ParkEasy
Parking made easy

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Purpose

To provide hassle free parking facilities to people at malls and other publice places through an online platform.
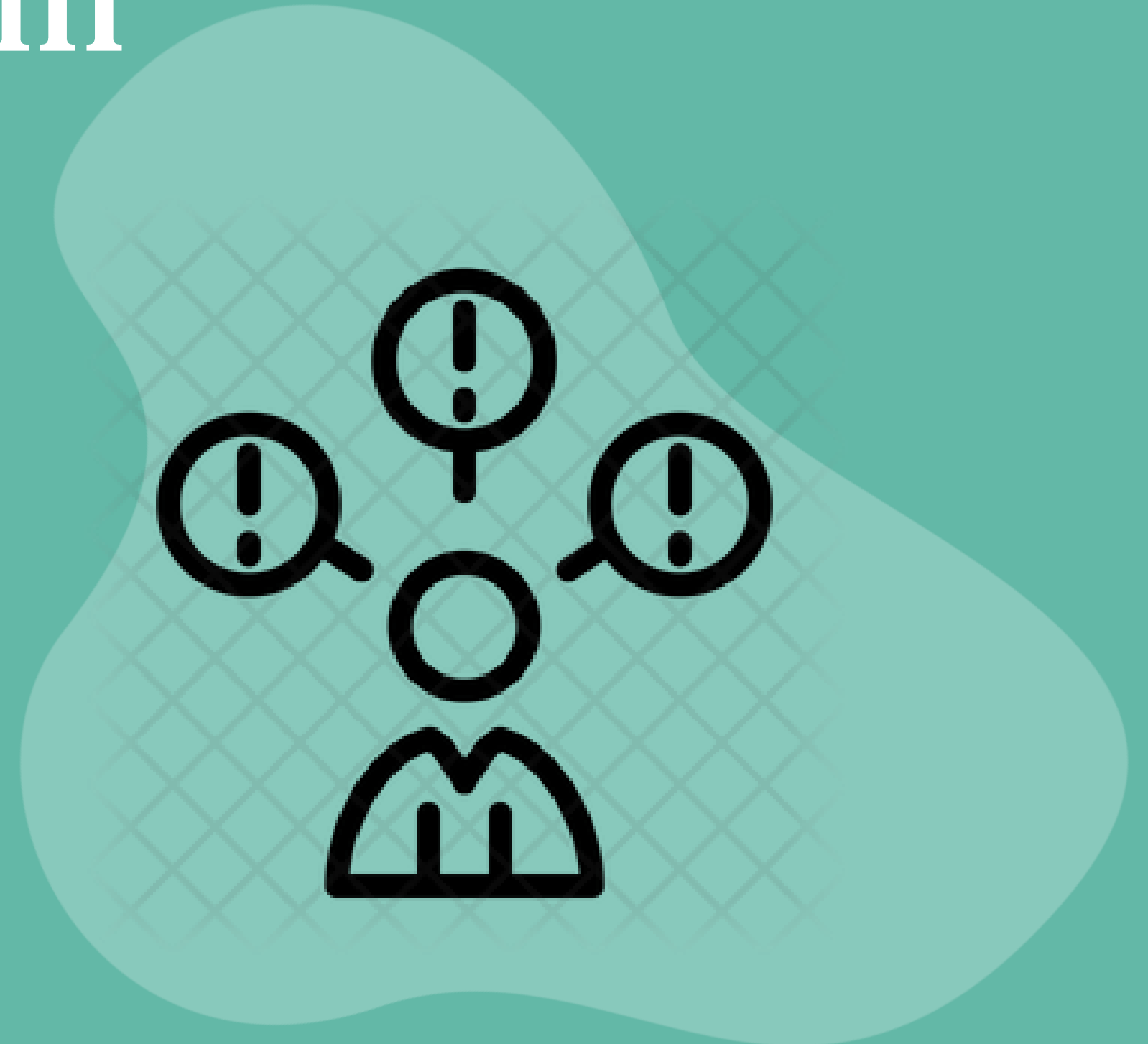
Problems in Current Parking System

Inefficiently managed parking systems.

