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**Marketing Plan (4 P’s of Marketing)**

Our store will carry a vast variety of services that will fill both the needs and wants of our valued customers. Our store consists of jobs that are required in the usual household, which could be accomplished by our company. Our services are available all year long, no matter what the season/weather. These include:

**Winter:**

* Shovelling the snow
* Decorating the house
* Protecting the lawn from harsh temperatures

**Summer:**

* Gardening
* Gutter cleaning
* Mowing lawns

**All Year Services:**

* Plumbing
* Painting
* Odd jobs

**Autumn:**

* Raking leaves
* Cleaning gutters

We have chosen to provide these many services because we feel that these household services are annoying obstacles that distract people from their everyday lives. This is where we come in; at a low cost we can solve these measly problems at a speed that is unpredictable. It all started with our owner, who felt that there were people that were charging way too much for odd jobs like the ones we provide, and the result was either is a time span that way too consuming, or the job didn’t satisfy the valued customers. We felt that these services could be done by our company is a quick and effective way that would cost the customer less money, and will fill both the needs and wants of the customer.

After consulting with the managers, they have decided to name the company Rapid Repairs. The managers were not the only people that influenced the name of the company. The members of the company personally consulted family, friends, and even valued customers about a name that would suit the services that were offered by their company. This name was chosen for the, “quick and consistent services offered” by the company. They felt that this name was very catchy to the tongue and it had a very strong message. Rapid Repairs represents the efficiency of our company and it shows that we are not here to waste time.

**Product**

Even though our company doesn’t provide a product, the service can still be described. We have decided that our brand name is the same as the company’s; Rapid Repairs. The company has personally created a trademark, to show that the company is serious about what they do. Their services consist of mostly cleaning of both the exterior and interior of households. Anything that can be cleaned can be fulfilled by Rapid Repairs.

**Price**

Rapid Repairs has thought about the pricing, and it is planned out that there will be a fixed price for every time the services are required, plus an hourly rate for the amount of time that will be used for the services, and this is very dependent on the amount of services required. Due to the name Rapid Repairs, the hourly rate will be only required for a small amount of time, but it all depends on how many services are needed. The fixed price will not change, but the hourly rate is the only price that will increase the overall profit made for every occasion.

**Place**

After consulting management, Rapid Repairs has decided that their channel of distribution is straight from Manufacturer to Consumer. This is because the services are offered straight to the customers and there is no other channel that interferes in the distribution of the services. The consumer contacts Rapid Repairs, the manufacturer, and Rapid Repairs goes straight to the home of the customer to complete the various tasks that need to be completed as quickly as possible.

**Promotion**

Since they have no physical product, they have planned to create professionally made business cards that have both methods of contact and their vast number of services. They have also planned to publish a very precise message to show that specific households have been host to the services of “Rapid Repairs.” This is their method of sales promotion, it has also been planned that there will be certain discounts for routine customers, that will include premium memberships. Advertising will also be used to attract attention to the company, these advertisements are planned to be posted in areas that will attract attention to the public.

Using Survey Monkey, Rapid Repairs has created a ten-question survey that has been completed by 60+ valued customers which was very helpful is determining what kinds of services they would concentrate on and it helped determine the pricing structure that will be discussed in further detail in this business plan. After analyzing the survey, it was decided that Mild Computer Repairs was the service that was most frequently needed. When it came to the most frequent job needed in the summer, 52% of the valued customers said that Lawn Mowing was necessary. For winter, 69% people decided that Shovelling Snow was the job that came up the most, due to the amount of snow in Brampton. When it came to deciding the pricing structure, the survey takers decided that $14/hour was the price that they were willing to pay, and as expected this was the lowest price listed. The value customers had also chosen that they preferred Rapid Repairs to work on both weekends and weekdays. The services were chosen to be offered at times from 9am-9pm due to 32% of the survey takers deciding this option. When it came to certain requirements that the customers looked for in a handyman, there were many responses that were helpful in planning the employees in the Human Resources plan. Rapid Repairs asked their customers how much they were willing to pay for transportation costs, and the customers responded that this should be included in a fixed price, which led to a fixed price on top of an hourly rate.

