Entrepreneurship Assignment

Task 3 - Compiling Sections of a Business Plan

Group 50

Netanya Camilleri - IBMC - Bsc (Hons) in Business Enterprise
Vincenzo Raine Perretta - IBMC - Bsc (Hons) in Business Enterprise
Lee Pace - IICT - Bsc (Hons) in Software Development
Axel Pulis - IICT - Bsc (Hons) in Software Development
Malcolm Baldacchino - IICT - Bsc (Hons) in Software Development
Dawson Camilleri - IICT - Bsc(Hons) in Software Development
Raul Mifsud - IICT - Bsc (Hons) in Software Development

Table of Contents

Executive Summary 3

Proposed Product / Service 4

Legal Considerations 5

Market Analysis 6

Competitor and Gap Analysis 6

Target Market 11

Market Potential 21

Marketing Plan 22

Organisation and Key Partners 26

Operating Plan 29

Time Plan 29

‘Production/Service’ Process Flow Chart 30

Resources Required 32

Financial Planning 32

Sales Forecast 33

Cash Flow Forecast 34

Break-even Analysis 37

Funding Requirements 38

Appendices 39

References 103

Executive Summary

QuickTask is based on a partnership consisting out of 7 directors who are offering the service with the function of connecting our direct customers called Task requesters (individuals and organisations who are requesting a one time service), with our indirect customer called the Task seekers (individuals and organisations who would fulfil one time tasks at any time flexibly and quickly). Our direct customers would pay us a 10% commission based on what they would pay task seekers according to the service requested, at a later stage money would be earned by selling advertisement space on our website. Our service shall be based on a website at first and then be extended to an app application. QuickTask shall be funded internally through partnership capital shares of €1.000 each adding up to a €7,000 capital.

Through our unique sales proposition by offering flexible job opportunities that can be fulfilled in a fast period and provide quick cash, we would be able to decrease unemployment rates and support individuals who earn average incomes as well as organisations who need extra revenue to cover the cost of living expenses as well as organizational expenses. Organisations and individuals are experiencing time pressure due to overloads of responsibilities which our service supports to minimise through connecting Task seekers for one time jobs that can be outsourced without long term commitments. That way our UPS covers automatically the market gap. We have no direct competitors because we would be the only company in the Maltese islands who would offer this kind of service, indirect competitors would include recruiting companies and agents such as Jobsplus. Higher competition is found internationally. Our research has analysed that individuals who conducted the questionnaire online tended to be indirect customers, our task seekers, however, once we conducted face to face interviews most of the respondents stated to be task requesters or both from which the majority agreed to make use out of our service even when commission is charged. Organisational respondents were based on face to face interviews only from which the majority tented to be task requesters or both from which the majority agreed to make use out of our service even if the commission has to be paid.

Our time plan will be based on prioritisations, starting with the designing and programming the website while identifying the right hosting and domain supplier, following with licensing Quick Tasks partnership legally, on which we follow to proceed with our marketing and advertising strategy from which would quickly attract direct and indirect customers. Trough our hashtag advertising method we would not receive profit at the first month of operating but gain high amounts of account registrations, trough our questionnaire results we have high interest in our service which assures us to have quite a lot of account registrations when applying our advertising strategy the right way, leading to quite speedy profit after the first quarter of operating. Especially during the summer seasons, our service would gain high profits due to the higher amount of services.

Business Overview

Proposed Product / Service

General System

Our product/service is mainly based on a website that connects task seekers and tasks requesters. Direct and Indirect consumers of our product/service would need to register on our website in which task requesters can upload the services needed with details such as name, description, location, time and money offered. Task seekers can apply to cover a specific task/job, which will be approved by the task requester according to personal needed criteria. The task seeker applied to cover a specific task/job as him/her has some free time on his/her hands and would like to earn extra income and also the fact that the job only requires a limited number of hours and not a whole day which makes this product/service very flexible. Criteria such as a person descriptions, experience, educational levels, special licenses, can be identified on every account holders account, who have uploaded that information during the registration process. Account information can be updated at any point in time.

Every account holder would be able to search for offered services at any time by themselves by clicking on the available job/task and the latest requests pages. That way task seekers can find one-time job positions that were not set into preferred working areas during registration. Due to the task/job will be done in several hours, the task seeker has no long term commitment with the company and/or task requesters that employed him/her in a particular task/job. Even though there are competitors that offer this type of service abroad, locally, there are no competitors that offer this type of service which would make this product/service unique in Malta.

Payment System

Once the service would be fulfilled, both parties would need to confirm that the service was concluded and the payment will be automatically transferred from one account to another. This is possible through the website payment account method that can be topped up by Visa/Master Cards and/or other cards. A confirmation email will be sent automatically to both parties.

Review System

Participants can be reviewed and rated after fulfilling and/or offering a service, which would help account users to identify suitable participants for different kind of tasks.

Contacting QuickTask

On our website, we would have the functionality of a live chatting system on which people will get quick responses about issue procedures and/or any other questions. Account-holders will be able to contact QuickTask through complaints, phone services and/or emails.

Commission Taken

An automatic 10% commission rate will be charged from the task requester payment account during the payment of the fulfilled one-time service. The task requester will get an automatic confirmation email.

General Information

Account-holders would get sign-ups approved by QuickTask after checking the request forms. Every payment will be controlled to make sure to avoid unfair pricing, money laundering and any other unethical or illegal behaviour. Clients might have their account blocked when evidence is found or presented by a 2nd or 3rd party about unethical or illegal behaviour. Unethical behaviour would be measured on whether actions taken are in align with the set policies or not

Legal Considerations

Registering our Partnership

Us members have decided that we will operate in the Maltese market under the business type of a partnership. To operate in the partnership business type, the minimum members that need to be in it must be 2 as it is stated in the law. Even though that we form a total number of 7 members in our team, we have decided to be classified as a partnership. First, for us to be classified as a partnership business, we need to apply for a “Partnership En Nom Collectif” agreement to be classified as a partnership.

Additionally, we need to apply to be issued a “Deed of Partnership” agreement that needs to be signed and given to the registrar, so that the “Certificate of Partnership” could be issued without any issues at all. For registering our partnership, we need to pay a fee to the Malta Business Registry. According to the Subsidiary Legislation 386.0, we have to pay to be in line with the companies act regulations (See in the Appendix - Figure 43). Due to getting the funding of about €7000 that we get for the funding, we have to choose the capital that is in that range of amount. We have chosen that we are going to register the partnership online (See in the Appendix - Figure 44).

General Data Protection Regulation (GDPR)

With our proposed product/service includes the input of personal details either direct or indirect consumers, we have to be very careful with handling the very sensitive details of the clients. As a countermeasure, the user details that we require will be the minimum that is needed for the

product/service i.e. only require the few details that are important to be stored. For this aspect, we decided to be covered by the Data Protection Officer (DPO) so we can rest assured that we don't break any regulations that belong to the GDPR (See in the Appendix - Figure 41). This legal consideration has to be in line with the regulation of the European Union (EU) and the council that emphasizes the statement that sensitive data should be protected at all costs (See in the Appendix - Figure 91).

Additionally, we would need the service of a mechanism that stores the HyperText Transfer Protocol Secure (HTTPS) cookies so that, all the data and history of the consumers (Direct and Indirect) will be saved in the browser without the risk of someone that tries to steal the cookies of other users. For this reason, we decided to use a mechanism called "CookieBot" which its main function is to store the cookies that are retrieved from the user's history and information. The mechanism we will be using, we will be using its Free Plan which satisfies our needs at the beginning (See in the Appendix - Figure 42). However, if the business grows and there is the decision that another domain needs to be bought, we need to invest in another scheme.

National Insurance (NI)

It would occur a scenario where a task requester and a task seeker could begin a bond between each other, and the task seeker would begin to get offered tasks that can be done by him from the same task requester without posting the task on our website. If this scenario happens, the task seeker has to apply for the NI so that he has to pay stamps like every part-timer and full-timer. So that he has to pay taxes like every other worker who has the NI number.

Market Analysis

Competitor and Gap Analysis

With our "QuickTasks" website, we are covering two different gaps in the market. On one hand, we fill the gap of the need of extra money for living for Maltese citizens including the increase of employment rates and on the other hand, we support the stress reduction from Maltese citizens in a relatively cheap way, again supporting the monthly expenditure of Maltese citizens.

1st Gap: "The need for extra cash of Maltese citizens to cover basic day to day needs" - Indirect Customers.

Although unemployment's rates are falling from one year to another, it is not eliminated, besides that, it can be seen that the unemployment rate is falling slower, compared to the other years (See in the Appendix - Figure 45). At this point, we decided that we need to investigate more in detail. In other words, through further research, we have realized that although the employment

rate is racing, there is not enough income to cover expenses of day to day needs (See in the Appendix - Figure 46).

The average of general salary incomes of employees for the year 2019 (2nd quarter) lays by €19,484 per year before tax reduction when excluding managerial roles, the average salary income of an employed person is €12,370 per year before tax reduction (See in the Appendix - Figure 47). This illustrates that the income of Maltese citizens seems not to be high enough to cover day to day expenses, to prove that point we had to deduct main expenses of those average incomes to assure that our first impression of these research was correct. The first general expenses that we researched were tax reductions of the average incomes (See in the Appendix - Figure 48).

Excluding managerial roles of the average income of employed people, we would count €12.370, tax of 15% needs to be deducted: - €2005.50 ending up with an average of €10,364.50 a year without the reduction of the National Insurance (NI). Meaning when excluding managerial employments, the average income after tax reduction lays below a €1000 a month, to be more accurate the average income of Maltese citizens, excluding managerial positions after-tax reduction, in this case, would be rounded to €863.71. At this point, we have not yet reduced the NI expenses that need to be reduced from the taxed reduced average income.

Depending on the situation of the Maltese citizens' different NI rates would need to be deducted from the average wages after tax reductions. The calculations are found in the Appendix, precisely, Figure 75 till Figure 77.

For the calculations to be realistic, a list of prizes was retrieved that represent the actual price of items that are found in the Maltese market to this date. These can be found in the Appendix in figures 78 & 79 respectively.

Considering the basic needs of a single person, calculating the cheapest options on average (See in the Appendix - Figure 51):

Rent per month (1 bedroom) outside of centre:	€685.91
Basic (electricity, heating, cooling, water, garbage) for 85m2 Apartment:	€81.88
Internet (60Mbps or More, Unlimited data, cable /ADSL)	€33.45
60min of Prepaid Mobile tariff Local (NO discounts or Plans):	€16.20
Transportation – monthly bus card:	€26.00
Food and beverage per month excluding alcohol:	€340.00
Clothing footwear per month:	€136.00
Total:	€1,319.44

This calculation excludes alcohol, tobacco consumption as well as education expenses, social expenses, health expenses, sporty activity expenses and so on and is already exceeding all average income scenarios after tax and NI reduction. Clearly showing that the cost of living of

Maltese citizens is way higher than the average income for coverage of those expenses. Showing that there is a clear gap for Maltese citizens of quick, flexible extra cash that our service is offering.

Also, we analyzed from the primary research that individuals need cash. The majority of our online questionnaire results indicated to be Task seekers due to the fact of the need to gain quick and flexible income (See in Appendix - Figure 1 & 2). From the view organizations who considered themselves as Task seekers stated to need extra revenue (See in Appendix - Figure 3).

2nd Gap: "Stress reduction trough getting day to day tasks covered" – Direct Customers.

In every aspect of our life, everything has an impact on our mental behaviour. To keep good mental behaviour, there has to be restrictions and limits on what to do in everyday life (A Mental Health Strategy for Malta 2020-2030, 2019).

The economy is purely based on our human mental decisions. For that, we have to take care of it as without it, you cannot do impeccable things (A Mental Health Strategy for Malta 2020-2030, 2019).

Additionally, with people are now living longer than before, it has become a new niche of young adults that are looking to work in Malta (A Mental Health Strategy for Malta 2020-2030, 2019).

The Maltese government acknowledged the stress level impact on the mental health of Maltese citizens caused by daily challenges. It is to be noticed that the main reason for stress is work overload, money and health issues which can impact us, humans, to do certain day-to-day activities. (See in the Appendix - Figure 89 & 90).

To do the majority of the day-to-day tasks in this case as a family caregiver, can be stressful both for the body and for mental health. This happens when the person has a lot of responsibilities to cater for which would result in the functionalities of both the body and mind begin to not work as intended.

We have analyzed the gap further through our primary research where we identified in the case of individual face-to-face interviews. The majority stated to be Task Requesters who stated that they are highly stressed due to day-to-day overloads and other similar responsibilities (See in the Appendix - Figure 4 & 5).

Also, we have analyzed that during the conduction of organizational interviews people mainly tended to be as well Task requesters, which are our direct customers and stated to need outsourced 2nd parties for one time services. Stating that flexibility is the main needed factor, besides the fact that organizations feel like it is more important to have a speed coverage than

actual quality “high-performance rates”. Showing the gap of needing outsourced parties to reduce time pressure (See in the Appendix - Figure 6).

Alternative Products/Services

There are several alternative services and products in Malta that link businesses with potential employees. The two main services are “Jobsplus” and various recruitment agencies located throughout the Maltese islands

“Jobsplus” is a government-run recruitment agency, is free of charge, that allows businesses to set up a profile and advertise its vacant positions to persons in need of employment. It also allows for the other end-user (job seeker) to create a profile, upload the Curriculum Vitae (CV), and apply for vacant positions directly through the website.

The various recruitment agencies on the island do the same task as “Jobsplus”. While “Jobsplus” is primarily an online-based service, these recruitment agencies will bring in persons looking for employment for interviews, assist with CV building and hand-select employees they think would be a good fit. These agencies make their money by charging businesses a fee or commission for finding them recruitment. These agencies focus on providing long term solutions for businesses looking to hire.

There is as well a multitude of private online services that help link businesses with potential candidates. Web-based applications such as “Konnekt”, “Jobs in Malta”, and “KeepMePosted” are services that allow for business to upload vacant positions within the company. In return, the job seeker can directly apply for the position without the need to go through third parties.

The above applications and services are focused on long term commitment between employers and employees. While the majority of these services focus in this area, there is a new application on the market called “Wanta”. “Wanta” provides quick solutions to persons who need a task or job done. The range from nail services to hair services, to plumbing and electrical service. Since “Wanta” is a new application there are not many sign-ups, therefore rendering its service is useless until it becomes more utilized by its potential users.

Competitors

Task Rabbit

When researching to distinguish which the competitors were in our region, we did not come across any like-minded businesses located in Europe. The main opposition is outside our market primarily in North-America. Websites like “Task Rabbit” is an American internet-based market that matches a local person who needs an on-demand job or scheduled job with freelance labour. It allows its consumers to book everyday tasks such as cleaning, moving and handyman work. The app allows for the person who needs a task done to either book immediately or schedules a booking by filling in a few short details. They would then be able to hire someone in their area and can select the “tasker” by price, availability, reviews and ratings.

This app allows for the person doing the booking to as well have a profile to be booked. This is great for variance as no separate profile is needed.

Wanta

“Wanta” is a mobile application that recently popped up in Malta. Upon downloading the app I could choose to book a job in terms of cleaning, handyman services and general errands etc. It gives the “Hire a Person” to do a specific job based on the job location. None of the services offered had any person who can perform them. While this is not an immediate threat to our business it can become a big threat if “Wanta” starts to advertise the application more in Malta, and if people start to sign up to perform the job services it offers. This application also points out a very real threat of our application rendering useless should our application not find enough people to sign up or if serious advertising methods are not taken into consideration.

JobsPlus

“Jobsplus” is a matching system that allows for job seekers in Malta to be matched with Maltese employers related to their specific industry. There is the limitation of using this as it is only available for use to Maltese residence permit holders and Maltese businesses. This is an actual employment industry operated by the government of Malta. It does allow its users to create CVs, find and apply for vacancies, which also includes a covering letter. It uses an algorithm to match vacancies with like-minded employees. This is an online recruitment agency.

Recruitment Agencies

Malta is filled with recruitment agencies. Their intermediators find businesses, who pay a fee, find the right employee to work in their job sector being advertised for. This process is often long and tenacious for the job seeker, especially if they do not have many skills. It can take weeks, even months to find a job through this method. Businesses also pay monthly fees plus a commission to the agency.

Conclusion

After taking into consideration the above competitors, we concluded that there is a market for our application in Malta. The majority of the competition focuses on one area of services or is based outside of Europe. The only notable European competition is found in the UK. The above applications are not an exhaustive list of competitors but show the most successful and niche-oriented applications on the market. Recruitment agencies are not as big of a competitor as they are focused on long term commitments between the employee and employer. If our app was to become profitable and well known in the Maltese market, we would consider expanding to large metropolitan areas as well. Our goal is to target both business and personal consumers with one application that included all working variables.

Target Market

1st Target Market - “People who are in need of extra cash through very flexible working”

Secondary Research Task Seekers

In 2017 there were 180,054 households in Malta, showing potential customers of “QuickTasks” (See in the Appendix - Figure 49). As already seen in the gap analyses, the average Maltese citizens require extra cash. Besides that, the increasing employment rate is showing that extra cash can be gained only through a very flexible manner due to working hours and school schedule hour responsibilities. Therefore long term commitments are not an option for a lot of people. Therefore, we are targeting Maltese citizens who are not able to pay the cost of living by their current average wage, including students and adults, females and males from the age of 16 since people can legally work from 16 years up to 65 years (retirement age) since people over the retirement age might not be as flexible and neither as technological advanced and therefore restricted to make proper use of our website as well as quick task app. (Mywage.org/Malta, (2020)

Primary Research Task Seekers

The target audience would be, one part consisting out of mainly 16-65 years old individuals who are either full time employed, full-time students, part-time employed or housewives/men who can make use of technological devices, especial making use of a website and account registration.

Singles were mainly focusing on task seekers, delivering services for quickly made cash. However, quite a large amount of people who were married with children stated to be task seekers as well. Therefore, when it comes to task seekers we will focus on mainly singles and married people with children. The target audience who considered themselves as “Task seekers where mainly single to 44.9%, closely followed by married with children of 35.9%. Committed partners followed with 11.5% while committed partners with children and single parents stated to be task seekers to equally 2.6% (See in the Appendix - Figure 7).

The rest was distributed to other family statuses. People who considered themselves as “both”, which are Task seekers and Task requesters were mainly married with children 70% while the rest was equally distributed between married, single and single parent (See in the Appendix - Figure 8).

Secondary Research Organizations Task Seekers

In the year 2018, there was a total: 113, 256 organizations who are potential target audiences for our newly introduced service website and mobile application “QuickTask” (See in the Appendix - Figure 50).

Besides that, we are as well addressing organizations who would like to participate in covering one time tasks such as event planners, van renters or machinery renters, electricians, etc. That way task uploaders can choose licensed or unlicensed individuals for day to day task covers as well as organizations who licenses and specialized in specific areas.

With other words individuals who require someone who would make their grocery shopping would connect to (unlicensed) individuals while individuals or organizations who require for example event services can either hire other organizations or individuals to organize specific events.

Primary Research Organizations Task Seekers

We will be mainly focusing on organizations who are marketing job opportunities mainly online through for example social media and websites and are familiar with making use of a website and account applications.

Partnership organizations, on the other hand, consider themselves as only “Task seekers” to 100% (See in the Appendix - Figure 9).

However, Public organizations and Governmental organizations consider themselves as “Both”, either as they are Task Seekers and Task Requesters (See in the Appendix - Figure 10).

Meaning that we will mainly focus on this area on Partnerships, Public organizations and Governmental organizations.

2nd Target Market - “People who need to reduce stress through reducing day-to-day tasks by hiring 2nd parties”

Secondary Research Task Requesters

As we have already seen, in 2017 there were 180,054 households in Malta, showing potential customers of “QuickTasks” (See in the Appendix - Figure 49). Our second target audiences consist out of individuals who require reducing day to day overloads that cause stress and time pressure and can affect the mental and physical health of the Maltese citizens negatively. Therefore, we want to address people from the age of 16, such as students who are stressed through school and eventually part-time working schedules and need services such as grocery shopping, car lifts, extra supporting lessons for weaker study areas.

We as well want to address middle-aged people including busy business people and families (parents). Besides that, we as well would like to target elderlies up to 90 years old who are not able to fulfil day to day tasks anymore due to their age and regarding illnesses as well as the lack of technological knowledge. In general, we would as well address in general people who are not just in need of reducing stress by giving up day to day task to a second party but as well individuals who are not able to fulfil certain tasks due to illnesses and disabilities.

Primary Research Task Requesters

The target audience would on one part consist out of mainly 16-65 years old individuals who are either full time employed, full-time students, part-time employed or housewives/men who can make use of technological devices, especially making use of a website and account registration applications.

The target audience who considered themselves as “Task Requesters” was to 50% married with children, while the rest was equally distributed between, committed to a partner, divorced or separated, single as well as widowed (See in the Appendix - Figure 11).

People who considered themselves as “both”, being both Task Seekers and Task Requesters were mainly married with children 70% while the rest was equally distributed between married, single and single parent.