Cause of noise pollution.

Creates chaos.

Value provided by the system.

Application:

In order to save time, ParkEasy is the proposed application.

GPS

GPS navigation system shall be used.

Online Reservation

App based online parking reservation system available.

Easy payment

Easy payment options shall be available.

Minimizes human efforts.

The human efforts to manage the parking spaces is reduced

WHY NOW?

1. Change in Trend

A change in trend with a large number of people going to the malls regularly.

2. Self Owned Vehicles

There has been an increase in the number of self owned- on road vehicles.

3. No Player in the market

As of now, there is no large online parking facility provider in the market.

WHY NOW? (Contd.)

4. Source of Revenue for Malls

Each mall typically generates about Rs 4-6 crore a year from parking services

5. Market Share

Given the fact that at least 90 malls are already operational in the Delhi-NCR region, there is a huge market for parking service.
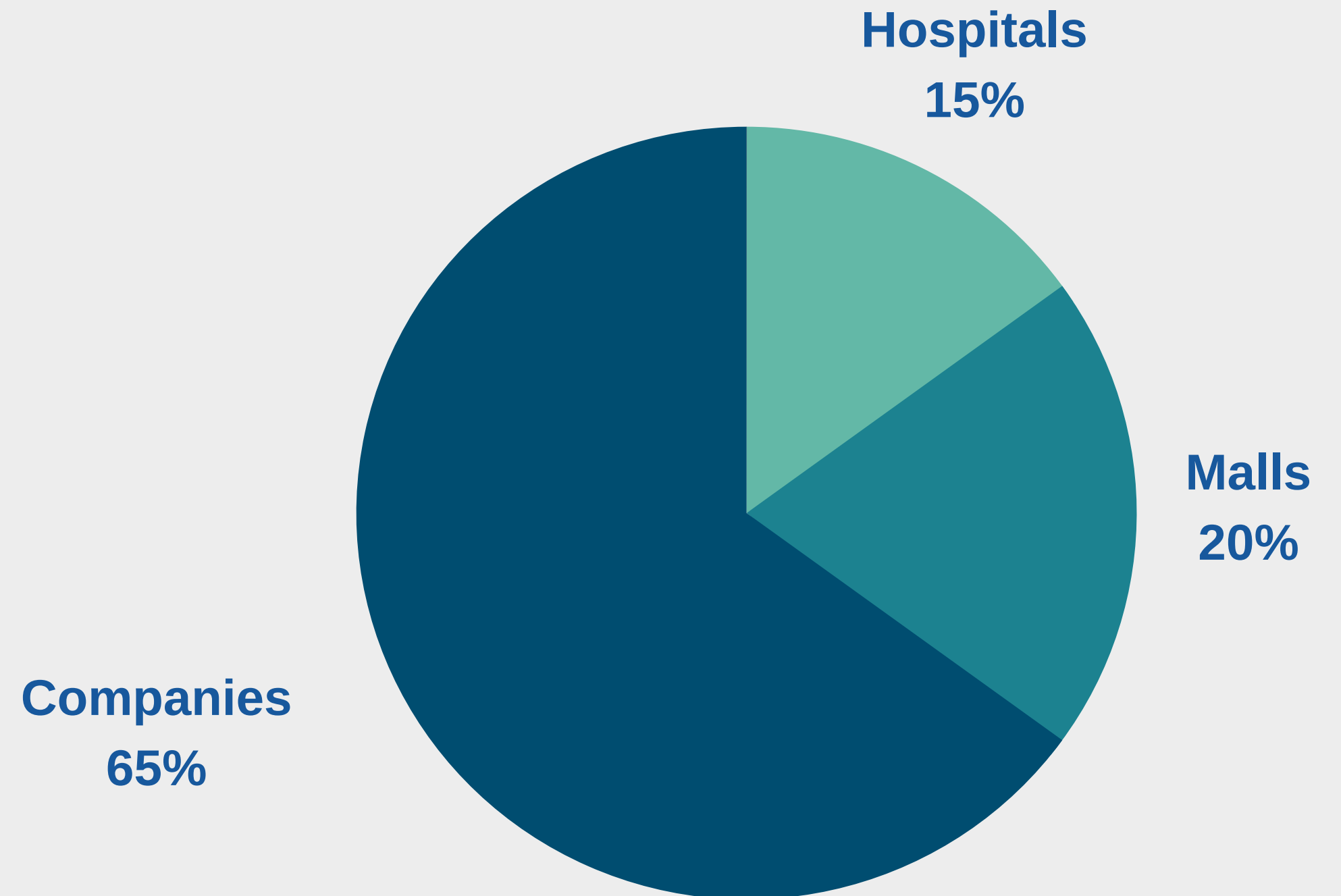
6. Advancement

