



MOVEABLY

Company report

Serbia

Gimnazija Mladenovac

Professor-mentor: Predrag Matović

2021/22





About us



We are young entrepreneurs from Serbia. Our team consists of ten members and we excel in determination, dedication, entrepreneurial spirit, and perseverance. Our personalities are diverse, but we believe that this is an essential quality of our team.

Over 30 students came to the audition which was held at the beginning of last school year. This is how we assembled our team where each position was assigned according to each individual member's particular talents and interests.

While researching issues in the business of transporting various goods and working on new ideas, our team encountered many personal challenges in terms of becoming familiar with our competitors, the need of the market, and how best to market what MOVEABLY is able to offer in order to overcome these challenges.

We have been holding meetings live or online every two to three days to monitor the progress of the overall work.



Anđela Kanjo
CEO



Mission statement

According to research by the ITF Transport Statistics, over 25% of transport vehicles return empty, and as much as 50% half-empty, and, in addition to that, each truck produces up to 225 tons of CO2 annually.

Using these data as a starting point, we came up with the idea of creating an application that would allow drivers and customers to contract work anytime and anywhere.

Our mission is to reduce the number of active transport vehicles, and consequently CO2 emissions up to 112.5 tons per truck per year.



Executive summary

MOVEABLY is a company that offers a digital platform operating on the stock exchange principle. It is intended to be an intermediary in the conducting of business between carriers and their potential customers.

With the help of our digital platform, our goal is to give carriers the opportunity to close a deal, and clients to more easily have their goods, personal belongings, and the like transported to a final destination. With a well-developed application, we endeavour to help our customers to easily and efficiently connect with each other and conduct their business.

Our journey has been quite an exciting one: from the development of the original concept, through the programming of the application, culminating in our winning efforts at the national entrepreneurship competition.

The experience with the student company program was very useful and interesting for us because it helped us improve both ourselves individually and the company itself, and during that time we grew from a three to a ten-member strong team.



In cooperation with local transport companies, we earned revenue by connecting them with users of their services. This is how we tested the efficiency of both the Moveably concept as well as the application.

Still, MOVEABLY continues to evolve as users recommend new ways to improve the system. No company meeting, fundraiser activity, business fair, or customer is the same, the realization of which continues to push us in the direction of constantly improving the MOVEABLY business concept.

Finance summary

Total revenue:	5,529.00 EUR
Gross profit:	5,329.00 EUR
Net profit:	4,801.65 EUR



Nikolina Glišić
SERBIAN LECTURER



The service

What we offer users is a digital platform, which consists of an application and a website, which works on the principle of stock exchange, i.e., auction. In our application, when registering, users have the client or the carrier menu option. Naturally, users will have different user interfaces and capabilities.

Client

Clients who use transportation services may be either private individuals or legal entities. They have the opportunity to post ads about the goods being transported. When posting their ads, clients can check one of the offered options: "TOP 7, 14, OR 20 DAYS", so that the ad will be at the top of the list for all carriers in the activity "Choose a client", and for the selected time interval.

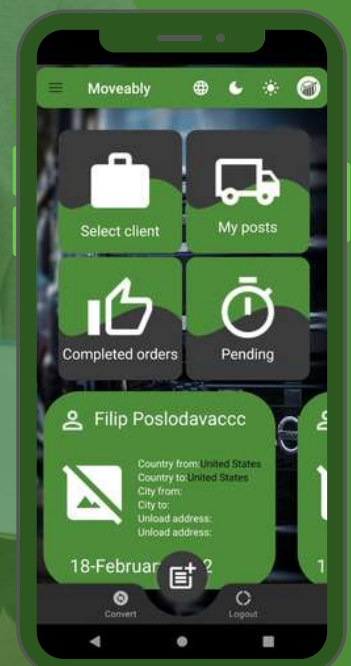
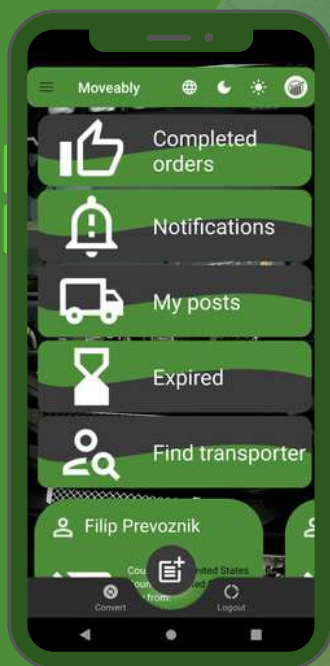
Carrier

