

AIRDROP DELIVERY

READY TO REACH IN FEW MINUTES

CASE UNDERSTANDING:

‘Airdrop Delivery’ is a courier company with operations of delivering across India in metro cities and reach to almost all pin codes across India. The company is currently considering venturing into ‘Hyper Delivery Local Space’ wherein the delivery will be done using a drone that will have Beyond Visual Line of Sight(BVLOS) functionality. This is to present the business plan keeping in mind the Break-even of the Business, Brand Establishment and Innovation in processes, Product to become the market leader, and Team to lead and develop along with the business.

BCS SOLUTION SUMMARY:

“Airdrop Delivery” Company is ‘Hyper-Local Delivery Space’ model. It offers both convenience and efficiency as USPs to the seller and buyer and product provider. Company focused/analyzed geographic spread, the local sellers are guaranteed visibility, and customers are guaranteed speedy and safe delivery from their trusted stores. Airdrop Delivery has chosen the mode of delivery as drones. IT, Software & Analytics will play an important part in it. A good App and website will have to be in place with a good customer serve and support. The team will design and develop software that helps customer and market analytics, forecasting. The HR department will require to focus on hiring the skilled. Software, IT, Analytics, marketing, drone operators support staff and also engage in training and development activities. The marketing plan proposed in the solution would help us to understand how Airdrop Delivery get to establish its brand in the market and emerge as a market leader. Regarding the financial part, financial aspects have been used and it is expected that the Business Unit will reach at break even in 1years.

VISION:

The VISION OF OUR AIRDROP DELIVERY COMPANY IS TO SPEED UP DELIVERIES AND SAVE TIME FOR ALL THE PEOPLE BY PROVIDING ALL THEIR NECESSITIES SUCH AS FOOD, PHARMA MEDICINES, AND OTHER INTERNAL LOCAL DELIVERIES. AS OUR TAGLINE SAYS READY TO

REACH IN A FEW MINUTES

MISSION:

WE ARE FOCUSING ON QUALITY PEOPLE OTHER THAN QUANTITY, WE ARE HIRING HR RECRUITMENTS, FINANCE MANAGEMENT TEAM, MARKETING TEAM, SOFTWARE DEVELOPMENT TEAM, DRONE PILOTS, TECHNICIANS, AND SUPPORT STAFF WITH ENTHUSIASM WORK AND GENERATES VALUES FOR NATION, INDUSTRY AND SOCIETY.

SOLUTION:

Summary: ‘Airdrop Delivery’ is a courier company with deliveries across metro cities with a venture into Hyper Delivery Local Spaces by using drones which will have Beyond Visual Line Sight(BVLOS) using technologies like Acoustics Detect and Avoid(DAA) system.

Background:

Airdrop delivery is established as a courier company and is planning to venture into the Hyperlocal delivery space wherein the delivery will be done with the help of a drone

All the required permissions and licenses to operate the drone are obtained by the company from DGCA (Director General of Civil Aviation). Beta testing has also been done successfully for initial participants which included food delivery companies,

Pharma Chains & Internal Local deliveries. At the same time, there are various industries and business avenues that can be explored to expand.

Beta testing results are very positive and approach time-saving deliveries as well.

Hence it will be one of the USPs of our service.

Operations:

We will be implementing an aggregator model wherein we will be connecting the customers and the sellers. This will be a hybrid model with B2B as well as B2C C2C. The operations will ensure the security of the consignment.

Advanced Software:

This works on (BVLOS) DAA technologies. The end-to-end drone operations and management system that has been purchased by Airdrop Delivery @ 25 Lacs INR is an asset that will provide delivery services and make it more efficient for customers to receive their products.

Finance:

Financial planning makes business cash flow smoothly, through which there are high chances that we can have high order traffic after a few months of operations. We have financial feasibility which helps in additional revenue and profits as well as manages the supply-demand gap optimally. Various financial strategies help in achieving a break-even point within 1 year.

Marketing Plan:

Marketing will be a big part of growth and expansion, as it is a new delivery service we are going to make a brand of the Airdrop Delivery company, and building a good brand image and high visibility will be a challenge in this courier and delivery space. We will have to market upon our USPs which are fast delivery, safe delivery, a strong App platform, customer-focused support, and operations.

Marketing of a product and company is going to make by advertising through various channels, and by making attractive posters on drones for visibility of the company and the product to reach up to the customers.

IT and Analytics Plan

The team will have software management, technical as well as analytical competency which makes consumers easy to operate applications, software, etc.

In line with marketing efforts to position the firm on both B2B and B2C fronts, to effectively execute the drone delivery and achieve desired results. we plan to implement the following IT Infrastructure

- Hybrid cloud & Network
- Digital workplace and collaboration
- Mobile Field Service Tracking
- Mobile Workforce Management App
- System Security Infrastructure as code
- Service Desk
- Global Operations Center (GOC)
- Smart Field Management App
- Communication and Feedback
- Transaction processing system

HR

HR will play an important part in the team in hiring suitable and skilled candidates, and managing them.

Various Recruitment drives and after selection good nature, the environment provided to the candidates

The details of the employees are as follows:

- Management Team
- Software
- Qualified Drone Operators
- Software Development Team

Future Plan and Growth:

Drones are set to become the future of logistic with their reduced cost, higher convenience and less delivery times.

. Increasing the no. of short-range drones:

Company is going to increase the number of short drones as it is less costly than long ranges drones and easy to deliver the products within the areas with long durability.

• Generates IPO of a company:

- Company is going to generates its IPO in stock market to gain the funding of company for its expansion and growth along with their stack holders.

• Various Developments which makes customers more relevant:

- Company is going to develop various softwares, innovations in applications, modification in marketing strategies, changes in costing of deliveries, etc. these development, changes going to do easy access of consumers to place their order and to make them more relevant.

• Looking forward to exploring more business areas for cost effective cargo deliveries :

- Company is going to start the deliveries other than metro cities along with cargo deliveries to make more easy to receive the products ordered by consumers and to receive products by business also. Company is going bring different cargo delivering drones which helps the company to deliver heavy materials.

Conclusion:

Airdrop Delivery Company is the delivery business group which delivers products related to food, pharma products and others products more safely and efficiently in shorter duration of time and up growing business.