



# Any service

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## **Introduction**

Everything needs maintenance after a while but there isn't really a company that offers these services. However, our company is ready to provide any kind of service your environment might need from construction to maintenance. It is the first of its kind in our country. The service would operate as a 'fixer-upper'. We offered this idea because there is no such service in our country, while it is desperately needed among the people we spoke to. We too would be very pleased by a service like this if offered to us. That means if a particular house-hold has any problem related to construction or maintenance the company would be able to fix them. All of that for a affordable price. Also, the company offers the possibility of long-term contract with the house hold owner for regular monthly check and service.

## **About Our Service**

Is about what you need in your home, this company is offering multiple services from construction to maintenance. This is a fast service. If you have a problem in your household; you just need to use your phone, call the company number and use the company application . Our service is open for fourteen hours 08:00 am – 10:00 pm and we will come to your house one hour (at most) after the call. We have both female and male employees. Our cars are fully equipped. We need educated (craft only needed) and loyal workers, who are able to get the work done and will be there for the company at all times. The workers will get their monthly salary, unlimited contract (a contract for life) company perks (company cell phone, a car if needed, bonuses...).

## **What We Offer**

We provide a complete range of services to meet all your needs. Whether you need a general contractor to oversee a new building or renovation project, or you are looking for a company you can trust to help keep your property in top shape, we are ready to help. Expert that offer you an element of convenience that cannot be found anywhere else. We can eliminate the headache of dealing with multiple vendors because we are your one stop shop for all of your home or business maintenance needs. We also are ensuring cost is kept low and quality high. Any minor repairs and construction are taken care of quickly; at most an hours time after you've called us.

## **Our location and competition**

Our headquarter is going to be in a good location in the city. It would ready for employees to start working immediately. It would have a large storage space for all the maintenance equipment, customer service available through the phone and in our office in our headquarters. Our place of work will be the city of Benghazi. In the center in a street called Dagadosta because it is considered a busy street and will function strongly in that area of the city.

Our competition might be private workers who offer the same services, but they only offer one or two services but never the whole package. Our company is ready for any threats and will always find a way to stay supreme.

# **Mission, Vision Statement and Slogan**

## **Our Mission**

*'We will be happy to provide our customers with high-quality services and comfort, that will be found nowhere else.'*

## **Our Vision**

*'We live to serve with integrity with the highest quality standards, with lowest prices possible.'*

## **Slogan**

*'You deserve comfort'.*

## **Challenges in the short and long term**

### **Short term challenges: -**

After organizing and planning our managerial roles in the structure and building our headquarters, our first challenge we would face is hiring unique engineers and workers. Our human resource department will be careful and precise on choosing the right qualified engineers, and skilled, experienced workers. The other challenge we may face is equipping our workers and engineers with all the tools and equipment needed in our field, and that also includes safety and security as well.

Last but not least we provide comfort to our customers, so we look forward on making it easy to get to us by phone, email, through our website, social media, mobile application or even by visiting us if preferred. We also look forward on accessing all paying solutions possible for our customers.



## **Long term challenges: -**

We would provide all our employees and staff with regular health care and medical insurance, and also residence or transport if needed to fulfill their needs. Training courses on regular bases is also mandatory in our organization for developing and qualifying our HR. Collecting costumers' feedbacks is also important for our organization.

In a few years' time we aim on expanding in a domestic level. we hope to be able to access the global service industry by then. Expanding globally will not be a problem, if our process is checked, fixed and updated regularly.

## **Crisis control**

The risks are various, unexpected, and sudden. It may or may not happen in the future. In case problems happen within a project or the constitution, it can impede the workplace. It is a continuous precise procedure that analyzes any potential risks; therefore, us as service company, we put enough plans to conquer these risks in case it happens. So, our experts decided to put some plans to avoid unexpected crises. Organizational structure: Requires having more than one expert in various, and different profession, so they carefully calculate the factors that go into it. These plans are either temporary or permanent and the purpose of these plans is to reinforce their ability to be able to face and solve problems in emergencies. Emergency resources plan to deal with crises management:

Start by identifying areas of developments and root causes in order to build a special inventory reserves to utilize during crises period. Events Isolating method: It is considered the best method to use at severe crises like wars, and currency devaluation. The way to do this, is by studying the entire crisis, examine it, analyze it, and break it down into smaller individual problems, and then work on each one of them individually. This is how one gigantic crisis can turn into small problems; therefore, it is much easier to work on.

- 1-Target the crises from all sides.
- 2-Attract affective members.
- 3-Filter factors to help lead the crises.
- 4-Finding qualified leaders .

If the problem was due to human resources shortage or problems within the company itself, there is another way to handle the problem which is known as the democratic contribution. The democratic contribution: this method consists of declaring the seriousness the issues explicitly and

explain the plan to the manager and CEO transparently and democratically.

## **Company Share and future plans**

It's a great opportunity to get into the Libyan market because we worked hard on our idea so that it is unique. A great advantage is that it has not been done before in the Libyan market. We will work hard to make sure that we won't have any competitors in the current time and future. It will also help many of our youth because with the country's circumstances many are unemployed.

After many researches our development team came to conclusion that if the company kept progressing in the same manner then in 10 years time we will have many branches across the country. We have high ambition that our company could later on become international because we offer a new service which is high quality nationally and

internationally because we enforce the international commercial law regulations.

### **How we promote our service/marketing**

Since online marketing is very popular; it can reach a greater audience. It offers many benefits such as social media, email services and many different websites. Which makes services accessible from any location the customer is in to provide maximum comfort for the customer. Based on that we will focus on promoting our service online, we will work on creating a website and an application which will include all the information about our service. Any customer that uses the application more than 10 times gets a 50% discount on his next encounter with the company. We will provide a profile about each one of our employees available to our customer so that our customers are free to choose who they would like to work with. On that

profile you will have the benefit of seeing the evaluation of the employee.

After many researches about the Libyan market we were able to provide a new unique service that wouldn't have any current competition. However, we will always work on improving our service, offering our service for reasonable prices and maintaining our high quality to stabilize and solidify our name in the Libyan market. Based on our studies we determined a category of people who are interested in our service. We will work on attracting, luring and convincing potential customers on the services our company provides.

Since we are providing a new and unique service we will focus on advertising and promoting our service using all methods available whether they are visual, written or audible.

## **Summary**

In conclusion, our business is an exclusive business that offers locals the advantage of having a maintenance company in their region that they get to call at anytime to help them with anything around their house or business. Our experts decided to put some plans to avoid unexpected crises. So that we'll be up for anything. A great advantage is that it has not been done before in the Libyan market. It would be easy to make our mark in the Libyan market. We would also promote our business by the use of social media because it is very popular.