



TATA

Wait No More

Company Overview



- Tada is a service marketplace aiming to deliver superior customer experiences to hair salon/beauty parlor customers by integrating all hair salons and beauty parlors. Ta-Da is also a social network for Style, Fashion and health.
- Founded by Dheeraj Mohan MBA (UK), CeFA (UK)
- Customers can access the website and can make online booking of the services they need, from the store of their choice



Mission & Vision



Vision - **"To deliver happiness to our customers "**

Mission Statement- **"To Deliver superior customer experience to 1,00,000 customers every month by providing time bound online appointments at hair salons, beauty parlors over the next 6 months.**



The Team



Dheeraj Mohan - Founder

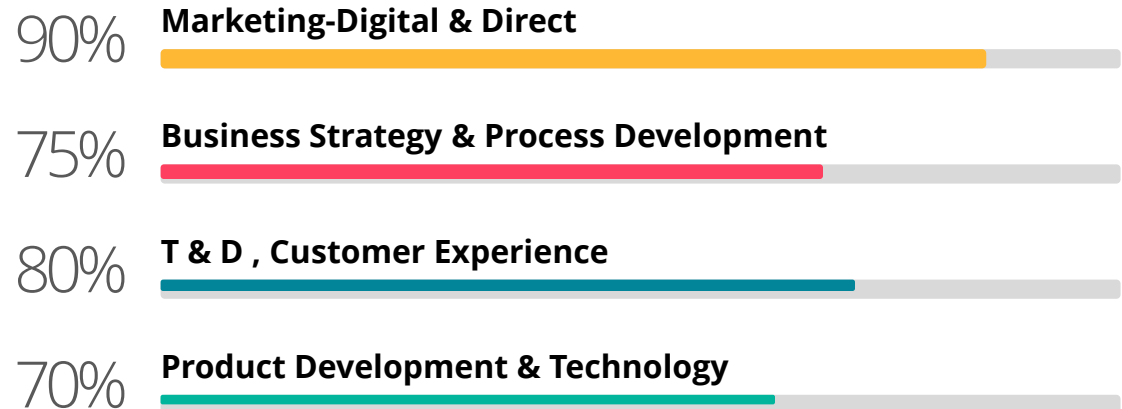
Roles -Overall Strategy & Execution , Marketing , Business Development, T & D , Customer Experience, Product Development

Background-Founder of TopGear Management Consultants [Digital Marketing, Consulting, Customer Experience, T & D Programs] & My VR- VR/AR Company.

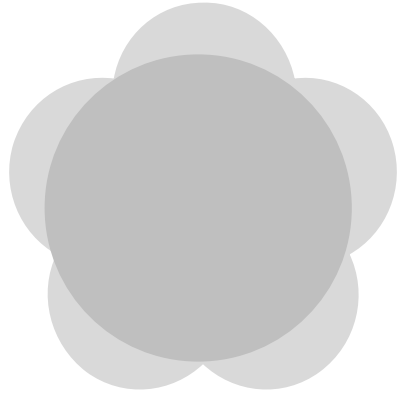
Education & Experience - MBA (UK), CeFA (UK), Worked in London Financial Services Industry, Held Management Profiles, MBA from London Metropolitan University , CeFA from London Institute of Banking & Finance, London, B Tech from Govt Engineering College, Calicut

