

Sulekha

ProManage for SMEs

Delivering online visibility growth to its customers



Mahendra Yadav



Business

Linkedin

1. Using the given information and general internet research of the industry, perform the following

A. Market Segmentation

7 categories for initial penetration

- **Education** - Tuition Classes, Coaching Classes, Schools, Colleges
- **Fashion** - Clothing Stores, Accessories Stores, Footwear Stores
- **Beauty** - Beauty Parlours, Salons, Spas
- **Healthcare** - Hospitals, Clinics, Diagnostics Centers, Pharmacy
- **Food** - Tiffin Services, Restaurants, Cafes, Catering Services, Grocery Shops
- **Entertainment** - Movie Theatres, Event Organizers
- **Home Maintenance** - Appliance Repair, Electrical Services, Plumbing

Source: Google Trends (Near Me Search).



B. Ideal Customer Profile



Companies

Industry: Fashion, beauty, and food

Company Size: 5+ Employees

Revenue: 6 Lacs or more

Location: India

Bio

Small businesses that are present in 5 or more locations and serve local customers

Goals

- To grow online visibility of the company
- To create and maintain a professional and attractive website
- To manage bookings and payments online
- To increase their customer base and revenue

Preferences

A platform that is easy to use, customizable, and secure

Pain Points

- **Limited Tech Savviness** - Moderate understanding of technology but lacks expertise in maximizing online visibility
- **Lack of Online Marketing and Sales Knowledge** - Recognizes the importance of online marketing but needs guidance on formulating effective strategies for sales and brand promotion.
- **Time Constraints** - Manages multiple aspects of the growing business and lacks dedicated time for hands-on online management.
- **Customer Engagement Online** - Seeks innovative ways to engage with customers online and build a loyal customer base

Touch Points

- Traditional Ads
- Facebook/Instagram
- Workshop
- Referral Program
- Google Ads
- Email Marketing
- Collaboration

Motivations

To save time, improve their online reputation, and to grow their business



C. Buyer Persona



Harish Lodhi

Age: 35 Years
Gender: Male
Work: Local Clothing Store Owner
Location: Bhopal, India

Personality



Bio

Harish has been running his family-owned clothing store for over a decade, inheriting it from his parents. He is passionate about this business but has been slow to adapt to the changing digital landscape.

Goals

- Increase sales and customer base without compromising the traditional values of the store
- To grow online visibility of his clothing store

Pain Points

- Limited Tech Savviness - Moderate understanding of technology but lacks expertise in maximizing online visibility for his clothing store.
- Lack of Online Marketing and Sales Knowledge - Recognizes the importance of online marketing but needs guidance on formulating effective strategies for sales and brand promotion.
- Time Constraints - Manages multiple aspects of the growing business and lacks dedicated time for hands-on online management.

Touch Points

- Traditional Ads
- Facebook
- Instagram
- Workshop
- Referral Program
- Google Ads



D. Pain Points of targeted businesses

- **Limited Tech Savviness** - Moderate understanding of technology but lacks expertise in maximizing online visibility
- **Lack of Online Marketing and Sales Knowledge** - Recognizes the importance of online marketing but needs guidance on formulating effective strategies for sales and brand promotion.
- **Time Constraints** - Manages multiple aspects of the growing business and lacks dedicated time for hands-on online management.
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E. Competitor Analysis