When it comes to individuals who state to be a Task requester mainly are married people with children would be focused on, since a larger amount of married people with children stated to be either “both” or “Task Seekers” than singles or any other family statuses (See in the Appendix - Figure 12).

Secondary Research Organizations Task Requesters

As we have already seen, in the year 2018 there was a total of 113,256 organizations who are potential target audiences for our newly introduced service website and mobile application “QuickTasks” (See in the Appendix - Figure 50).

Besides just individuals who need covering one time services, we would like to address as well organizations who are in need to one time services such as one time administrative services, accounting services, logo design services, software and programming services, short term HR services, special event organizations for organizations and so on. Therefore, we address only organizations who are not interested in hiring someone on a long-term basis but require flexible one time and short term services.

It is important to note at this point that a single person and organization can be a part of both types of target audiences.

Primary Research Organizations Task Requesters

We will be mainly focusing on organizations who are marketing job opportunities mainly online through for example social media and websites and are familiar with making use of a website and account applications.

Organizations, on the other hand, tend to be task requesters, according to the respondents we mainly shell focus on public organizations, nonprofit organizations and governmental organizations when it comes to task requesters (See in the Appendix - Figure 13).

However, Public organizations and Governmental organizations consider themselves as “both”, which are task seekers and task requesters (See in the Appendix - Figure 14).

We analyzed that individuals tend to be rather Task seekers, while organizations tend to be rather Task requesters, which we take into consideration when targeting our target group in Marketing strategies: We have confirmed the fact that people do not have enough net pay in a month since most of the Task seekers stated to have a net pay of €301 - €500 per month, although most of the people have chosen that are full time employed. This would explain the high demand of Task seekers who stated as well to be mainly in very high need or high need of extra income, limitation however the tendency to be a Task requester.

Individuals consider themselves mainly as a task seeker to 83.3%, some consider themselves as both to 9.1%%, however, only little people consider themselves as Task Requesters 4.5%. Therefore we analysed the influence of family status (See in the Appendix - Figure 15).

Organizations, on the other hand, tend to see themselves rather as “Task Requester” or “both”. In order to know on what kind of organizations tend to see themselves as at, we analyzed the kind of organizational respondents in order to know who we shell mainly address with our service (See in the Appendix - Figure 16).

Secondary Research Conclusion

In conclusion as to be seen, although we have 2 main target audiences categories we need to split the target audiences into individuals and organizations. It is important to note at this point as well that at the moment we would mainly focus on Maltese citizens, at a later stage we would need more European market research’s since would like to expand, once being successful overseas. The reason why we are addressing individuals and organizations is that we are offering that way something unique to the public compared to our competitors who are only focusing on individuals or are focusing only on organizations. Which should be at this point quite realistic since Malta is a quite small island with a quite small population compared to other countries. However, once we would like to extend we will have to do a lot of homework and will

need quite some time to address the volume of our target audience. Since we have 2 main categories, which are split into 4 subcategories of target audiences we are creating 2 questionnaires to tackle the needs and wants of all to be addressed, people.

Primary Research Conclusion

In conclusion, our target audience will consist out of individuals based on households aged 16-65 years old who require extra income, therefore have not enough income compared to the cost of living, mainly focusing but not ultimately on singles, married people with children and people committed to a partner when it comes to task seekers. We will focus on 16-65+ years old individuals in form of households with any income ranges when it comes to task requesters mainly focusing but not ultimately on singles, people married with children and people committed in a partnership.

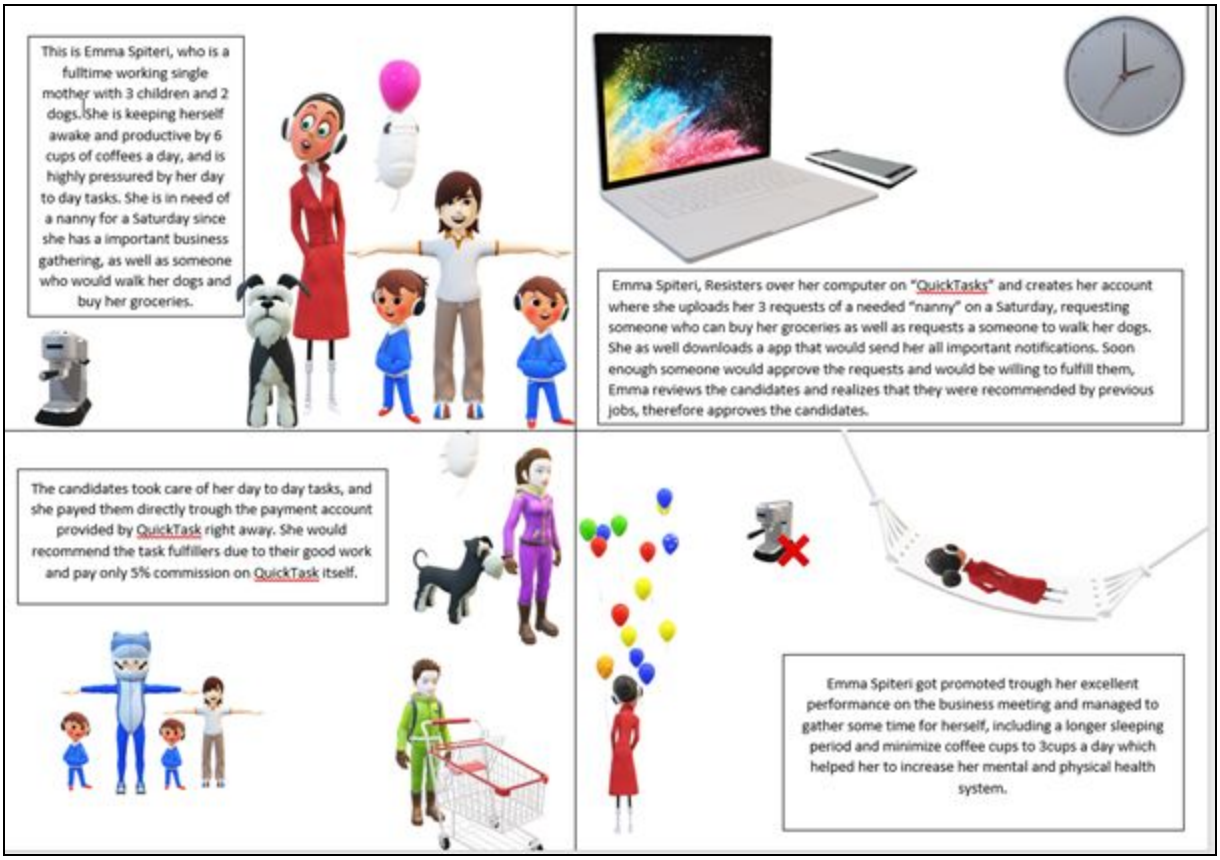
Organizations, on the other hand, tend to be task requesters, according to the respondents we mainly shell focus on public organizations, partnerships, nonprofit organizations and governmental organizations. Private limited organizations stated not to require either Task seekers nor Task requesters. However, there was only one company representing the private limited sector, therefore we will still focus on private imitated companies since the respondents are not representative enough. We will focus therefore on mainly but not ultimately on public organizations, partnerships, and governmental organizations and non-profit organizations. Private organizations shell be addressed as well but not prioritized.

Typical Customer

The majority of respondents to the questionnaire were aged from 16-55 years with each 10-year category having roughly 20% response rate. The majority of respondents were either working full time or were full-time students. If we take into consideration family status, 38% of the respondents are single and 39% are married with children (See in the Appendix - Figure 17). Of the single population, they are mainly looking to request jobs to earn an extra income; the married with children population are looking to both request and perform tasks equally. The main reason for wanting to earn extra income was to get extra spending money for necessities such as clothes and food. Running errands was the highest-rated job willing to be performed, followed closely by event staffing and then the delivery person (See in the Appendix - Figure 18).

Secondly, we have organizations who are requesting task and also performing them. The majority (45.5%) of organizations who responded to the questionnaire are ready to post jobs and request jobs. This is closely followed (36.4%) by the organization who will only be requesting jobs to be done (See in the Appendix - Figure 19). This shows that there is a need in the market for companies to hire a one-time person to do a singular job. Out of all the responses received, delivery services seem to be the most requested job from organizations with 44%

needing this service. Cleaning services, maintenance services and catering services follow closely behind at 33% (See in the Appendix - Figure 20).



This is an example of a scenario of our typical customer using “QuickTask”. According to the majority of respondents of families with children seeking services.

This is another example of a scenario of our typical customer using “QuickTask” reflected by our primary research, that companies mainly seek delivery services that individuals were ready to fulfil.

Another example that explains a scenario of our typical customer can be found in the Appendix (See Figure 52)

Potential Customers

Primary Research - Task Seeker - Individuals

Individuals who mainly stated to be task seekers, mainly agree or even highly agree of working odd jobs, run errands and perform tasks with flexible hours around current job/school/general schedule to earn extra income (See in the Appendix - Figure 21).

Besides their actual want of making use out of our service individual task seekers are literary in need of making extra income, therefore are in need of an application or service that we are

ready to offer seen on the net income per month of individuals as well as the actual statement of needing extra income.

The main net income of the individuals' task seekers have €301 - €500 and less. The maximum net income lays in €501 - €1000 which is not quite high neither, the majority lays below that amount (See in the Appendix - Figure 22).

As to be seen further, task seekers highly agree and agree mainly with being in the need of extra income. Showing once again not just the want of a service that we would delivery, but the need of a service that increases income (See in the Appendix - Figure 23).

This clearly states that potential customers from the perspective of Individuals being Task seekers are going to most likely make use out of our "QuickTasks" service. On the later stage, we will analyse how the needs and wants of our target audience affect the way we offer and deliver our services.

Individuals who mainly stated to be task seekers, mainly agree or even highly agree of working odd jobs, run errands and perform tasks with flexible hours around current job/school/general schedule to earn extra income (See in the Appendix - Figure 21).

Besides their actual want of making use out of our service individual task seekers are literary in need of making extra income, therefore are in need of an application or service that we are ready to offer seen on the net income per month of individuals as well as the actual statement of needing extra income.

The main net income of the individuals' task seekers have €301 - €500 and less. The maximum net income lays in €501 - €1000 which is not quite high neither, the majority lays below that amount (See in the Appendix - Figure 22).

As to be seen further, task seekers highly agree and agree mainly with being in the need of extra income. Showing once again not just the want of a service that we would delivery, but the need of a service that increases income (See in the Appendix - Figure 23).

This clearly states that potential customers from the perspective of Individuals being Task seekers are going to most likely make use out of our "QuickTasks" service. On the later stage, we will analyse how the needs and wants of our target audience affect the way we offer and deliver our services.

Primary Research - Task Requester - Individuals

Time pressure and day to day task overloads are the main reasons for stress, showing that our services are definitely needed from a stress-reducing perspective. Besides that, quite high

amounts stated that they are in lack of ability to even fulfil day to day tasks, meaning that they are not just a stressed bit are restricted to not having enough time to actually fulfil day to day tasks (See in the Appendix - Figure 24 & 25).

Besides the proof of the need of our service, we went deeper into their direct willingness to make use out of our planned service.

Task requesters tend to agree mainly with employing a second party to take over some of their day-to-day responsibilities would decrease their stress level. Showing that the want of an application is by the biggest part of the sample not just needed but even wanted. Following up with the fact whether task requesters would be willing to make use out of a device that connects task seekers and tasks requesters when a 5% commission fee would be made use of. The majority agreed to make use such an application even if charges are involved (See in the Appendix - Figure 26 & 27 & 28).

The needs and wants of potential customers when using a website and/or app of Individuals

We have different functions that we want to include in the website and app including a payment system that would include a payment account which participants would automatically register to by creating a participant account as either task seekers or a task requesters or both.

We realized that according to our sample most of the people would agree to use payment accounts that can be topped up by visa/master/etc. cards, however, there were quite some people who would disagree and a very low amount who would highly disagree, therefore we analysed the comments of people towards this function and got the following feedback: “Make the website and mobile application secure so that I can be rest assured that my personal data will not be exposed” Showing that people who disagree with using that kind of payment methods are rather worried about the security than actually disliking the payment method in general (See in the Appendix - Figure 29).

Another function that we wanted to implement and needed to analyse whether individuals would be ready to use it, is a review and recommendation system. Where people could recommend each other and comment on the service fulfilled by that specific task seeker as well as the attitudes and realistic service requisitions of task requesters.

According to the results, people would mainly agree and highly agree to be rated and reviewed by other participants (See in the Appendix - Figure 30).

Besides that, we analysed customers needs and wants when it comes to the general layout of the website and app to encourage individuals to make use out of it. Our service is based on a

website and later on, a mobile application, which therefore needs to be adjusted to people's likings as far as possible to encourage usage (See in the Appendix - Figure 31).

Primary Research - Task Seeker - Organizations

We analysed even in this case whether organisations would not just want to make use out of our application but as well whether they would require it. The response rate of 80% from the organisations stated that they would like to make use of “QuickTasks” and offer immediate bookings, while the other 20% state to be neutral. Therefore we can state that the willingness of companies using “QuickTasks” is high (See in the Appendix - Figure 32). On the other hand, we analyzed where organizations would need such a service and realized that 80% of the organizations stated that they require extra revenue. Showing that the need for revenue does influence the willingness of making use of “QuickTasks” (See in the Appendix - Figure 33).

Primary Research - Task Requesters - Organizations

First, we analysed whether organizations would require our service, and analyzed their most needed criteria regarding the 2nd parties operating under our service. Organizations mainly need flexibility, which is exactly what our service offers, besides that organizations stated that they need people with experience. People need to fulfil their task in a quick matter which can be checked on review systems by companies. Besides that our live chatting system would as well indicate quick procedures, including the easy and fast applications and service request processes. That indicates that the needs of the organizations are covered by our service (See in the Appendix - Figure 34 & 35).

Besides that we analyzed whether companies are willing to make use of our service, realizing that a 100% response rate is willing to use “QuickTasks” even if commission fees would be included. Indicating clearly that our business idea will be used quite successful (See in the Appendix - Figure 36).

The needs and wants of potential customers when using a website and/or mobile application of Organisations

We have different functions that we want to include in the website and mobile application including a payment system that would include a payment account which participants would automatically register to by creating a user account as either task seekers or task requesters or both. When analyzing whether organizations would be willing to make use out of our payment system 90% stated that they would agree to make use out of our payment account, indicating that out payment function would not create a hazard of fewer people making use out of our service (See in the Appendix - Figure 37).

Another function that we wanted to implement and needed to analyse whether organizations would be ready to use a review and recommendation system, where people could recommend

each other and commend on the service fulfilled by Task seekers as well as the attitudes and realistic service requisitions of Task requesters. When analyzing whether organizations would be ready to be rated and reviewed, 90% agreed while 10% highly agreed, once we analyzed whether organizations would agree with rating 2nd parties 100% agreed to do so (See in the Appendix - Figure 38 & 39).

Market Potential

Market Size

Essentially, the market potential is the demand for a product or service is the area that it is operating in. According to the research carried out by the group, our market potential is quite large as our services are catering to a large number of households as well as organizations.

The number of households in Malta in 2017 was 180,054. While the total number of organizations is 113,256. We broke down our market potential into “Task Seekers’ and “Task Requestors” and each category has its information about individuals and organizations.

Through the questionnaire conducted, we were able to see that the individuals who are married are seeking to both perform tasks and request tasks; while single individuals are mainly looking to perform tasks.

From the sample size of organizations, we can see that public and governmental organizations are considering to both seek and request tasks; while partnership organizations are considering only seek tasks.

Market Growth Rate

Considering our services caters to both households and organizations, we need to research the growth in both of these sectors.

If we look back at the household size in Malta in 2015, the total number is 152,986 households. Comparing this to the most recent figures published by the NSO, the average number of households rose to 16.25%. This figure works out to a roughly 2.2% growth per year since 2015. With the growing number of households and the rising costs of living in Malta, we can be sure that our product has significant potential in the market.

According to the NSO, there were 113,256 organizations registered in Malta in 2018. If we look back at the data provided, in 2017 there were only 104,798 organizations registered on the

Maltese islands. This works out to a 7.75% increase in that year alone. Since 2015, the number of organizations grew by 24.85%.

With both households and organizations rising every year, our potential to gain both seekers and doers on QuickTasks increases as well.

Competition

Considering we are offering a “one-time” service to persons looking to request or perform a task, the competition in this niche area is minimal. However considering there is low market competition, there is also low market awareness in this area. However, with the right advertising methods, we will be able to introduce our service and push for sign-ups.

Considering our application is for people looking to make money in their spare time, we do face challenges in competing with other services such as Facebook marketplace and other groups that advertise jobs on social media. Our other competitor is the recruitment agencies who try to match persons with businesses based on their skill levels.

We believe we can offer better value over our competitors as we can offer our task doers quick payments on work performed; while the task seekers can hire based on recommendations and reviews.

Product and Consumer Type

Our service is a repeat product, meaning it can be ‘’bought’’ more than once. Both tasks doers and seekers are able to request and perform as many or as little jobs as they require. From the research conducted, we are able to see that the majority of households in Malta are looking to earn extra income. Needs like this do not disappear once on the job is performed. Likewise for businesses and other organizations who want to utilize that application to find job performers; the needs of the business do not go away when the job is performed once but can come back at future dates.

Blank Individuals Questionnaire - (See in the Appendix - Figure 62 till Figure 74).

Blank Organizations Questionnaire - (See in the Appendix - Figure 80 till Figure 87).

Marketing Plan

Packaging

In the case of “QuickTask”, the packaging would consist of the website. According to the research that we have conducted we have decided on certain features and functions out of

which will be our layout of the website should look like. From the individuals and individuals perspective, we were given the choice of the criteria that the respondents would like the website to look like (See in the Appendix - Figure 31 & 40). After analyzing both the responses, it was clear that both the respondents like the website to be user-friendly which is important as it facilitates the life of the website users as it helps the actions of the users to do an action in the website to be done easily without any questioning the action to be done by them. Other functions both individuals and organizations chosen that would be considered an asset in the website, are found in the figures that are found in the Appendix, precisely Figures 31 and 40.

Product

Our service is based on the intermediation of connection through a website and its registering accounts of task seekers and task requesters. Therefore our service is task-based. Account-holders would be able to access individual payment accounts, be able to review and recommend peoples task performances on a recommendation and review scheme as well as access people's review and recommendation schemes to decide whether a task seeker is suitable for a needed responsibility. Account-holders would have as well a 24/7 access to a live chat that shall support in further questions to any topics related to “QuickTask” as well as submit complaints and issues on which they would get guided by “QuickTask”. Responding to live chats shall not take longer than 6 hours. Our service would be accessible from any kind of technological device at any time, as long as the account holder would have WI-FI access. It would be assured that a flexible and quick proceeded, including uploading of tasks systems, task seeker application systems and its approvement and decline system. Organisations would have full transparency offered from account holders (excluding personal data) and “QuickTask” itself to support security and confidence of account holders. All account holders have the option of uploading licenses, school certifications, CVs, experience and special licenses that shall be transparent to any other account holder to make it easier for task requesters to analyses whether a task seeker would be suitable for a requested needed service or not. We would make use out of the domain Byet Host to publish our website and make it available for everyone. Our service would be supported by securities such as Data protection licenses as well as payment security licenses as well.

People

“QuickTask” would be consisting out of 7 partners who would take care of different sectors of the organizations that are mentioned in the organisational structure. Suppliers include hosting and domain suppliers as well as Facebook and LinkedIn advertisements suppliers. The Maltese government would be an indirect license supplier as well.

Promotions

Promotions will be mainly advertised through social media including mainly Facebook where we would target individuals as well as LinkedIn targeting organisations. We would make use out of popup – side advertisements on websites with themes and areas where people seek higher incomes, reduce stress, housewife/men's interest and so on. To attract mainly singles, married people with children, busy people in general as well as people needing higher incomes. We would make use of Instagram as well as creating the hashtag - #QuickTask to be able to reach more potential customers. We would ask at the start, for people to register with QuickTask, take a screenshot and put it on social media with the hashtag #QuickTask as a reward people would be able to make use of our service for 1-month commission-free. That way we would attract registrations and make people try out our service. Once people experience the actual benefits, we believe loyalty will come along. We will give out promotions according to the usage of our service. We charge an interest rate of 10% of any task fulfilled from task requesters, once task requesters would upload over 25 task requests discounts of commissions will be reduced to 5%. This can be only kept on a long-term basis if task requesters would upload at least 20 tasks a month.

Place

The Directors would mainly work from home or any area where they could work from having the computer at hand and WI-FI access. However, for a minimum of a monthly meeting, an office would be rented in the south of Malta in the 3rd year. Directors can work from the office at any time and every director will have access to the office. Therefore, most of the workings can be done from anywhere as long the director has the required items to work with.

Price

Our service price settings shall be set on a 10% commission of what task seekers will get paid for service fulfilment.
Also, we need to set some prices for the main needed services that are going to be used in our product/services that were mentioned in the primary research data

Delivery Service for Organizations

Delivery services since those where mainly requested from organizations such as beverage, catering, water and electricity as well as pharmaceuticals smaller sized delivery items shall be delivered for organizations: According to the competitors' analyses of food deliveries, we have decided that the price shall be set from €5 - €30 depending on the delivery item and location.

