



Challenge for Serviceforce: The Manpower

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I. COMPANY OVERVIEW

As emergency for medical assistance helpline number is 108; for police help ask on 101; for fire brigade 103 but what is the number if you need any assistance for your two-wheeler? Not having? Service force is the company who is providing all the facilities for your two-wheeler as and when needed. The services like pick up & drop facility from home, accidental support, breakdown supports, replacement of parts, lubricants, washing facilities, PUC and Insurance assistance as well as the reminder for the payment of vehicle insurance premiums etc. are providing by Serviceforce. In short Service force is the ultimate solution for your two-wheeler.

Serviceforce is leading company in Gujarat for providing best automobile solutions and services to two wheelers. Serviceforce's services include Home service, Breakdown supports, Accidental facilities and all type of maintenance. Serviceforce also engage in manufacturing and distribution of various fast moving tools of two wheelers. The founder of Serviceforce Mr. Hitendra Joshi is the only person who was having an innovative idea for providing outstanding maintenance services to two wheelers. He had started his venture in December, 2012 in Rajkot with his supportive team Priti Babiya and Snehal Patel. Gradually they are able to establish 62 franchise in all over Gujarat. Recently Serviceforce has started the business in Chennai and West Bengal. They recently launched prepaid card on quarterly basis worth rupees 295 per quarter and annual subscription of Rs. 1260. You can use this card at the time of availing the services. Another start of Serviceforce in Baroda i.e. OIL ON CALL in which they will come to your door-step and provide all the solutions for your two-wheeler.

II. PROMOTIONAL ACTIVITIES

Serviceforce is the only company where you can avail all the facilities under one roof. Initially major marketing tool was only word of mouth marketing. But recently, started advertisement through Radio advertisement in Baroda and will start advertisement campaign soon.

III. MEDIA COVERAGE

Serviceforce has been covered by BBC (British Broadcasting Corporation) for the outstanding service renderer and also many magazines and newspaper like Nobat daily, Fulchhab article, Chitralkha article, and Business standard article and Abhiyan article covered the Serviceforce. Harvard University has also published case study "SERVICEFORCE: SCALING UP FINANCING".

IV. CHALLENGE FOR SERVICEFORCE: THE MANPOWER

For service providing company, the first and foremost is to utilize the manpower to their optimum. It is having experienced and technical staff for their workshops. Serviceforce is not accepting any compromise in the services. It is having 18 employees as internal staff and 350 employees in franchise including mechanics, sales persons, workshop assistants and other staff. They are hiring the technical staff as an intern from Industry Training Institute (ITIs). All the service stations are having technical staff with having minimum 2 years of technical experience. They are having wide range of services and ample network for development of the business. Serviceforce is at two extreme one is excellent top management and another is trained technical manpower at workstations. The key challenge for them is to bridge the gap between the technical staff and the top management. As it is service rendering organization there should be proper manpower that can bridge this gap. It is having tremendous opportunities for expansion of the business but lack of enough human resource is creating the hurdle. This supportive manpower must be capable enough for identifying the requirement of training to the technical staff, developing the business through increase in number of franchise, building networks and establishing marketing strategies.



Questions:

1. Perform SWOT analysis for Serviceforce as an only automobile solution provider inGujarat.
2. How Serviceforce can get the manpower that bridges the gap between top management and the technicalstaff?
3. If you will be the CEO of Serviceforce then what would be your strategies to create awareness in themarket?
4. How Serviceforce can expand their business in currentera?

