

To Study the Viability of a Mobile Office Rent Service

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Abstract

Objectives: To provide the analysis of viability of a customized travel bus that is rehabilitated into a moving office/hotel room that can provide the customers with an on the go solution for conducting meetings and do the necessary chores while traveling to a desired location.

Design: Thematic analysis of free-text data from experts and academicians-based interview.

Sampling plan: In this research, the sampling technique used was Convenience Sampling by conducting One-on-One interviews. This was chosen because it was practically impossible to conduct interviews with HNI and the CEO's of the companies given the lack of connections and researcher's designations. All sample units had well-versed knowledge in their domain and could give perspective to the idea.

Setting and participants: Adult professional working in cooperate companies, or have a corporate background with expertise related to various fields such as finance, marketing, hospitality, entrepreneurship, and management. Also a group of Gen Z individuals.

Main outcome measures: Free-text categorized by themes, and their impact on various other segments and themes.

Methods: 15 respondents provided free-text comments. Data were coded using a multistage approach: (1) coding of comments as the whole conversation and deriving keywords (example, challenges, potential market, future scopes, facilities, etc.) (2) coding of the transcripts as summaries and the deriving keywords, (3) cross-sectional analysis to identify themes cutting across categories, (4) deriving keywords for challenges, future scopes, viability, potential market, facilities from different category of participants like Academicians, Corporates and Gen Z, (5) analyzing the different statements to draw various conclusions under the identified categories.

Results: All the different category of respondents gave mixed reviews regarding the potential in such an idea since it is unheard of. It is at a very nascent stage, yet we can notice a lot of optimism in the responses. There are many challenges, given the lack of awareness and the uncertainties but we can definitely see an emerging market for the concept

Conclusion: The concept of a motorhome office rental service in India has potential for working professionals who travel frequently, but also faces challenges such as affordability, lack of infrastructure, and transportation challenges. The success of the service depends on proper planning, execution, and competitive pricing. The potential market is significant and diverse, and the future prospects are promising with infrastructure development and emerging industrial hubs. Overall, the service has immense potential to be successful if it offers comfort, stability, and affordability to its customers.

Keywords: Challenges, future scope, viability, potential market, facilities and costing.

Strengths and Limitations of this study

Strengths:

- The study addresses a relevant and novel topic that explores a new concept of providing motorhome office services to the corporate world.
- The study provides a detailed overview of the proposed solution and its potential market, which can be informative for investors and entrepreneurs interested in this field.
- The use of one-on-one interviews for data collection is a good approach to collect primary data, especially in qualitative research, as it helps to gain a deeper understanding of the opinions and perceptions of the target population.
- The use of software for thematic analysis is a valid and efficient method to analyze large amounts of data and identify patterns and themes.

Limitations:

- The study is limited to a specific geographic location, India, and the findings may not be generalizable to other regions or countries.
- The sample size is not very large, and the representativeness of the sample may be uncertain, given the use of convenience sampling.
- The study does not mention the potential biases of the interviewer or the interviewees, which could impact the validity and reliability of the results.

Overview

In this fast moving world where time is akin to money, sometimes it might not be feasible for people to waste hours in travelling without being productive! Especially for the HNI and who and whose of the world who might end up making thousands of dollars every hour or every minute at instances. This problem gave birth to the idea of creating a service of a motorhome vehicle that has been converted into an office environment which has all the amenities and facilities that are required in order to conduct a meeting with clients, travel with your colleagues and give presentations. The COVID-19 pandemic has accelerated the trend of remote working and forced many people to work from home. However, working from home has its own set of challenges, such as distractions, lack of motivation, and limited space. To address these issues, motorhome office services on rent have emerged as a new concept. This research paper examines the feasibility and viability of a motorhome office service on rent in India. The paper analyses the current market trends, regulatory environment, and competitive landscape to assess the potential of the service. Furthermore this research paper reflects the feasibility & viability of the mentioned idea.

Introduction

Problem Statement:

There exists no solution for providing the corporate employees and people who run short on time and have very tight schedule with an on the go office space where they can conduct meetings, get ready on the go, and travel to a desired destination while experiencing a home/office like environment.

