

KwikCut App Business Model

Key Partners	Value Proposition	Customer Relationships	Customer Segments
1. Technology Providers • Cloud Service Providers: Companies like Amazon Web Services (AWS), Microsoft Azure, or Google Cloud for hosting your platform and managing data storage. • Payment Gateway Providers: Services like Stripe or PayPal to facilitate secure online payments and handle transaction processing. • App Development Tools: Providers of development tools and libraries (e.g., Firebase for backend services, Twilio for communication features) that enhance the app's functionality. 2. Salon and Beauty Industry Partners • Local Salons and Parlours: Build partnerships with salons to onboard them onto the platform, offering them training and support in using the app. Beauty • Product Suppliers: Partner with beauty product suppliers for potential promotional collaborations or exclusive offers for users of the platform. 3 Customer Support Services • Outsourced Support Providers: Partner with customer support services to manage user inquiries and issues effectively, ensuring a positive user experience.	• Real-Time Booking: Instant appointment scheduling to reduce wait times. • Efficient Scheduling: Tailored booking options for busy professionals. • Instant Slot Availability: Real-time updates on available appointments. • Automated Reminders: Notify users about upcoming appointments. • Location-Based Services: Find reliable barbers nearby easily. • Diverse Payment Options: Multiple payment methods for convenience. • Barber Profiles: Offer details and ratings for informed selection. • Transparent Pricing: Clearly display prices and discounts. • Consistent Quality: Partner with barbershops maintaining high service standards.	• Salon Owners (SMEs): Provide personalized onboarding, dedicated support, and regular business reviews with honest feedback to improve operations and customer retention. • Freelancers: Offer flexible tools, mobile support, and client reviews to help them grow their business, along with personalized performance insights. • Clients : Deliver personalised booking experiences, loyalty perks, and fast support, while encouraging transparent reviews and feedback. • Chain Salon Managers: Offer custom management tools, priority support, and regular performance reviews across locations to optimize operations. Channels • Mobile Applications (IOS and ANDROID) • Social media campaigns targeting local areas. • Partnerships with Barber Shops. • Rewards for Early Users. • SEO for organic traffic	Families: • Sons & Daughters: Book appointments for elderly parents. • Parents: Scheduling for children's haircuts. • Siblings: Among brothers and sisters. Working Professionals: • Efficiency Seekers: Empower busy professionals to save time by booking quick, hassle-free appointments that fit their schedules. Youth and Teenagers: • Trendsetters: Cater to tech-savvy young adults seeking style and convenience, facilitating easy access to trendy grooming options. Senior Citizens: • Assisted Grooming: Enable family members to schedule appointments for seniors, ensuring quality care without the hassle of long wait times. Barbershop Owners: • Operational Efficiency: Provide barbershops with tools to manage appointments effectively, reduce no-shows, and improve customer satisfaction.

Cost Structure

Revenue Streams

1. Development Costs

- **Initial Development:** Costs associated with designing and building the platform (website and mobile app), including:
 - **Frontend** and **backend** development.
 - **User interface** (UI) and **User experience** (UX) design.
- **Ongoing Maintenance:** Regular updates, bug fixes, and new feature implementation.
- **Hosting and Infrastructure:** Monthly or annual fees for cloud hosting services and server maintenance.

2. Marketing and Customer Acquisition Costs

- **Digital Marketing:** Expenses for online advertising campaigns (Google Ads, social media ads).
- **Content Creation:** Costs for creating promotional content (blogs, videos, graphics).
- **Social Media Management:** Hiring or outsourcing social media management to engage users and promote services.

3. Technology and Software Licenses

- **Development Tools:** Costs for software licenses or tools used in app development (e.g., design software, version control systems).
- **Subscription Services:** Fees for any third-party APIs or services integrated into your platform (e.g., for messaging or notifications).

4. Partnership and Collaboration Costs

- **Local Business Partnerships:** Expenses related to promotions or partnerships with local businesses (e.g., co-marketing campaigns).

5. Miscellaneous Costs

- **Contingency Fund:** Set aside funds for unexpected expenses or emergencies.
- **Travel Expenses:** If applicable, costs related to traveling for meetings, conferences, or networking events.