The carrier is a legal entity or a logistics company. In our application, the carrier has the option of bidding on a wanted transport service, and posting information about the direction of movement according to the system "FROM... - TO". It can also filter ads by selecting destination points, type of transport, type of cargo, etc...

The business process

1. Client posts his/her information about the cargo as well as his/her transportation needs
2. Carrier makes his/her offer indicating the transportation charge
3. Client chooses his/her carrier that
4. Carrier acceptances the job
5. Both parties receive all necessary information about each other

THE TRANSACTION CAN BEGIN



Tehnologies

The application was created in the Android Studio software environment. We use Java, for all functionalities within the application, XML for design, and for data storage we use online, non-relational database Firebase. The advantages of this particular database are greater dynamism as well as a greater capacity of storing information compared to our competitors.



Benefits for the client

By using the MOVEABLY digital platform, the client will have the following benefits:

- A possibility of independent choice of carrier
- Saving time
- An insight into reviews of carrier services

Benefits for the carrier

Advantages that carriers achieve through our digital platform are:

- Target client group in the palm of a hand
- Job selection custom fit to carriers' own type of business
- Two different payment plans:
 - purchasing a MOVEABLY license (where the platform serves as the primary source of income)
 - paying for each transaction (occasional MOVEABLY platform users)

Developing the app

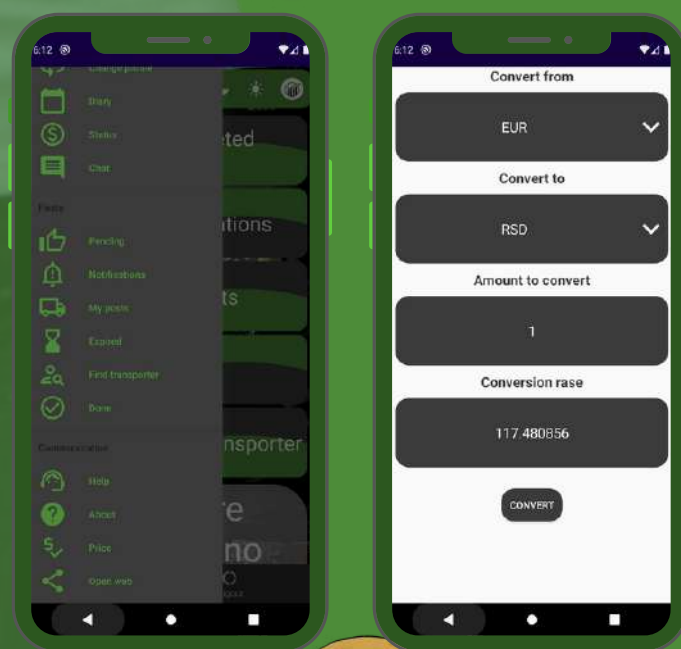
We have independently designed and created each line of the code, design, and function. We approached each problem studiously and decisively, making sure to always listen to the requests of each user. Accordingly, the application has evolved to suit particular needs of the market. In addition to our direct contacts with our potential users, opinions have also been regularly collected through the social networks where we have been posting various surveys.

At the Student Companies Fair, we received numerous suggestions regarding the design of the application itself, which led us to start working on a new and improved design that, we believe, will be available by mid-July this year.

And that's not all...