Linkedin Profile-<https://www.linkedin.com/in/dheerajmohan/>

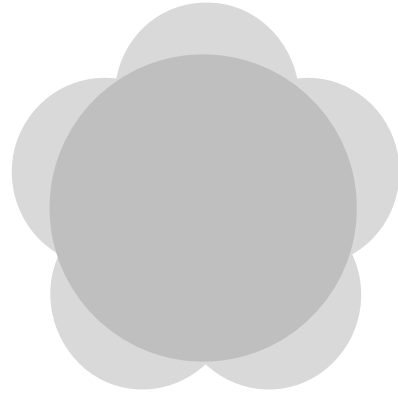
Strengths



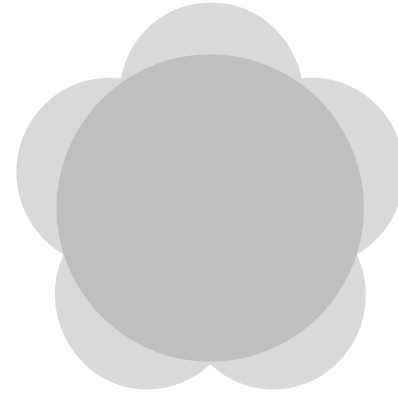
The Team



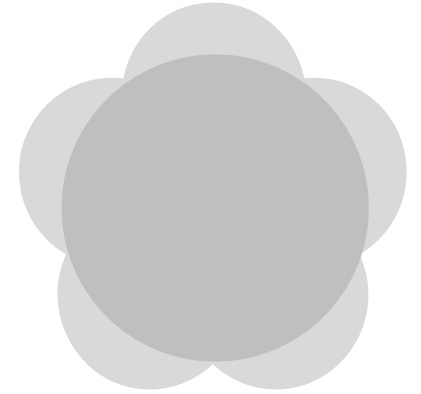
**Dheeraj Mohan -
Founder**



Priyanka Pradeep



Hari



GMP Members



**Social Media
Marketing- TopGear
Team**



Customer Support



**Digital Marketing-
TopGear Team**



**Student Team,
Ambassador Team**



The Problems



Long Waiting times

Long waiting times at most hair salon/beauty parlor to avail services. Some customers take appointment by phone. Some just wait. Waiting times vary from 20-60 minutes- [Primary Research Data](#)



Looking to find a good specialist

Some customers are looking for a better hair/beauty specialist and are unable to find them. [Primary Research Data](#)



Unable to choose Hair/Beauty Styles

Some customers cant choose the best hair style available to them due to lack of information/images



Conclusion

The Solution- www.tadaindia.com

Single integrated marketplace for all the hair salons/beauty parlors

01 Search & Select- 3 steps

Step 1- Search & Select the Hair Salon/Beauty Parlor of your choice.

Step 2- Choose Services, Appointment Time & Date

Step 3- Pay Online or Cash at Store

02 Review System

Customers can choose them by checking the review rating of stores

03 Images of Hair/Beauty Styles

Customers can also choose the styles of their choice by means of pictures/descriptions uploaded by stores



The Market

A world map in shades of blue and teal. Four circular callouts are overlaid on the map, each containing text. The largest callout is on the left, covering North and South America, with the text 'Future Markets'. A smaller callout is in the center, over India, with the text 'India 10 Crore Users- Primary Market'. Two other callouts are on the right, one over East Asia and Southeast Asia, and another over Australia and Southeast Asia, both with the text 'Future Markets'.

Future Markets

Future Markets

India 10 Crore Users- Primary Market

Future Markets



Market



Value- \$4-5Bn USD

Growing at 20% a year

85% market belongs to unorganised players

Average Salon Spending

India: \$1.5= 102Rs

US: \$230

China: \$10.3

Malaysia: \$30.2

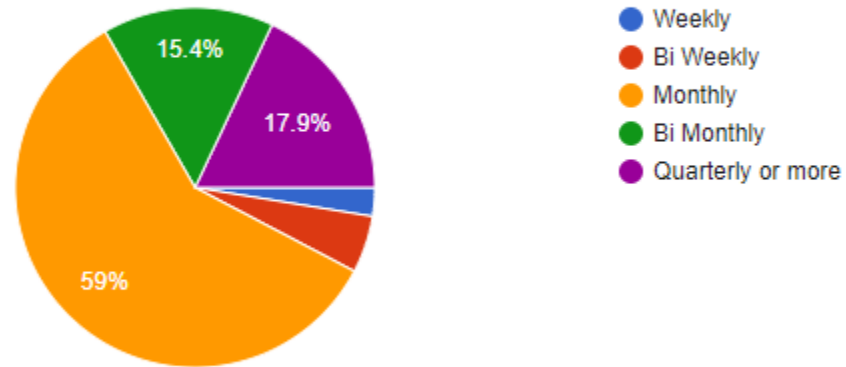
Global Average: \$15

	India1	India2	India3
Working members	~31m 6% of workforce	~29m 5.5% of workforce	~460m 88% of workforce
Total households	~23m	~22m	~235m
Total HH population	~110m	~104m	~1126m
Per capita income	~\$8,800	~\$3,000	\$1,200
GDP of segment	\$1,000 bn / \$1 tn	\$300 bn	\$1,300 bn / \$1.3 tn