Average €17.5 x 10% = €1.75 per delivery service.

* (The 10% in the equation is the commission fee)

Catering Service for Organizations

Catering services and event planning services for organizations shall be paid per hour not less than the minimum wage, analyzing waitress wages in Malta drove us to the conclusion of setting prices of €6 - €10 per hour depending on the occasion.

Average €8 x 10% = €0.80 x per hours average of 5 = €4.00 commission earned

Grocery Shopping for Individuals

It would be based on general delivery fees of other organizations and would be therefore set as well as €5 - €30 depending on the volume of the grocery items and location.

Average €17.5 x 10% = €1.75 per grocery service.

Home Services for Individuals

According to our average calculations, a person gets paid €7 per hour. Therefore, the price shall be set as €5 – €9 depending on the responsibilities given (See in the Appendix - Figure 53).

€7 x 10% = €0.70 per hr x 5h average hours – €3.50 commission earned.

Cleaning Services for Individuals

Deep cleaning services can go around €160 while the average income lays in €8 per hour in Malta (See in the Appendix - Figure 54 & 55). Therefore, we have decided to set a price of €6 - €12 per hour.

€9 x 10% = €0.90 x 5h = €4.50 commission earned

Process:

To deliver a quality service to direct and indirect customers, we assure a fast uncomplicated working website adjusted according to people's needs. A service that shall be accessible from different technological devices, at any point in time. Besides that, we offer a high-quality live chat on a 24/7 basis as well as contact details for emails and phones where potential customers can contact QuickTask for complaints, issues and further questions. We as well offer a high-quality payment account system that can simply be topped-up by credit cards, visa cards, etc. Last but not least people would have the opportunity to rate and get rated on performances to recommend account holders for qualifying for jobs.

Marketing Activities

Also, we require the need to buy functionalities so that our product can be fully functional and also to spread the word about our product/service to reach new customers.

For the proposed product/service to be available to our clients it needs to be hosted on the web so that every user who has access to the World Wide Web (WWW) can access our product. For that to happen we require the use of “Byte Host” Website hosting so that we can host the website that is going to be used by the clients. So, we all agreed to go for the “Ultimate Annual” plan that is provided by the chosen website hosting website (See in the Appendix - Figure 56 & 57). The website hosting will cost us €86.45 per year

Additionally, after hosting the website, we need to reach out to the people about our product/service. For that to happen, we have decided to go with several advertisements strategies. These strategies are going to help us as it will notify people about our product/service and what are its functionalities and its aims. For those reasons, we decided to advertise on two of the most powerful social media websites that are viewed regularly by a lot of people. The two sites that we decided that we are going to advertise on will be Facebook and LinkedIn. For Facebook advertisements, we decided to go on a daily budget of $3 daily for every advertisement for a year and also the cost of $0.35 for every Cost-Per-Click (CPC) that the user clicks on the advertisement. On the other hand for LinkedIn advertisements, we decided to go for a $10 daily budget for a year. Additionally, just like Facebook, however, we have decided that we are going to pay $1 for CPC on LinkedIn.

Organisation and Key Partners

Our organizational structure would be a flat-based since our organization is based on a partnership. The organization would consist of 7 Directors with no direct CEO but rather a team leader.

It is important to note at this stage that all decisions are taken according to majority voting. All sectors can contact each other and work together when there is a need. The team leader is responsible for organizational structures rather than making the final decisions. Including organizations of meetings, vacation leaves and so on.

Sales and customer service sector:

Director Vincenzo Raine Perretta and Director Axel Pulis would take care of those sectors. Day to day procedures would be fulfilled in a flexible working environment, meaning that both Directors would be able to work from home on regulated set hours. The customer service sector would be divided into 2 shifts: day shift and night shift.

1. Shift: 7am – 7pm

2. Shift: 7pm -7am

Those shifts are set for the live chat service. Any other responsibilities would be flexibly divided by those two partners. Once changes have to be done and decisions to be taken, all 7 directors would meet in the main office to make decisions. Once a month would be a minimum in case no big issues or decisions to be taken accrue.

Payment systems and account holder of customers sector

Director: Raul Mifsud

Responsibilities include approving accounting applications after checking every application, blocking accounts when account holders shall misuse at any way the service in an illegal or unethical way, controlling payments that are going through the system (such as the amount, purpose, and so on) to assure the avoidance of money laundering and fair as well correct payments.

Website developing and updating and IT sector

Director: Dawson Camilleri

Responsibilities include developing and updating the website as well as taking care of any needs and requirements with the domain. The director is also responsible for developing and adjusting the website daily to increase the quality of speed and user-friendliness constantly.

Finance and Accounting sector

Director: Lee Pace

Responsibilities include to keep book keepings, pay taxes, control the companies budget, controlling the cash flow, taking care of all needed financial statements by law and other expenses of the company on time.

Forecasting and Research sector

Director: Malcolm Baldacchino

Responsibilities include constantly keeping an eye on the market and work closely with the marketing director to forecast not just sales but new trends need and want of customers to make the right marketing and promotional decisions. Besides that, it would keep an eye on trends, needs and wants of the website usage to support the website developing Information Technology (IT) director by increasing user experience. The director would as well conduct primary research if needed

Marketing and advertising sector

Director: Netanya Camilleri

Responsibilities include to promote “QuickTask”, and create offers as well as promotions for account holders, besides that, identify trends, needs and wants of customers and taking care of minor decisions regarding website designs, promotional packaging, and service add-ons.

Long-term suppliers

Suppliers would mainly consist out of “Byet Host” who is publishing our website to the public as well as “Melita WI-FI” who will be supplying “QuickTask” with WI-FI in the office as well as the owner of the office which would rent for meeting purposes.

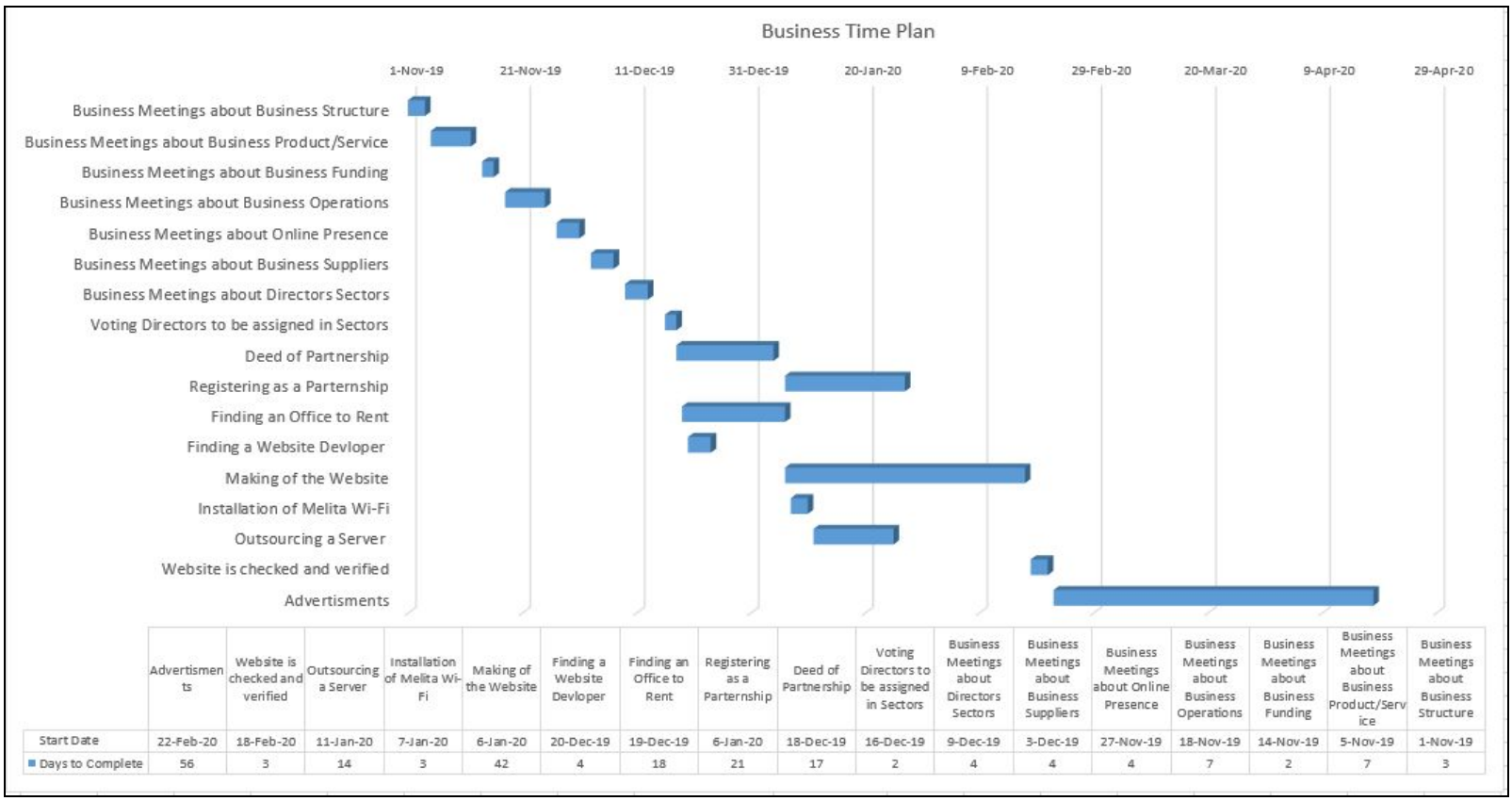
Short-term suppliers

Every partnership member could take care of his computer equipment according to his needs and wants and therefore different laptop suppliers would be used as well. Office equipment would be supplied by including chairs, desks, projector, printer, ink and paper.

Office supply would be purchased by every individual need in the frame of the individual office needs budget from a different office supplier

Operating Plan

Time Plan



	Advertisments	Website is checked and verified	Outsourcing a Server	Installation of Melita Wi-Fi	Making of the Website	Finding a Website Devloper	Finding an Office to Rent	Registering as a Parternship	Deed of Partnership	Voting Directors to be assigned in Sectors	Business Meetings about Directors Sectors	Business Meetings about Business Suppliers	Business Meetings about Online Presence	Business Meetings about Business Operations	Business Meetings about Business Funding	Business Meetings about Business Product/Service	Business Meetings about Business Structure
Start Date	22-Feb-20	18-Feb-20	11-Jan-20	7-Jan-20	6-Jan-20	20-Dec-19	19-Dec-19	6-Jan-20	18-Dec-19	16-Dec-19	9-Dec-19	3-Dec-19	27-Nov-19	18-Nov-19	14-Nov-19	5-Nov-19	1-Nov-19
Days to Complete	56	3	14	3	42	4	18	21	17	2	4	4	4	7	2	7	3

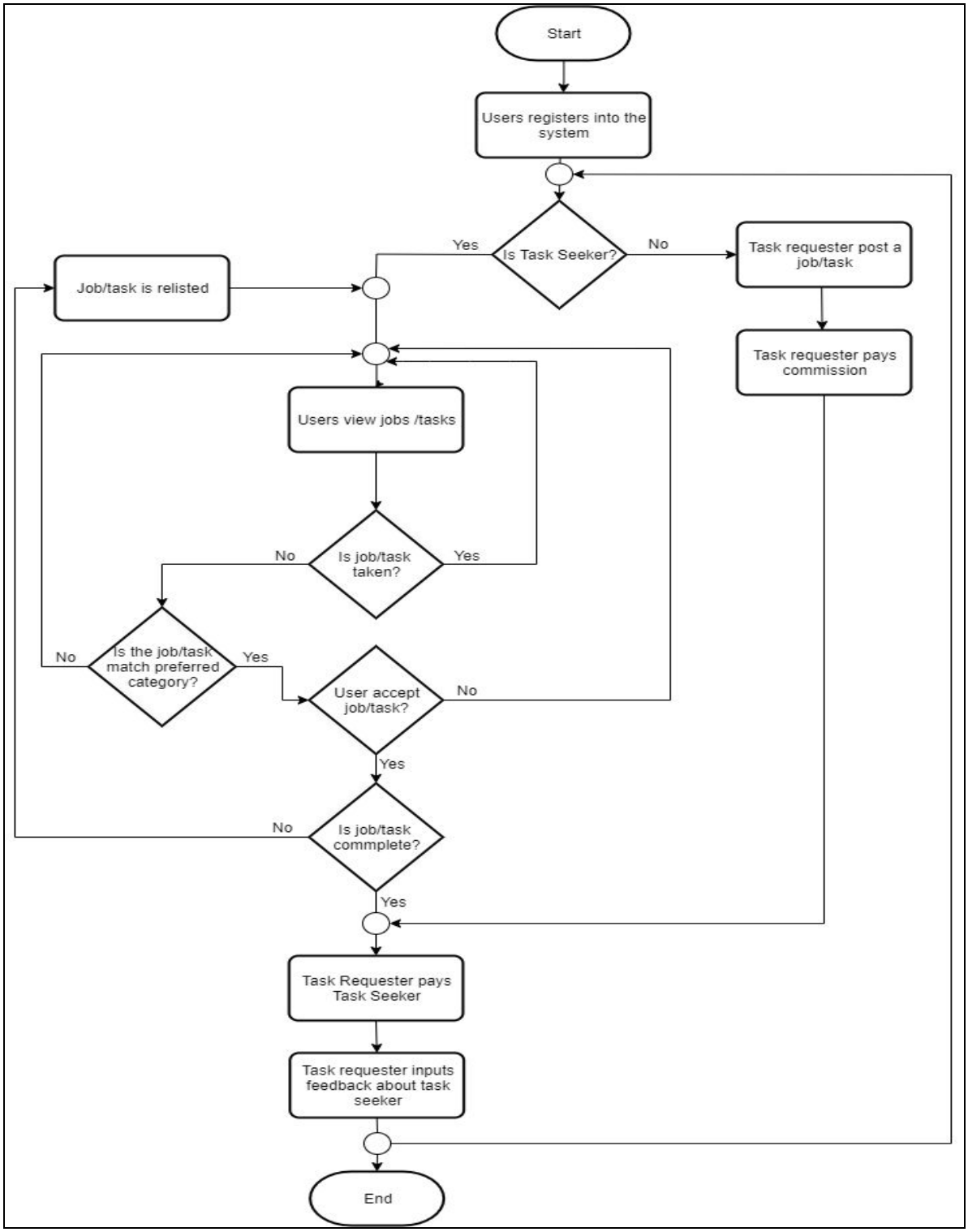
The Gantt Chart that shows the elapsed time taken from the beginning (when we are having a lot of meetings) till the end (begin to advertise on social media sites)

Physical Location

All of us have come to agree that at the beginning of when we begin to make our product/service available to clients, us (directors) can work from anywhere, even from the comfort of our own home for as long as we have the required necessities to connect to the WWW. However, all of us have agreed that we need to rent an office space in the South Region of Malta in the 3rd year so that we can have weekly meetings about any issues or discuss any future projects. Also, if there is a case of a client that would like to have a meeting with all of us or a specific director, the rented office would be an ideal place to discuss any particular subject.

On the other hand, if our business grows and there is a need to expand, we have decided that we are going to buy a space in the South Region, refurbishing it so that, every director can work at the office and put the required necessities to continue working in our own environment.

‘Production/Service’ Process Flow Chart


Start
Users registers into the system
Is Task Seeker?
Yes
No
Task requester post a job/task
Task requester pays commission
Job/task is relisted
Users view jobs /tasks
Is job/task taken?
No
Yes
Is the job/task match preferred category?
No
Yes
User accept job/task?
No
Yes
Is job/task commplete?
No
Yes
Task Requester pays Task Seeker
Task requester inputs feedback about task seeker
End

Resources Required

- Partnership Certificate “En Nom Collectif” - €328
- GDPR DPO - €56.79
- Website Hosting with Outsourcing Servers- €86.45 per year
- Facebook Advertisements - $3/daily ($0.35 CPC) - (See in the Appendix - Figure 58)
- LinkedIn Advertisements - $10/daily ($1 CPC) - (See in the Appendix - Figure 59)
- Website Price - €1,600 - (See in the Appendix - Figure 61)

Financial Planning

Out of our sample 13.6% individuals stated to be task requesters out of which 76.9% highly agreed or agreed to make use out of an application even if a commission fee is required. Therefore, considering that our potential market consists out of 180.054 households. Therefore calculating 180.054 on 13.6% on 76.9% an amount of 18.830,767536 households would be ready to subscribe to Quick Task.

Out of the sample 80% organizations stated to be task requesters out of which 100% agreed to make use out of an application even if a commission fee is required. Therefore considering that our potential market consist out of 113,256 organizations calculated on 80% results into 90,6048 organizations who are ready to make use out of our service in the form of Task requesters.

We have considered therefore reasonable 16,825 subscribers at the end of the 3rd year, many more potentially to be reached.

Sales Forecast

Year	Qtr	monh	Additional Task requesters subscribers (total per quorter)	Total Task requester subscribers (total per quorter)	Amount of Quick task service used per subscriber	Actual Sales in €	Total per year in €
2021	1	January	0		1times/ subsriber	0	
		Febeuary			1times/per subscriber		
		March	2,000	2,000	Total per quorter multipled by all subsriber: 6,000 used	19,500	
	2	April			2times/ subsriber		
		Mai			2times/per subscriber		
		June	1,300	3,300	Total per quorter multipled by all subsriber: 19,800 used	64,350	
	3	Juli			3times/ subsriber		
		August			3times/per subscriber		
		Septembe	1,600	4,900	Total per quorter multipled by all subsriber: 44,100 used	143,325	
	4	October			1times/ subsriber		
		November			1times/per subscriber		
		Decembe	1,225	6,125	Total per quorter multipled by all subsriber: 18,375 used	59,718.75	286,893.75

The Sales Forecast of the Year 2021

2022	1	January			2times/ subsriber		
		Febeuary			2times/per subscriber		
		March	1,225	7,350	Total per quorter multipled by all subsriber: 44,100 used	143,325	
	2	April			3times/ subsriber		
		Mai			3times/per subscriber		
		June	1,300	8,650	Total per quorter multipled by all subsriber: 77,850 used	253,012.5	
	3	Juli			4times/ subsriber		
		August			4times/per subscriber		
		Septembe	1,600	10,250	Total per quorter multipled by all subsriber: 123,000 used	399,750	
	4	October			2times/ subsriber		
		November			2times/per subscriber		
		Decembe	1,225	11,475	Total per quorter multipled by all subsriber: 68.850 used	223,762.5	1,019,850

The Sales Forecast of the Year 2022

2023	1	January			3times/ subsriber		
		Febeuary			3times/per subscriber		
		March	1,225	12,700	Total per quorter multipled by all subsriber: 114,300 used	371.475	
	2	April			4times/ subsriber		
		Mai			4times/per subscriber		
		June	1,300	14,000	Total per quorter multipled by all subsriber: 168,000 used	546,000	
	3	Juli			5times/ subsriber		
		August			5times/per subscriber		
		Septembe	1,600	15,600	Total per quorter multipled by all subsriber: 234,000 used	760,500	
	4	October			3times/ subsriber		
		November			3times/per subscriber		
		Decembe	1,225	16,825	Total per quorter multipled by all subsriber: 151,425 used	492,131.25	2,170,106,25

The Sales Forecast of the Year 2023

Cash Flow Forecast

	Jan-Mar	Apr-Jun	Jul - Sep	Oct - Dec	Total		
CASH INFLOWS							
Investment	7,000	8,000	17,000	35,000	7,000		
Credit Sales	19,500	64,350.00	143,325.00	59,718.75	286,893.75		
Total Inflows	**26,500**	**72,350**	**160,325**	**94,719**	**293,894**		
CASH OUTFLOWS							**YEAR 2021**
Website Price	1,686	0	0	0	1,686.45		
Legal Consideration	384.79	0	0	0	384.79		
Marketing	1071.22	1064.58	1076.46	1076.46	4,288.72		
Phones	630	630	630	630	2,520.00		
Taxes	6,825	22,522.50	50,163.75	20,901.56	100,412.81		
Salaries	7,903	39,133	90,455	36,111	173,600.98		
Total Outflows	**18,500**	**63,350**	**142,325**	**58,719**	**282,893.75**		
NET CASH FLOW	**8,000**	**9,000**	**18,000**	**36,000**	**11,000.00**		
Opening Balance	0	8,000	17,000	35,000			
Closing Balance	8,000	17,000	35,000	71,000			