Proposed Solution:

A customized travel bus that is converted into a moving office/hotel room that can provide the customers with an on the go solution for conducting meetings and do the necessary chores while traveling to a desired location.

The COVID-19 pandemic has disrupted the way we work, and remote working has become the new norm. While remote working has its benefits, it also has its challenges, such as a lack of dedicated workspace, distractions, and isolation. To address these challenges, motorhome office services on rent have emerged as a new concept. A motorhome office is a self-contained vehicle that is equipped with all the amenities of a traditional office, such as a desk, chair, internet connectivity, and power supply. The motorhome office can be parked at any location, providing users with a dedicated workspace that is away from home.

The idea is to create a service where we can provide a mobile office service to people who are tight on their schedule and have the need to conduct meetings on the go and can comfortably rest while commuting from one place to other. This kind of service can be very helpful for people who are in the marketing jobs and are always on the move, big industrialists, High Net Worth Individuals for whom time is a synonym for money, top level executives of companies who indulge in client meetings and need to close the deals and other similar professional individuals. This is an innovative solution which comes with its own challenges and limitations and it is very uncertain if there exists a potential market for such kind of service as there exists other modes of transportation, mainly air travel that can reduce the time taken for the individual to reach their destinations. Also the feasibility of the service is at question here and to find out if this concept would be accepted or not, and what all road blocks might come in the journey of this idea to blooming into a successful venture, this particular research paper is being drafted.

Research Methodology

Since this is a qualitative research one of the most common practices for data collection was used in order to collect Primary Data from a relevant group of individuals, i.e., 'One-on-One interviews'. It has proven to be an excellent tool in understanding human beliefs, behavior, values and perception about a given ideology in their best understanding and mostly produce unbiased results. This kind of methodology makes use of open-ended questions and provide the respondent a platform to express their views and thoughts openly with no limitations but with a bit of stimulation by the interviewer. It helps the researcher to understand the 'why' side of an opinion rather than simply scratching the surface by knowing 'what' the opinion is! For achieving the same semi-structured interviews were conducted with open ended questions revolving around a given topic asking the same questions but allowing the interviewee the freedom to express their opinions freely. In order to be free from any biasness the interviews were conducted in a safe environment with no disturbances and at convenience of both the parties. The interviews were then transcribed and thematic analysis was conducted using the software NVIVO. This involves coding all the data before identifying and reviewing the themes for every question. After the theme is generated then we can try to build the research building upon those themes and try to reach to a conclusion.

Study design

The data for this study is collected over a four-month period, between January 2023 and April 2023, through 15 individual interviews. This study involves the analysis of primary data from interviews by different groups of individuals to understand different perspectives as well as secondary data from online journals and websites related to motorhome services and regulations as per the government. The interviews was conducted of various individuals aged ≥ 22 years belonging to different backgrounds such as academicians, corporates and Gen Z.

Interview Process

Fifteen individuals belonging to different groups as previously mentioned were interviewed during a four-month period (January 2023 to April 2023).

It was tried that we could capture the viewpoint of as many industries as possible hence the participants were selected from a diverse group of fields. We picked up entrepreneurs, teachers, economists, corporate workers, finance professionals as well as some management students to give the study a wider perspective. On request of the subject-matter experts, anonymous reporting is applied in this paper. Each interview lasted approximately 20 minutes. Data collection for this research is conducted using a semi-structured interview approach. Semi-structured interviews are conversations which are led by a set of predetermined questions. These questions are open-ended and open to interpretation. Utilizing this type of interview, the data collection phase yielded data to identify factors influencing the feasibility and viability of the motorhome office rental service.

