

# THRIVE A MULTI-SERVICE BUSINESS IN THE ONLINE

## PACE



**TRIOANGLE**  
TECHNOLOGIES

# DIGITIZED MULTI-SERVICE BUSINESS



## POINTS UNDER THE ROOF

### INTRODUCTION

A short study about the emergence and success of multi-service businesses in the online platform

### Successfull Business Streams To Look Out

A quick look at the top players in this online multi-service venture. Gojek and Grab.

### Reasons Why Gojek Stands Unique

Details of the exclusive strategies that Gojek offers to acquire a large number of users.

### Diverse Business Forms

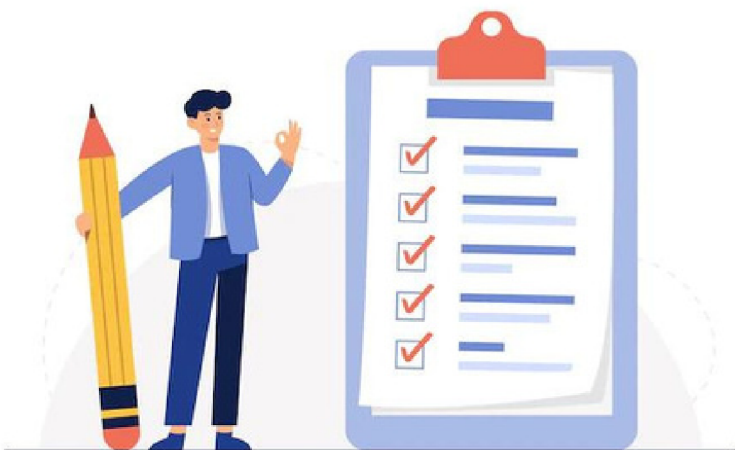
A Quick View of different business types that can be done with this Multi-service apps.

### Monetization Tacts

A brief look at the income factors of multi-service apps.

## ABSTRACT

Starting an online multi-service business with a mobile app is manageable, but the insights to do for a thriving business are considered to be a lot and it's more challenging too. This paper will explain to you the competitors, strategies to stand unique, business, and revenue models in the industry.



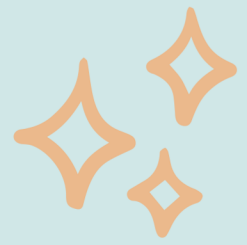
# INTRODUCTION OF MULTI-SERVICE



The hits of many A to Z multi-service businesses in the traditional platform, move their medium to digital mode as mobile apps. The deployment of modern tech raised the market for online services. People also slowly get practiced with the convenience and comforts of easy doing the undertakings have increased the need for these apps in the last two years.

This equips a one-stop solution for all the people's demands. Hence these apps make an effective market and made these multi-service businesses lay down a big platform for entrepreneurs to pitch their revenue scale in the industry.

# SUCCESSFULL MULTI-SERVICE STREAMS TO LOOK OUT



## MULTI OFFERS

All the need is to get everything in a single click. In this, offering a single service in a business can't deal with the big one.

This notion captures the big shots to start lucrative like Gojek, and Grab that stimulates to furnish Multi-Service apps in the industry.

## GRAB

- Grab is India's biggest all-in-one service app which was launched in 2013.
- Start their venture as bike ride-hailing in hyper local regions and later moves to delivery services.
- They do services that cater to segments of all sizes and segments.

## GOJEK

- Gojek was launched in the year 2010 as a small call center service medium in Jakarta.
- Now it's southeast Asia's leading on-demand platform and pioneer of the multi-service industry.
- That progress to offer multiple services from food delivery to logistics, handyman, and more.



# REASONS WHY GOJEK STANDS UNIQUE



## Strategy and tips for success in becoming an entrepreneur

Every thriving enterprise has been raised from the conceived business plans. Like, Gojek formulates premier strategies to acquire a huge number of consumers and contrives unique revenue heights.

## Pricing Strategy

Surviving in any business it's very chary to pricing their services. Lowering the costs will augment the customers but it's questionable in gaining profit.

Initially, Gojek declined through a price war with low rates to establish their business and to get a stable revenue. This reflects their huge fame with a high number of app users.

## Distribution strategy

When it comes to publicizing the app, it is more powerful if it happens automatically through word of mouth. Gojek made its distribution strategy in various manners. It creates the following demand among people,

- Comes at the doorstep
- All-time availability
- Customer care
- Cashless service
- Less time awaiting a service

## Advertising Strategy

Promoting the app and converting it to the ROI is the predicament task of a multi-service business.

Gojek placed its brand awareness by consistent updates in the customer sense perspectives and by providing a personalized experience.

Stands to construct an affiliate bond with people through the feedback and requirement updates via social media.



# DIVERSE BUSINESS FORMS OF MULTI-SERVICE APPS



## PROJECT MULTIPLE ENTERPRISE

Landmarking in all the business platforms is a complicated one, where business people toil to make numerous applications for it. But the multi-service apps like Gojek allow entrepreneurs to do multifarious ventures on a single platform.

## SEE SOME OF THE TOP SERVICES IN THE MARKET

### 1. HANDYMAN SERVICES



The Raising demand for hiring handyman people for the repairing works contemporarily creates a huge market in the industry.

Customizing the Gojek clone app with different segments and features of handyman services like

- Job quotes
- Schedule appointments
- On-place service
- Expenses management



## 2. ALL-IN-ONE DELIVERY SERVICE

- The ultimatum for online food delivery is ranking higher, there is no set of appropriate numbers to be in the expected value because it is at a drastic scale of growth.
- Let's launch your app also as a delivery service marketplace with the perfect features of delivery like Grab.



## 3. RIDE-HAILING SERVICES

- Ride-hailing services are one of the biggest industries which constantly generate increased revenue growth every year.
- Add this business form with a big section in a multi-service app, will drive to expand users rapidly, and also it will fame the business in a short span.



## PICK ALL

- The mentioned services are equipping many big things in the online pace.
- Let, Analyze more about the trendy online services in the market. Hold a set of strategies and get focused on targeted customers.



# MONETIZATION TACTS OF MULTI-SERVICE APPS



## Business

Surviving in a business stream is in the hands of the revenue reflected back of investment. Concentrating on the income factors will lead to the whole scrutinizing process of the entire app. Look at the significant monetization facts of multi-service apps.

### Ad-Pay

The merchants or handyman service owners who wish to showcase their advertisement on the top landing page, their ads will be listed to get notified by their paid users easily.

### Service Charge

Service beneficiaries are charged specifically for the doorstep service from the host. This app service charge is integrated. Many apps like Gojek are indirectly integrated their pay into the invoice of the service

### Commission Charge

For every selling or service booking the merchant has to pay some commission for accompanying the platform.

### Third-Party Advertisers

Advertisement displays from other investors are the secondary income for the multi-service apps. Reaching a large number of people as your customer will receive this income to the revenue.

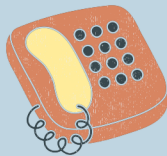


# WAY TO TRIP YOUR VENTURE



## Find Your Niche

Among hundreds of Gojek clone apps choosing the effective one is the harder thing. List all your needs and use them as the elegant filter for the robust process of multi-service business development.



## Understand The Definitive

The steady expansion of business, Focuses more on the user's feedback and services in acquiring a large number of consumers instead of being concerned solely with the revenue creeks.



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## OF THE APP DEVELOPMENT



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