The pricing structure for Rapid Repairs is very straight forward, it is basically is a fixed price of around $15 and there is an hourly rate of $14/hour. The initial fee of $15 covers the transportation costs, which includes the costs for gas and rental of the truck, which will be explained in further detail throughout this business plan. The hourly rate of $14 is based on basically the labour involved in completing the various tasks, meaning if there are more tasks, more time will be consumed therefore it results in a necessary hourly rate.

The distribution strategy for the various services of Rapid Repairs is very simple; it includes a small store which holds all of the supplies necessary in completing the tasks. This brings up a rental truck that will be used to travel to the home of the customer, which results in the initial fee for transportation costs. So basically, the store holds all of the supplies that are needed for any of the services provided, a customer calls the store explaining the job needed, and the company sends a team of trusted employees to complete the tasks to the satisfaction of the customer. The rental truck will be used travel to the home of the customer and it will carry both the trusted employees and the specific tools needed to complete the tasks. Even though there is only one truck, some will think that this limits the company to one customer at a time, but this problem was solved before it was even proposed. The truck will be host to not only one household, which means that the driver of the truck will drop off one team with their equipment and then go on to the next house.

Human Resources Plan

**(How will you fulfill the responsibilities of the HR Department?)**

Determine and explain how you will recruit quality employees

* Develop the number of employees needed, the position and how to advertise the post **(work with Mandheer)**
* Develop Job Descriptions to provide information about the job and of what is expected from the applicants that are interested in the job postings.
* Describe the position and key qualifications to help limit the number of unqualified applicants
* Post advertisements using mediums to help reach the job applicants **(Mandheer)**
* Develop a series of phone-screening questions Create useful and job suitable questions to eliminate unwanted job applicants. Review the resumes you receive and identify your best candidates. Screen candidates by phone.
* Select candidates for assessment. Select the candidates you feel are best qualified for the next step in the process.
* Schedule and conduct candidate interviews.
* Select the candidate. Make your selection by matching the best applicant to the profiled job description. Choose the best candidates that suit your company’s needs and qualifications
* Run a background check on the individual to uncover any potential problems not revealed by previous testing and interviews. (Make sure of any criminal records, reference check etc)
* Make your offer to the candidate.

Establish the methods/tools you will use to select employees

Candidates are required to send in their applications (please see **Application Form Example** attached)which will be used for our phone screening process. After answering the questions we will eliminate any unwanted applications

After the process of phone screening, the applicants are required to send us their cover letter, references and their Resume. Teacher preferences should also be included when asked for. We will match the qualities and call for the best possible candidates from our information. From all the matches chosen, Interviews for each applicant will be conducted

Decide how you will orient and train your employees

For the Orientation, we will start off by describing what the company of Rapid Repairs is about and what it offers back to the community. The employees will be given their equipment and the uniforms.

**List of Equipment for the Employees**

* Trucks
* Cell Phone (for communication)
* All necessary tools (for the job)

The employees are to be on guard and on duty at all times, they are allowed a break for lunch for 75 minutes in between but have to check themselves OUT before proceeding for lunch (this prevents mix ups)

**Training for the Employees**

1. We will be asking employees to enter into the free lessons offered by ***Home Depot for Training***
2. They are also given the choice of a course which has to be self funded if the skill is required

Brainstorm ideas about how you will develop positive employee attitudes

*We would be using the following methods for our employee,*

* Ask for opinions on improving the working conditions
* Bonuses
* Gift Cards for favourite places for exceptional performance
* Free Lunches
* Extra Leave Days
* Casual Dress Days
* Monthly Bonuses

