



BUSINESS PLAN · INDIA

Packers & Movers Business

Household & office relocation, packing, transport & storage

LOGISTICS

AISEVAK.IN · BY ABL DIGITAL TECHNOLOGIES

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This document is confidential and prepared for planning purposes. All financial figures are illustrative model assumptions for an Indian MSME context and must be validated against live quotes, local rates and professional advice before any investment or borrowing decision.

1. Executive Summary

This plan sets out a **Packers & Movers Business** in India — a relocation service handling household and office moves: packing, loading, transport, unloading, unpacking and rearrangement, for local (intra-city) and domestic (inter-city) relocations, plus vehicle transport and storage. It serves families, professionals, corporates (employee relocations) and businesses (office shifting), earning per-move revenue plus corporate contracts.

Relocations are frequent in India — job moves, transfers, city migration and office shifts — and customers value safe, reliable, hassle-free moving with careful packing and on-time delivery. A well-run packers & movers with trained crews, good vehicles and service earns repeat and referral business, plus recurring corporate-relocation contracts.

The promoter — a relocation/logistics professional — seeks total funding of **₹7.0 lakh** (₹3.0 lakh promoter + ₹4.0 lakh term loan for vehicles, equipment and opex), targeting **₹30 lakh** revenue in Year 1 and **₹75 lakh** by Year 3.

2. Business Description, Vision & Legal Structure

Concept: A trusted relocation partner that moves homes and offices safely and on time — professional packing, careful handling, and a stress-free experience.

Vision: To be a trusted packers & movers brand in the city and on key routes.

Mission: Relocate every customer's belongings safely, on time and with care — at a fair price.

Legal structure options

- **Proprietorship / LLP** — LLP recommended as the business and corporate clients grow.
- **Private Limited** — for scaling and corporate contracts.

Model note: relocation is service- and trust-driven with per-move revenue. Trained packing crews, good vehicles, careful handling, transit insurance and reliability are core. Corporate-relocation contracts add recurring, higher-value business; reputation and reviews drive customer acquisition.

3. Promoter & Ownership

Led by a promoter with relocation, logistics or operations experience. Delivery uses trained packing crews, drivers, vehicles (owned/hired), and coordination staff. Year-one ownership rests with the promoter; ownership and profit-sharing are editable inputs.

4. Market Analysis — India

Relocation demand is steady and large in India — driven by job mobility, transfers, urban migration and office shifts. Customers increasingly seek professional, reliable, insured moving over informal labour. The market is fragmented and trust-sensitive, with room for reliable, well-reviewed operators and corporate-relocation focus.

Demand drivers

- **Job mobility & transfers.**
- **Urban migration & rentals.**
- **Office shifting & corporate relocations.**

- **Preference for professional, insured moving.**
- **Online discovery** of movers.

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Relocation demand in India	Very large
SAM	Reachable moves in the city/routes	Large
SOM (Yr 1-3)	Moves handled per year	300 → 750

Target segments

- Households (local & inter-city).
- Professionals & families relocating.
- Corporates (employee relocations).
- Offices & businesses (shifting).

5. Competition & Competitive Advantage

Landscape: other packers & movers, informal labour, online moving platforms, and transporters. The firm competes on trust, careful handling, reliability, insurance, and reviews.

The firm's edge

- **Trained crews & careful packing.**
- **Reliability & on-time delivery.**
- **Transit insurance & damage minimisation.**
- **Transparent pricing & reviews.**
- **Corporate-relocation service.**

6. Services & Pricing

Service	Model	Indicative price (₹)
Local household move	Per move	4,000–25,000
Inter-city household move	Per move	15,000–80,000
Office/business shifting	Per move	Project
Vehicle transport	Per vehicle	Route-based
Storage	Per month	Recurring
Corporate relocation	Contract	Recurring

Per-move revenue drives the business; corporate contracts and storage add recurring income. Careful handling and reviews drive acquisition and repeat/referral.

7. Go-to-Market — Marketing & Sales

- **Online presence & reviews:** Google/JustDial and moving-aggregator listings.
- **Referrals & reputation** for careful, reliable moves.
- **Corporate tie-ups** for employee relocations.
- **Real-estate/broker partnerships.**
- **Local marketing.**

Sales approach

Lead → survey & quote → booking → move execution → follow-up/review. Reviews and corporate contracts drive a steady pipeline; careful service earns repeat/referral.

8. Operations Plan

- **Base:** an office/yard for vehicles, packing material and coordination.
- **Process:** survey & quote → packing → loading → transport → unloading → unpacking/rearrange → damage check & sign-off.
- **Resources:** trained crews, vehicles (owned/hired), packing materials, and coordination.
- **Quality & insurance:** careful handling SOPs, transit insurance, and damage minimisation.
- **Capacity:** crews + vehicles scale with move volume; hired vehicles add flexibility for peaks.