	Sulekha	Just Dial	IndiaMart
Founded On	2,007	1996	1996
About	Sulekha is a digital platform for local service businesses, matching 20+ million consumers with 50,000 service professionals across 200 categories in about 40 cities.	Justdial is an internet technology company that provides local search for different services. Search across '3.3 Crore+' Products & Services	IndiaMART is an online B2B marketplace, connecting buyers with suppliers. With 60% market share of the online B2B Classified space in India.
Monthly Website Visits (Non-Unique) - Worldwide	5,013,675	63,258,872	68,123,650
India	3,609,846	54,402,630	60,630,049
Playstore App Downloads	15Lac+ (Business + Lifestyle)	150Lac+	100Lac+
Target Market	PROMANAGE - SMEs (Typically have 1-10 locations)	SMEs + Other	SMEs + Other
Key Features	PROMANAGE FEATURES Custom Website builder - Built for strong online performance Listing Management – Claims, anonymous update protection, chat integration ProManage Dashboard – To monitor performance insights - calls, contacts generated, reviews, chat data and more ProManage AI - To build content for any online requirement Lead Replacement Customer Management Sulekha Score Competitor Intelligence	Premium Listing - Get higher visibility and exposure on Justdial Category Banner - Feature your business at the top of category searches Verified Seal - Verify your business listing on Justdial and improve your credibility Transaction Enabled Website - Get a professional looking website with your own domain Payment Solutions - Send and receive money from suppliers and customers Smart Lead Management System - View and track all your leads at one place Competitor Analysis - Understand how your competitors are performing on Justdial	Improved Visibility - Get higher listing on IndiaMART, appear on top of search results and improve the chances of acquiring more customers. Buy Leads at a lower-cost - Choose from a list of verified buyers looking for your products/services who have shared their requirement with IndiaMART asking to be connected to right suppliers. More Business Enquiries Direct enquiries for your products/services sent to you by buyers looking for them. Lead Manager on both Desktop & App A CRM solution to organise, manage and track all your leads and enquiries at one place. Secure Payment Gateway Pay with IndiaMART, a payment gateway solution to receive money from any of your customers easily. Preferred Number Service A cloud telephony service that lets you connect your 5 phone numbers, which ring simultaneously for each buyer call to ensure no call is missed.
Pricing (Monthly Subscription)	Will fix for ProManage	Rs.7500	Rs.3500
Strengths	Features like Custom Website Builder & ProManage AI are unique compared to competitors	Userbase on website & app is high & have 3.3 Crore+ Products & Services	IndiaMART has a vast network of buyers and sellers & diverse range of products and services, catering to various industries and sectors
Weaknesses	ProManage is new product so it'll take sometime to capture good market share	In the past, Justdial encountered a data breach issue, leading to a decrease in trust among users.	It's mainly serving businesses which are selling in bulk so in this case (SMEs -Typically have 1-10 locations and serve local customers) it has low market share



F. Mention the list of top features that should be launched, along with their priorities

1. Training Courses:

- Foundational Business Skills: Includes essential topics and tools such as marketing strategies, sales techniques, website building fundamentals, the creation of a branding kit etc.
- Domain-Specific Expertise: Tailored courses providing in-depth insights on niche domains, such as strategies for growing a clothing store or expanding the user base for beauty parlours.



2. AI Email Marketing Manager - User can automate and optimize their email campaigns with ease. They need to tell about their business and goals, and it'll generate engaging emails, run tests, and improve conversions for them.

3. Referral Platform: This feature can help the user to reward and retain their customers for the loyalty and advocacy. They can use it to offer incentives, discounts, or rewards to their customers for making repeat purchases, leaving reviews, or referring new customers.



G. What metrics would you track for the product's success and continued growth?

Monthly Active Users

Net Promoter Score (NPS)

Monthly Customers

Customer Acquisition Cost

Monthly Revenue

User Adoption Rate for New Features

Avg. Monthly Visitors/Client



H. What are the top challenges and risks associated with the product

1. Inaccuracies in AI algorithms may result in poorly targeted or irrelevant emails.
2. Complete reliance on automation may lead to a lack of personal touch and understanding of unique customer needs
3. Tailoring courses to meet the diverse needs of different businesses.
4. Keeping course content relevant and up-to-date with industry trends.
5. Users may attempt to manipulate the referral system for unauthorized benefits.



I. Identify unmet customer needs that can be tapped in the next few quarters i.e what are the further opportunities that the product should pursue in the next few quarters

1. AI SEO Optimizer
2. Integration with Product Photography Platform
3. Integration with Image Editor
4. Meeting Platform Just like Google Meet



2. What was your most challenging project/ feature/ responsibility as a Product Manager? How did you go about performing it? Why was it challenging? What was the end result?

Most challenging project:

- **Implementation of an automated image enhancement** tailored specifically for a targeted marketplace, ex. Amazon, Flipkart, Shopify, Walmart etc.
- The primary goal was to significantly reduce image delivery time, aiming to transition from a traditional 1-day delivery timeline to a remarkable 1-minute turnaround.



How I Performed It:

- **Defined clear objectives**
- **Conducted market research**
 - To understand the specific requirements of the targeted marketplace
 - Competitor Analysis - To understand the current competitor's strengths and weaknesses
 - User research - Conducted interviews and surveys with potential end-users to understand their pain points regarding image delivery times
- **Created Ideal Customer Profile & User Personas**
- **Mapped User Journey**
- **Collaborated cross-functionally** - To address this challenge, I collaborated closely with CEO, ML Engineers and Stakeholders from different departments.
- **Prioritized Features & Defined Success Metrics**
- **Created Low Fidelity Wireframes**
- **Created PRD & Developed a Minimum Viable Product**
- **Conducted internal testing and quality assurance**
- **Created marketing and communication plans**
- **Trained customer support and sales teams**
- **Conducted beta testing with user segments**
- **Gathered user feedback**
- **Monitored analytics and metrics post-launch on Microsoft clarity & Mixpanel**
- **Iterated based on user feedback**