The Cash Flow Forecast of the Year 2021

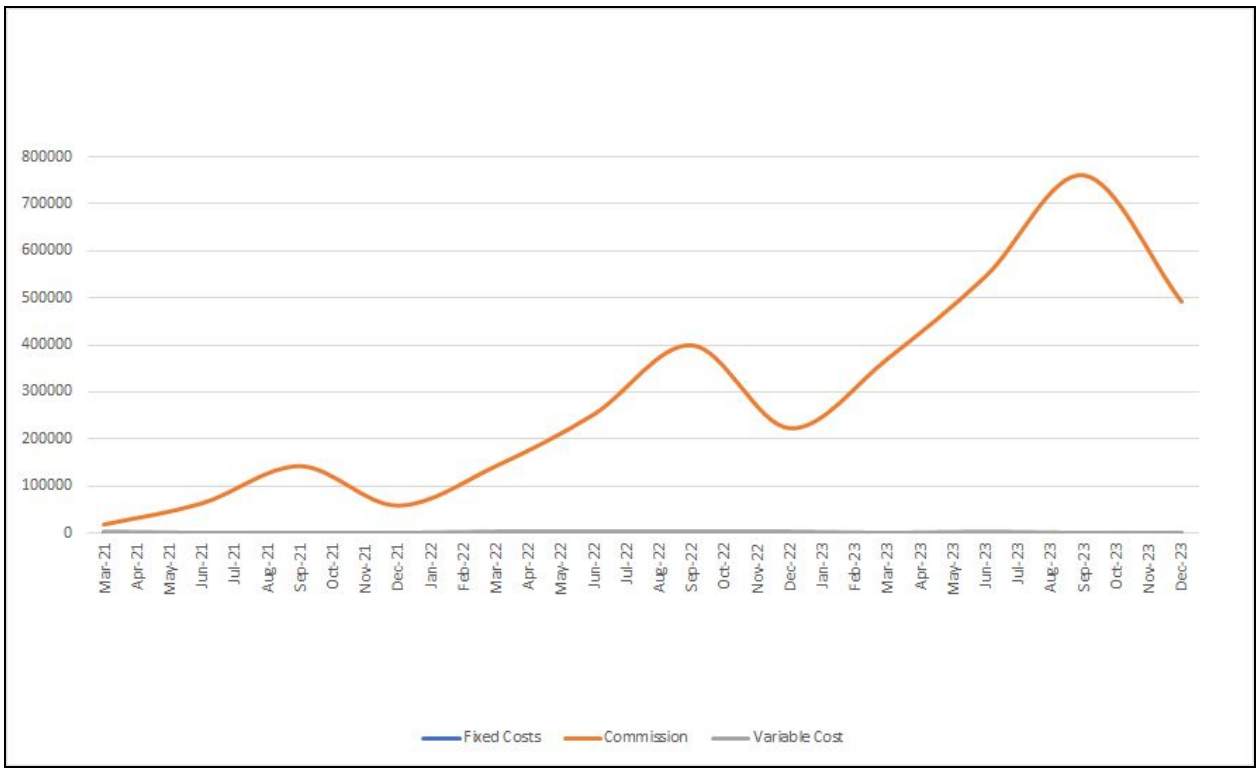
	Jan-Mar	Apr-Jun	Jul - Sep	Oct - Dec	Total		
CASH INFLOWS							
Investment	71,000	143,000	287,000	575,000	1,076,000.00		
Credit Sales	143,325	253,012.50	399,750.00	233,762.50	1,029,850.00		
Total Inflows	**214,325**	**396,013**	**686,750**	**808,763**	**2,105,850**		
CASH OUTFLOWS							**YEAR 2022**
Website Price	86	0	0	0	86.45		
Legal Consideration	0	0	0	0	0.00		
Marketing	1071.22	1064.58	1076.46	1076.46	4288.72		
Phones	630	630	630	630	2520		
Taxes	50,163.75	88,554.37	139,912.50	81,817.05	360447.67		
Salaries	90,374	161,764	257,131	149,239	658,507.16		
Total Outflows	**142,325**	**252,013**	**398,750**	**232,763**	**1,025,850.00**		
NET CASH FLOW	**72,000**	**144,000**	**288,000**	**576,000**	**1,080,000.00**		
Opening Balance	71,000	143,000	287,000	575,000			
Closing Balance	143,000	287,000	575,000	1,151,000			

The Cash Flow Forecast of the Year 2022

	Jan-Mar	Apr-Jun	Jul - Sep	Oct - Dec	Total		
CASH INFLOWS							
Investment	1,151,000	2,303,000	4,607,000	9,215,000	17,276,000.00		
Credit Sales	371,475	546,000.00	760,500.00	492,131.25	2,170,106.25		
Total Inflows	**1,522,475**	**2,849,000**	**5,367,500**	**9,707,131**	**19,446,106**		
CASH OUTFLOWS							**YEAR 2023**
Website Price	86	0	0	0	86.45		
Office Rent	900	900	900	900	3,600.00		
Legal Consideration	0	0	0	0	0.00		
Marketing	362.78	350.9	362.78	362.78	1,439.24		
Phones	630	630	630	630	2,520.00		
Taxes	130,016.25	191,100	266,175	172,245.93	759,537.18		
Salaries	238,480	352,019	491,432	316,993	1,398,923.38		
Total Outflaws	**370,475**	**545,000**	**759,500**	**491,131**	**2,166,106.25**		
NET CASH FLOW	**1,152,000**	**2,304,000**	**4,608,000**	**9,216,000**	**17,280,000.00**		
Opening Balance	1,151,000	2,303,000	4,607,000	9,215,000			
Closing Balance	2,303,000	4,607,000	9,215,000	18,431,000			

TThe Cash Flow Forecast of the Year 2023

Break-even Analysis



The Break even analysis Graph

	Mar-21	Jun-21	Sep-21	Dec-21	Mar-22	Jun-22	Sep-22	Dec-22	Mar-23	Jun-23	Sep-23	Dec-23
Fixed Costs	356.82	28.82	28.82	28.82	28.82	28.82	28.82	28.82	28.82	28.82	28.82	28.82
Commission	19500	64350	143325	59718	143,325	253,012	399,750	223,762	371,475	546,000	760,500	492,131
Variable Cost	2,776.92	1,388.46	1388.46	1388.46	1,736	1,736	1,736	1,736	1,388.46	2,776.92	1,388.46	1,388.46
Profit/Loss	16723.08	62961.5	141936.5	58329.54	141589	251276	398014	222026	370087	543223	759112	490743

The Break even analysis values

Funding Requirements

In the beginning stages of starting "QuickTask", we considered all funding options, from business loans to equity investments, to bring our transform our business from an idea into an actual service that could be used. We carefully considered all the costs of starting a new business and made a detailed analysis of our startup costs, which included everything from domain registration to obtaining business licensing. Other options such as business loans and lines of credit were discussed but generally decided against due to the high-interest rates and payback terms that accompany these types of investments. They this would also pose a greater risk to us in case we did not succeed; banks make sure that they will get their investment back along with interests. We could have opted for a line of credit. This is the largest amount of money that the borrower can obtain from the bank at any one time. This requires working with a bank in advance to obtain the funds before the company needs the money. Briefly, we discussed equity financing but decided that the drawbacks of not being fully in control of our startup were something we did not want to give into. We concluded and decided that since our overhead cost was low, and each director performing his designated role in the company, we would be able to fund our business in the first months with an investment of €1,000.00 per person. After conducting a cash flow statement and sales forecasting based on our surveyed potential customers, QuickTasks would be doing well enough in its second months to cover overhead costs and then some.

Our capital would be dispersed in a fairly simple way. To start a business here in Malta we would first need to apply for a partnership certificate called an “En Nom Collectif’’; the total cost of this is only €320. Considering our company deals with people’s personal information, we are required to have a Data Protection Officer. We chose to outsource this option to a company, which costs in total €56.79 per year. The majority of costs will be spent on the technical aspect of the business. The majority of funds will be spent on advertising our business to gain traction and have sign-ups; €985.80 per year will be spent on Facebook ads, and we decided to advertise on LinkedIn with a total yearly budget of €3292.30. The cost to build the website is a one-time cost of €1600 with website hosting being €86.45 a year. According to our cash flow statement and, after deducting the month costs our net flow cash is considerably large for a business in its first year, with a profit of €11,000.

Distribution of profit in our shareholder equity policy is easily laid out for all members. The total profit of the company would be dividedly equally between the seven partners, but only after taxes and overhead costs and money to be reinvested is deducted.