Move execution

Stage	Activity	Focus
Survey	Assess & quote	Accuracy
Packing	Careful packing	Protection
Transport	Safe movement	On-time
Unpacking	Rearrange	Service
Sign-off	Damage check	Satisfaction

9. Regulatory, Licences & Compliance (India)

- **Business registration:** proprietorship/LLP or Pvt Ltd; PAN/TAN; GST; Shops & Establishments; trade licence.
- **Vehicles & transport:** valid documents, permits, insurance; goods-carriage compliance; e-way bills where applicable.
- **Insurance:** transit/goods insurance for customer belongings; liability terms.
- **Data protection** aligned to the DPDP Act; secure handling of customer data.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Promoter / Ops Head	1	1	1

Packing crew & drivers	5	9	14
Coordination / Survey	1	2	3
Sales / Admin	1	2	2
Total	8	14	20

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0-1	Vehicles, crew, materials, listings, first moves
Launch	Month 1-3	First moves; reviews & SOPs set
Traction	Month 4-9	Corporate tie-ups; volume; break-even nears
Scale	Year 2	More crews/routes; storage
Growth	Year 3	750 moves; recurring corporate book

12. Financial Plan (Illustrative)

All figures are illustrative model assumptions for an Indian context, shown so the promoter can replace them with live rates. They are not projections of guaranteed results.

12.1 Project cost & means of finance

Capital requirement	₹
Vehicles (owned) — margin/down-payment	3,20,000
Packing equipment & materials (initial)	1,20,000
Office/yard setup & IT	80,000
Branding, listings & marketing	90,000
Deposits & pre-operative	40,000
Working-capital buffer	50,000
Total project cost	7,00,000
Promoter contribution	3,00,000
Term loan	4,00,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3
Household moves (local + inter-city)	20,00,000	36,00,000	46,00,000
Office/corporate relocations	7,00,000	15,00,000	22,00,000
Vehicle transport & storage	3,00,000	6,00,000	7,00,000

Total revenue	30,00,000	57,00,000	75,00,000
Crew wages & drivers	10,80,000	20,00,000	27,00,000
Vehicles (fuel/hire) & materials	7,20,000	13,00,000	17,00,000
Insurance & damage claims	1,60,000	2,80,000	3,60,000
Rent, marketing & admin	4,00,000	5,80,000	7,40,000
Interest on term loan	44,000	32,000	18,000
Total expenses	24,04,000	41,92,000	55,18,000
Net profit (before tax)	5,96,000	15,08,000	19,82,000
Net margin	19.9%	26.5%	26.4%

12.3 Unit economics & break-even

- **Per move:** revenue above crew/vehicle/material cost; inter-city and corporate moves are higher-value.
- **Utilisation & reviews** drive volume; hired vehicles manage peaks.
- **Break-even:** a steady move volume — reached around month 6–9.

12.4 Projected Cash Flow — Year 1 (quarterly, illustrative)

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	50,000	45,000	85,000	1,60,000
Collections	5,50,000	7,20,000	8,50,000	8,80,000
Operating outflows	5,35,000	6,50,000	7,45,000	8,00,000
Loan EMI	20,000	30,000	30,000	30,000
Closing balance	45,000	85,000	1,60,000	2,10,000

Move revenue provides steady inflows; the buffer covers material and crew outlays and the initial ramp.

12.5 Key Performance Indicators to Monitor

- **Volume:** moves/month; corporate contracts.
- **Quality:** damage rate; on-time %; review rating.
- **Economics:** revenue per move; crew/vehicle utilisation.
- **Growth:** repeat/referral %; corporate share.

13. Funding Requirement & Bankability

Total ask: **₹4.0 lakh term loan** against ₹3.0 lakh promoter contribution — eligible under **PMMY (Mudra)** and coverable under **CGTMSE** (vehicles also financeable). Year-1 net profit ~₹5.96 lakh against annual debt service of ~₹1.4 lakh gives a **DSCR above 3.0** — comfortably bankable, strengthening with volume and corporate contracts.

13.1 Funding utilisation

Use of funds	₹	% of total
Vehicles (margin) & equipment	4,40,000	63%
Office/yard, IT & setup	1,20,000	17%
Branding, listings & marketing	90,000	13%
Working-capital buffer	50,000	7%
Total	7,00,000	100%

14. Risk Analysis & Mitigation

Risk	Mitigation
Damage / claims	Trained crews; careful SOPs; transit insurance
Seasonality (move peaks)	Hired vehicles/crew for peaks; corporate contracts smooth
Reputation / reviews	Service quality; transparency; complaint handling
Crew reliability	Training; retention; supervision
Pricing competition	Trust, care and reliability over lowest price

15. SWOT Analysis

Strengths Steady demand; per-move + corporate revenue; low capital; referral-rich.	Weaknesses Damage risk; seasonality; crew-dependent; reputation-sensitive.
Opportunities Mobility & migration; corporate relocations; storage; online discovery.	Threats Fragmented competition; informal labour; platforms; price pressure.

16. Recommended AiSevak Tools for This Business

This business would use AiSevak's Logistics vertical tools in delivery:

- **Relocation ops:** survey/quote, move-scheduling, crew and vehicle-utilisation tools.
- **Customer & corporate:** booking, review-management and corporate-contract tools.
- **Practice:** Business Plan, Break-even and Unit-Economics tools to model the business.

17. Key Assumptions & Notes

- ~300 moves in Year 1 growing to ~750 by Year 3, plus corporate contracts & storage.
- Inter-city and corporate moves are higher-value; hired vehicles manage peaks.
- Term-loan interest ~11% p.a., 5-year tenure; vehicles also financeable.

- Transit insurance and careful handling are foundational; figures exclude GST where applicable.

► **Use these tools now — free on AiSevak**

Every tool referenced in this plan is available on aisevak.in. Open the [Logistics toolkit](https://aisevak.in/verticals/logistics) to browse and use them all at <https://aisevak.in/verticals/logistics> — or go straight to any specific tool at <https://aisevak.in/service/<tool-name>>.

No signup needed to explore; each tool guides you step by step.

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