



Description of Opportunity

A handyman is normally someone who is a jack of all trades. A handyman has certain skills and the ability to assist people, generally home owners with fixing, improving and putting together things inside or outside the home or building. A handyman professional needs to be someone who is trustworthy and who people feel they can trust inside their homes. He or she should be punctual and meet set deadlines, and have the ability to listen to customer needs, be honest and friendly.

Target Market

Home owners, business owners and anyone owning a building who requires things inside or outside the building to be fixed, improved on or put together. These people either do not have the skills to do this or they do not have the time and therefore they hire a handyman to assist them.

Set Up Costs

- | | |
|--|-----|
| 1. Tools | 6. |
| 2. Protective clothing (Gloves, goggles) | 7 |
| 3. Tool belt | 8. |
| 4. | 9. |
| 5. | 10. |

Equipment List

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|----------------------------|---------------------------------|
| 1. Claw Hammer | 6. Screwdrivers (various sizes) |
| 2. Tape Measure | 7 Wire Stripper Pliers |
| 3. Level | 8. Gloves |
| 4. Utility Knife | 9. Handheld Vacuum Cleaner |
| 5. Cordless Power Tool Set | 10. Adjustable Wrench |

Consumables & Raw Materials

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|---|----------------------------|
| 1. Carpenter's pencil | 6. Sand paper |
| 2. Various sizes of screws, nails, nuts and bolts | 7 Picture and art hooks |
| 3. Wood filler | 8. Sealler |
| 4. Polifiller | 9. Strong all purpose glue |
| 5. Varnish | 10. |

Skills

- Basic handy man skills
- Knowledge of various tools
- Basic maths
- Good communication skills
- Well organised and good with problem solving

Premises

None required, except for a cupboard to keep all your tools and consumables.

Labour Intensity Factor: 9 1 = low; 5 = Medium; 10 = HIGH

Earning Capacity: HIGH \$\$\$

Start-Up Tips

- Take your job and business seriously
- Ensure you are aware of any laws around being a handyman
- Create a customer service strategy to set you apart from your competitors
- Do a business plan before starting off
- Consistently follow up with your customers to ensure customer satisfaction
- Leave notes behind after each job - highlight work done, additional services offered and any concerns

Videos & Articles (URLs)

- Search on Youtube for 'Small Business Handyman Services'
- Look out for free handyman courses at DIY and building stores
- Read through home magazines and magazines on tools if available
- Connect and subscribe to handyman and tool websites and register to receive free newsletters

Buyer Persona

Description: Property, home, building owners who find it difficult to find the time to get various handyman tasks done or who do not have the skills to do these tasks.

Role: Property owner

Age: 25 + (enter range)

Gender: Both

Education: Grade 12 and up

Social Standing: Business Owner or Worker

Monthly Income: Medium to high

Social Media Platform:

- Facebook
- Twitter
- WhatsApp Groups
- Instagram
- Local Newspapers and Shopping Centre Pinboards.

Personal Goals:

- Better Lifestyle
- Make Money (Save Money)
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Hobbies & Interests:

- Outdoor activities
- Sports
- Travel

Common Objections:

- Will your value be worth what I pay?
- What is the quality of your work like?
- Will you finish the work on time?

Daily Challenges:

- Does not have time for handyman work
- Budget is tight
- Does not have the skills to do the work required

Biggest Fears:

- Losing job or business
- Devaluation of property
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Purchasing Criteria:

- Value for money
- Excellent service

- Quality workmanship
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Market Needs & Pain Points

Market Needs:

- Quality workmanship
- Value for money
- Professionalism and trustworthiness

Market Pain Points:

- Insufficient time to do required maintenance
- Required work done cheaply and untidily
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Opportunity Pros & Cons:

- Pros:**
- Start-up costs should be low, especially if you can use the tools you already have at home
 - It is a business that can be started on a part-time basis (mainly weekends)
 - You have the potential to make high profits and have low overheads
 - Word of mouth and references are great marketing tools
 - You can specialise your work as well as the market you would like to work in

- Cons:**
- You need to be physically strong and fit
 - It may take time to build a profitable business
 - You will need knowledge and experience in all aspects of home construction, remodeling, maintenance, and repair. (This could though also be a pro, as you are required to continuously learn)
 - You may need to apply for a business contractors license as your work load increases
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General Notes & Suggestions

This is a really easy small business to set up. You can start by using your dad's tools that he already has at home and then slowly buy your own. AS LONG as your service is good and consistent and is well-priced you will be able to build a flourishing small business. Initially you can start this business on your own but would probably need someone to assist you down the line. Ensure you select someone who is skilled and easy to work with.

You can consider starting your business with small easy jobs perhaps for family and friends. Help them with hanging paintings, sanding down wooden furniture, perhaps doing some painting work. Take photos of your work to help you with creating a portfolio to show potential clients.