



## Research on Professional Organising Services in Mumbai

Mukul Agarwal, Nayan Kabra, Nidhyati Chawla, Parvath A.V., Praneeth B.

Date of Submission: 05-04-2023

Date of Acceptance: 17-04-2023

**Abstract:** As we are well aware that India is giving birth to many entrepreneurs and start-ups these days. Our organizing service company is one of the few organizing services in India. Our mission is to make people more aware about such services and make people's lives easier and more organized. Our contribution will affect the GDP and economy of our country as well. The services sector contributes 50% to the country's GDP. With the slow growth and establishment of such services it will create more awareness in the country. A few organizing services faced huge failures as they could not convey the target audience the proper message and work. Our motive is to target the right people with right message. Strong survey sessions will be conducted and our team will work on the surveys accordingly. A new business establishment has to know their target audiences in order to run smoothly. If the target audiences are ignored the service or product is bound to fail. To avoid this we have conducted a brief research on the target audience and made relevant questionnaires to provide.

### I. INTRODUCTION TO "PROFESSIONAL ORGANIZING SERVICES":

In Los Angeles, professional organising began to take off as a separate industry in 1984. A professional organiser helps people and businesses to streamline their organising procedures.

A professional organiser facilitates object evaluation, decision-making, and action. helping clients achieve desired results in terms of function, organization, and clarity using space and clarity.

Deal with clogged cabinets:

Since bathroom space is frequently limited, it's critical to be firm and determined when getting rid of items you don't need. Throw away unused toiletries, equipment, and other possessions. Just keep the necessary items in your medical cabinet to maintain

organisation. aims being met. You don't need that seventh bottle of nail paint remover, we promise.

Declutter countertops

Nothing can make a room seem more like a mess than a cluttered countertop. Maximize valuable space on your vanity by utilizing storage containers that hold multiple toothbrushes, toothpaste and other toiletries like hand soap and lotion. Hang a rectangular wire basket on the side of your vanity to hold your hairdryer and other gadgets. If you share a bathroom with your roommates, investing in multiple baskets can help keep everyone's items separate (and arguing about clutter to a minimum).

Arrange the bathtub

several kinds of shampoos, body washes, and razors are frequently kept on the borders of shower or bathtub walls. They should be kept nearby because they are used frequently.

But over time, these things can accumulate and become a mess, especially if you share your shower. Purchase a rack to hang over your shower head or ask each roommate to purchase their own shower caddy to keep in their own rooms to help prevent this buildup. In this manner, everything you require for a shower will be easily accessible and well-organized. Additionally, doing so will keep the tub's borders clear, which will make cleaning easier.

Make and keep your bed made.

Consistently make your bed, and swap out your bedding every other week.

This will not only make you feel cleaner every time you get into bed, but it can also be incredibly helpful for maintaining order in your bedroom. Think about it: If you make making your bed a routine, you'll probably start making the rest of your room a habit as well. That implies that the corner pile of dirty garments is no longer there.

Reconsider your wardrobe

Even if you think you're the most organised person ever, chances are your wardrobe says otherwise. Attempt this ruse: Turn all of the clothing in your



closet so that the hangers are facing the opposite direction. If you wear a piece of clothes during the next six months, put it back on the hanger and put it in the closet. You may be surprised by the number of clothes you own yet never wear! Consider getting rid of those items at the end of the six-month period. Closet doors can also be put to use. To make better use of the space and store more of your favorites, hang up some shoe racks, scarf and belt hangers or even small shelves.

#### Rearrange your dresser

When you're a haphazard dresser or even just when you have a lot of clothes, your drawers can become quite cluttered.

You don't correctly fold your garments. The ideal way to fold and keep your clothing in your drawers is vertically. This allows you to fit more items into your dresser and makes it simpler to locate items.

when you're getting ready.

#### Under-bed storage

If you're not utilizing the horizontal space under your bed, you're missing out on a prime storage opportunity. Clean out those dust bunnies and store your seasonal clothing or bulkier items like backpacks, purses, linens or blankets in flat, clear storage bins that you can label and slide under your bed. Tupperware, vacuum-sealed bags and even old shoe boxes can make for good storage containers as well.

## II. REVIEW OF LITERATURE:

### Article-1

According to the article published professional organizing services companies are in a tug of war with the customers in order to get rid of their stuff. They are in a constant dilemma of letting things go or not. It can be surpassed by gaining their trust and giving them the assurance of good results.