With everything getting advance and fast moving, it is the need of an hour to provide such a platform that can provide ease and efficiency in the day to day life.

Initial Target Market

Percentage of customers from different segments

Hospitals
15%

Malls
20%

Companies
65%

Serviceable Available Market (SAM)

Malls

Commercial Buildings

Hospitals

Colleges

Railway Stations

Airports

Total Available Market (TAM)

Mall Visitors

Employees

Patients

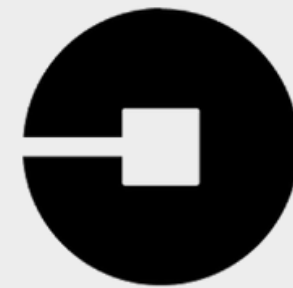Students and Teachers

Passangers

Passangers

Competitors Analysis

Direct Competitors   Indirect Competitors   Offline mode of Parking

get my
PARKING
you drive, we park

UBER

PARKING

Parkwheels

Competitive Advantages

Advantage 1

Secure fast and convenient parking experience for our customers

Advantage 2

Easy to locate parking space.

Advantage 3

Maximum utilization of parking space.

Advantage 4

Targeted advertisement for business owners.

Product Lines

ONLINE PARKING BOOKING (MAIN SERVICES)	OTHER COMPLEMENTARY SERVICES ALONG WITH MAIN SERVICES
Malls	Restaurants table booking
Hospitals	Stretchers
Railway stations/delhi airport	Online payment card
Commercial buildings and offices	Gps navigation