Analysis

Data were subjected to a thematic analysis, informed by multistage coding (see figure 1) of free-text data. The coding taxonomy was developed inductively from the data and then results were interpreted

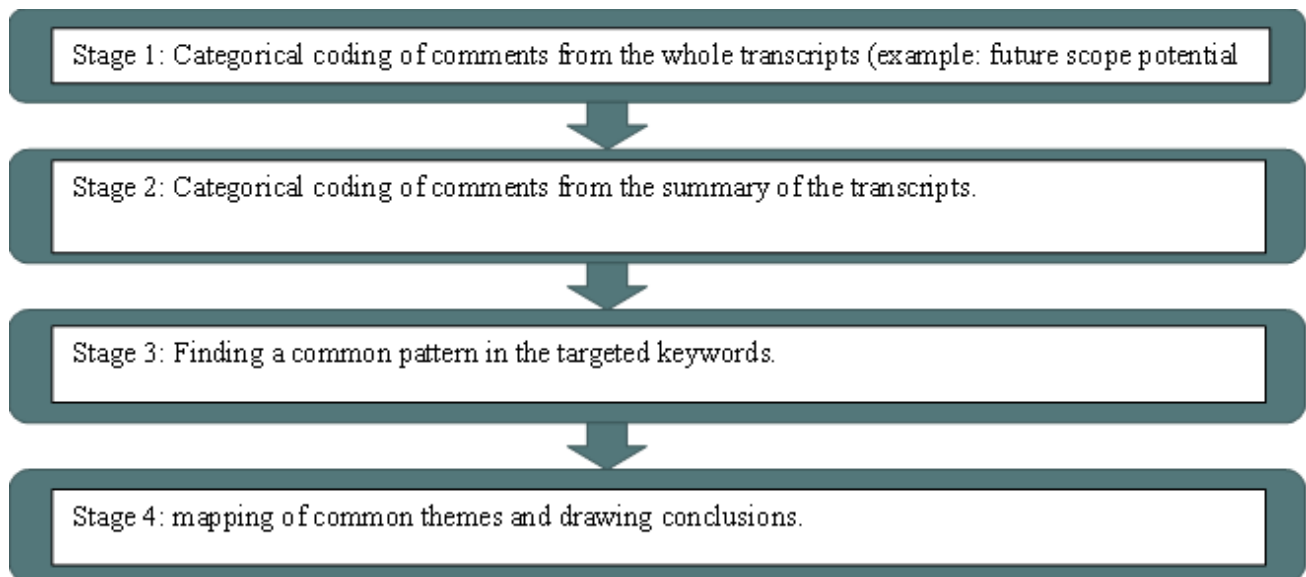
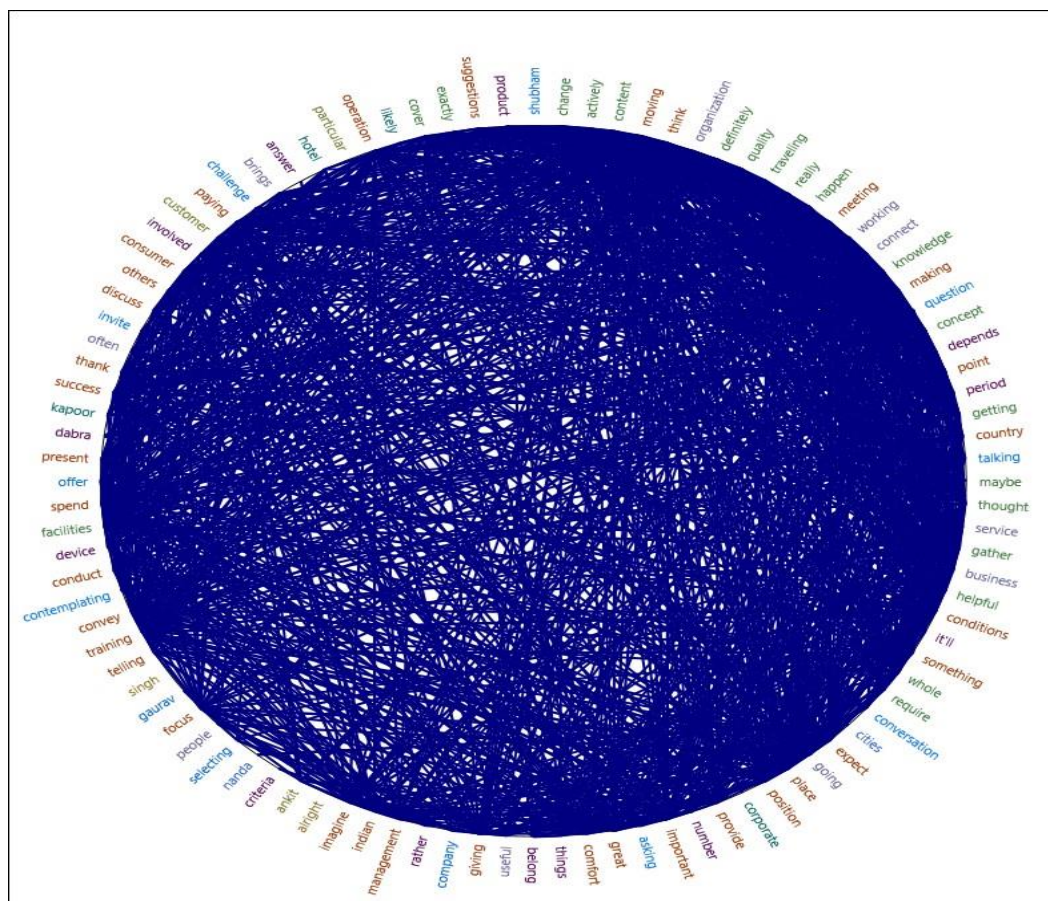


