

2026

BUSINESS PLAN 2026-2029

GharSeva Home Services

Verified electricians, plumbers and carpenters at fixed prices

PREPARED BY

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VERSION

1.0 · Confidential

CITY

Lucknow

CONTENTS

Executive Summary.....	2
Company Overview.....	3
Mission.....	3
Products and Services.....	3
Legal Structure and Location.....	3
Market Analysis.....	4
Industry Overview.....	4
Target Customers.....	4
Competition.....	4
SWOT Analysis.....	4
Marketing and Sales Strategy.....	5
Customer Acquisition Funnel (sample targets).....	5
Unit Economics (sample).....	5
Operations Plan.....	5
Management Team.....	6
Hiring Plan (sample).....	6
Financial Plan.....	6
Key Assumptions.....	6
Year-1 Monthly Cash Flow (sample).....	7
Funding Requirement.....	7
Risks and Mitigation.....	7
Appendix A: Customer Survey Summary (sample).....	8
Appendix B: Product Roadmap.....	8

EXECUTIVE SUMMARY

GharSeva connects households with verified, trained technicians for repairs and installations at transparent fixed prices, booked by app or phone and backed by a 30-day service guarantee.

The opportunity

Finding a reliable technician in smaller cities still depends on word of mouth, and prices are unclear. Technicians, in turn, lack steady work.

Key figure (sample)	Year 1	Year 3
Jobs completed	9,000	85,000
Active technicians	120	900
Revenue	₹0.8 Cr	₹7.0 Cr
Cities	1	5

All projections in this plan are illustrative sample figures.

COMPANY OVERVIEW

Mission

To make home repairs simple, safe and fairly priced, while giving skilled workers steady income and respect.

Products and Services

Offering	Description	Price (sample)
Electrical repairs	Fans, switches, wiring, inverter installation	From ₹199
Plumbing	Leak repair, tap and tank fitting	From ₹249
Carpentry	Furniture repair and assembly	From ₹299
Annual care plan	Two visits a year plus discounts	₹1,999/year

Legal Structure and Location

Registered as a private limited company. Technicians work as verified partners with background checks and training certification.

MARKET ANALYSIS

Industry Overview

Home services are growing as nuclear families and working couples rise in tier-2 cities. Trust and price transparency are the main purchase drivers.

Target Customers

Segment	Description	Priority
Working families	Value time and trust	High
Senior citizens	Need reliable help	High
Small offices and shops	Regular maintenance	Medium

Competition

Competitor type	Strength	Our advantage
Local technicians	Nearby, flexible	Verified, fixed prices, guarantee
National apps	Brand, funding	Local depth, phone booking, lower commission
Hardware shops	Referrals	Scheduling, accountability

SWOT Analysis

Strengths • Trained technician network • Fixed price list	Weaknesses • Limited brand • Single city
Opportunities • Annual care plans • Builder tie-ups	Threats • Price undercutting • Technician churn

MARKETING AND SALES STRATEGY

We will build trust through society partnerships, reviews and a phone booking line for customers who prefer to call.

- Housing society partnerships
- Phone and WhatsApp booking
- Hardware shop referrals
- Local social media and reviews

Customer Acquisition Funnel (sample targets)

Stage	Year 1	Year 2	Year 3
Households reached	40,000	150,000	400,000
First bookings	6,000	25,000	60,000
Annual plan members	500	4,000	12,000

Unit Economics (sample)

Metric	Value	How we measure it
Average job value	₹650	Booking data
Platform share	20%	Commission
Repeat rate within a year	45%	Customer records

OPERATIONS PLAN

Technicians are trained and graded; jobs are assigned by distance and rating. Every job ends with a photo, invoice and rating.

Milestone	Target date	Owner
Lucknow launch	Q2 2026	Founders
120 technicians onboarded	Q3 2026	Supply
Kanpur launch	Q2 2027	Operations
5 cities	Q1 2029	Founders

MANAGEMENT TEAM

Name	Role	Background
Ankit Srivastava	Founder & CEO	Built a local logistics startup
Ruchi Tiwari	Head of supply	Vocational training background
Deepak Yadav	Technology	Full-stack developer

Hiring Plan (sample)

Function	Year 1	Year 2	Year 3
Operations and support	8	25	60
Technician trainers	2	6	14
Technology	3	8	15

FINANCIAL PLAN

The projections below are sample figures that show the structure of a financial plan. Replace them with your own estimates and assumptions.

(₹ lakh)	FY 2026–27	FY 2027–28	FY 2028–29
Revenue (platform share)	80	280	700
Direct costs	30	100	240
Gross profit	50	180	460
Operating expenses	75	150	300
Net profit / (loss)	(25)	30	160

Key Assumptions

- Average 2.5 jobs per technician per day
- 20% platform share
- Marketing at 12% of revenue

Year-1 Monthly Cash Flow (sample)

Month	Cash in (₹ lakh)	Cash out (₹ lakh)	Closing balance
Apr	—	—	—
May	—	—	—
Jun	—	—	—
Jul	—	—	—
Aug	—	—	—
Sep	—	—	—
Oct	—	—	—
Nov	—	—	—
Dec	—	—	—
Jan	—	—	—
Feb	—	—	—
Mar	—	—	—

Fill in your monthly estimates; the closing balance shows how long the funding lasts.

Funding Requirement

We are seeking ₹1.2 crore to grow the technician network, build the app and launch in two more cities.

Use of funds	Share
Technician training and kits	30%
Technology	25%
Marketing	30%
Working capital	15%

RISKS AND MITIGATION

Risk	Impact	Mitigation
Service quality issues	High	Ratings, re-training and guarantee
Technicians going direct	Medium	Steady jobs, insurance and incentives
Seasonal demand	Low	Annual care plans

APPENDIX A: CUSTOMER SURVEY SUMMARY (SAMPLE)

Question	Yes	No	Not sure
Do you find it hard to get a reliable technician?	—	—	—
Would you prefer fixed prices?	—	—	—
Would you book by phone or app?	—	—	—
Would you buy an annual care plan?	—	—	—

APPENDIX B: PRODUCT ROADMAP

Quarter	Planned feature or offering
Q2 2026	Launch three services
Q4 2026	Annual care plans
Q2 2027	Appliance repair
Q1 2028	Home painting