Appendices

Figure 1

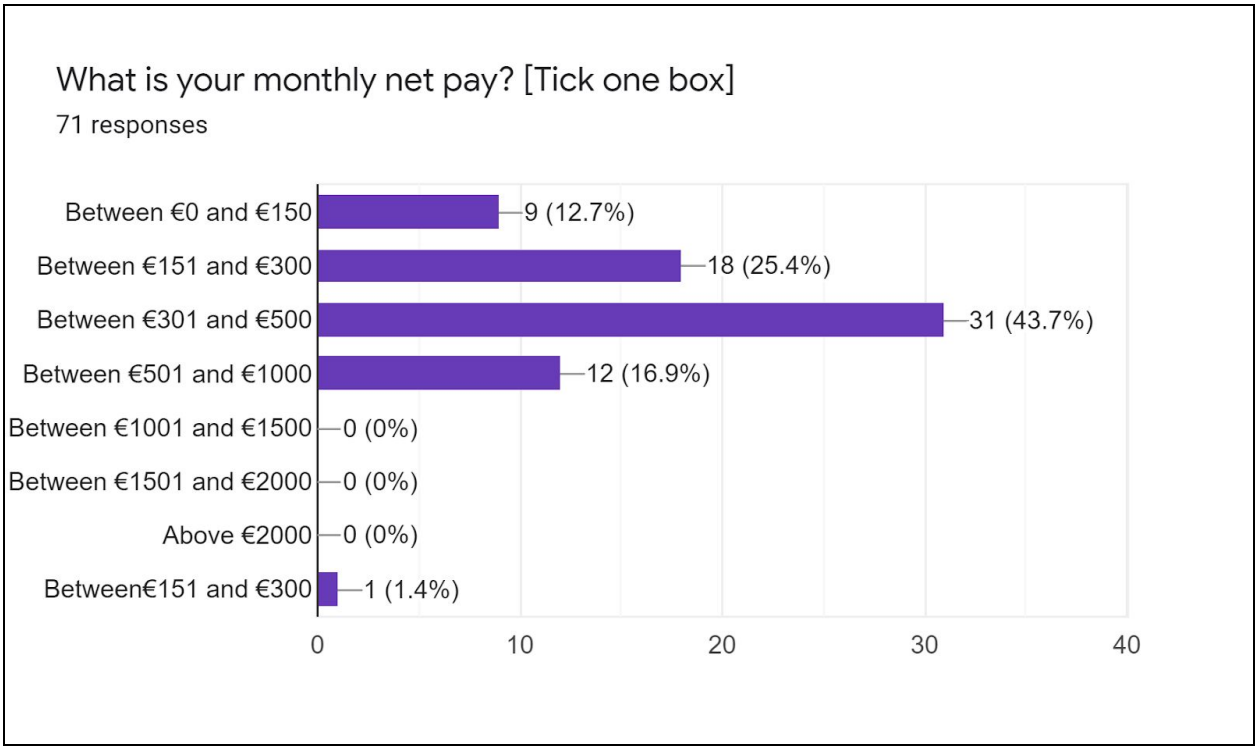


Figure 2

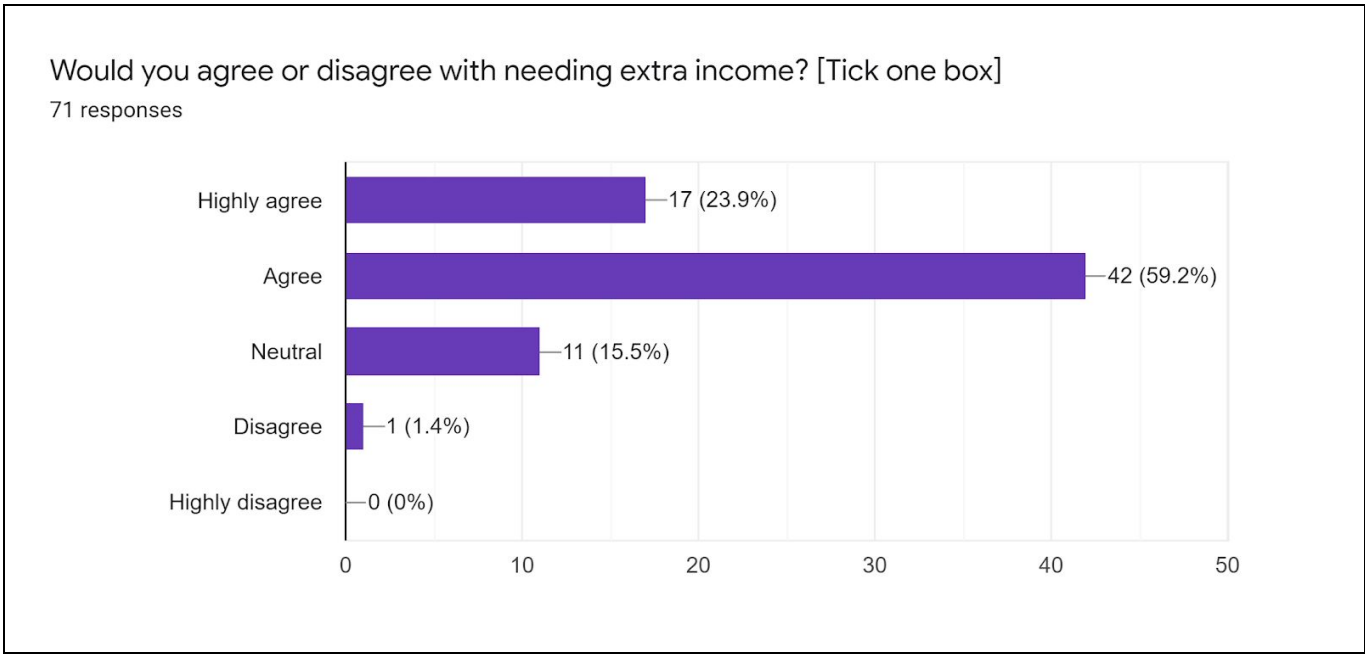


Figure 3

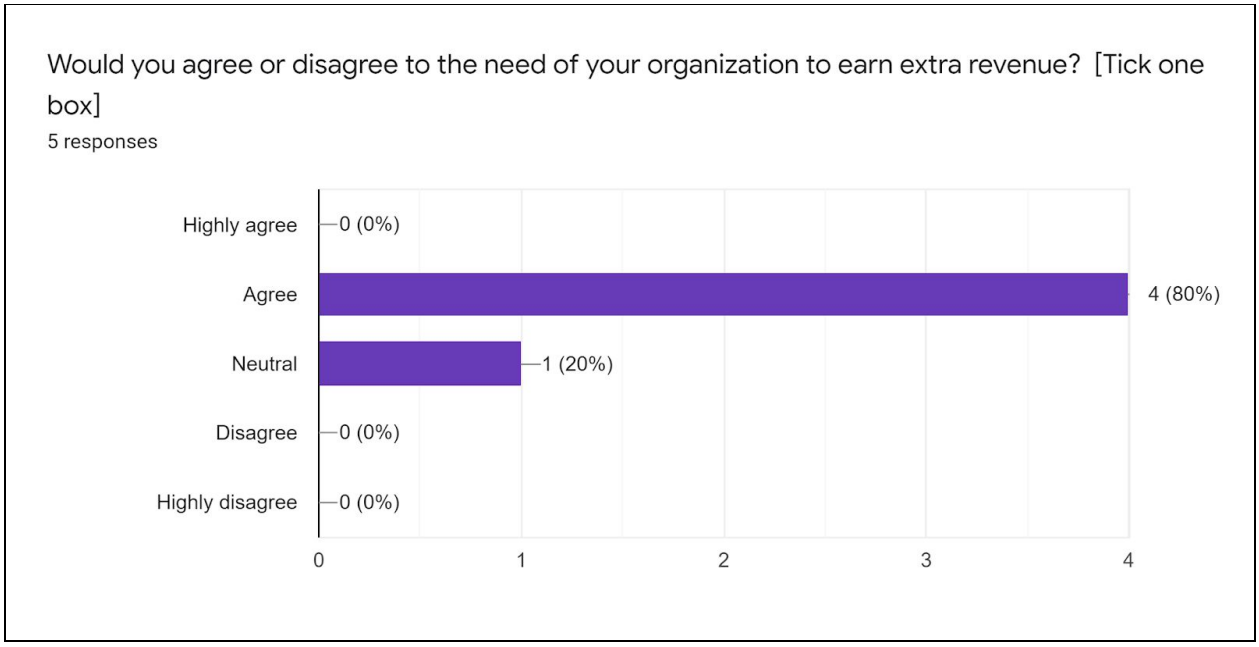


Figure 4

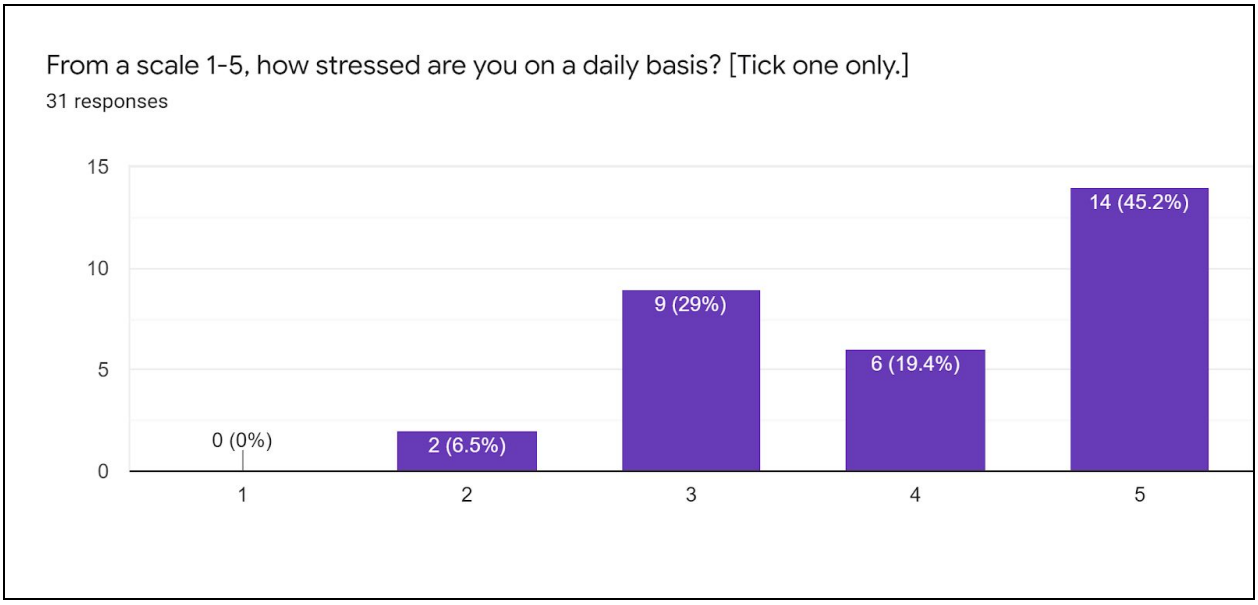


Figure 5

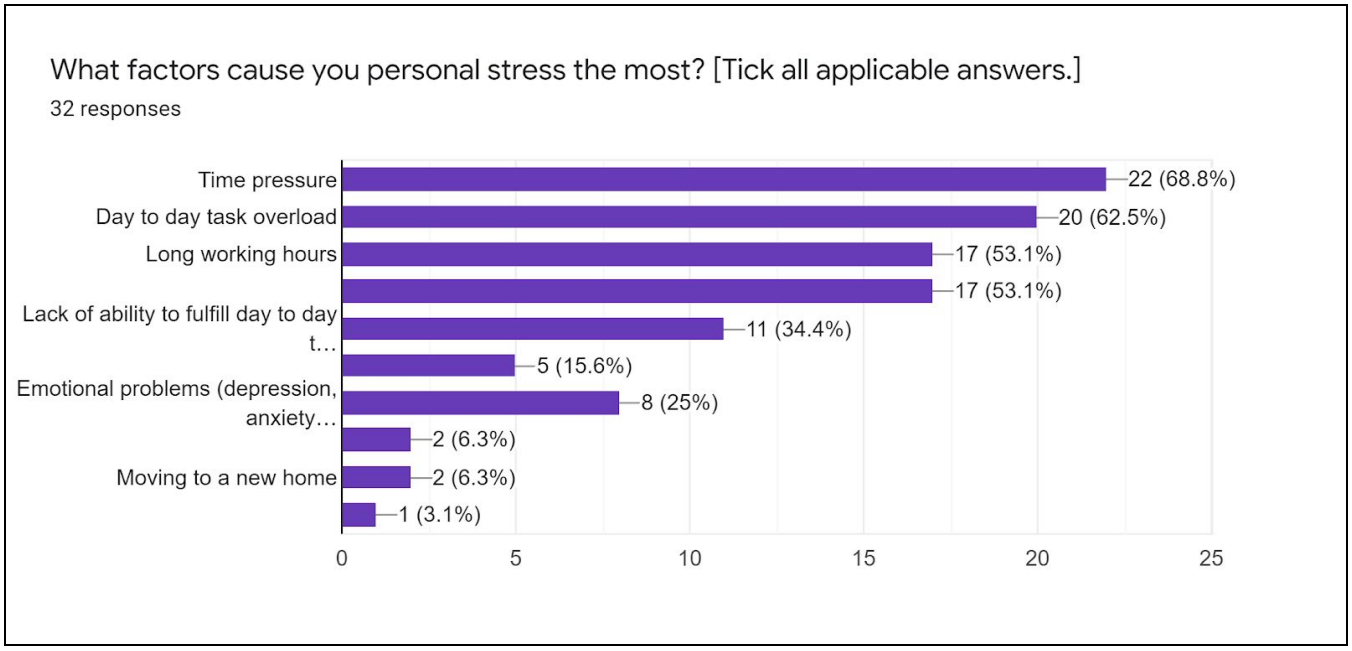


Figure 6

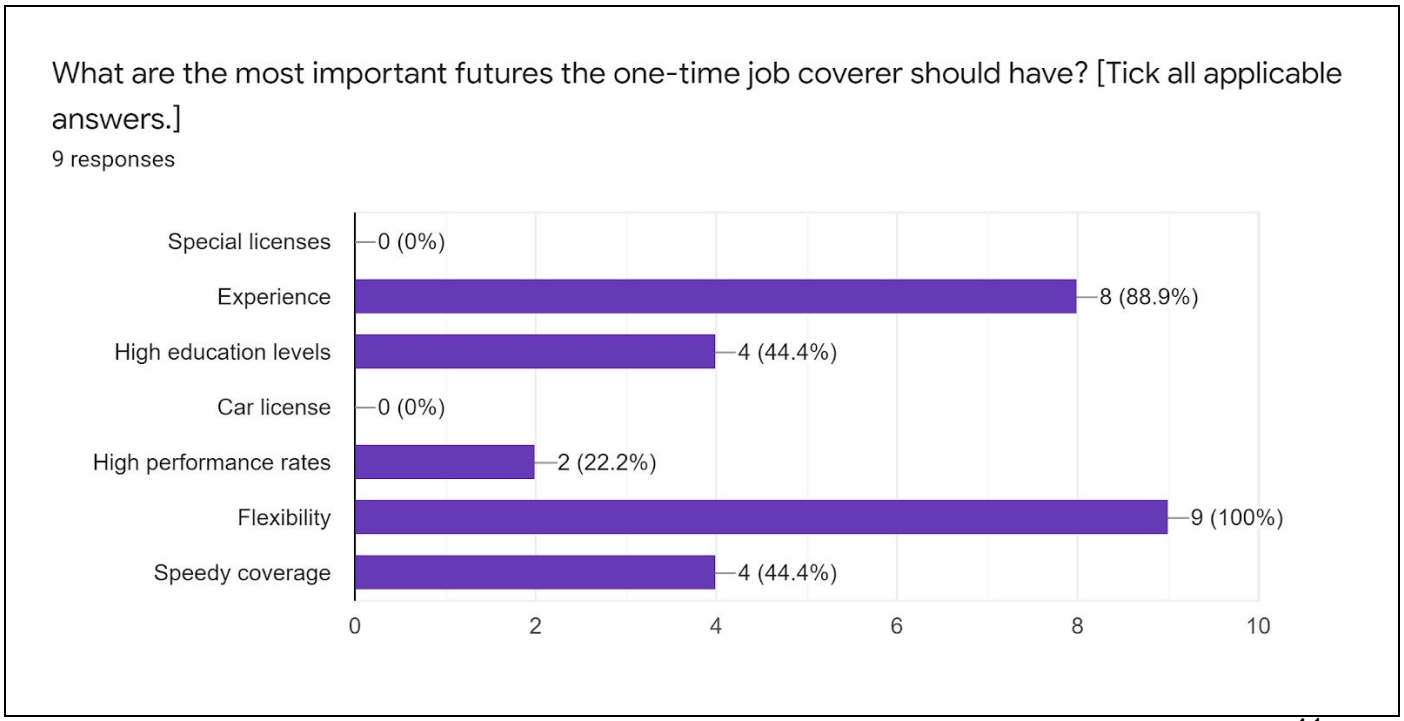


Figure 7

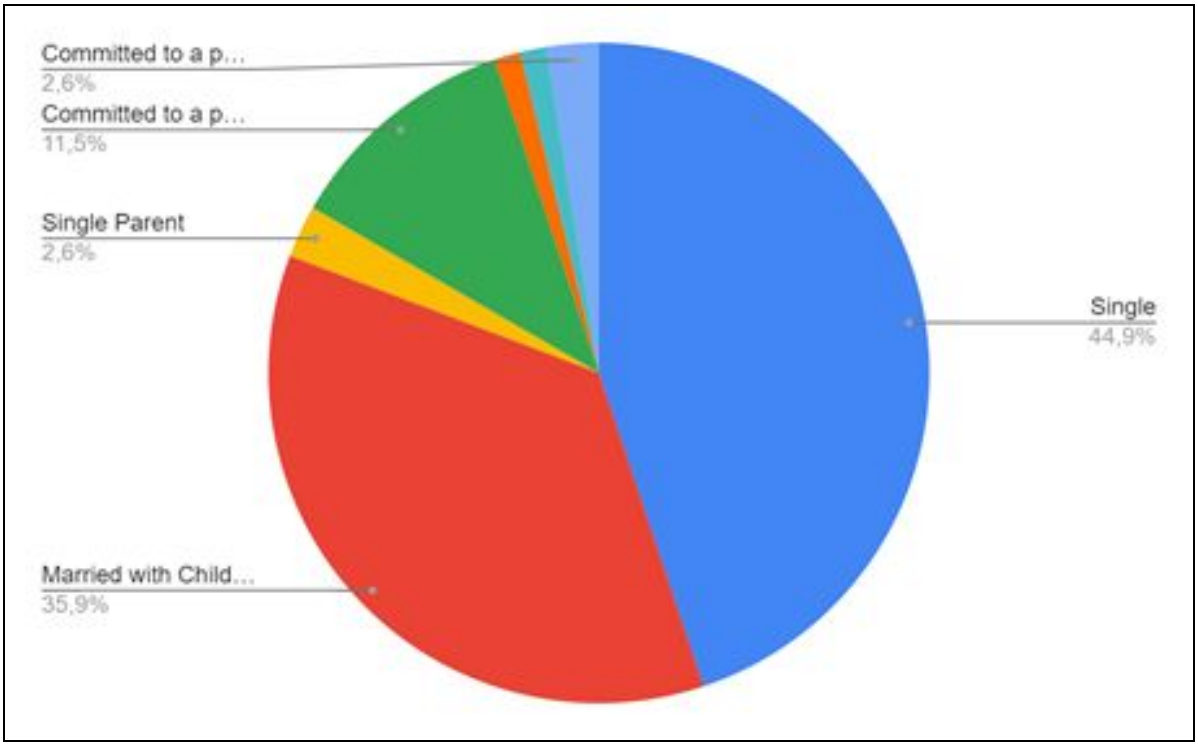


Figure 8

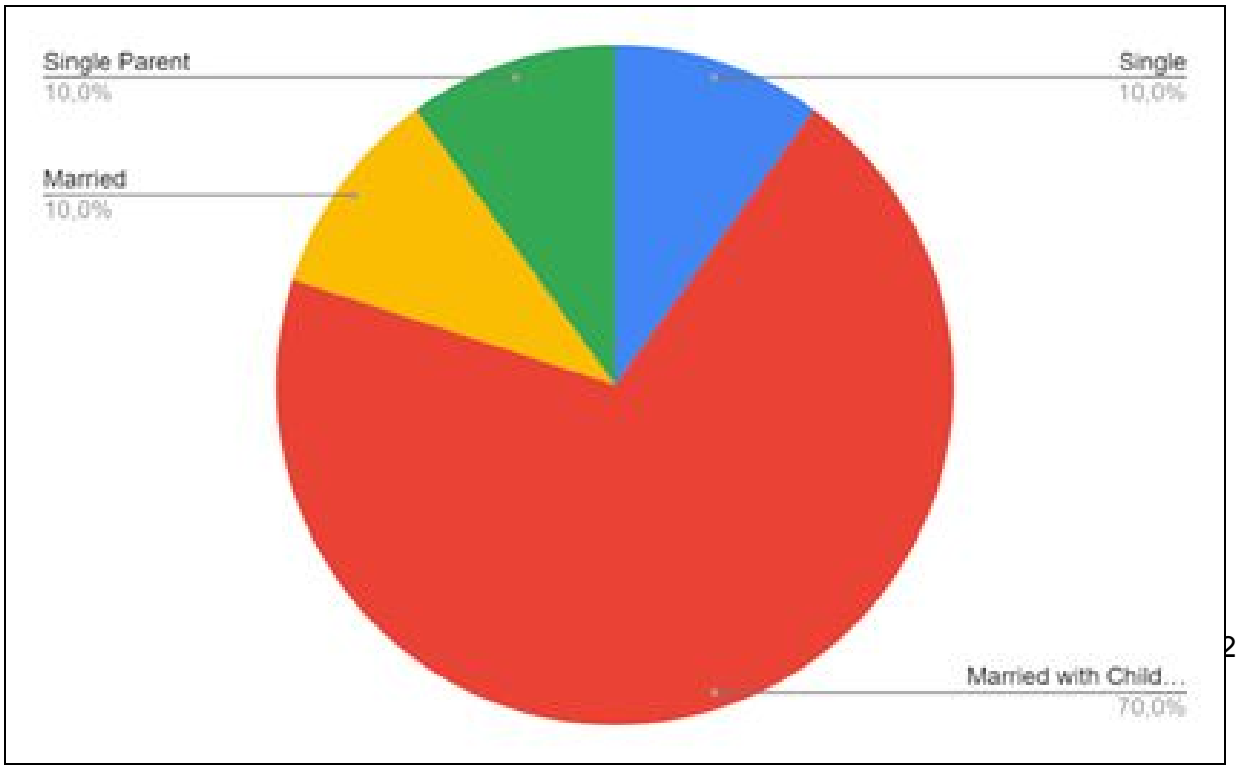


Figure 9

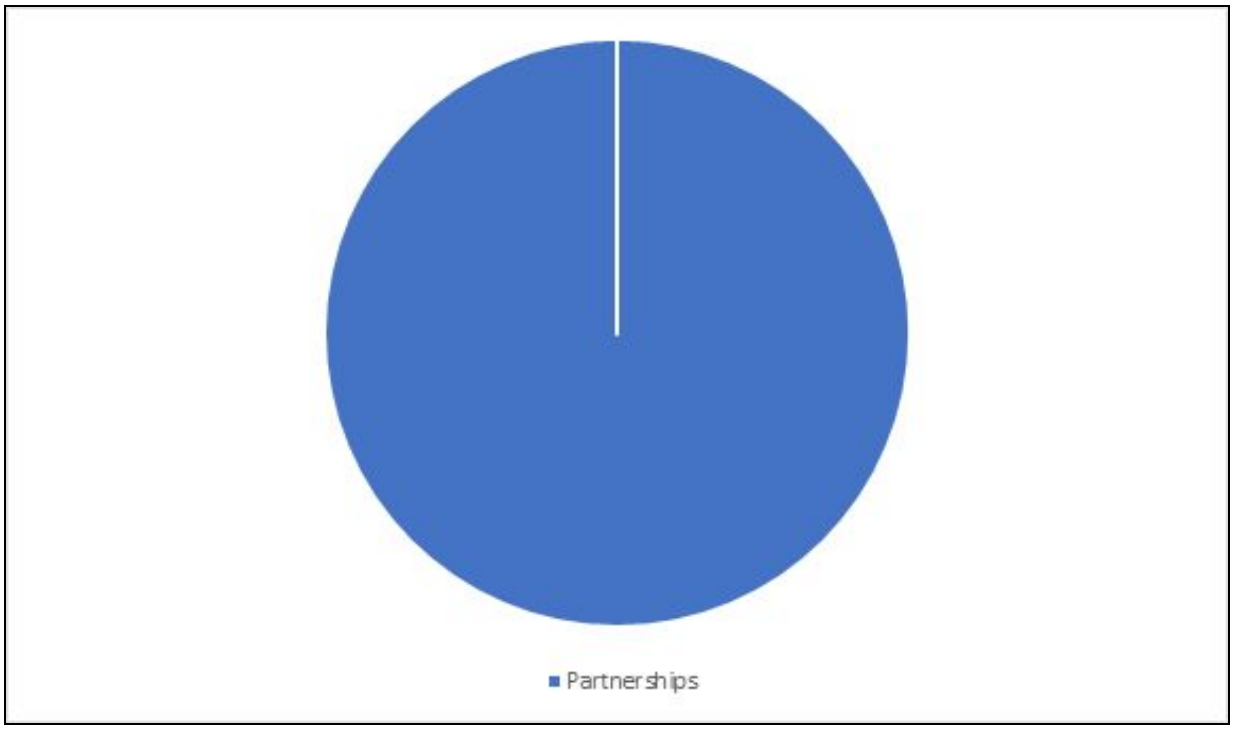