Figure 1: Process of multistage coding:

NVivo

The following diagram is produced by the NVivo software and represents the cluster analysis of the top 500 words used in the transcripts from the interviews of different professionals. This analysis along with other tools in the software helped the research to yield very insightful telling.



Market Analysis

The demand for motorhome office services on rent is increasing in India due to the rise in remote working. According to a report by Flex Jobs, **the number of remote workers in India increased by 400% in 2020 due to the COVID-19 pandemic. The report also stated that 97% of remote workers prefer to have a dedicated workspace.**

The Indian market for motorhome office services on rent is still in its nascent stage, and there are only a few players in the market. However, the market has immense potential due to the growing demand for remote working and the need for dedicated workspaces. **The market for motorhome office services on rent is expected to grow at a CAGR of 25% from 2021 to 2026.**

Regulatory Environment

The regulatory environment for motorhome office services on rent in India is currently undefined. The Motor Vehicles Act, 1988, and the Central Motor Vehicle Rules, 1989, do not specifically address the use of motorhomes for office purposes. However, the Ministry of Road Transport and Highways is considering a proposal to amend the rules to allow the use of motorhomes for commercial purposes.

Competitive Landscape

The competitive landscape for motorhome office services on rent in India is still in its early stages, and there are only a few players in the market. Some of the major players in the market include Campervan India, Trippy Wheels, and IndiGo Caravan. These companies offer motorhome rental services for various purposes, including tourism, adventure, and camping.

Feasibility and Viability

The feasibility and viability of a motorhome office service on rent in India depend on various factors, including the cost of the service, the availability of parking facilities, and the demand for the service. The cost of the service includes the cost of the motorhome, maintenance, fuel, and insurance. The availability of parking facilities is also a crucial factor as users require a safe and secure location to park their motorhomes.

The demand for a motorhome office service on rent is increasing due to the rise in remote working and the need for dedicated workspaces. The service has the potential to cater to various segments, including freelancers, entrepreneurs, and corporate employees. The service can also be marketed as a tourism product, allowing users to work and travel at the same time.

Respondent Categories	Keywords degree 1	Keywords degree 2	Keywords degree 3
	<i>Based on the entire conversations</i>	<i>Based on the summaries</i>	<i>Conclusive</i>
Academicians	Challenges: Costing, infrastructure, transportation, usefulness, privacy, and space. Future scopes: future prospects, and usefulness, concept value, potential niche market, development sector, value in Indian scenario, emerging economy, new industrial hubs, new expressways	Challenges: cost, infrastructure, transportation, viability, accessibility Future scopes: potential market, helpful,	Challenges: cost, infrastructure, transportation, viability, accessibility, usefulness, privacy, and space. Future scopes: potential market, helpful, value, useful,

