

Home care market - Moving Company

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Abstract. Our moving company is located in Shanghai, China. We provide one-to-one high-end services for people with high income population. The company cooperates with high-end customers' residential communities, and their sales will recommend our company to the owners. When the owners need one-to-one moving services, they choose us. Meanwhile, we will also let the public know about our high-end services through website or social network. Our customer's demand is high efficiency with tidiness work team, also the work time we provided will be shorter than other competitors. It will bring customer a very comfortable environment and the contact is very convenient.

Keywords: Customer's demand, shipping furniture, offer service keywords covered.

1. Introduction

The “moving company” is actually a combination of a series of services including moving, cleaning, valuable property maintaining and so on. Is in Shanghai. Because of certain features (such as location, cost, etc.) of this corporation, the target consumers are designed to be upper middle class and the wealthy people in Shanghai, whose annual family income are more than 3million RMB [1]. This segmentation of consumers always has more than one house property in Shanghai and always pick the most suitable one for various situation of their lives. Thus, moving service is an inevitable need to these people. However, now-existing moving service usually has several drawbacks, such as conflicting over broken properties, the disorderly arrangement of goods, having to hire another cleaning service which is not convenient and so forth. We observed those shortcomings and decide to seize the opportunity to set up a company [2, 3].

The pricing strategy must consider the cost, including employee training, transportation distance, the wrapping material cost, the weight of valuable properties and total weight, the aggregate value of expensive items, the floor area of the destination. So, several charging standards and services packages must be set to suit various of consumers' needs. Promotion strategy is also very important when introducing the innovative service to the market. Word-of-mouth is the best expansion move to this company. So, consumer maintenance would be important for the company. It will also be seriously preferred that co-operate with high-end hotel and entertainment place in Shanghai. The co-operation will be effective for making the deal with wealthy people.

2. SWOT analysis of the business

2.1. Strengths and weaknesses

The unique selling point of our company is to provide one-stop service and to preserve valuables professionally. The main competitors are other local moving companies such as the Blue Rino Express, Yifeng logistics company and Camel house-moving company. Using SWOT analysis, it can be shown that the strength of this new company is to provide professional service including specific treatment of different material of furnitures and family display. In addition, insurance of valuables can also be the competitive advantages of this company. Thirdly, this particular service in China is still blue ocean, which leads to few competitors in this niche market. In other words, this company

will create a niche. Last but not the least, we can guarantee less service time through professional employee training. However, this idea is not without any weaknesses. Firstly, the charge will exceed other similar service because of the cost (e.g., training, insurance fee), which may lead to losing competition with other companies. Besides, because this service will rely on word-of-mouth heavily and wealthy community is a small circle, a single complaint may damage the reputation of the company profoundly.

2.2. Increasing opportunities of the industry

As for external factors, the opportunities of setting up this company is that with the economic progress in recent years, China maintains a speedy GDP increase even under the COVID pandemic. Shanghai is the financial centre in China and hold a leading-GDP position for many years. That results in the emergence of a huge amount of wealthy people in Shanghai. Until 2021, the amount of upper middle class and beyond reached 690 thousand [4]. The big figure of target consumer will provide the company a lot of deal thus a load of profit. Nevertheless, there are some threats to this company. Firstly, the tertiary industry, especially pure service industry, is seriously affected by the COVID 19. China takes strict prevention and control policy now, so there will be some inconvenience when offering services, such as transportation restriction and insufficient employees due to the compulsory quarantine. In addition, people would make less moving because of the pandemics. As a result, that might lead to potential failures of this project.

2.3. Potential threats

The challenges to be addressed about is to choose the most appropriate insurance and the personnel training. The cost and the reliability must be seriously considered when selecting the insurance company. There must be trade-off between the two factors above. There are several major insurance companies in China that can be considered, like China Life, PICC and Pingan.

2.4. Risk that can be managed

Employee training is a huge cost and an essential factor of the company. As a high-end service company [5]. The quality of employees can influence a huge range of success of the business. For example, there must be professionals to make sure the valuables are warped safely. In addition, there must also be some employees that can take videos of the expensive properties to show the consumers their goods are intact and exactly the same as they were before the moving. If the company hire someone professional outside, there must increase the staff cost, besides, there may not be enough qualified person because of the novelty of the company. But if we choose to hire a new crew and train them. There may be a huge amount of training cost. These kinds of cost are inevitable, owing to those efforts can cause less argument with the client and also be a good advertisement to the company. Therefore, the initiative cost will be high. However, the later training cost can be saved if we can set up a system to training the new staff by watching the old ones working, and if the idea can be sold to a huge invest bank, then we will have less financial pressure and expect for long- term profit. Moreover, the total cost can be reduced by cutting off other staff wage. Because of the mature nature of cleaning industry and transportation industry, the labor market has a lot of experienced labor for the business to use. So, the cleaning staff and drivers can be hired in the labor market cheaply and training cost can be saved as well.

In addition, the cost problem can be solved creatively. The client will understand the importance of the staff quality, so staff training can be videoed and showed as a kind of promotion strategy. This can lead to the increase of deals, hence increase revenue to compensate the cost.