Commission-Based Model:

Charge barbershops a commission (**typically 5-10%**) for **each appointment** booked through the app. This revenue model aligns incentives, as salons incur costs only when they make sales.

Subscription Plans for Barbershops:

Offer tiered subscription packages ranging from ₹1,000 to ₹5,000 per month for additional features like enhanced visibility, marketing tools, and analytics.

In-App Advertising:

Partner with grooming brands for targeted in-app advertisements. Estimated revenue can be around ₹10,000 to ₹50,000 per month depending on ad placements. (iLuvia shampoo)

Premium User Features:

Implement a premium subscription model for users (around ₹199 per year) offering discounts, loyalty points, and priority bookings.

Our Roadmap

Months 2-3: App Prototype Development

Initial App Prototype:

- Build a minimum viable product (MVP) with key features:
- User accounts (for customers).
- Barber shop profiles.
- Appointment scheduling system with real-time availability.
- Ensure easy navigation and user-friendly design.

Internal Testing:

- Conduct internal tests with a small group of university students and barbers.
- Collect feedback on the basic functionality and user experience.

Months 5-6: App Refinement & Feedback Analysis

Feedback Review:

- Analyze all feedback from the pilot launch.
- Prioritize improvements based on common pain points and feature requests.

App Enhancements:

- Make necessary adjustments and improvements to the app, fixing bugs and adding important features.
- Improve UI/UX based on user feedback to make the app more intuitive and efficient.

Testing Post-Refinements:

- Conduct another round of testing with the updated version of the app, ensuring that all major issues are resolved.

Month 1: Market Research & Planning

Market Analysis:

- Conduct research on barber shops near your university and interview potential users (students and barbers).
- Identify pain points and essential features for both barbers and customers.

Competitor Study:

- Study existing appointment booking platforms.
- Identify strengths and weaknesses, highlighting features to implement or improve.

Project Planning:

- Set up the development team, assign responsibilities, and establish key project goals.

Month 4: Pilot Launch & Testing

Beta Release:

- Launch the app for a limited audience: university students and nearby barber shops.
- Ensure the system works smoothly for real-time booking.
- Feedback Collection:

Gather detailed feedback from users and barber shop owners on:

- Ease of use.
- Booking experience.
- Issues and desired features.
- Implement surveys and in-app feedback tools.

This is the result of survey done by us in different cities which consists Vellore, Bengaluru and Ramanagaram

ABSTRACT:

This survey aims to understand barbershop owners' perspectives on common challenges and their openness to digital solutions for managing customer flow. Key areas of focus include the impact of peak-hour rushes, customer wait times, and the likelihood of customers leaving due to crowds. The survey also explores whether shops currently use appointment systems, take phone bookings, or have certifications, and gauges their interest in using an app for scheduling and customer management. Additional questions assess willingness to accept a commission fee, offer home services, or transition to freelance or online-only models. Lastly, it seeks feedback on potential challenges of app adoption and overall interest in using the platform for appointments and customer engagement.

Question asked for Survey:

- Do you find that rush hours at certain times of the day are problematic for your business?
- Do customers often have to wait a long time at your shop?
- Are customers likely to leave if they see a crowd or long wait at your shop?
- Do you currently use any type of appointment system for scheduling customers?
- Do you accept appointments over the phone?
- Do you hold any certifications or qualifications for your services?
- If adding your shop to our app were easy, would you be willing to use it for scheduling appointments?
- Would you use our app if it required a 5–10% commission on each appointment?
- Are you interested in offering home services to clients?
- Are you open to working as a freelancer instead of through a physical shop?
- Would you consider transitioning to an online-only shop focused on home services?
- What potential challenges might you face in using our app for appointments?
- Given the opportunity, would you use our app for managing appointments?
- How do you currently manage walk-in customers during peak hours?
- How do you inform customers about their expected wait times?
- What methods do you currently use to manage customer flow and reduce wait times?
- Are customers generally satisfied with the waiting experience at your shop?
- Have you ever used any digital or online platforms to manage appointments before?
- Would you prefer a system that notifies you of customer bookings automatically?
- Would having a calendar or scheduling system within an app help you manage appointments more efficiently?
- Do you think an online appointment system would increase customer retention?
- If we offered training on using our app, would you be interested in it?