		value, useful, remote students	remote students, viability, future prospects, concept value, potential niche market, development sector, value in Indian scenario, emerging economy, new industrial hubs, new expressways, welcome idea.
	• Facilities: Comfort, Zoom, space, comfort, travel and work, space to study, resting space, workspace, accessibility, conducive atmosphere, privacy, and soundproofing, basic amenities.	• Facilities: hospitality, comfort, soundproofing, basic amenities, charging points, OB vans, IT vans, Zoom, space, travel and work, mobile office space, space to study, resting space, workspace, and place for doing makeup, conducive atmosphere, privacy, accessibility.	• Facilities: hospitality, comfort, soundproofing, basic amenities, charging points, OB vans, IT vans, Zoom, space, travel and work, mobile office space, space to study, resting space, workspace, and place for doing makeup, conducive atmosphere, privacy, accessibility.
	• Costing: renting, cost, affordability, corporate setup (can go up to any figure), academic setup (between 5 to 10,000 rupees), 1000-5000 rupees (small setup).	• Costing: cost, pricing Keywords related to viability: barrier, cost, infrastructure, transportation	• Costing: pricing, affordability, cost may be a barrier for some people, not affordable for the interviewer, corporate setup (can go up to any figure), academic setup (between 5 to 10,000 rupees), 1000-5000 rupees (small setup).
	• Viability: Big shots, hospitality services, infrastructure, ambience, meeting setup, long distance travel, working professionals, potential in the development sector, valuable concept, people on the move, executives, corporates, professionals, top Conchos, and helpful in the Indian scenario.	• Potential market: corporate companies, professionals who travel	• Viability: barrier, cost, infrastructure, transportation, big shots, management

		frequently, working professionals, children who need a space to study • Meeting setup: privacy, conducive atmosphere, meeting location	guard, comfort, hospitality services, ambience, meeting setup, long distance travel, useful for working professionals, potential usefulness in the development sector, valuable concept, helpful
Corporates	• Potential market: Middle-level businessman, niche market in India, travel workers, business people, corporates, and top Conchos. Challenges: Nascent stage, Apprehensive, Lack of infrastructure, Affordability, Delayed projects. Future scopes: Infrastructure development, Increasing number of entrepreneurs and billionaires, Potential market, Upskilling, Coaching programs, Business development, Sales, Novel idea Facilities: Service, Temporary office space, Transit office space, Vanity, Food and beverage services, Medical facilities, Waiting lounge, Attendant, Cashier counter	• Challenges: Viability in the Indian scenario, affordability, thin market, lack of awareness, Air travel • Future scopes: Training programs for corporates, customization, success in remote areas • Facilities: Waiting lounge, comfort while traveling, Convenience, amenities like Wi-Fi and screens, basic luxury	• Challenges: Nascent stage, Apprehensive, Lack of infrastructure, Customized feature, Constraints, Affordability, Delayed projects, Specific criteria for selecting a place for a meeting, Viability in the Indian scenario, Thin market, Lack of awareness • Air travel • Future scopes: Infrastructure development, Increasing number of entrepreneurs and billionaires, Potential market, Upskilling,

			Coaching programs, Business development, Sales, Complete package, Novel idea, Training programs for corporates, Customization, Success in remote areas
	Costing: Money factor, Revenues, Profitability	• Costing: No limit on amount, high purchasing power	• Facilities: Food and beverage services, Medical facilities, Attendant, Cashier counter,
	Viability: Helpfulness to the company, Dependency on public transport, Luxury, Resources at disposal, Reward of travel, Saving time, Convenience	• Viability: Dependent on scale of work, infrastructure, purpose, gain factor • Potential market: HNI, people running companies, rural areas where infrastructure is lacking	• Comfort while traveling, Convenience, Amenities like Wi-Fi and screens, Basic luxury • Costing: Revenues, Profitability, No limit on amount • Viability: Helpfulness to the company, Luxury, Resources at disposal, Saving time, Convenience, Infrastructure