Figure 10

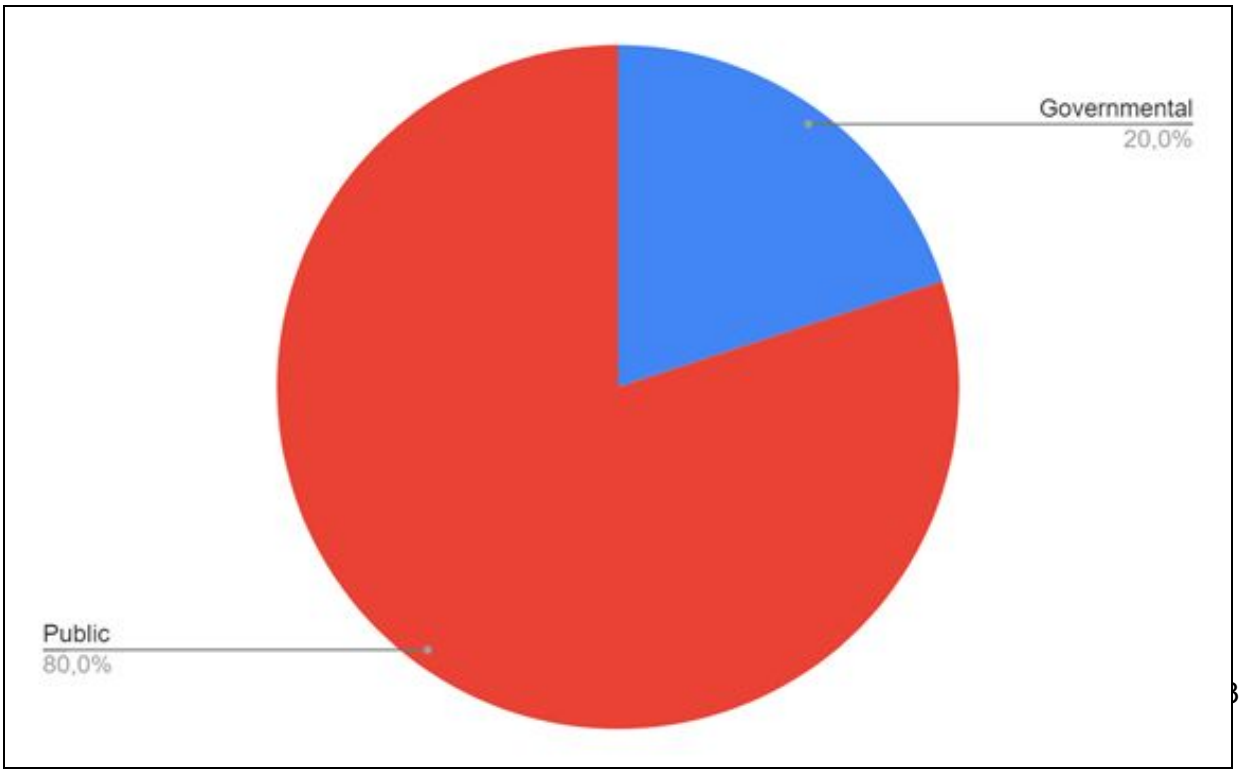


Figure 11

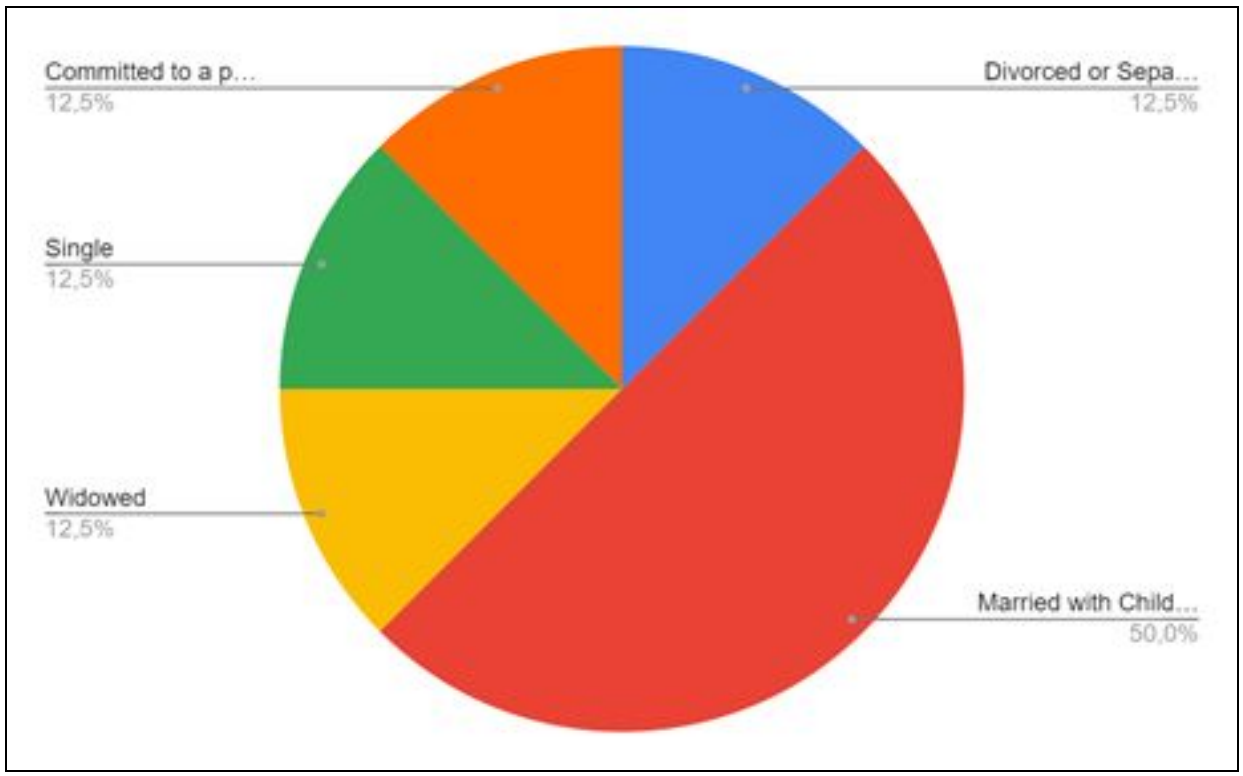


Figure 12

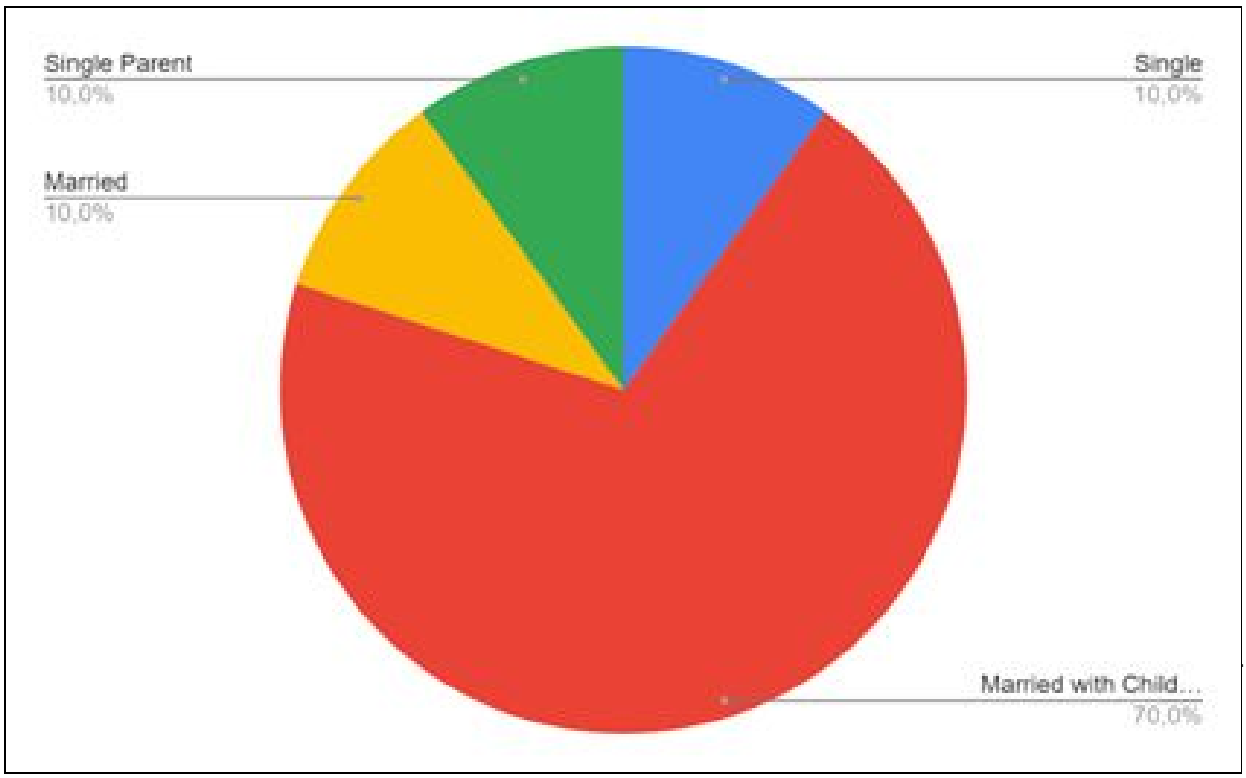


Figure 13

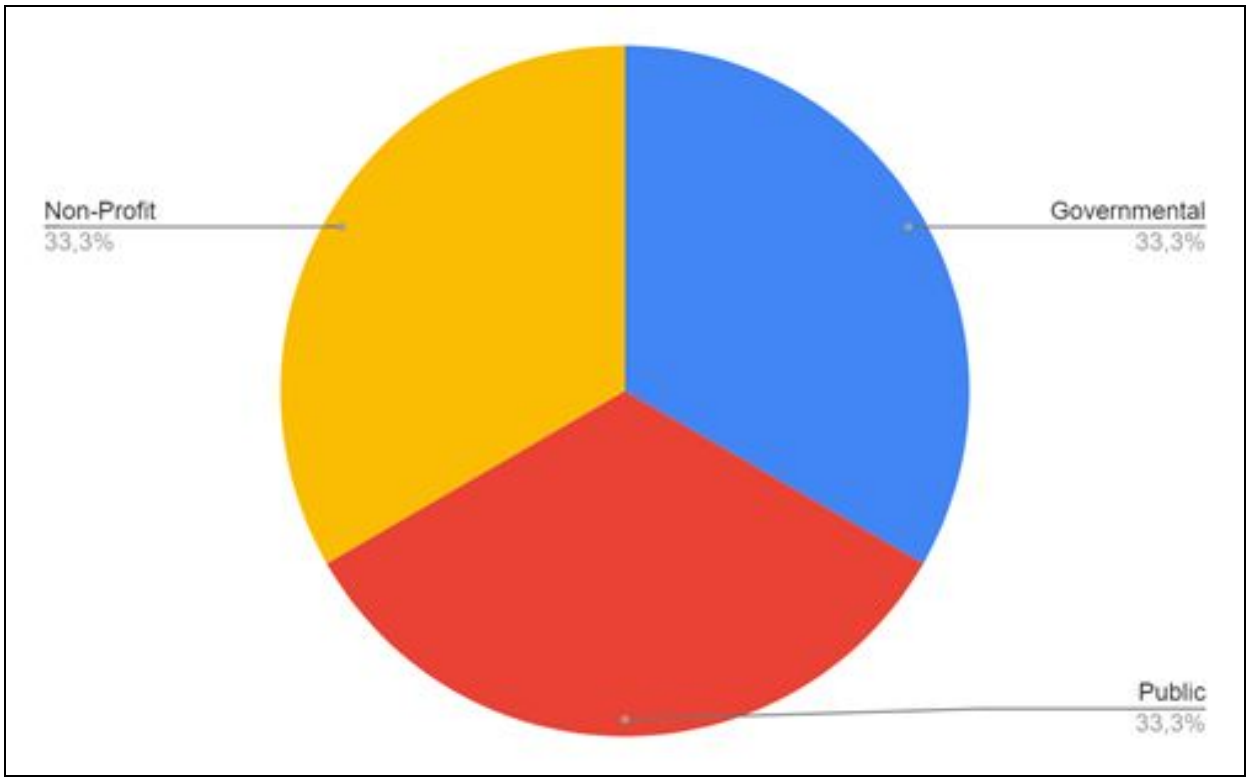


Figure 14

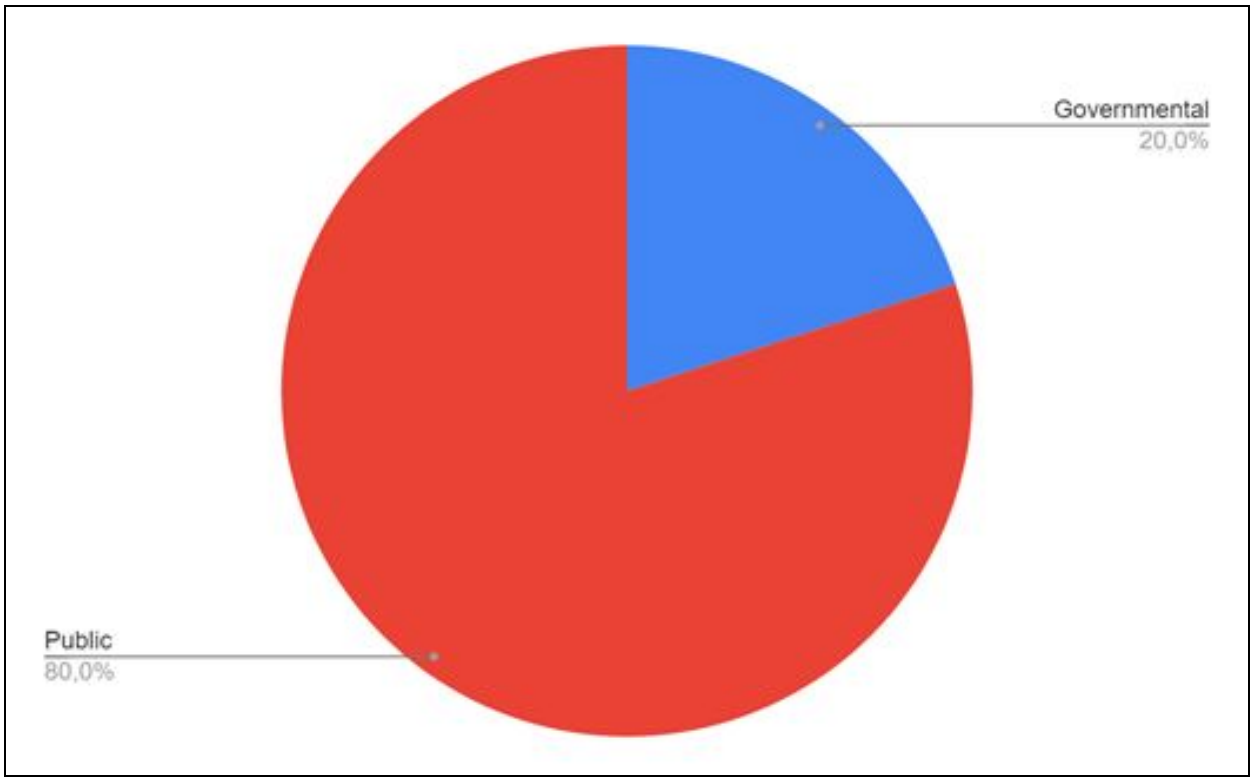


Figure 15

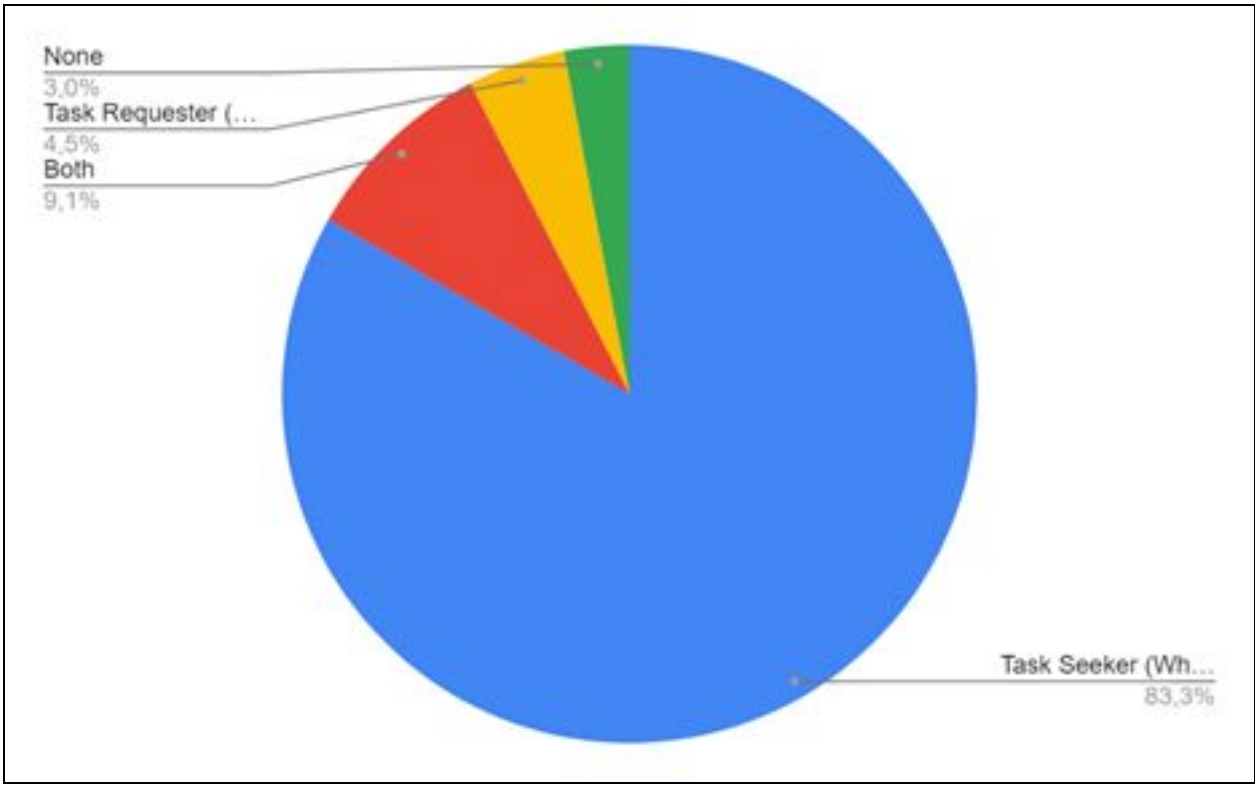


Figure 16

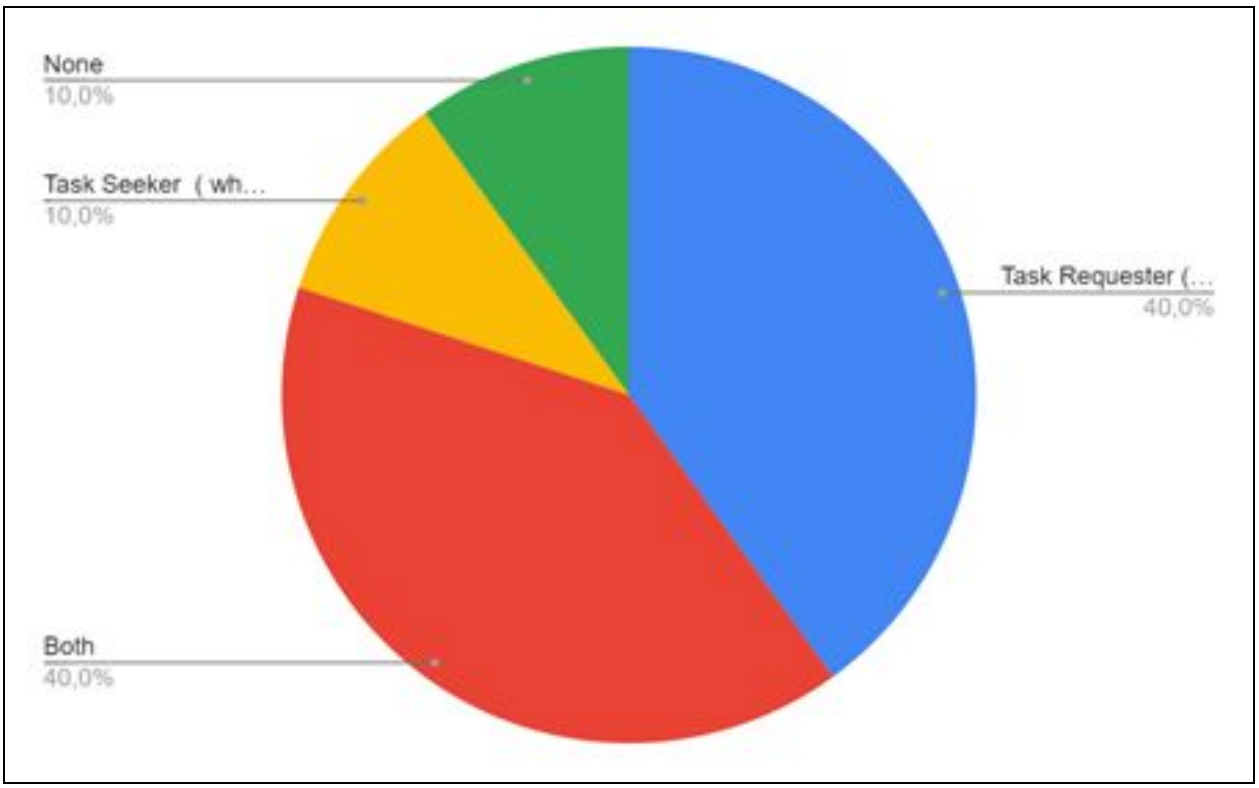


Figure 17

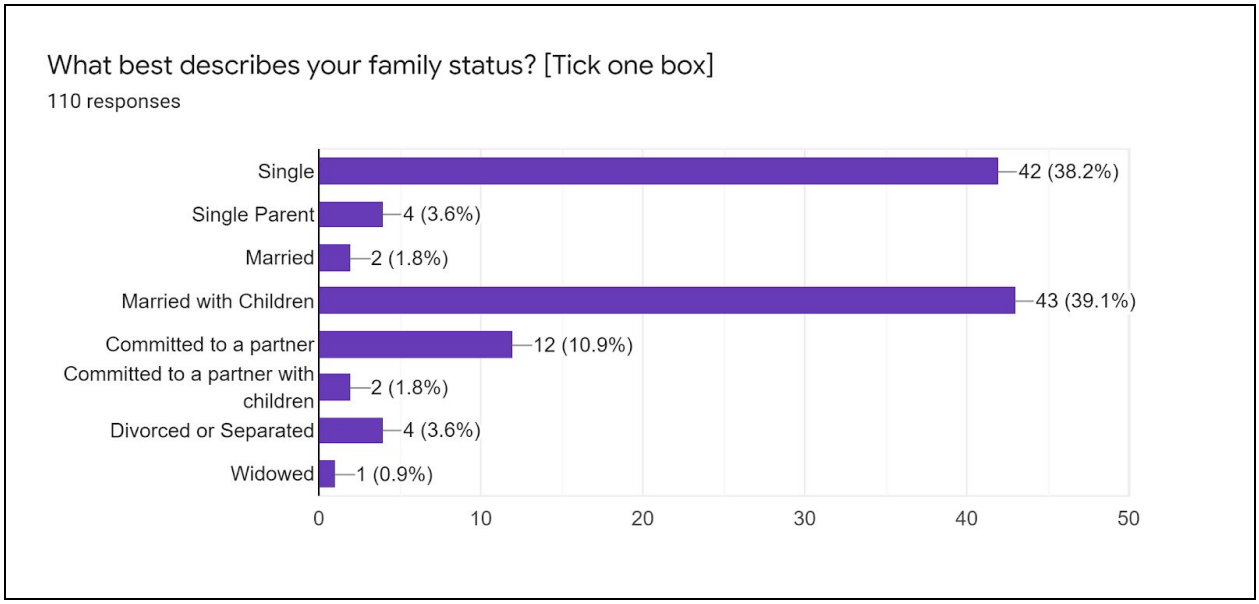


Figure 18

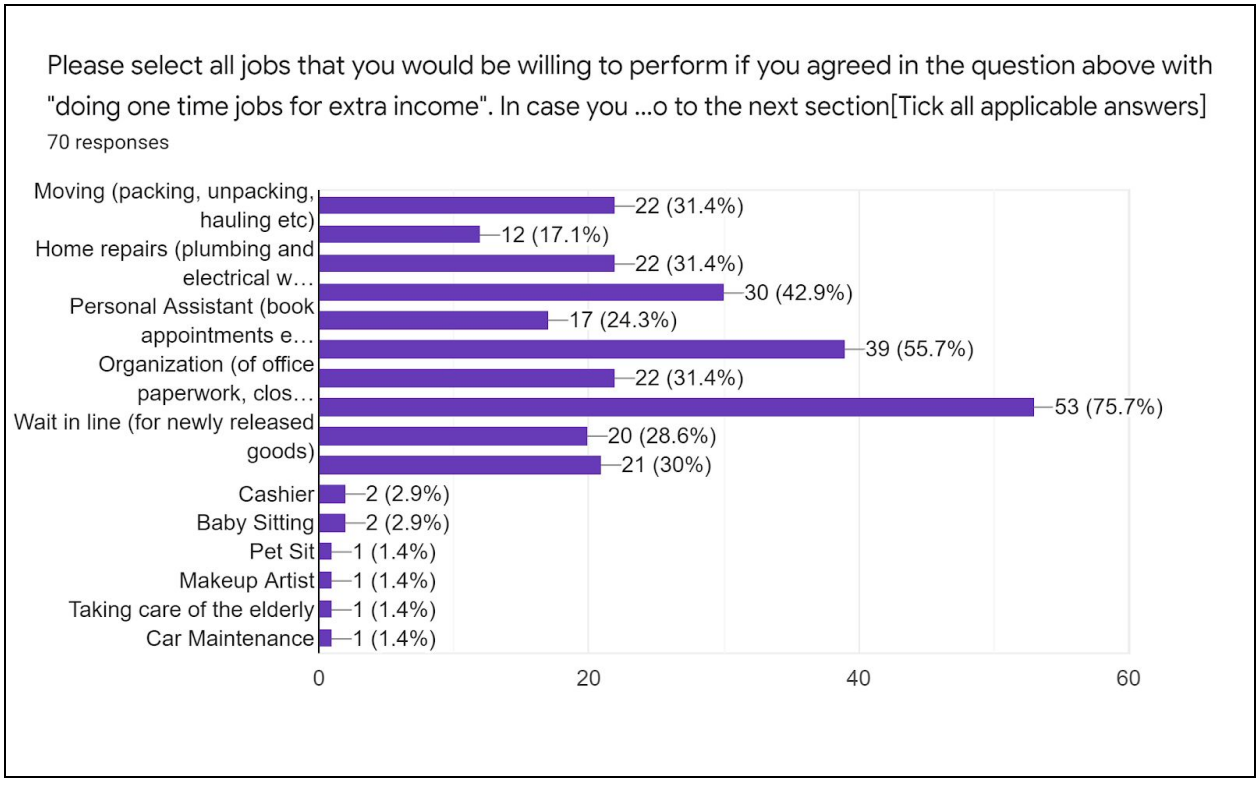