Apart from the MOVEABLY bidding option, we would like to highlight:

- The calendar that clearly displays all scheduled jobs
- The chat where only the carrier and the client under a current mutual service contract can exchange messages with each other
- Three application modes, among which all users can choose as desired (more options to better suit users' tastes).
- Price calculator where a carrier enters his/her transport cost, and the application consequently displays the part that MOVEABLY charges.
- Currency converter where users can make calculations based on current exchange rates



Ema Brkić
PR MANAGER



Click here for our app



The market analysis

Market research

We conducted the initial potential customer research with our beta version of the application in Mladenovac, setting up stands in the city center. We talked with 280 people, and found that as many as 53% had the need to use transport industry services (removals, transport of goods...) at least once. Of the 53%, 89% had difficulty finding a carrier, while the rest performed transport themselves or with a help from their friends.



In the marketplace we deal with, prices are formed depending on mileage, quantity, and type of goods being transported, and dwell time.

The competition

The business system for transport purposes itself provided by MOVEABLY is unique.

Companies that deal with a type of service similar to ours, do their business only through websites. Because of this, we have decided to use the app as our primary business tool. This decision was also influenced by the fact that most people prefer to use the application rather than website (information by the "Compuware Corporation").



The biggest competitors in Serbia, i.e. Europe, are CargoAgent and TIMOCOM. Our main advantages over them are:

- doing business between clients and carriers is entirely in their hands,
- clients have insight into carrier reviews,
- clients can be both legal entities and private individuals
- two types of subscription plans for our member carriers' convenience
- pop-up notifications encouraging users to use the application daily



Marketing

Branding

Our brand's key message is reflected in the slogan "THE FUTURE is a choice". We offer expediency, reliability, efficiency, and EASY ACCESS to all our users, proudly represented in four vertical lines inside the circle in our logo. The arrow on top of the four lines symbolizes an ever-evolving development and improvement.



Moveably business card

People most often associate green with nature, and it is often a symbol of the nature conservation movement. Therefore, from the very start, our company, strongly committed to the practice of helping to reduce CO2 emissions, decided to use this color. By using our services, our customers also are showing their strong commitment to the environment.

Website

On our site, prices are transparent, and this allows users to compare prices with other companies. We are constantly working on positioning the site in higher search positions, which will contribute to our company being recognised by a wider audience. By registering the company on Google Ads and using the Keyword Planner, we have an insight into the statistics of visits, as well as an overview of the keywords used to reach our site.

Target market

The total available market that MOVEABLY is working to reach in the Republic of Serbia is about 5.54 million (the number of adult citizens in Serbia). The main point here is that anyone may need a transport service sometime, so they represent our potential pool of customers. We are focused on residents aged 18-34 (or 40.1% of the total population).

This age group is most likely to reach us through our main marketing tools (i.e. social media). For example, according to Meta, the largest number of Instagram and Facebook users belong to this group.

In it, we find students who frequently move, change apartments, and mostly look for the fastest and the most affordable solution. Business people, who are also a part of this moving segment of society, typically look for offices or some other type of business space. For them, time is definitely money, so they demand a flawless and the fastest possible service which MOVEABLY is equipped to provide.

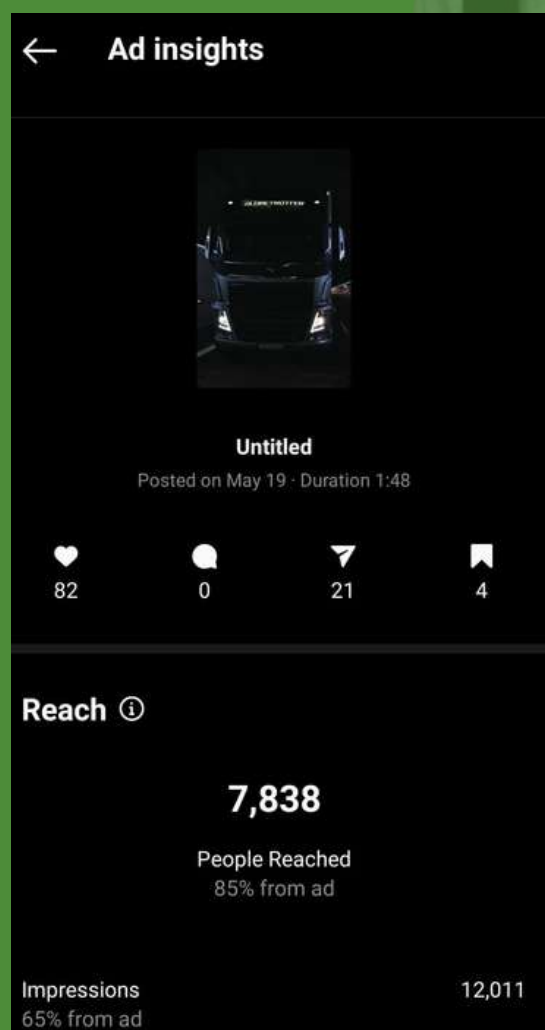
MOVEABLY's other category of target groups includes all logistics companies that all aim to maximize their business efficiency, and, as a result, their earnings. It is by using the MOVEABLY application that this goal becomes realistic and possible to achieve.



