devotes almost all of his spare time on spending it with their 3-year-old son, going on walks and playing. Malthe and his girlfriend still try to have some time for their own like grabbing dinner or seeing movies. They are both working full-time and that's why they sometimes struggle to keep up with housework.

### **Alex**

Alex is 22 and currently studying marketing and communication design at KEA. She loves dogs, but because she can only afford renting out a room in a shared apartment, she can't have one. She was grew up and lived with a dog, when she used to live in her home country. She would love to spend more time with dogs in her spare time, but she doesn't know any dog owner. Therefore, she would love to be a dogwalker. Moreover, she loves going for long walks in the morning, which are a great time to think about things happening in her life. She leads a healthy lifestyle, eats mostly organic food, if she can afford it and exercise a lot on the fresh air. Her future dream is to have fitness club chain, live in a big house with her family and dogs.

### **Marketing Plan**

WEpair is a company responding to customers' needs and delivering desired services. Due to active online presence, the company wants to become recognizable among the target group it aims at. WEpair plans to include online advertising in the promotion plan such as Google ads, as well as advertising on Facebook, Instagram and Snapchat. By using easily accessible and well-known social platforms, the company would gain reliability and credibility due to satisfied customer. WEpair wants to focus on the post-service satisfaction, which leads to loyal user base, followed by spreading word-of-mouth message and smaller costs.

Good marketing strategy for WEpair could also be partnering with large companies, who sell tools such as Hjem&Fix, Harald Nyborg and Bauhuas. Whilst their products will be featured in advertisements on their apps, they will direct their customers towards using WePair for services including their products. By getting everyday people to start working as a handymen, sale would increase as tools are needed. It is in their interest to create further sales, and by sharing our app, more tools will be sold. All whilst it will create further attention to WEpair.

## Visuals

For the aesthetic part of the concept, a simple, minimalistic design with a pinch of pulsing orange shades was chosen

The smartphone application, available first for iPhones, subsequently for Androids, will have an easy usage to ensure everyone can benefit from this service.

### The name

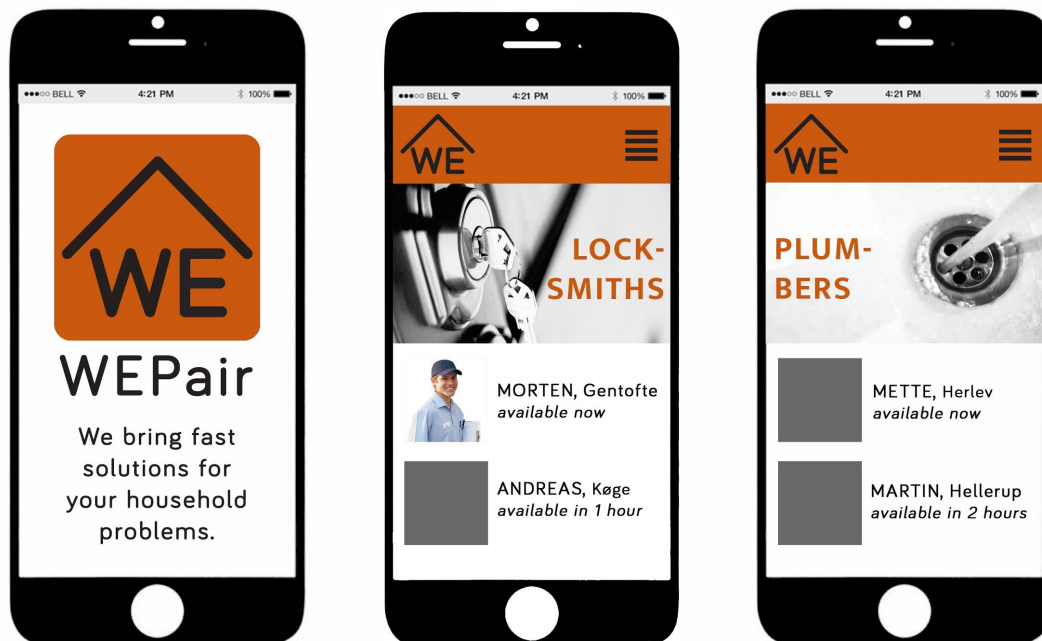
WEpair stays for a double meaning - WE + REPAIR as well as WE + PAIR, which highlights both repairment as well as the pairing in between the customer and the handyman, creating connections.

### The logo

A simple, minimalistic design has been chosen in order to make the brand easily recognizable. An icon of a roof represents the household, meaning that “We” are under the same roof, providing help for each other. The color scale is dark grey with warm tones of orange/terracotta which recall bricks/odd jobs/handyman.







### How it works

- a person who lacks immediate household help downloads the application, creates an account in order to gather necessary information about the user and, consequently, uses the filters to find a particular help for a specific problem.

Afterwards, multiple profiles pop up (matching the specified criteria), showing the location, occupation and time availability of a specific handyman/ handywoman.

- a person who offers his skills through our application downloads the application, creates an account in order to gather necessary information about the user and, consequently, specifies what kind of odd jobs he is capable of doing.

Afterwards, he can adjust the filters offering his help in certain areas during certain times per day too.

All the required details (day, time, scope of work) are agreed through our application to secure a loyal behaviour on both sides.

### The profit

With our application, we want to set a fixed salary per every started hour (the same for every type of a job). The fixed salary will be 150 DKK. As owners of the service, we will deduct 20% of this salary, meaning 30 DKK from every started hour.