			• Potential market: HNI, People running companies, Rural areas where infrastructure is lacking •
Gen Z	Challenges: Nuisance while traveling, Comfort and stability, Time constraints, fit for a formal meeting or presentation, noise, and ambiance of the meeting place. Future scopes: Corporate travelers.	• Challenges: traffic, noise reduction, Indian scenario • Future scope: mobile office service, similar concepts in European and American countries, a service where people can conduct meetings while traveling in an RV • Facilities: quiet and comfortable place, good internet connection, necessary amenities like a good network	• Challenges: Nuisance while traveling, Comfort and stability, Time constraints, Fit for a formal meeting or presentation, Noise, Ambiance, Traffic • Future scopes: Corporate travelers, Emerging big companies and corporates, Frequent travelers, innovative and time-saving, Start-up with Gen Z or millennials founder or workers, traveling office • Facilities: Experienced driver, Relaxing, sleeping and food, Good internet connection, Quiet place, Stable

		connection and a good place to connect laptops and other devices, driver	environment, Comfortability, Availability,
	Emerging big companies and corporates, frequent travellers.	• Costing: affordable, willing to pay between two to three thousand for intercity travel	Connection for laptops and other devices
	Innovative and time-saving, start-up with Gen Z or millennials founder or workers, traveling office,	• Viability: helpful for companies or startups, save people's time and effort, great idea, will help corporates who travel frequently	• Costing: Meeting with friends is between INR 5000 to 10000, Affordability.
	Indian scenario, potential market, availability, affordability, comfortability.	• Potential market: corporate employees, companies or startups who have to travel a lot, people who conduct meetings while traveling.	• Viability: Potential idea, Comfort, stability, and affordability, Potential market demand, Helpful for companies or startups, corporates who travel frequently
	Facilities: Experienced driver, Relaxing, sleeping and food, good internet connection, a quiet place, and a stable environment		• Potential market: Corporate travelers, Busy people, Attend meetings on-the-go, Companies and start-ups, Need a traveling office or business
	Comfortability, noise reduction, availability.		• Gen Z or millennials founders or workers, People who conduct

	Costing: Meeting with friends is between INR 5000 to 10000. Affordability Viability: Potential idea, comfort, stability, and affordability, potential market demand, need a traveling office. Potential market, availability, affordability. Potential market: Corporate travelers, busy people, attend meetings on-the-go, companies and start-ups, need a traveling office or business, and Gen Z or millennials founders or workers. Indian scenario.		meetings while traveling.
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Findings:

	Academicians	Corporates	Gen Z
Challenges	Costing Infrastructure Transportation Accessibility	Nascent stage Lack of infrastructure Affordability Viability in Indian scenario	Traffic Noise reduction Ambiance Time constraints
Future scopes	Potential niche market Concept value Emerging economy Future prospects	Potential market, Upskilling, Customization, Infrastructure development	Mobile office Corporate travelers Innovative
Facilities	Mobile workspace Comfort and hospitality Accessibility and privacy Technology	Transit amenities Temporary office space Convenience and comfort Vanity and luxury	Comfortable and quiet environment Experienced driver Good internet connection Availability of necessary amenities
Costing	Affordability and pricing Viability and cost Accessibility and convenience Cost-effective solutions	Financial performance High purchasing power Investment potential Financial risk management	Affordability Cost-effective options Value for money Price sensitivity
Viability	Professional setting Hospitality services Development potential Executive customers	Productivity Reliability Comfort Cost-effectiveness	Innovation Convenience Market demand Cost-benefit analysis
Potential Market	Business Travel Niche Market Professionalism	Wealth Business Operations	Business Mobility Traveling Workspace

	Flexibility	Infrastructure Development Social Responsibility	Next-Gen Culture On-the-Go Meetings	Business
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Results:

In this section, the findings derived for various aspects of the proposed solution are projected. A summarized form of all the opinions from different categories of participants over different elements of the study have been put together in the best understanding of the author.

1. Challenges:

The motorhome office rental service in India faces several challenges, primarily due to its nascent stage and lack of infrastructure. Customized features such as space, privacy, and usefulness are necessary, but affordability is a constraint, and delayed projects lead to apprehensive customers. Viability in the Indian scenario is also a concern due to the thin market and lack of awareness. Specific criteria for selecting a meeting place while traveling, comfort, stability, and time constraints are other challenges. The motorhome must be fit for a formal meeting or presentation, with a suitable ambiance and noise reduction. Traffic and nuisances while traveling are also obstacles to overcome. Despite these challenges, the motorhome office rental service can be a viable option with proper planning and execution.