Social media

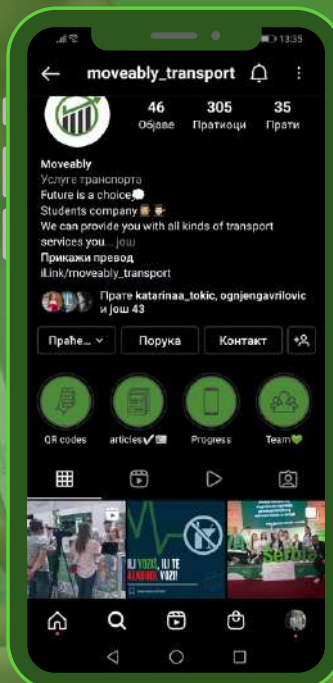
Using social media has helped us to significantly strengthen our marketing exposure and increase the public's awareness of the MOVEABLY brand. Via the accounts on the social networks, i.e. Facebook, Instagram, LinkedIn, and Twitter (the best for direct interactions with users), we have managed to collect over 40,000 interactions with our postings.

Our postings are professionally and purposefully designed, with the aim of clearly highlighting the MOVEABLY company values, activities, and campaigns (e.g. "Slow down, someone loves you").



"Boosting"

By boosting our postings, we have been able to show our content to a greater number of users. After boosting our first promotional video on Instagram, we have noticed that the number of accounts we reached had increased by 500%, and this percentage is still on the rise.



MOVEABLY uses LinkedIn in particular as one of the main marketing tools in B2B targeting.

E-mail

We have found that one of the best ways to introduce ourselves and the MOVEABLY application to transport companies is by sending informational e-mails to them. The transport companies' e-mail addresses are readily available on the website of the [Serbian Business Registers Agency](#).



Click here for our socials



Sales

Pricing

Through the application, our company earns money from the service provider who must be a legal entity, and who pays for the use of MOVEABLY services. In addition, our profit comes from the client who may choose to pay extra for additional options (extended publication time, announcement at the top, etc...)

Talking to different people in the public and many owners of transport companies, as well as conducting various surveys in different business and public environments has resulted in formation of prices that are most acceptable to both groups of our customers.

For operations worth up to the marginal price of a given transport, our share of the business is equal to a fixed commission for that particular transport. If the transportation price is over our marginal price, the company share is calculated by the following formula...

Formula: fixed commission + 0.12*(transport price - marginal price) = company share

type of transport	transport price	fixed commission	marginal price	company share
land	150 EUR	3 EUR	120 EUR	6.6 EUR
river	290 EUR	10 EUR	300 EUR	10 EUR
overseas	3 800 EUR	30 EUR	3 400 EUR	78 EUR
by plane	1 900 EUR	45 EUR	1 030 EUR	149.4 EUR

Table - business examples

Distribution channels

Google Play is our main distribution channel because this Android operating system is used by about 76% of mobile phone users. We are now working to enable an as wide as possible use of the application, first for iOS users who make up about 14.4% of total users, and then for Huawei users, for whom Google Play services have been disabled, by publishing the application on AppGallery and Petal Search.