Figure 19

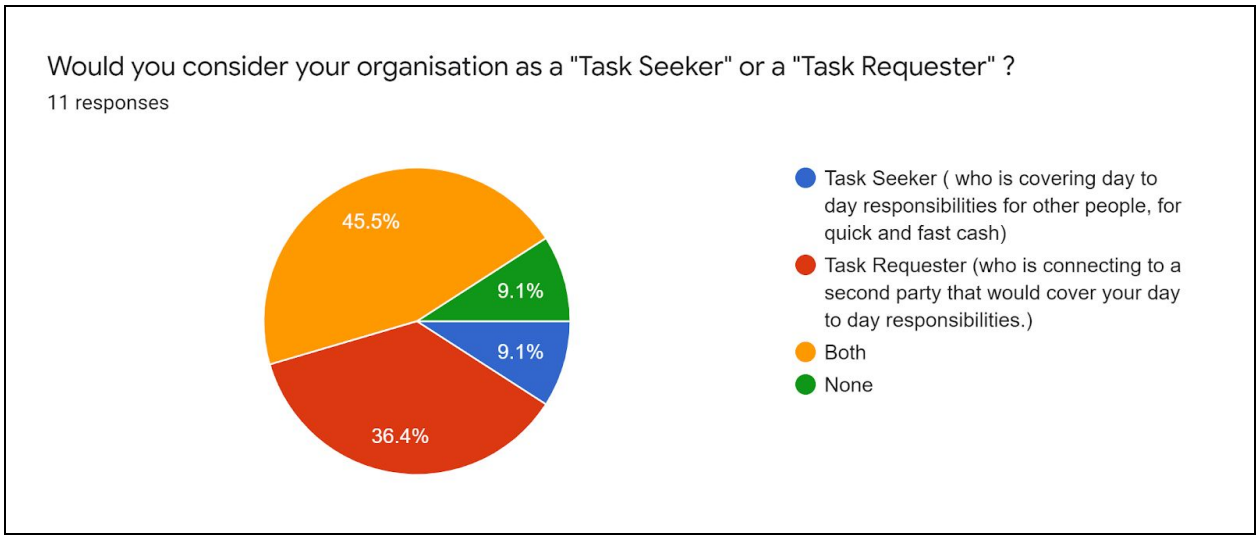


Figure 20

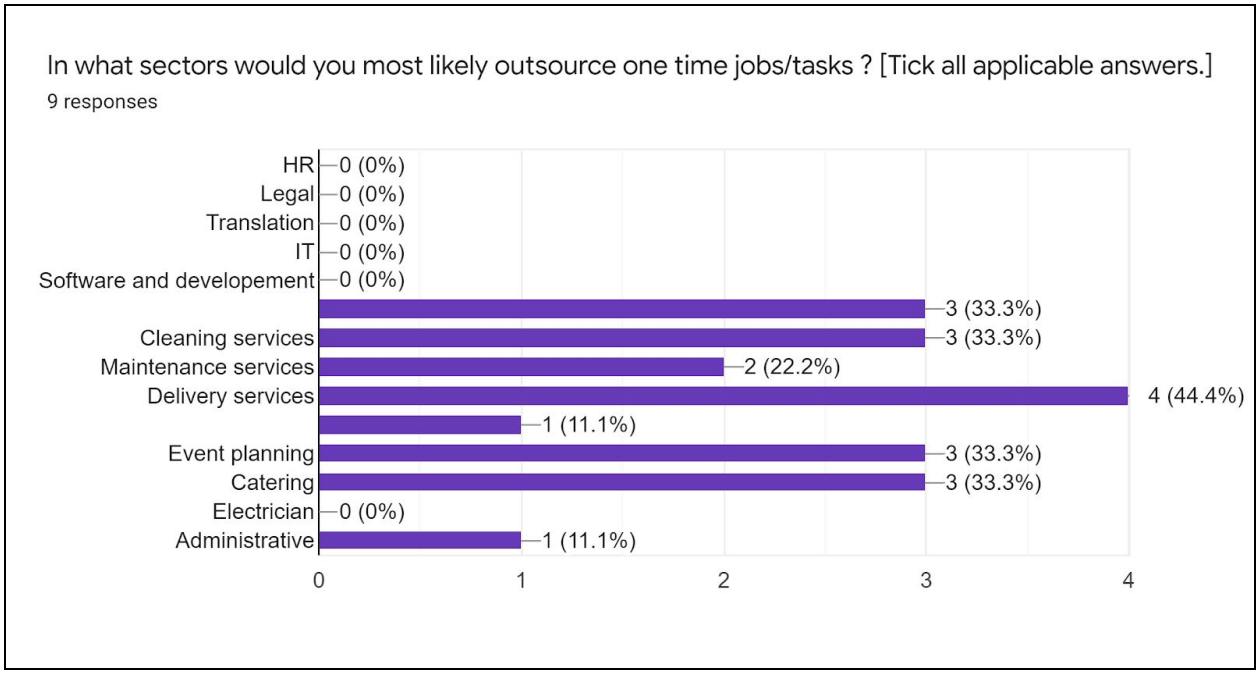


Figure 21

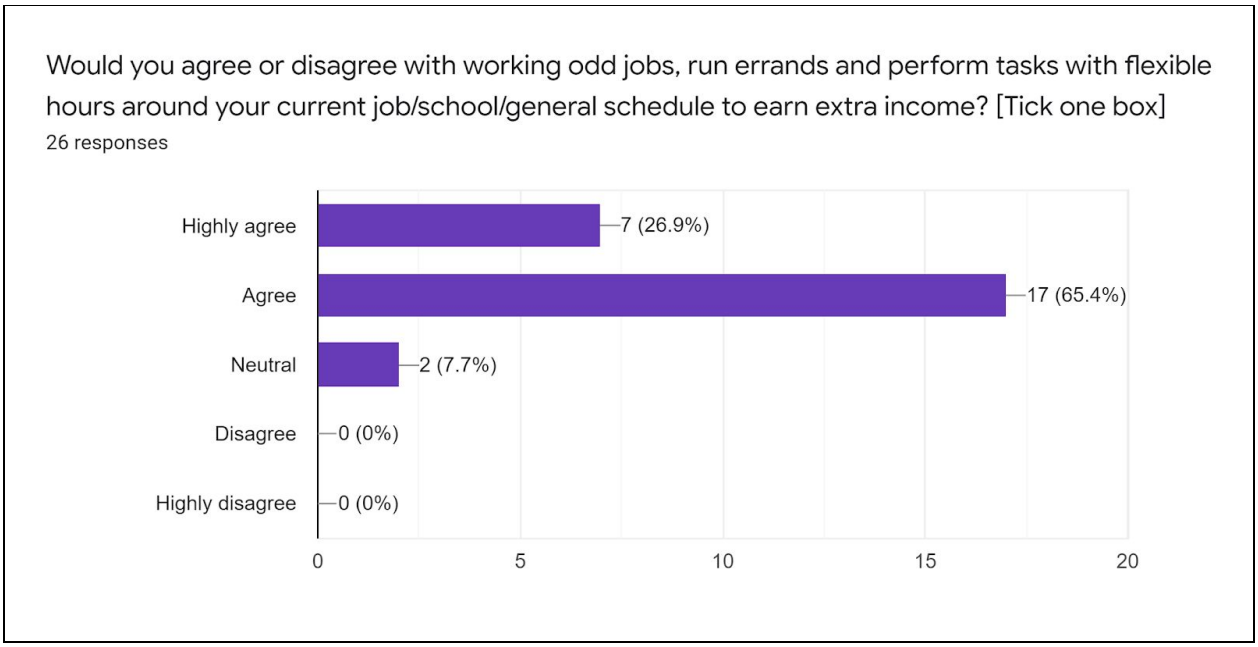


Figure 22

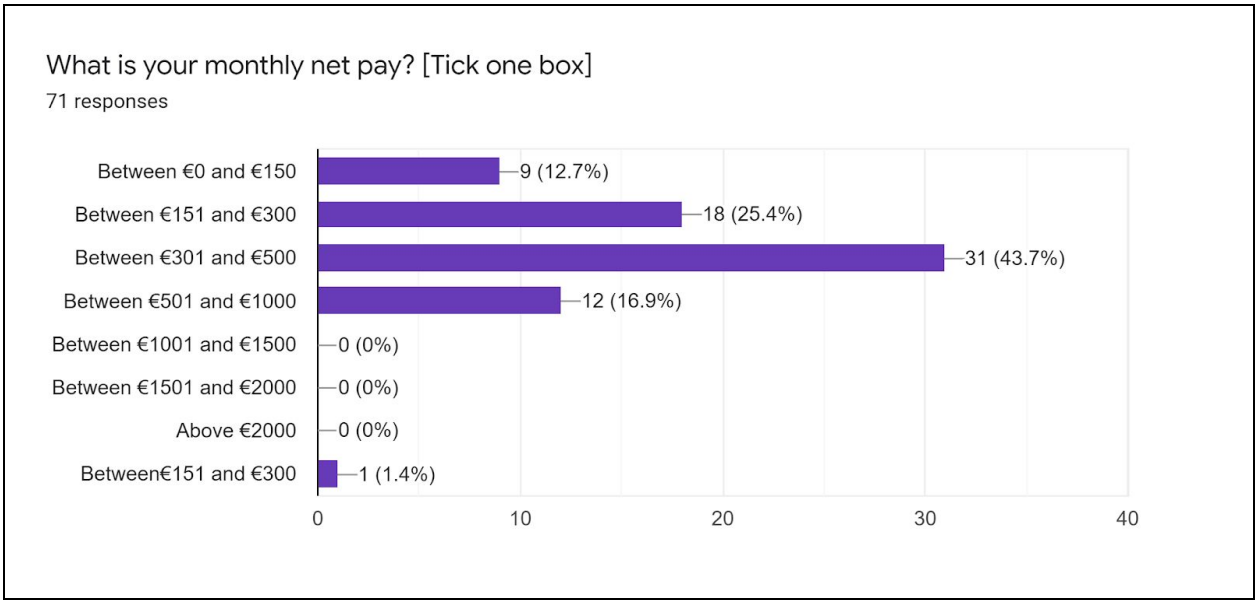


Figure 23

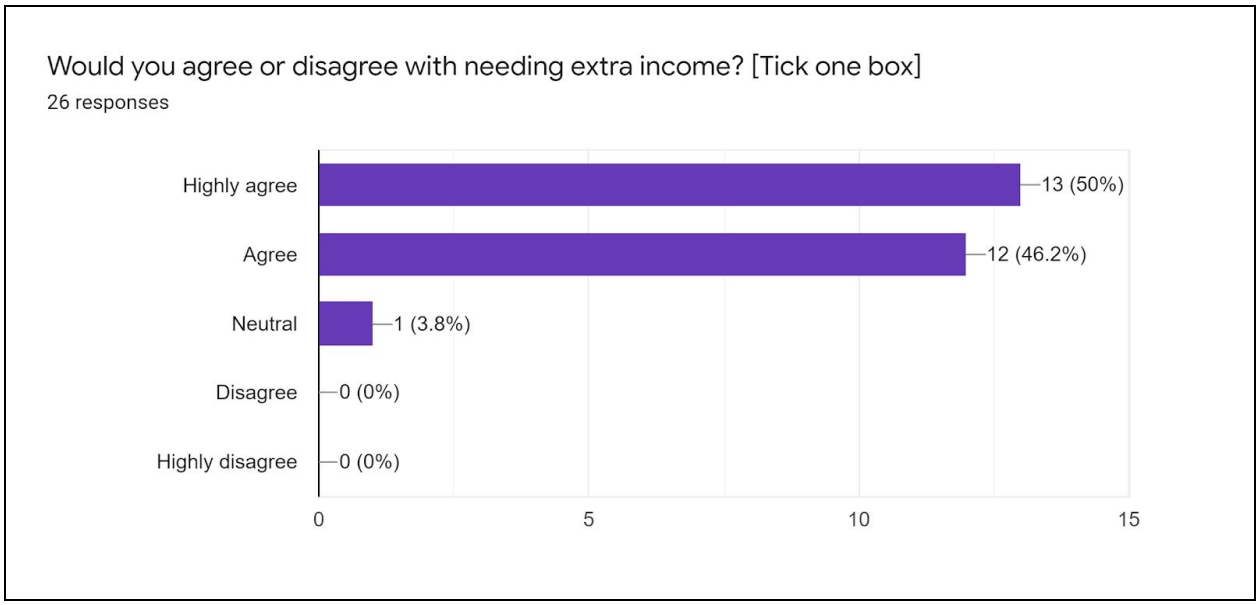


Figure 24

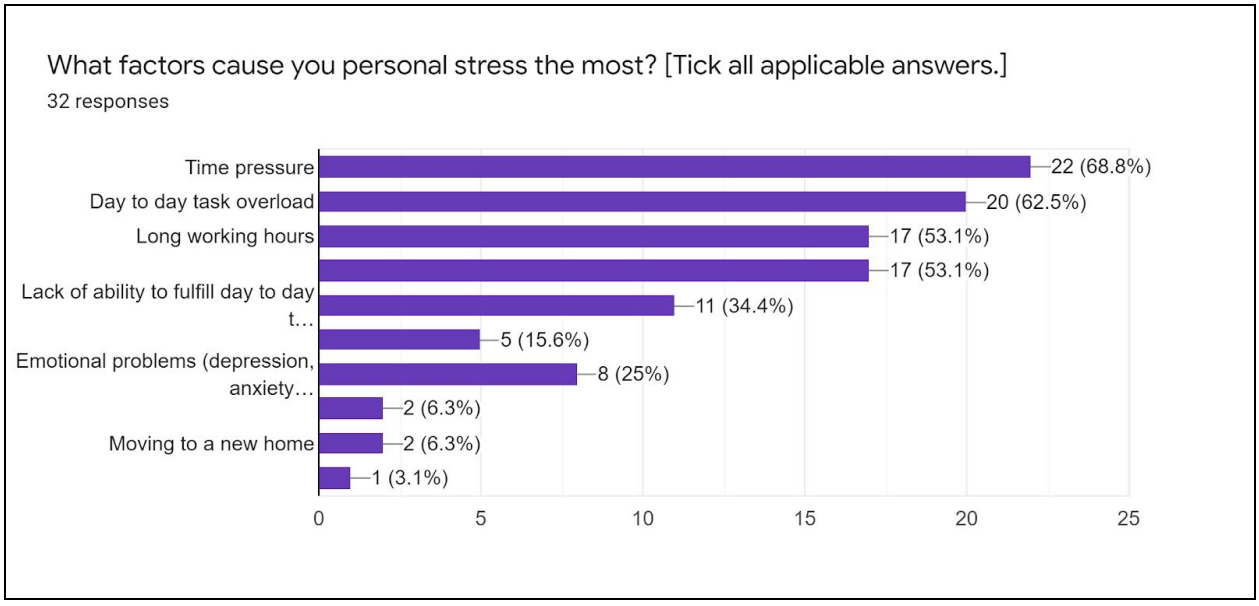


Figure 25

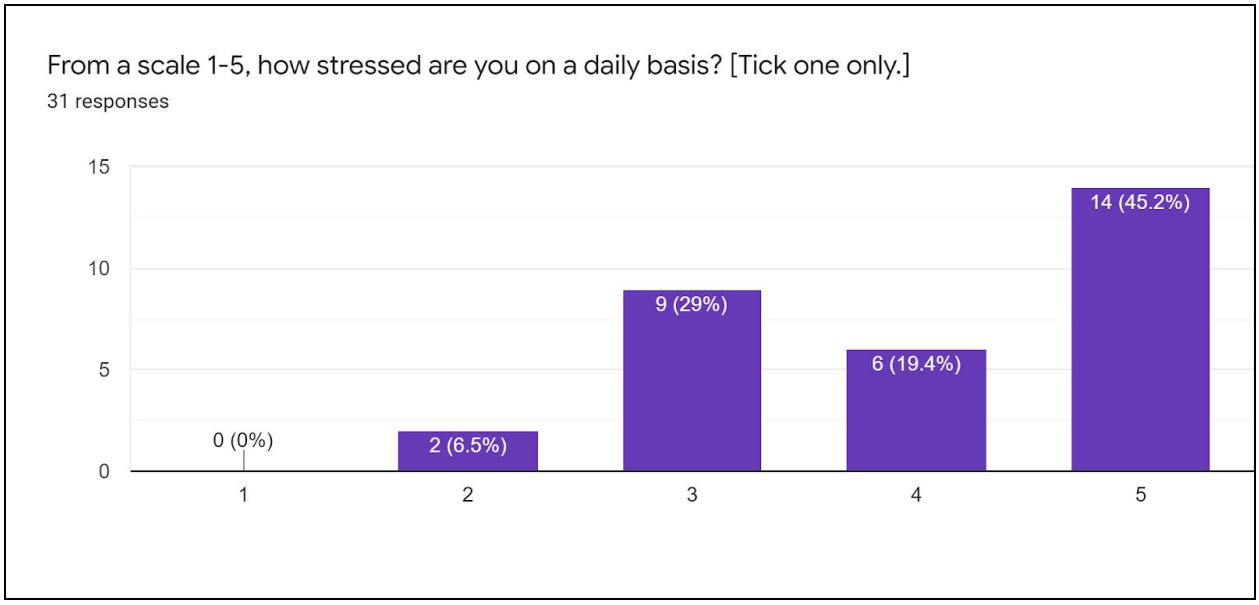


Figure 26

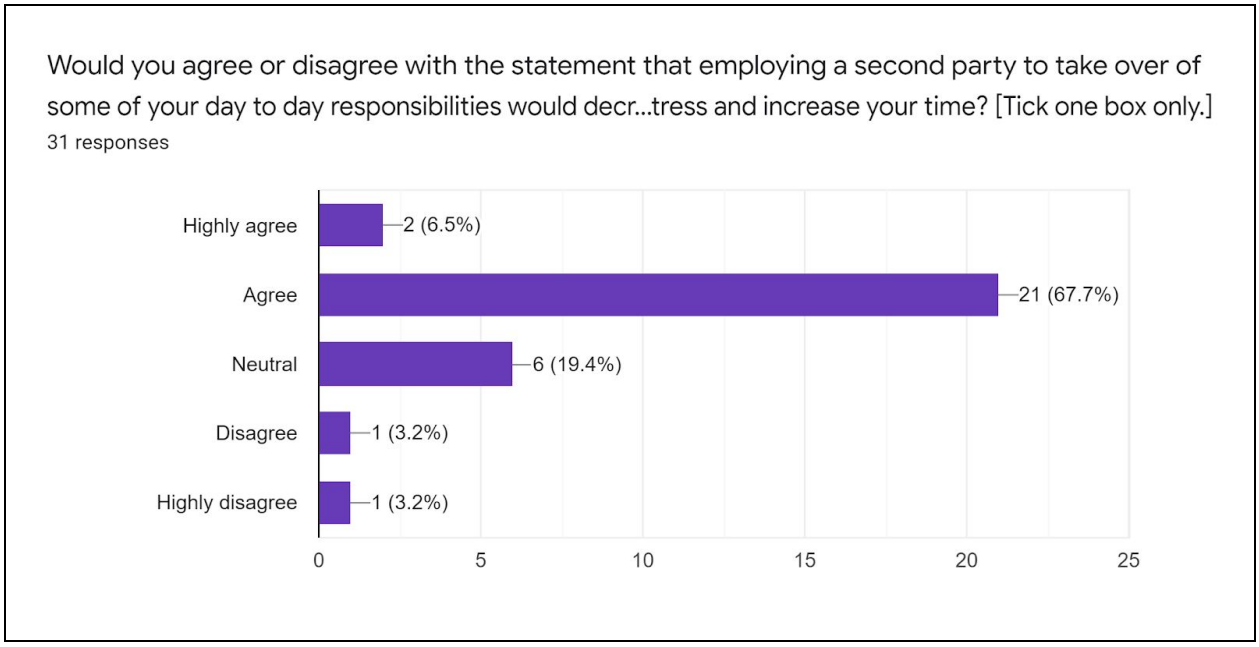


Figure 27

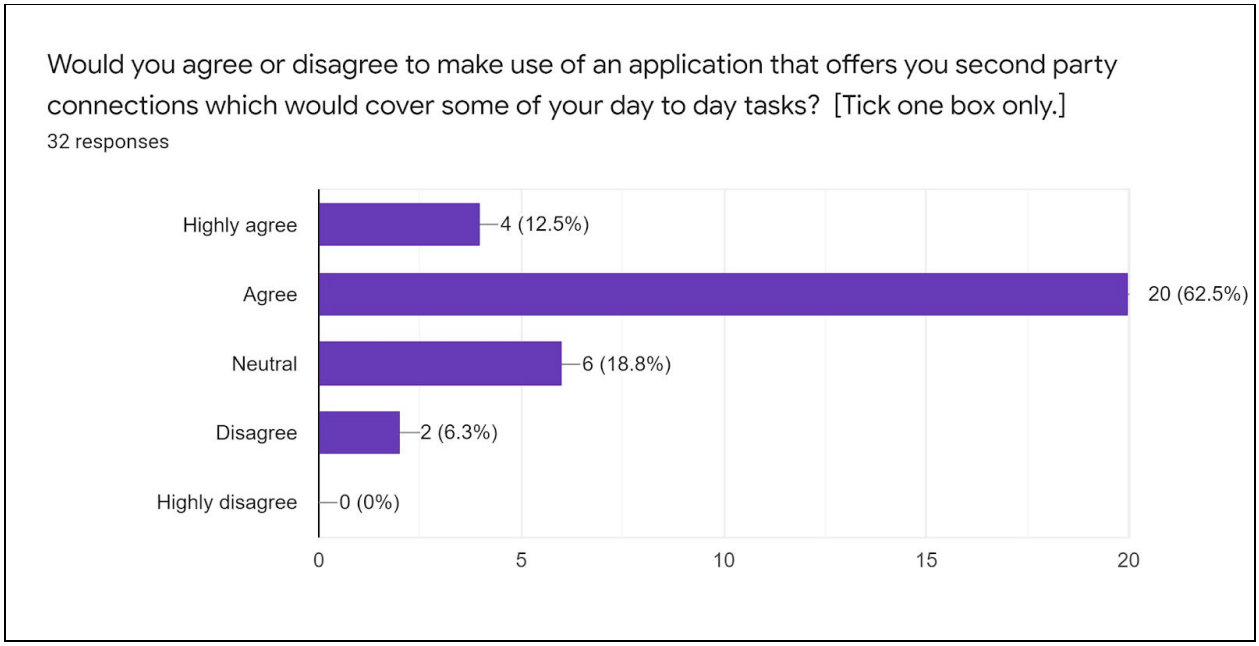


Figure 28