### Article-2

The article has given real life examples and has called the organizing services "clutter busters". The result of clutter busting made customers satisfied and they entrusted their mess to the professionals and also ensured that they would recommend it to others as well.

### Article-3

The article states that the results in India is improving day by day. The most responsive cities are Mumbai and Pune. As Mumbai and Pune are cities with busy people, people running behind their jobs and dreams hardly get time for themselves and their space.

### Article-4

This article states that the peak of businesses like organizing services in India is during festivals like Diwali. For students away from home, youngsters working away from home etc. They require organizing services in middle of their busy schedules like working, studying etc.

### Article-5

Professional organizing and space consulting has a very significant audience in Mumbai. Mumbai is known for having compact houses for the youth to live. In such places space consultancy works the best. As our company charges space wise it will be cheaper for the customers as well.

### Article-6

NAPO certified organizations are trusted and it is very important for a company to get the certification to gain customer's trust and to seem professional enough. Basics of an organizing services is to get certified and a few other legal processes. All this is important for any organizing company.

### Article-7

Organizing service companies can use the C2S2 approach (Collect, Choose, Scrap, Store). In this approach you carefully sort the things out with the consent of the customers about the stuff that has to be kept, thrown or repaired.

### Article-8

The main approach of an organizing service is help people with very active and busy lives. The start-ups cater the lives of people from basic employees from corporate worlds who love their jobs and go overtime to meet their deadlines to CEOs with a 50 pairs of shoes.

### Article-9

The article states that it is not our jobs to judge the lifestyle choices of people. We are here to make their lives more comfortable and easier with whatever their lifestyle choice is.

### Article-10

The major source of marketing for companies like professional organizing services is social media marketing on sites like Whatsapp, Instagram, LinkedIn and Snapchat to grab the attention of the influencers, youth, working professionals, students, etc. Smaller the team in these companies better the work in organizing as not a lot of idea clogging will take place.

### Article-11

These companies are not capital intensive and hence they can later be funded through their revenues itself. Rita Sabbatical has funded her own start up and its



running smoothly as she has funded it herself. It is a bootstrap company and now is easily working through their revenue itself.

#### **Article-12**

India is a nascent market. Not everyone will understand the work of professional organizing services and hence targeting the right audience for such services is the most crucial part. Experienced owners of professional organizing services state that their own parents did not understand the concept of professional organizing and did not support of it. But targeting the right audience boosted their start-up. The target audience for such services is the youth.

#### **Article-13**

Decluttering is now a job. Such organizing services have provided job opportunities for those who like quirky jobs. It has good opportunities for a wide variety of people.

#### **Article-14**

The scope of these companies were low in the initial introduction of such companies. But eventually people started seeing the need of such companies in their lives and how it made their lives easier and better. It resulted in the increase of demand and scope of such companies.

#### **Article-15**

Pricing is one of the major aspects that these companies should look into. Few companies charge hourly and a few companies charge according to the area covered. But many companies find these expensive for decluttering.

#### **Article-16**

Interior designers are looking up for a tie up with such services. They can help with space consultancy and occasional project tie ups would also help. This would in getting major projects easily and increase in their revenue.

#### **Article-17**

Scope of one single project can range from a small closet to a full re-organization of a single room or a whole house. There are customization of services included. The customers can opt for additional services such as assisting furniture layout, lighting, suggesting small décor items etc.

#### **Article-18**

A tidy organized space is such a great way to start a day. With a clear space comes a clear mind. Hiring a professional saves our time and eases your works so that you can go free of household chores on your weekends and sleep the whole day or party the whole day. The choice is yours.

#### **Article-19**

As the certified professional organizing services hire experienced and specialized employees for these jobs the customers can inevitably trust and lay on their backs and trust us for satisfying or rather surprising results.

#### **Article-20**

Objective decisions will be taken by the organizers such as what your home needs and what not, which will be the best approach of organizing. You can choose if you want it to be done by category wise or room wise.

#### **Article-21**

Choosing the right company for professional organizing is a tricky job for the consumers. The factors to choose are what level of service and how much involvement of the service you will need.