## **Financial overview**

WEpair needs to take into account that a start-up company needs to invest a lot of money in the first few months, without expecting a lot of revenue. Below, there is an estimated budget for 12 months, divided into quarters. WEpair plans to work with family members as accountants and would like to offer internships to students from CBS or KEA to help with creating the app, building and maintaining the website and keeping up with the online presence. In the beginning, WEpair does not plan to take a loan expecting investments from bigger companies. The company wishes to collaborate with Jobportal in terms of mutual benefits, collaborate with tool providing companies, to start of with in Denmark like Hjem&Fix og Harald Nyborg, Bauhaus. In order to create the most activity for the app, WEpair will be launched in Copenhagen to start of with, however renting an office place in capital city might be more expensive than in the others.

	<b>January</b>	<b>April</b>	<b>August</b>	<b>December</b>
<b>Renting an office place</b>	<b>2500 DKK</b>	<b>2500 DKK</b>	<b>2500 DKK</b>	<b>2500 DKK</b>
<b>E-commerce manager</b>	<b>20000 DKK</b>	<b>20000 DKK</b>	<b>20000 DKK</b>	<b>20000 DKK</b>
<b>App launch</b>	<b>5633 DKK</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>E-commerce</b>	<b>2945 DKK</b>	<b>2479 DKK</b>	<b>2367 DKK</b>	<b>2741 DKK</b>
<b>Partnerships</b>	<b>3359 DKK</b>	<b>2499 DKK</b>	<b>2119 DKK</b>	<b>2099 DKK</b>
<b>Website launch</b>	<b>4289 DKK</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Online promotion</b>	<b>2999 DKK</b>	<b>1899 DKK</b>	<b>2379 DKK</b>	<b>2199 DKK</b>
<b>Total</b>	<b>41725 DKK</b>	<b>29377 DKK</b>	<b>29365 DKK</b>	<b>29539 DKK</b>

## **SWOT**

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"><li>- Free membership and download</li><li>- Easy to navigate</li><li>- Available on Android and iOS</li><li>- Offering services that are not easy to get nowadays</li><li>- Fast service</li></ul>	<ul style="list-style-type: none"><li>- Small start-up company</li><li>- Needs constant reliability checks</li><li>- Inexperienced staff and owners</li><li>- Limited financial resources</li><li>- Risks of unsuccessful services</li></ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"><li>- No well-known app is doing the same</li><li>- Household emergencies and rising need for immediate help</li><li>- Receiving service from someone in your area</li></ul>	<ul style="list-style-type: none"><li>- High taxes</li><li>- Costly for new companies to launch</li><li>- Potential competitors from other countries trying to enter Denmark with their product</li></ul>

### **Strengths:**

The app offers free membership, which doesn't limit the consumers. Moreover, the app is easy and simple to navigate and is available on both iPhone and Android. WEpair creates connections between a worker and a consumer, which helps deliver the service that is not necessarily easy to get right away, in the area of customer's household.

### **Weaknesses:**

Weaknesses for WEpair could be the inexperienced staff members and owners. Both owners as well as most employees would be students. That brings limitations of financial resources for creating and maintaining the app. The app will need constant reliability check-ups, in order to assure that members are trustworthy and dependable.

### **Opportunities:**

When looking on the Danish market, WEpair has great opportunities as there is no other existing mobile application offering the same type of sharing economy and operating on the same systems and structures. WEpair gives multiple opportunities to both who receive and deliver the service.

### **Threats:**

Some of the threats WEpair might face are the cost of launching a new company and the high taxes seen on the Danish market. This could potentially affect the costs and make them be higher than anticipated. Furthermore, more new competitors could enter the market, both Danish and international, which would place the position of WEpair in danger and would make it difficult to stay on the top.

## **Conclusion**

The company's main goal is to connect people based in the same area of living and make them exchange services between each other. As there are no market leaders or any well-known applications in Denmark offering similar services and operating on similar systems, WEpair has a great opportunity to enter the market successfully. By leading prosperous marketing strategy which is awakening interest among potential users, WEpair could get the status of the next big, recognizable application in Denmark. Potentially, it could become internationally well-known and broaden the amount of available occupations and offered services. Application would be available to everyone, who's willing to join and it would be protected by the age limitation.

## **Sources**

Labor Law in Denmark:

<https://www.pwc.dk/da/human-ressource/assets/pwc-brochure-labour-law-web.pdf>

Unemployment in DK:

<http://www.tradingeconomics.com/denmark/unemployment-rate>

Cleady, Om os:

<https://cleady.dk/om-os/>

Consumer lifestyle in Denmark, Euromonitor

<http://www.portal.euromonitor.com/portal/analysis/tab>

Mindsteløn, Lontjek, 2017

<http://www.lontjek.dk/main/lon/mindstelon>

## Appendix

### **Pitch for the idea:**

*1. for people in need of repairment:* Imagine a calm Sunday afternoon- just you, hot cup of tea and a great book. Suddenly, your sink breaks and you're unable to fix it yourself. What now? The tranquility of Sunday afternoon is gone and getting a plumber might be complicated and very expensive. Stay calm, breathe in and out, keep on reading your book, we have that solution! Just grab your smartphone, download the WEpair app and swipe right! Our WEpair smartphone application offers a broad range of house-hold professionals in their field, who offer their services for fixed prices at flexible times. Stuck sink? Unkept garden? Broken key? You're gonna love us! Log into WEpair and browse through the numerous occupations adjusted directly for your needs or create a profile offering your capabilities too! We build on trust, mutual help and time efficiency. There is no need to wait. Download here.

### *2. for people offering their work*

Whether you are a skilled plumber, locksmith or gardener, we have a perfect possibility for you to share years of your experience and skills!

Our smartphone application WEpair offers a whole variety of people lacking an acute reparation in their homes. Stuck sink, broken key, you name it.

Just download the WEpair app, create a profile describing your work history and capabilities and connect with people in need! It has never been easier. Fixed hourly salary and myriads of work opportunities. There is no need to wait. Download here.