Establish the ways you will manage employee dismissals and departures

Help them understand why, and offer training courses to help them find another job. Provide a severance package and a formal termination letter and time for them to look for other job options. We will also conduct an exit interview for the employees that decide to resign from the company

Produce sample job descriptions that outline the responsibilities for each

**Job Description:** Services done by Rapid Repairs

There are many jobs that are provided and the employees are expected to physically fit to perform their jobs. The company offers Raking, Gardening, Shovelling, lawn mowing, fencing, Plumbing, Carwash and polish, sealing driveways, building and cleaning of decks and shingle replacements. Our new applicants are required to provide a report card, 2 teacher references and should be fluent in reading, writing and speaking English. Our preferences will be given to high school students and they must be 15 to 22 years of age. We find it crucial that our employees have the knowledge of working with chemicals and products used in the jobs; they are also expected to have Basic construction and renovation experience, Hands-on experience in electrical, plumbing and landscaping and Working knowledge of WHMIS. HSA rules and guidelines are enforced for each position.

Develop sample job advertisements to advertise your job openings

We will use the following ads to advertise our job openings, the AIDA formula is applied to show the way we try to attract our employees (applicants)

**Company:** Rapid Repairs

**Number of Employees Needed:** We would need approximately 5 more positions to be created for the company to sustain the demand of the consumers

**Positions:** Handy Man or General Worker

**Advertising Techniques:**

* Register with Online recruitment websites
* Have paper advertisements posted at major locations (include phone Numbers)
* Sign contracts with recruitment and hiring agencies.
* Advertise the job positions in newspapers, career magazines and with professional organizations.
* Conduct recruitment fairs and participate in career fairs conducted by the city / province.
* Advertise the job position internally for recommendations from current employees.

Prepare a sample interview guide that lists the questions

**Interview Questions**

**Work Experience**

* Describe a time when you have experienced pressure on a job? How did you handle it?
* How did you get along with your fellow co-workers?

**Education**

* Were you always planning to be in the field of being a handy man?
* What were you future goals in High School?
* Which course did you like the most in High School?
* Did you receive any experience in doing odd jobs in High School?

**Work Style**

* Why should you be our first preference for this position?
* Why does this field interest you?
* Why are you interested in our company?

**Personal Style and Character**

* What are you greatest strengths and weaknesses?
* What would you last employer say about you?
* What type of person do you think you are?
* Describe the characteristics in people which you got along with?

**Salary**

* What would you expect your salary to be at?
* When do you think is the appropriate time of month for a pay check?

Produce a sample employee performance appraisal

**Evaluate employee’s quality of work that may or may not reward them in some way**

* Physical performance evaluation
* Written test (GR. 11 test) every year, literature (English)
* Oral test based on communicative skills and another oral evaluation conducted by an evaluator during job hours.

Develop a sample orientation itinerary that welcomes new employees

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| --- | --- |
| Timings | Events |
| 9:00 – 9:30 | * Start the orientation with a speech and a brief summary of the company |
| 9:30 – 10:00 | * A booklet will be given as a guide for all the information needed for the employees * We will also be discussing what exceptions can be made to the work (if the customer demands it) |
| 10:00 – 10:30 | * A tour of the main office and the way the office functions, including check in and checkout timings, timings for lunch, company benefit offer’s etc |
| 10:30 – 11:00 | * Equipment will be provided along with a thorough presentation on Safety Procedures |
| 11:00 – 11:30 | * Information of where the extra training is provided and a hands-on demonstration of what the company expects (job wise, to maintain unity in the work) |
| 11:30 – 12:00 | * Answering any questions or concerns the employees need to ask based on the presentations provided throughout the orientation |

Prepare a sample exit interview guide that lists the questions

**Questions to be asked in the Exit Interview**

* What is your primary reason for leaving?
* Did anything trigger your decision to leave?
* Based on your experience with us, what do you think it takes to succeed at this company
* Did any company policies or procedures (or any other obstacles) make your job more difficult
* Do you have any tips to help us find your replacement?