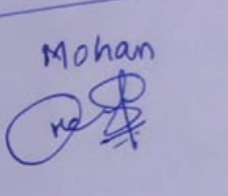
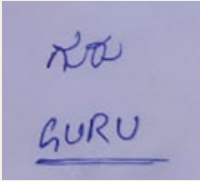
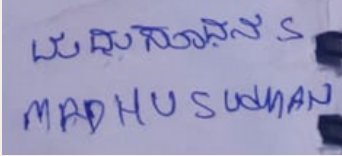
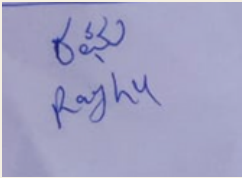
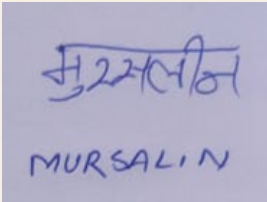
Vellore

SURVEY RESEARCH

Shop Name	Decision	Customer/ day	Signature	Picture
HairPort Unisex Salon	Agreed	100	Md. Fazil Hussain	
HairPort Mens Salon	Agreed	100	Md. Adil Hussain	
Pro Cut	Agreed	30-35	NAZEEM (NAZEEM) 88 25 42 85 34	
Lee & Guy	Agreed	30-40	Junaid (JUNAID)	
The Posh	Disagree	50-60	Shil (SAHIL)	
Bilal Shiekh	Agreed	Home Service	Bilal	
Nithya	Agreed	10-20	Bharathi	Cannot take picture
Bharathi	Agreed	10-20	Riya	Cannot take picture

Ramanagaram (KARNATAKA)

SURVEY RESEARCH

Shop Name	Decision	Customer/ day	Signature	Picture
Guru Men Salon	Agreed	30-35	Javed. (JAVED)	
Guru Men Salon	Agreed	""	Tanveer	
Mohan Shri Hair Salon	Agreed	30-40	Mohan 	
Hemachandra Laxmi Hair Dresses	Agreed	50-60		
Geetha Salon	Agreed	30-40		
Model Salon	Agreed	40-50		
New Look Salon (Unisex)	Disagree	15-20		

Shop Name	Decision	Customer/ day	Signature	Picture
First Look Man Salon	Agreed	20-25	Madhu MATHO	
Royal Touch Saloon	Agreed	25-30	Rihan Ali Sameer	 
XI Salon	Agreed	30-40	1) Faim (FANIM) 2) Rihan (RIHAD)	

Survey Pictures:





Bengaluru (KARNATAKA)

SURVEY RESEARCH

Shop Name	Decision	Customer/ day	Signature	Picture
New Classic Salon	Agreed	35-40	Mohammad Imran	
MH Men Salon	Agreed	30-40	Imran	
Classic Mens Salon	Disagree	20-30	MOHAMMED NASAR	
S2 Friends Mens Salon	Agreed	20-30	Mohd Junaid	 
Asha Salon	Agreed	15-25		
BTM Hair Studio	Agreed	30-40	MOHD TAWED	

Conclusion Of The Research

Our initial survey results indicate strong interest in our application, especially among younger barbers. We highlighted the simplicity of the app and reassured them that it would not impact their earnings negatively, which helped them understand its potential benefits. Customers also showed willingness to download the app, seeing it as a convenient way to avoid wait times and secure appointments easily.

We conducted the survey around VIT Vellore University, engaging with local barbers who could serve university students. Out of the survey, we found that four to five barbers are already eager to connect with the app once it's available, enabling students to book appointments directly and avoid queues.

One of the prominent barbershops, Hairport, which has three branches near the university, expressed strong interest. With a daily capacity of 200-300 customers, they're prepared to integrate with our app once it's launched, making them ideal for initial testing.

Our strategy is to launch a beta version for VIT students and nearby barbershops, using this university-based launch as a testing ground before expanding on a larger scale. This phased approach will allow us to refine the app based on real feedback before we aim for a wider rollout.

Team Members:

Name - Abuzar Siddiqi
Reg.no- 23BCT0186

Name - Md Umar Faisal
Reg.no- 23BCE0079

Name - Md Shahnwaz
Reg.no- 23BCE0210