3. Achievements

3.1. High Level of Service Quality

Our service will meet the needs of customers with a higher level of service quality than the conventional market. In this process, not only will we provide perfect service for customers, but also meet various needs of customers in the service process. When the customers choose the moving company to provide moving services, they will not only go to judge whether the company is standardized during the investigation, but also look at the advertisements and words of mouth, and also judge whether there is professional team and responsible personnel. In this respect, our characteristics will directly attract customers who are more willing to accept and understand our company's products [6]. Also, in the process of moving, we will arrange a professional appraiser to carry out the appraisal. In the course of transportation, if any accident occurs, our company will never be irresponsible to refuse to compensate customers. Every employee of the company has a professional service standard to ensure that the furniture reach the customer designated destination on time. Although our quality of service is better than that of the conventional moving companies but we will also charge more than our competitors [7].

3.2. Zhongyou Housekeeping

3.2.1. Chain brand operation

For example, Zhongyou Housekeeping carries out a China quality life franchise. The current domestic enterprises have a minor scale, less input, simple equipment, and lower total cost than other service industries. The low price corresponds to low income. Therefore, each family's profits from domestic enterprises are very low. The services provided by large single domestic service stores in Zhongyou domestic service can cover only a limited market, so the benefits generated are limited. Engaging in chain operation can expand the scope of services and form scale efficiency. Through the franchise system, the brand integration strategy is realized to integrate training, service, and product sales. Therefore, chain management is a fundamental operation mode of medium and excellent housekeeping to enter the housekeeping industry. The ultimate goal of Zhongyou Home Care is to build a team of high-end domestic talents through training and cooperation. We will build a high-end customer market through quality services and further provide personal services such as personal nutritionist, personal secretary, personal doctor, personal fitness trainer, personal beautician, and personal finance and insurance, thus guiding our customers around the concept of "Chinese quality life." Household consumption, especially high-end household consumption, is often an essential source of corporate profits. Zhongyou Group offers a range of products built under the "China Quality Life" brand through its e-commerce platform and an express delivery system that delivers goods or services to customers. Through the franchise chain mode shape brand image, "China high-quality life" experts at the high-grade national community, as well as the center, according to the different investment scales, respectively, set up the "China quality life experience store, China high-quality life experience hall, Chinese high-quality life experience center," high-end service project promotion, to build "China high-quality life" concept. Based on the existing resources of Zhongyou Group, the company will expand its business scope and implement a diversification strategy. Drive the profits of other business projects to learn from and innovate bravely, establish the strategy to build the brand image of "China Quality life," and drive other profit points. Through the operation of the "China Quality Life" brand, the launch of "China Quality life" related derivative products strengthen the brand value and improve the system's comprehensive operational benefits.

3.2.2. High-quality talents

High-end housekeeping companies have attracted more high-quality talents. According to the data provided by the international survey agency on the Chinese household service market, the cleaning and household markets in China have a latent market demand of 100 million yuan, which can absorb the employment of 10,000 people. As a result, the optimal housekeeping will be according to the

market progress, the business model, and the improvement of economic benefit, more and more investment in the domestic system, proposed to, employment, recruitment, training, sales tracking, feedback, the club is a concept of "domestic carriers" company, through further integration of domestic services, establish a comprehensive system of domestic service. Through the focus on training domestic management personnel, the establishment of a professional domestic management team and service team. The high-end domestic service market takes the early education project of infant talent and family health management service as the breakthrough point. Focus on building the expert brand image of Chinese quality of life as an expert to enter the domestic market in China. Build health experts to carry out health management services, take genetic health examinations as a breakthrough, and develop high-value-added projects [8]. For example, training professional services such as nursery nurses, nutritionists, health managers, Chinese health massage therapists, sterilisers, and health workers, and creating a brand of preschool education experts to break through to early education for infants and toddlers and tutoring for primary and secondary schools. Carry out early training for infant teachers. At the same time, carry out piano, painting, dance, foreign language, and other talent training and counseling e-commerce engineers [9, 10].

4. Conclusion

Compare to the regular moving company our service does not have huge amount of consumer group. However, the revenue that we deal with each order and the extra service allows us to profit a much higher revenue. The unique selling point of our company is to provide one-stop service and to preserve valuables professionally. The main competitors are other local moving companies such as the Blue Rino Express, Yifeng logistics company and Camel house-moving company. Also, the analysis mentioned above clearly separate us from the fields of regular service by providing higher quality of service that is higher than customer's expectations. The reference point of our service compared to regular moving company is completely different, Thus, we can set a skimming price to stand out from the large numbers of company. we will charge the highest initial price that customers will pay and then lowers it over time. As the demand of the first customers is satisfied and competition enters the market, we will lower the price to attract another, more price-sensitive segment of the population. We achieved our target by re-define the old concept of simply moving your objects from a place to another which should become a busy process. Our service, ensure both tidiness and efficient to reach the reference price that people expected. We will build a high-end customer market through quality services and further provide personal services such as personal nutritionist, personal secretary, personal doctor, personal fitness trainer, personal beautician, and personal finance and insurance, thus guiding our customers around the concept of "Chinese quality life." In a nutshell, we will take the market share by applying strategies of price skimming and extra service beyond reference price point for consumer.

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