Why It Was Challenging:

1. **Background removal issue** - Various product categories required distinct models for background removal. For ex. removing the background for footwear is relatively easy, while the process becomes more challenging for jewelry
2. **Lighting issue** - When a picture is taken in low light, it might not be clear. Trying to enhance it is a waste of time and also most of the time image get rejected
3. **Time consumption** - Gathering the image guidelines data for various marketplaces takes up a lot of time
4. **Handling Multiple Products Image** - The initial step involves the model identifying the main product among multiple items and removing the others for a successful enhancement. Handling such images with multiple products presents a challenge in achieving effective enhancements.

End Result:

- 1.Despite the challenges, the implementation of the automated image enhancement feature was successful.
- 2.The image delivery time was drastically reduced from 1 day to an impressive 1 minute,
- 3.Enhanced the efficiency of our image processing pipeline.
- 4.Increased revenue and user satisfaction

3. One example from your Product Manager experience, where you successfully identified a user/customer problem, discovered solutions to address the problem, and delivered that solution. What benefits did this provide for your product or what opportunities did this open up for your product?

In my previous role, I identified a substantial user problem through data analysis, user research and feedback –

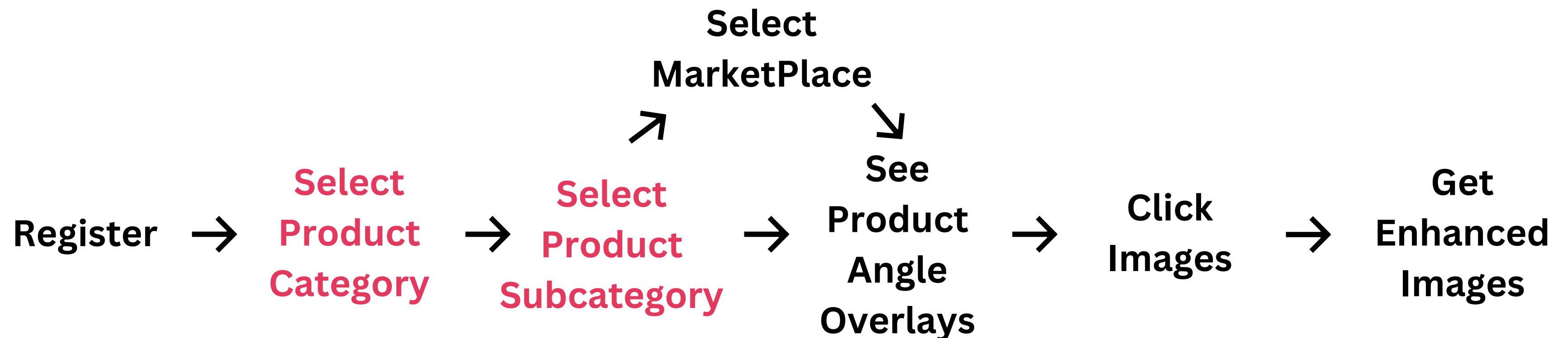
Problem: 90% drop-off rate at a specific stage related to product category selection

Solution: I led the development of a machine learning-based auto-detection feature for product category in collaboration with the computer vision team & other departments

How I Identified the Problem and Discovered Solutions:

Through comprehensive user research and analysis of user behavior data, I identified a bottleneck in the product category and subcategory selection stage where users were dropping off due to the manual effort required (Product Category Ex. Footwear, Subcategory - Closed Shoes, Flipflops etc.) We had around 150+ subcategory and for the first time users nomenclature was not clear. Then I collaborated with the computer vision team to explore machine learning solutions that could automate this process, significantly reducing user friction.

User Flow



Feature (Solution):

Product Auto Detector & Category Selector -

Users can show a product to the camera. The system will automatically identify the product and associate it with the appropriate category. If user feels it's correct then it'll proceed to the image clicking screen and if s/he feels it's not correct they can choose manually

For example, if the user displays closed shoes, the system will detect the product as shoes and map it to the "Footwear" category, streamlining the categorization process.

Benefits and Opportunities:

The successful implementation of the auto-detection feature led to a remarkable

- Drop in the drop-off rate, reducing it from 90% to an impressive 5%
- It also increased user engagement and satisfaction
- The improved user flow positively impacted conversion rates and, increased revenue

Thank you!



Mahendra Yadav | IIT Guwahati
Email: mahendra.iitg@gmail.com | M. No. 6264252896

[Linkedin](#)