#### **Article-22**

Start-up cost of the professional organizing services is not high as compared to other start-up ventures. It is not a capital intensive funding. Its cost can be covered by the revenue made in the business later.

#### **Article-23**

Things required as a professional services organizing are business license, an LLC or incorporation of companies, acquiring of attorney, business insurance, book keeping of financial records, NAPO certification National Association of Organizing and Productivity Professionals training and networking.

#### **Article-24**

Skills required for a professional organizing service are people management and resilient skills. In such a business working we are working with clients in their personal space and domains and hence we have to be more careful and professional.

#### **Article-25**

Equipments needed to get started with the professional organizing services is a clear mind, and a planning book with a computer, a printer, a machine and a usual software.

#### **MARKET GAP/ RESEARCH GAP:**

Market gaps are opportunities disguised as voids. A gap in the market is a place or area that current businesses aren't serving. For example, Netflix has filled several market gaps over the years. Every successful business you can think of has served some sort of market gap.

Six Ways to Identify a Gap in the Market:

- 1) Monitor Trends in Your Area of Expertise
- 2) Elicit Feedback from Customers (and listen to it!)



- 3) Evaluate Competitors' Offerings and Differentiate Yourself
- 4) Think Globally
- 5) Adapt an Existing Product or Service
- 6) Hire Outside Resources to do the Legwork for You

A research gap is a question or a problem that has not been answered by any of the existing studies or research within your field. Sometimes, a research gap exists when there is a concept or new idea that hasn't been studied at all.

#### Identifying Research Gap:

Explain what has been done and what is lacking or needs to be done. This then creates an opportunity for you to make a contribution to the research in the area.

How to find the gap or whether it is the gap seems to be the most essential question nowadays.

- 1) Critical literature review is required.
  - 2) Read limitations and future studies in recent theses and journal articles.
  - 3) Using techniques and tools may be useful but it does not help at all if you don't read and keep reading.
- SWOT Analysis The term SWOT is the acronym made up of four words- Strengths, Weaknesses, Opportunities and Threats. The first two variables (strengths, weaknesses) are internal to the organization whereas the last two (opportunities, threats) are external.

The importance of SWOT Analysis can be understood through the following points:

- 1) It helps organizations to have a clear picture of their current assets and measure the overall business performance.
- 2) It also makes the business aware of its weaknesses which can be turned into strengths by working on it.
- 3) By leveraging its SWOT Analysis, a business can formulate a strategic plan to meet the desired outcome and adapt to changing market conditions.

#### NEED AND RELEVANCE OF "ORGANIZING SERVICES IN INDIA":

An organisation's structure determines the channel and method of communication between its many departments, and organising is a strategy to establish communication between them. Different roles and positions are connected to specific structural relationships.

Planning ahead and organising your work will increase your efficiency and productivity. You can accomplish significant goals and objectives by being well-organized and creating efficient plans.

#### NEED FOR ORGANIZING SERVICES:

##### Organizing reduces stress

Be it an individual in everyday life or a business organization, clutter can take a toll on your health by increasing your stress levels—even if you don't recognize it. Clutter can come in many forms, and it can be hard to decipher what is and is not clutter. By decluttering your living spaces, you can decrease housework too by 40%. Staying organized will actually lower your cortisol levels—the body's primary stress hormone.

##### Organizing helps you sleep better

Organizing your daily schedule and tasks allows you to concentrate on what needs to get done that day instead of being distracted by things around you. At night-time, you are able to prioritize sleep and rest easy knowing it's done. As an added bonus.

##### Organization increases productivity at work

Nothing screams "stress overload!" more than an unorganized work environment, and clutter is the enemy of creativity. If you're feeling burnt out and overwhelmed at work, start decluttering your workspace. With a clean and organized workspace, you can focus on your work and limit distractions.

##### Organizing saves time

Be it in office or in home neatly organised folders of cabinets help save a lot of time Good organization skills can help in freeing up much needed minutes which can add up and create a lot of time. Doing so can allow you to focus on your goals and important things in life

#### RELEVANCE OF ORGANIZING SERVICES

##### Better Focus

Organizing makes it easy to find what you need henceforth removing all sorts of distractions. Getting rid of distractions also lead to better focus on any task

##### Higher self-esteem

Unorganised apartment means unorganised life which may lead one to think of having low confidence and out of control. Improving your daily space may lead to better feeling and also restore the feeling of competence and pride.