Roadmap
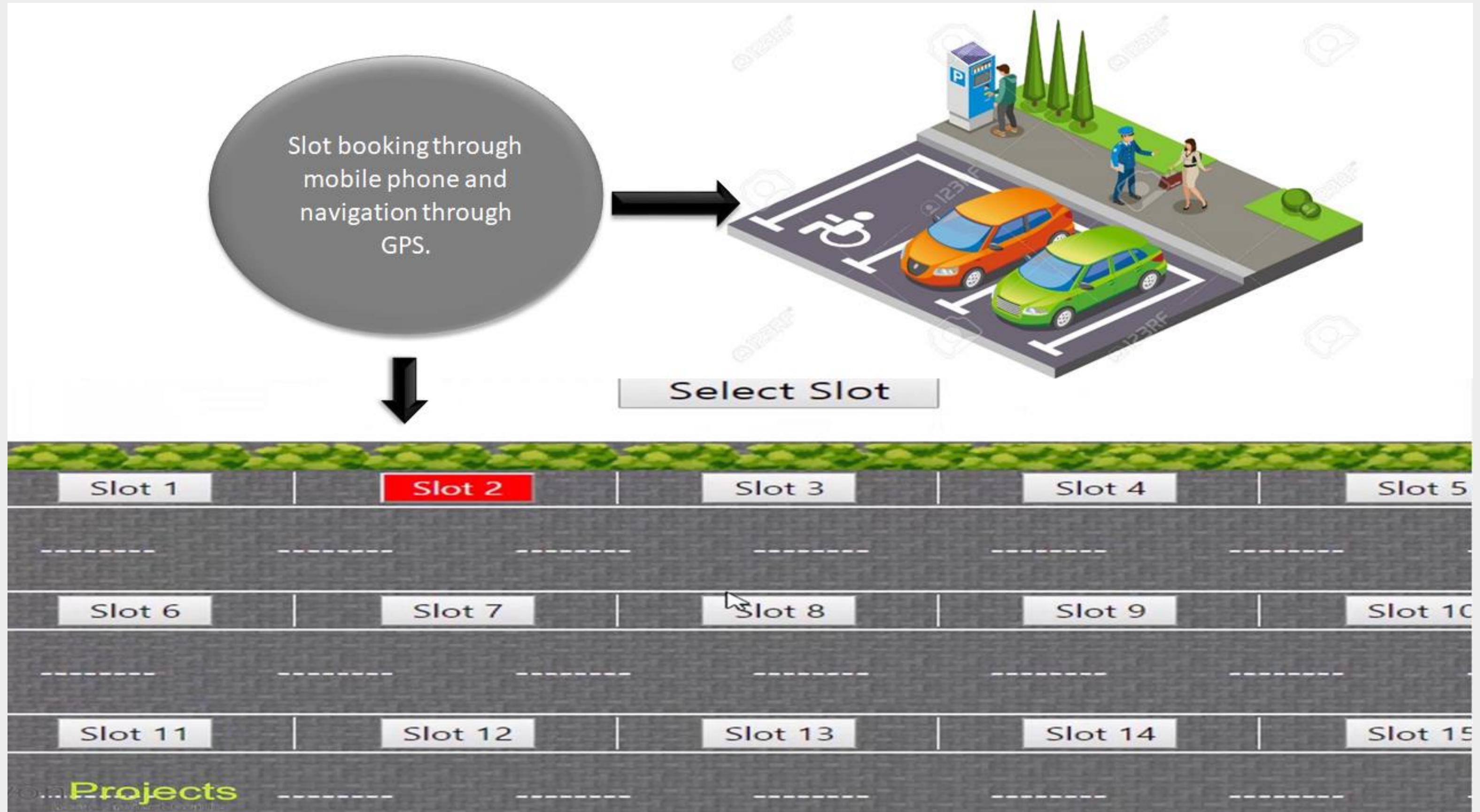
Business Model

REVENUE MODEL:

- Fees from parking transactions.
- Driver Membership Fee.
- Premium Space.
- Location-Based Advertisement.
- Offers

SALES AND DISTRIBUTION CHANNELS:

- Mobile Apps
- Tourist Information Centre
- Advertisements

PRICING:

- Regular users – Subscriptions based coupons
- Irregular users – Tie up with Paytm and PhonePe

AVERAGE ACCOUNT SIZE AND CUSTOMER LIFETIME VALUE:

- Secure, fast and convenient parking experience for our customers.
- Easy to locate parking space.

CUSTOMER LIST:

- Owner of Vehicle
- Parking Space Owners
- Business Owner
- Patients
- Employees

