

House Movers – Just move it

Service

Today it is not unusual to move house because of today's mobility at the working place. A move is an effort not everybody is willing to make. With all the contentions with the administrative bodies and water and electricity providers you have to plan your time.¹

I want to make it easier for our customers to move to another city. I will take over the transportation of the furniture and in addition all the organizational assignments.

We offer two different alternatives for our customers:

The student package includes finding the cheapest internet-, electricity-, telephone- and gas providers. Furthermore we take over the transportation of the furniture.

The luxury package includes more supplemental offers such as decoration and interior design.

I am a service contractor who has a MBA (Master of Business Administration) with the focus on logistics² and in addition I did an apprenticeship in the real estate business and so I have got expert knowledge in this field.

Target group

Our target group are mostly students for the individual package, who move to Hamburg or move house within the city. At best they get financial support from their parents. Because of their studies they do not have enough time to take care of the moving himself. The customers need inexpensive advice for the cheapest electricity, gas, landline and internet providers. When they decide to purchase our service they put focus on price and the reliability of the service. They will pay particular attention to the price.

Through a system, which includes commissions, students can afford my service.

The target group of the luxury package is solvent and focuses more on the quality and the easy handling of my service rather than the costs. In addition, I attract these customers with the good structure and simplicity of my service making their moving easier.

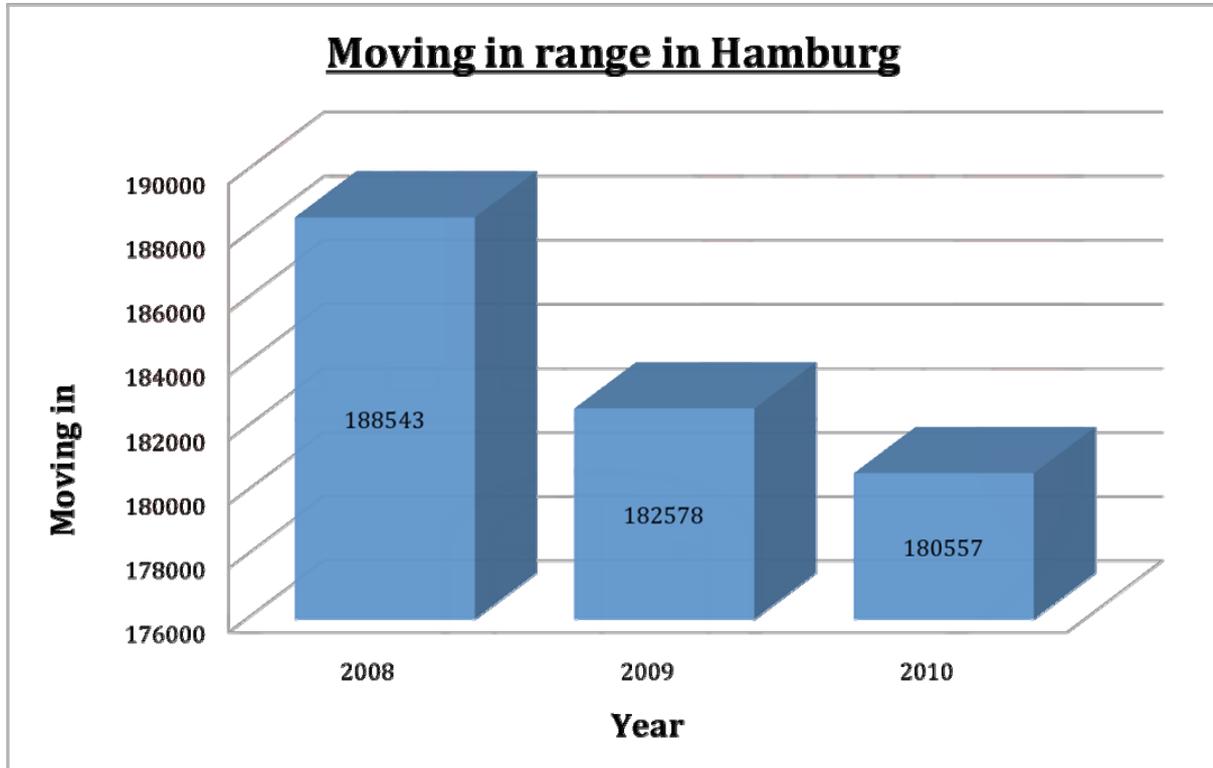
(My company has some flexibility in what is offered. I can react to changes in the tuition fees for students or economic crises really fast and can adapt the packages. Furthermore, I pay attention to the increasing importance of the internet and will react to it, if I have to. Order requests as well as advertising can be done via the internet. A combination of my business with the Web 2.0 is a natural progression I am willing to make.

¹<http://www.nordic-market.de>

² <http://www.gate4logistics.de/logistik-studium/logistik-studiengaenge/logistik-master-studiengaenge-alphabetisch-nach-studienort.html>

Market development of the industry

Hamburg is an attractive Hanseatic city with a steadily growing port and a thriving commercial center.³ Even though the number of people working in consulting decreased, the economy is still growing.



Competition

My company is currently still unique with its features, but my direct competitors are all moving companies. They take time to just transport the furniture and the customer has to do the remaining tasks. In Hamburg there are about 31 moving companies.⁴ There are some moving companies dominating the market in Hamburg, but they charge relatively high prices.

Place

I am located in the district Langenhorn, Essener Str. 4 in 22419 Hamburg. This place gives me the advantage that customers can get to my office directly from the airport, if needed. There is also the U1, - an underground line, with a fast connection to the city center of Hamburg - , right in front of my office.

³<http://www.handelsblatt.com/unternehmen/handel-dienstleister/umschlag-brummt-hamburger-hafen-rechnet-mit-zuwachs/6202682.html>

⁴<http://www.umzuege-hamburg.com/>

Costs

The costs refer to different factors shown below.

initial costs

office furniture	206,70 €
office chair	29,99 €
telephone	25,00 €
multifunction- printer	46,98 €
desk lamp	9,99 €
laptop	569 €
total	887,66 €

monthly costs

employer's salary	1.862,36 €
smartphone with a contract	54,95 €
telephone line/internet	24,95 €
homepage	0 €
rent (warm)	225,00 €
Leasing	118,00 €
automobile insurance	23,55 €
driver/packer	400,00 €
monthly depreciation 20% over 5 years	14,79 €
office equipment, flyers, business cards etc.	100,00 €
	2.823,60 €

constant costs

students

transporter	70,89 €
gas	20,00 €
cleaning person	20,00 €
total	110,89 €
price net	251,26 €
price gross	299,00 €
revenue of commission	140,37 €
commission	144,00 €
total	284,37 €

luxury

Movers	700,00 €
gas	30,00 €
total	730,00 €
price net	1.679,83 €
price gross	1.999,00 €
revenue of commission	949,83 €
commission	144,00 €
total	1.093,83 €