##### Improved life style and well-being

It's easier to prepare healthy meals in an orderly kitchen. And most people sleep better in a neat room with a tidy bed. Also benefits the office since you perform better with more tidy and clean office.

#### NOVELTY:

Novelty is the quality of being new, or, as a result, of being striking, original, or unusual (derived from the



Latin word novus, meaning "new"). The subjective impression of an individual or the common experience of a brand-new cultural phenomena can both be considered novel. Novelty can be used negatively to describe a simple innovation. However, the legal standard to assess whether an invention is patentable under patent law includes novelty. The propensity for performance to initially improve when new technology is implemented is known as the novelty effect.

The value of innovation inside an organisation In the context of innovation, novelty is a crucial concept since it is a desired attribute of company concepts, services, products, and features.

#### NOVELTY IN PROFESSIONAL ORGANIZING SERVICES

1) Additional requirements done by the company

During organizing a room or a workspace the customer might require more furniture for storage and other accessories. For the convenience of the customers such items are provided by us. And it just doesn't end here. The customer hereby gets two options of either buying the furniture of their choice according to the dimensions we provide or leaving it all up to us right from the selection furniture to installation of it. It will be charged separately at a reasonable price.

2) Labelling

It is a very unique and important part of Organizing. After organizing a workspace or a room it is very important for the customers to know where his/her things are kept and where they are supposed to keep later which will make it easier for them in future.

3) Costing

We charge the customers according to the area and the work requirement of the particular room unlike other companies that charge hourly which in turn results to the loss of the customers as they can extend the work for a couple of hours purposely to earn more

### III. CONCLUSION

Mumbai is a city that moves very quickly. Everyone is career-focused, and there is unquestionably fierce rivalry everywhere. People get so committed and focused on they get so focused on a better and more comfortable future that they lose sight of who they are and the environment in which they live and work. We are here to make their life easier by helping them get to their offices more quickly without having to search for their keys beneath their beds or by helping them submit their projects to the client on time without having to look for a single crucial piece of paper. We not only assist

people in living an organised life but also educate them on the value of maintaining order and organisation in their possessions.

#### SWOT Analysis for "Organizing Services in India": STRENGTHS

1) No Prerequisite Training required

Organizing is all about assisting individuals and businesses to improve their organizing systems and process. So, you don't need any specific training or education to be a professional organizer. This means that if you have a sense of organizing you can start your own business in this field easily. But if you are a Certified Professional Organizer (CPO) it's even easier.

2) Sense of Accomplishment

Organizing services has strengths not only in terms of materialistic and countable profits but also it gives a sense of accomplishment by helping others get organized and teach them how to maintain it

#### WEAKNESSES

Triggers OCD Cleaning

The major weakness of such services is that you have to be comfortable entering the disorganized and cluttered homes and offices of your clients. You may need to find your client's comfort with both physical and digital organization.

Lots of Paperwork

There are several certifications commonly used in the industry that you may need to invest in to remain competitive. Becoming a Certified Professional Organizer (CPO) needs a lot of formalities and credentials.

#### OPPORTUNITIES

Extensive Target Market

Mumbai is a fast-developing metropolitan and commercial city. All the organizations and business understand the value of organizing. Therefore, Mumbai can provide an extensive market for organizing services. Another reason of having an extensive target market is the city's population i.e. 1.25 crores

Modern Lifestyle & Mindset

Mumbai is India's most modern and happening city. It reinvents itself every time you blink. The Mumbaikars have a modern lifestyle and are willing to pay for things that makes their life more organized and better. Therefore, our company will have wider opportunity in Mumbai as compared to any city.





## THREATS

### Damage to your client's property

This is probably the first things professional organizers think of when considering what can go wrong in the business. If you're found responsible for the destruction of a client's property that is not easily repaired or replaced, you can be found in for a major financial loss.

### Professional Liability

As a professional service provide, you would always want to give the correct advice to your customer. But what if your guidance ends up costing your client a lot of money? While organizing, you might advise your client to throw away an odd knick-knack. But later it may be found that that knick-knack was of high value or a priceless family

## CHAPTER 2

### PROFESSIONAL ORGAINIZING SERVICES IN MUMBAI

We offer a wide range of services, from straightforward decluttering and organizing. Our services range from household to offices.