PRICES FOR CARRIERS

LICENSE

Monthly license	99 EUR
Annual license	999 EUR

PRICES BY CONCLUDED BUSINESS FOR CARRIERS

FIXED COMMISSIONS

Land transport	3 EUR
River transport	10 EUR
Overseas transport	30 EUR
Air transport	45 EUR

MARGINAL PRICES

UP TO WHICH A FIXED COMMISSION IS CHARGED PER CONCLUDED TRANSACTION

Land transport	120 EUR
River transport	300 EUR
Overseas transport	3 400 EUR
Air transport	1 030 EUR

PRICES FOR CLIENTS

PREMIUM ADS: AT THE TOP

7 days	5 EUR
14 days	8 EUR
21 days	12 EUR

Customer services

Users can contact us via social networks, the MOVEABLY website, the company's e-mail address (moveably2021@gmail.com), and our application (the Help tab in the menu). The opinion of our customers is of a key importance for our development, and, for that reason, we strive to provide them with the most user-friendly way of getting in touch with us.



Đorđe Milentijević
VIDEO EDITOR



FINANCE

Profit and expenses (EUR)	
Sales	
Services	3,531.00
Licences	1,998.00
1. Total Sales	5,529.00
Cost of Sales	
Cost of licences	(200.00)
2. Total cost of Sales	(200.00)
3. Gross Profit	5,329.00
Miscellaneous expenses	
Marketing	(2,400.00)
Professional Fees	(600.00)
Administrative Fees	(480.00)
Other costs	(200.00)
4. Total Miscellaneous expenses	(3,680.00)
5. Operating profit	1,649.00
Miscellaneous Income	
Initial capital	4,000.00
6. Total miscellaneous income	4,000.00
7. Net profit	5,649.00
8. Corporation Tax	(847.35)
Net profit after tax	4,801.65

Balance Sheet (EUR)	
Assets	
Application	5,800.00
Cash	2,400.00
Bank	1,600.00
Total Assets	9,800.00

Liabilities	
Corporation Tax	847.35
Cost of Licences	200.00
Miscellaneous Expenses	3,680.00
Total Liabilities	4,727.35

Equity	
Shares	271.00
Profit	4,801.65
Shareholders' funds	5,072.65
Total Liabilities and Equity	9,800.00



Nina Tasić (Business consultant)
14/06/22



Our gaze into the future

App

In order to maintain a strong market presence, it is necessary to regularly add new features to both the application and the website (update).

For example: selecting freight based on the current location of the carrier, improving the application with a GPS transport tracking system to provide customers with greater reliability and complete transparency in the provision of services. In case of sudden unexpected situations, such as traffic jams or road works often affecting transport circumstances, our clients will be informed and kept up to date with all eventualities.



A MOVEABLY advertisement at train stations worldwide in the future

Goals

- 1) Short-term: to enable IOS users to use our services by the end of this year, i.e., to place the application on the App Store. Also, for the beginning of next year, we are planning the completion of our website, with an emphasis on providing users with access to our services via the web platform.
- 2) Medium-term: during the first five years, it is planned to expand to the Balkans and then to the European market (in the form of advertisements, campaigns). The campaign is planned to grow into a foundation, with the task of raising money that will be invested in increasing road safety.
- 3) Long-term: to expand the access to the MOVEABLY application to the markets the world over. To that end, we have begun to gradually incorporate as many languages as possible, in order to make it much easier for all users to benefit from our services.




MOVEABLY: a sponsor of a Grand Slam tennis match in the future

By 2026, we are looking to realise 800 contracts on a monthly basis. This should translate into monthly earnings of about 9 000 EUR, and would allow us to earn a salary and hire more highly qualified people (programmers, proofreaders...)







THE FUTURE IS A CHOICE

 : moveably_transport


 : Moveably

 : moveably2021@gmail.com

 : Moveably_

 : <https://moveably2021.wixsite.com/>

 : Moveably (Google Play)

 : Moveably Company

 : Moveably