The Team

Founder

Tanvi Mangal

Management

Shreya Arora

Management
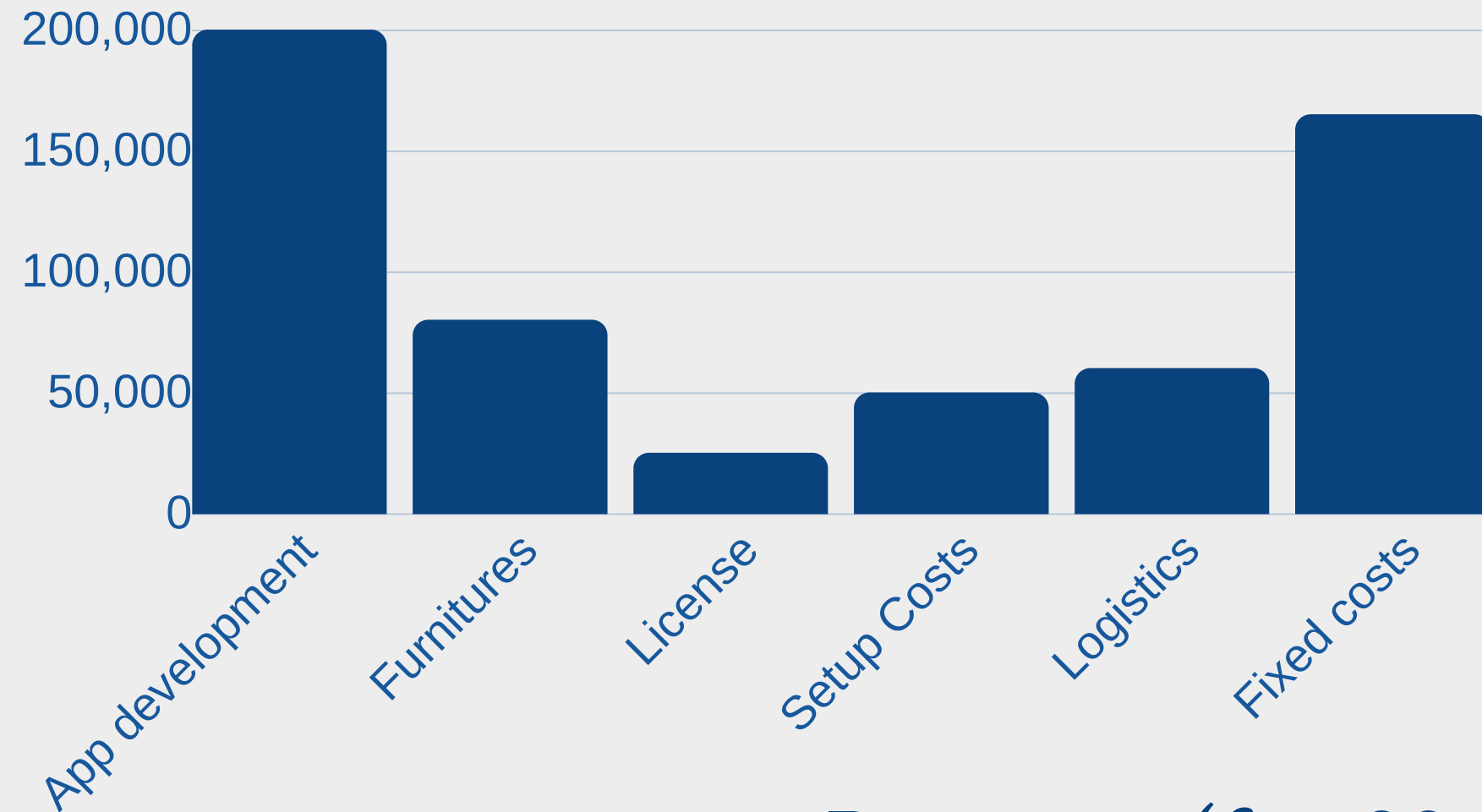
Anshuli

Management

Amoli Kapoor

Management

Anvi Kapoor

Management

Twinkle Mittal

Rs. 5,80,000

Startup Costs and Fixed Costs

Revenue (for 30 days)

With a predicted target 1000 no. of customers per day
and price of Rs. 20 (as a commission) we are expecting a
sales revenue of Rs. 6,00,000 in a month.

Break even analysis

With the revenue of around 6,01,000 and total cost of we are estimating the profits of 105000 and break
even point at 18333. and a payback period of 3.95 months.

Milestones and Metrics

Number of parking spaces covered through our App.

We are expecting to cover:
- 15 Malls
- 20 Malls
- 10 Hospitals
- 15 commercial buildings
- Railway stations in Delhi

App downloads

50,000 downloads in a year

Number of regular users

1000 users a day

App reach

All over Delhi NCR

Risk Evaluation

TECHNICAL RISK
- App Glitches
- Internet connection
- Large Database

MARKET RISK
- Other competitors already existing
- Other alternatives available like uber, ola, local auto

OPERATIONAL RISK
- Dealing with parking owners and settling terms.
- Commission delays
- Safety of customer cars
- Staffing problem

VISION STATEMENT

To be the preferred choice of customers when it comes to online parking booking services. Every parking area is connected to our system.

THANKYOU