Profile of our typical customer:

- The best clients for a professional organizing business are people who lack the skills to get and stay organized
- Those who don't have the time to stay organized
- Individuals who hate to organize on their own.
- Many clients who employ professional organizers are busy professionals who are used to hiring assistants to take care of everyday tasks and are comfortable with handing over control without micromanaging

Approach we use:

The approach that we follow to provide professional organizing services to our customers is guided by the following ideals:

Downsizing: Organising services is not just about helping people organize their work or life with existing possessions but also about comprehensive reduction of ones possessions. It is not about having less, it's about making room for more of what matters.

Echo organizing: Echo organizing is a method of organizing your space sustainably by applying the R's of green living including reuse reduce repair recycle repurpose. The idea is to not buy more stuff to get organized, but to make use of what you already have. Functional: We organize not according to what looks appealing to the eye but according to what is more practical and functional to carry forward in everyday life. This includes organizing items

according to their accessibility, flexibility and visibility

### TYPES OF SERVICE WE PROVIDE:

Household : Home organization services provide the fastest route to a neater, tidier room. It includes various types of services such as closet organizing, kitchens, move management, paper management etc.

Commercial: A person's level of organization and management is directly proportional to the productivity at work. With a clean and organized work space, you can focus better on your work and limit distraction. Few of them are:

Traditional office space: In this type of office layout, organizing is done in such a way that provides employees with peace, quiet and a private area. A traditional office space is most suitable for businesses offering financial services or law firms.

Coworking Space: This type of office space is organized to offer flexibility to small businesses and start ups that are commencing their offices or their operation or are at their initial stage. These spaces hae shared amenities to keep costs super low. Home

offices: This type of office space is where we organize in such a way that a person while working feels comfortable and productive at the same time. We also try and provide the privacy required to work in peace and the homely feel needed during a break.

## INDUSTRY ANALYSIS

### IDENTIFICATION OF THE INDUSTRY

**Organizing services are a part of the economy's tertiary sector. The services sector of the economy, which includes a variety of companies like financial institutions, educational institutions, hotels, and restaurants, is referred to technically as the tertiary industry. The primary (i.e., raw materials), secondary (i.e., products manufacturing), and tertiary industries are the other two basic industrial groups in a developed economy. An economy's emphasis typically shifts from primary to secondary and tertiary industries as it develops. There are two primary divisions in the tertiary industry. The first is made up of businesses that are in the money-making business, like those in the banking sector. Services are included in the non-profit category, which makes up the second.**

### CHANGES TO INDUSTRY AND TRENDS

**For those who are interested in starting their own business, the professional organising sector is undoubtedly growing. A growing number of people are looking for their place in a redesigned version of the American Dream as student loan**



**obligations continue to bury many Millennials. Professional organising undoubtedly tops the list of opportunities for people wishing to design their own executive destiny on the internet. It is feasible to create a company with modest startup costs, a clientele that can be served in person or virtually, and a brand for free using social media. It wasn't always so glamorous in the industry, deserving of well-known figures like Marie Kondo and a Netflix series called The Home Edit. According to certain interviewers, ten years ago people**

#### POSSIBILITIES IN THE BUSINESS

##### Extensive Target Market

India is a fast developing country with many metropolitan and commercial cities. All the organizations and businesses understand the value of organizing. Therefore, India can provide an extensive market for organizing services. Also, Organizing services is not a much explored field so has a whole lot of opportunities to expand and capture the market easily.

##### Availability of Cheap Labour

India has a massive population of about 138 crores and it has always been an economically backward country. The income level and wealth are not equally distributed among the total population so India can provide cheap labour. Also, organizing is all about assisting individuals and businesses to improve their organizing systems and process. So, you don't need any specific training or education to be a professional organizer.

#### THREATS IN THE BUSINESS

##### 1) Damage to your client's property

This is probably the first things professional organizers think of when considering what can go wrong in the business. If you're found responsible for the destruction of a client's property that is not easily repaired or replaced, you can be found in for a major financial loss.

##### 2) Professional Liability

As a professional service provide, you would always want to give the correct advice to your customer. But what if your guidance ends up costing your client a lot of money? While organizing, you might advise your client to throw away an odd knick-knack. But later it may be found that that knick-knack was of high value or a priceless family heirloom so in that case you will be held liable