2. Future scopes:

The concept of a motorhome office rental service in India has immense potential in the emerging economy, given the increasing number of entrepreneurs, upskilling programs, and corporate travelers. The service offers a complete package of coaching, business development, and sales training programs, and customization for success in remote areas. It also has value in the development sector, with potential niche markets. The future prospects for the service are promising, given the infrastructure development, new expressways, and emerging industrial hubs. It is a welcome idea, especially for frequent travelers who seek innovative and time-saving solutions. The service can also cater to start-ups with Gen Z or millennial founders or workers. Overall, the motorhome office rental service is a helpful and useful concept with immense value in the Indian scenario

3. Facilities:

The facilities of a motorhome office rental service in India must provide a unique blend of hospitality and comfort to meet the needs of corporate travelers and busy people who need to attend meetings on-the-go. The service should offer a mobile workspace equipped with basic amenities, charging points, and soundproofing to provide a conducive atmosphere for work, study, and relaxation. Privacy and accessibility should be ensured, along with food and beverage services, medical facilities, and an attendant or cashier counter. It is essential to provide a Zoom-enabled space to facilitate seamless virtual meetings. The service should prioritize comfortability and convenience, with amenities like Wi-Fi and screens for entertainment. An experienced driver should ensure a relaxing journey, with provisions for sleeping and food in a quiet place. Basic luxuries such as a good internet connection, stable environment, and connection for laptops and other devices are a must.

4. Viability:

The motorhome office rental service in India faces barriers such as cost and infrastructure development, as well as transportation challenges. However, the service's potential usefulness for working professionals and valuable concept for the development sector make it a helpful and potentially lucrative idea. The service can offer luxury and resources at disposal while saving time and providing convenience. The potential market demand for the service is significant, particularly for companies or startups and corporates who travel frequently. Providing affordability, accessibility, and cost-effective solutions while offering value for money and understanding price sensitivity are important factors that

can determine the success of the service. Effective financial performance and risk management can help ensure the long-term financial sustainability of the business.

5. Costing:

The pricing and affordability of a motorhome office rental service in India present some challenges, as the cost may be a barrier for some people, particularly in the academic and small setup sectors. The corporate setup can go up to any figure, and meeting with friends can cost between INR 5000 to 10000, with no limit on the amount. While the service has the potential to generate significant revenues and profitability, affordability remains a key concern. To overcome this challenge, the service providers need to offer competitive pricing and affordable packages to cater to a broader customer base.

6. Potential market:

The potential market for a motorhome office rental service in India is significant and diverse. It includes corporate travelers, busy people who need to attend meetings on-the-go, companies and start-ups who require a traveling office or business, Gen Z or millennials founders or workers, people who conduct meetings while traveling, HNI, people running companies, professionals who travel frequently, and rural areas where infrastructure is lacking. Additionally, working professionals and children who need a space to study can also benefit from this service. The market demand for a motorhome office rental service in India is significant and can cater to a diverse customer base with different needs and requirements.

Conclusion

The concept of a motorhome office rental service in India has both potential and challenges. The primary challenges are the lack of infrastructure and delayed projects, affordability, thin market, and lack of awareness. The facilities must prioritize comfortability, hospitality, and convenience, with basic amenities and soundproofing, charging points, and Zoom integration. Viability faces barriers, such as cost and infrastructure development, as well as transportation challenges. However, the service's potential usefulness for working professionals and valuable concept for the development sector make it a helpful and potentially lucrative idea. The pricing and affordability present a challenge, as the cost may be a barrier for some people, particularly in the academic and small setup sectors. The potential market is significant and diverse, including corporate travelers, busy people, companies, start-ups, rural areas, and professionals who travel frequently. Opinions on the usefulness of such a service are mixed. Some believe that it could be valuable, particularly for working professionals who travel frequently, while others are skeptical, with most people preferring air travel due to time constraints. The success of the motorhome office rental service depends on proper planning and execution, competitive pricing, and affordable packages. The service must offer comfort, stability, and affordability to its customers. The future prospects for the service are promising, given the infrastructure development, new expressways, and emerging industrial hubs. It is a welcome idea, especially for frequent travelers who seek innovative and time-saving solutions. In conclusion, the motorhome office rental service in India has immense potential to be a successful concept if it offers comfort, stability, and affordability to its customers.

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