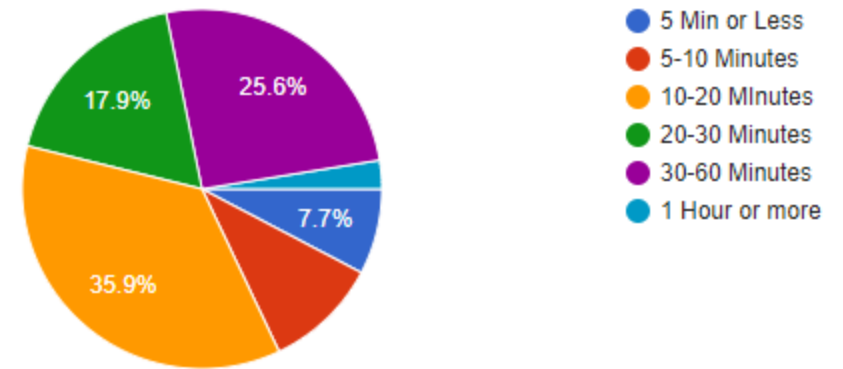


Customer Opinion- Research Data

How often do you visit a Hair Salon or Beauty Parlor

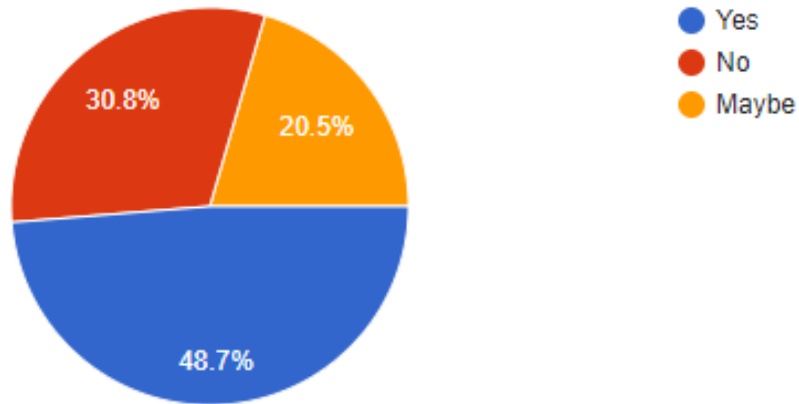


So far, What was your longest waiting time ever to be attended by a salon/beauty specialist ?

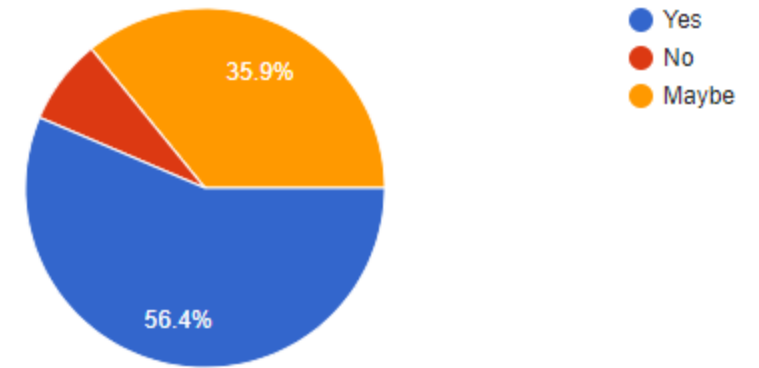


Customer Opinion- Research Data

Are you currently looking for a better hair salon/beauty specialist/service in your area?



Would you be willing to make online appointments to meet your salon/Beauty specialist , so that there are no waiting times at the salon/beauty parlor premises.



Product Overview

The Marketplace- Tada