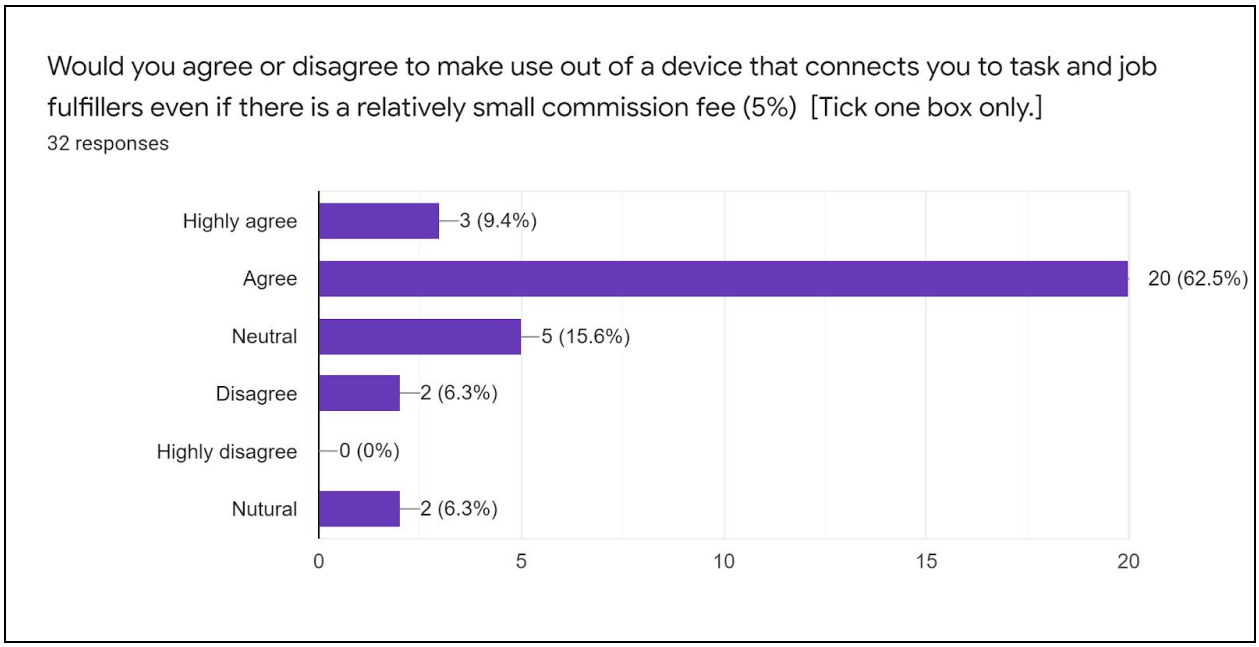


Figure 29

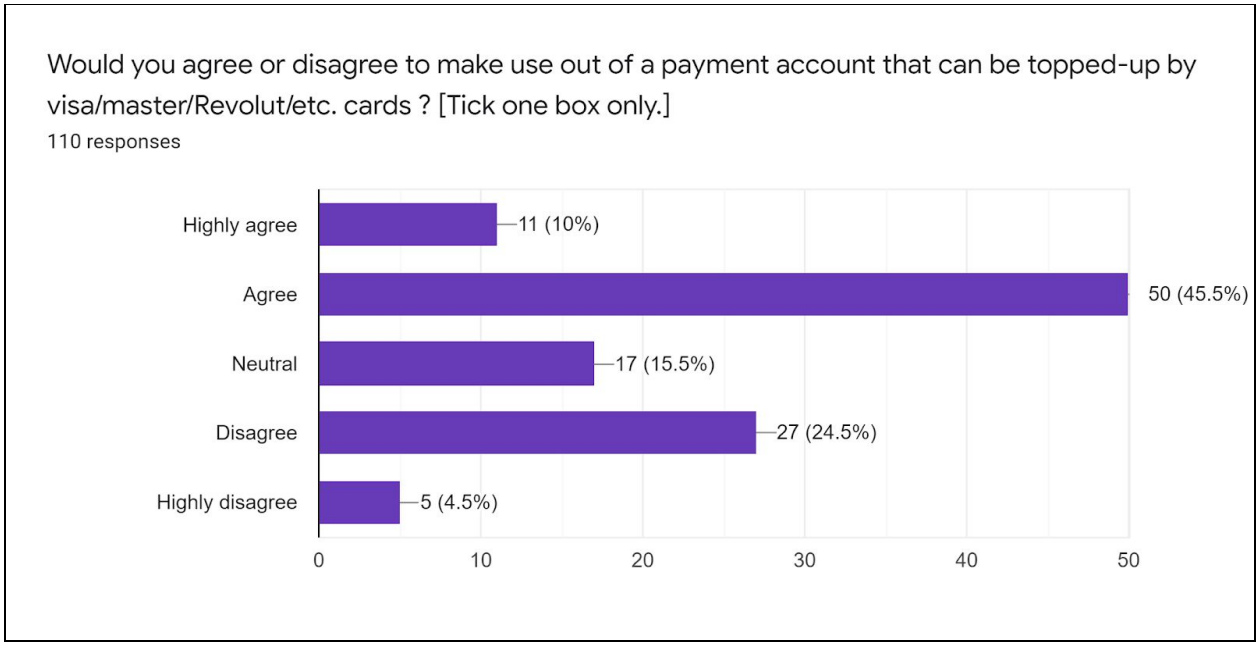


Figure 30

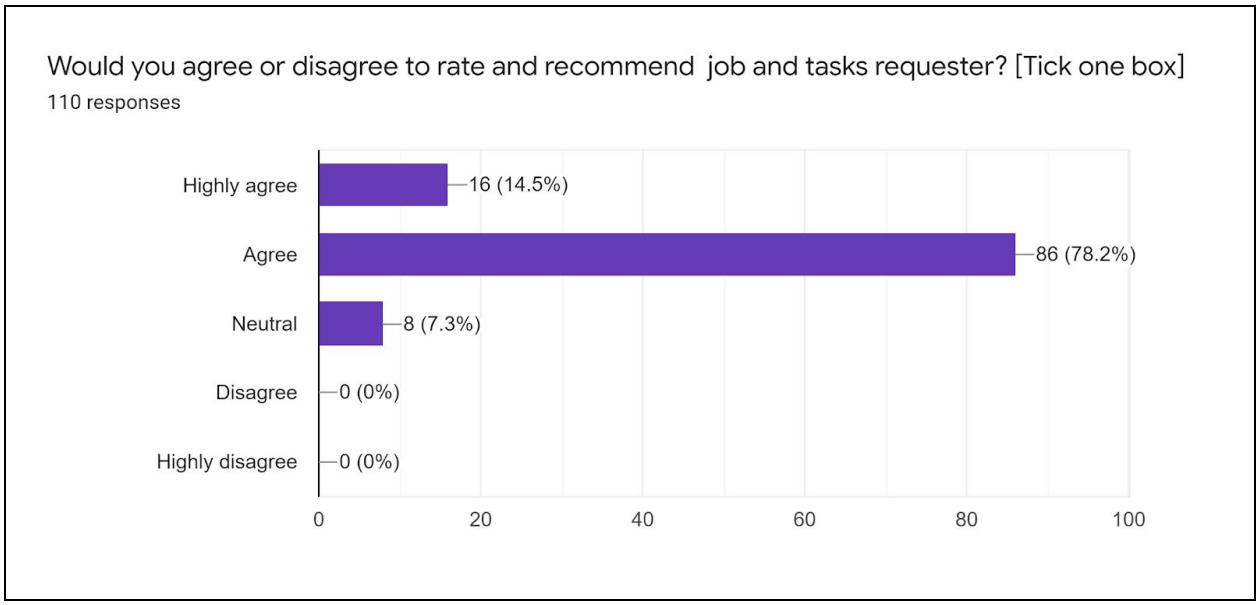
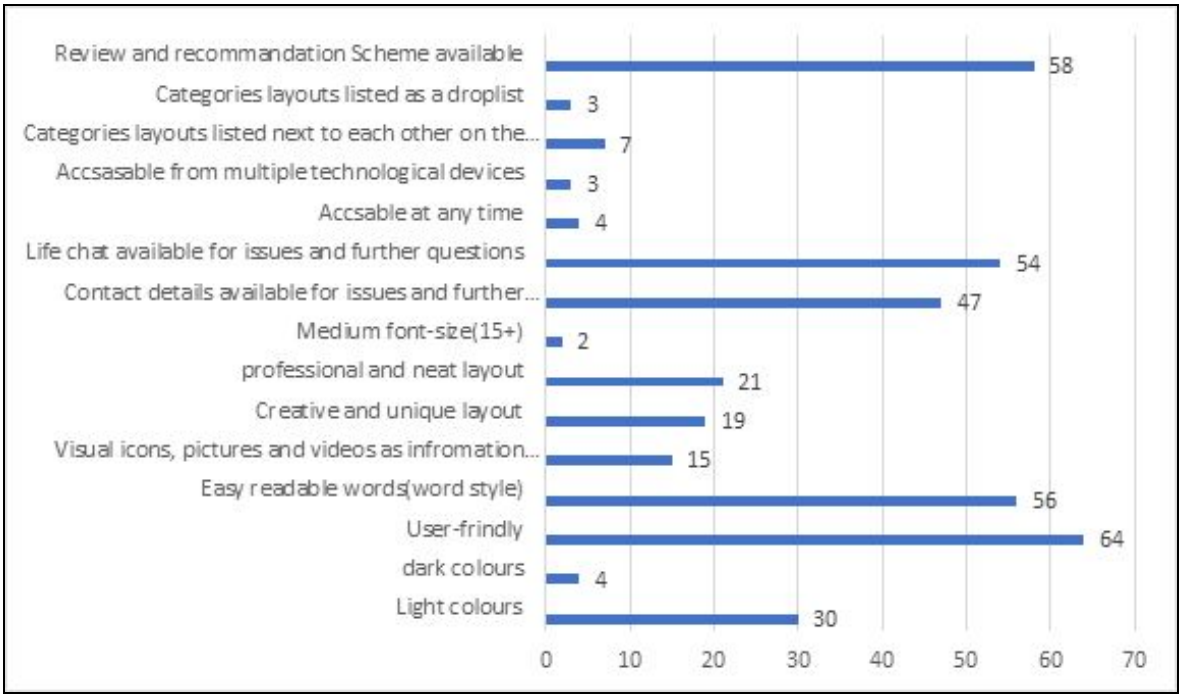


Figure 31



The Individual Response for the layout of the website

Figure 32

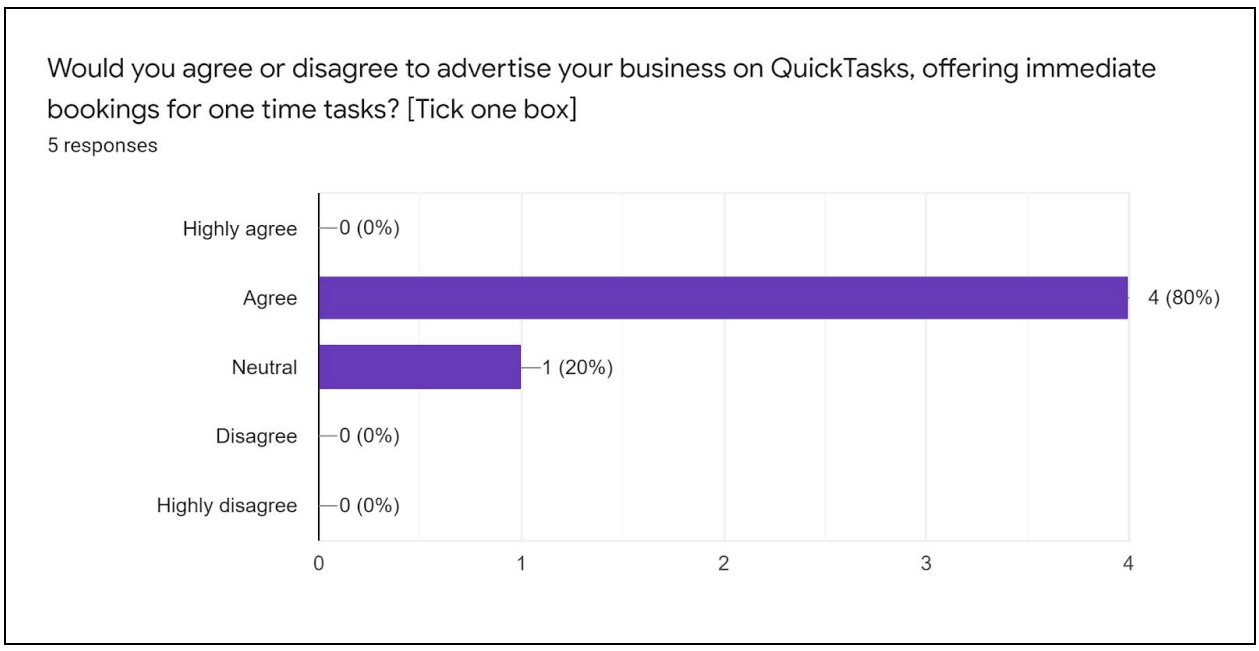


Figure 33

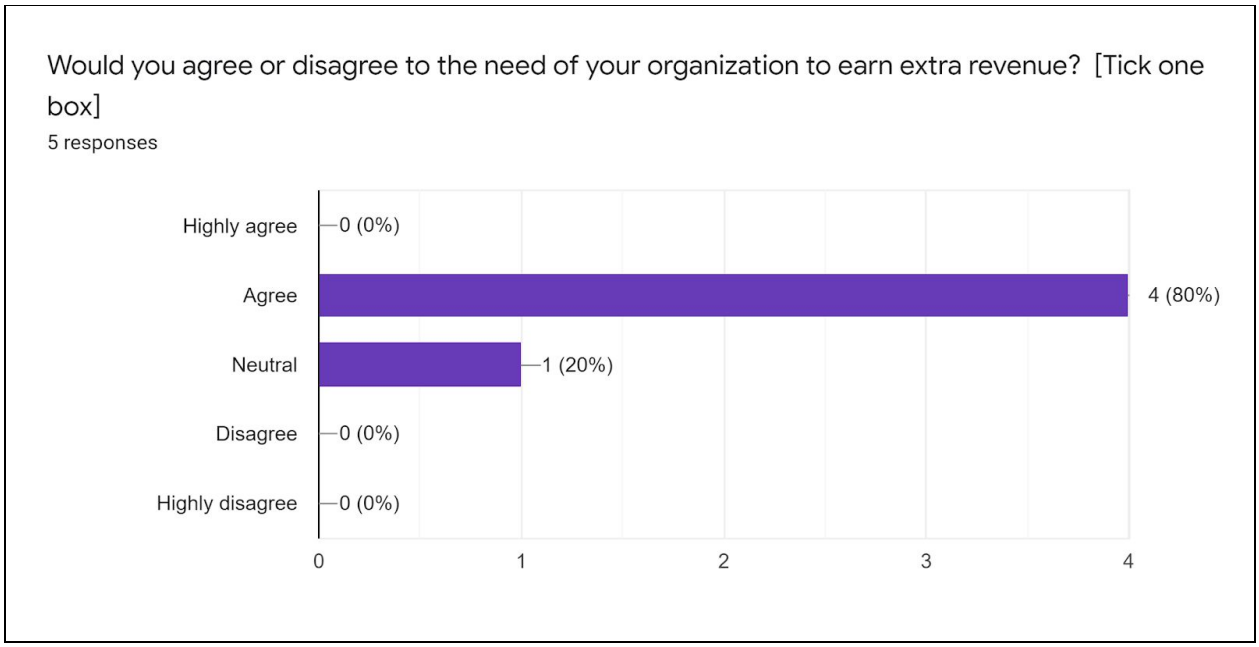


Figure 34

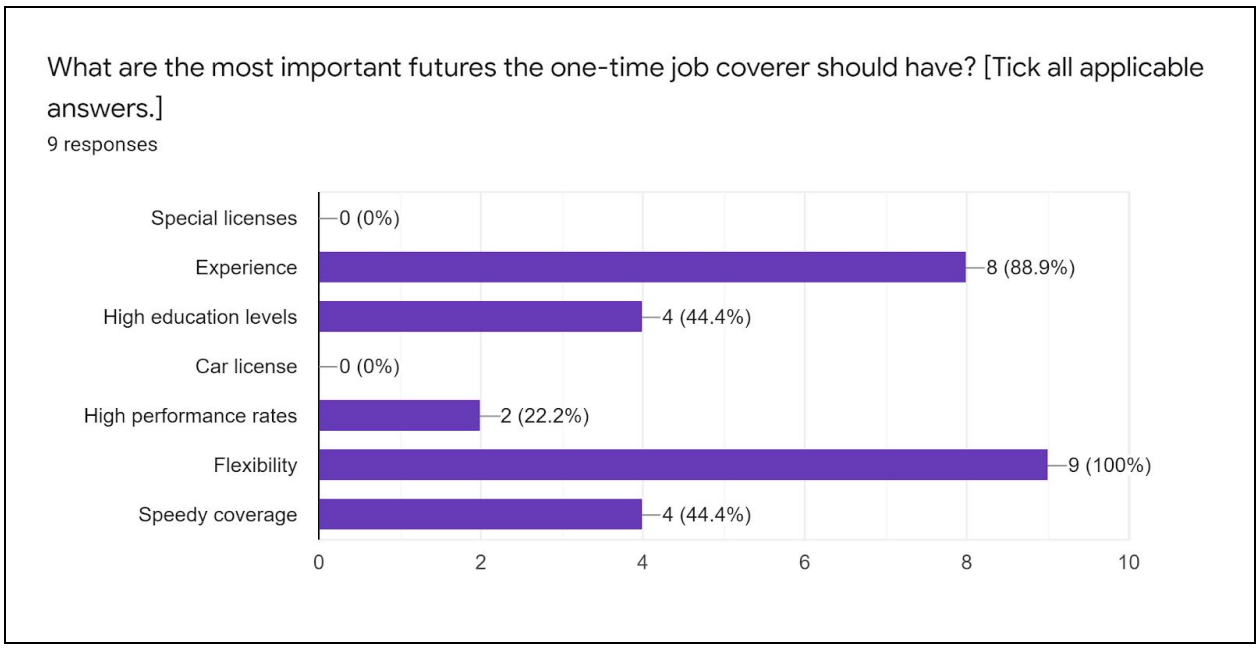


Figure 35

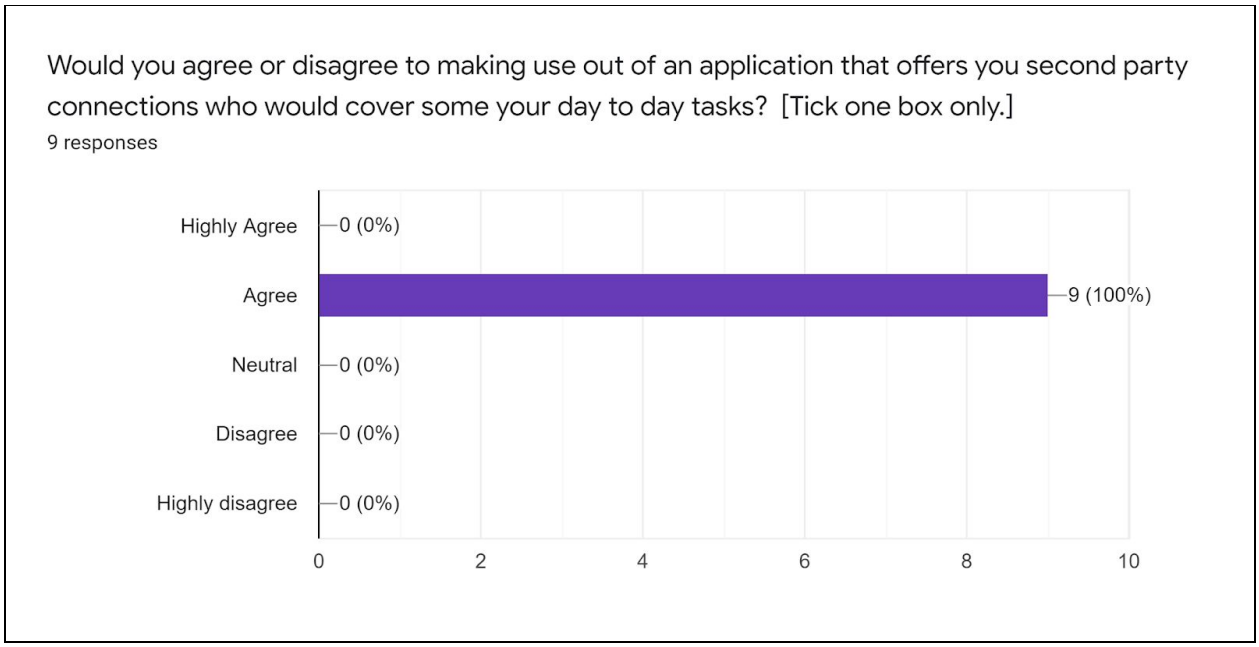


Figure 36

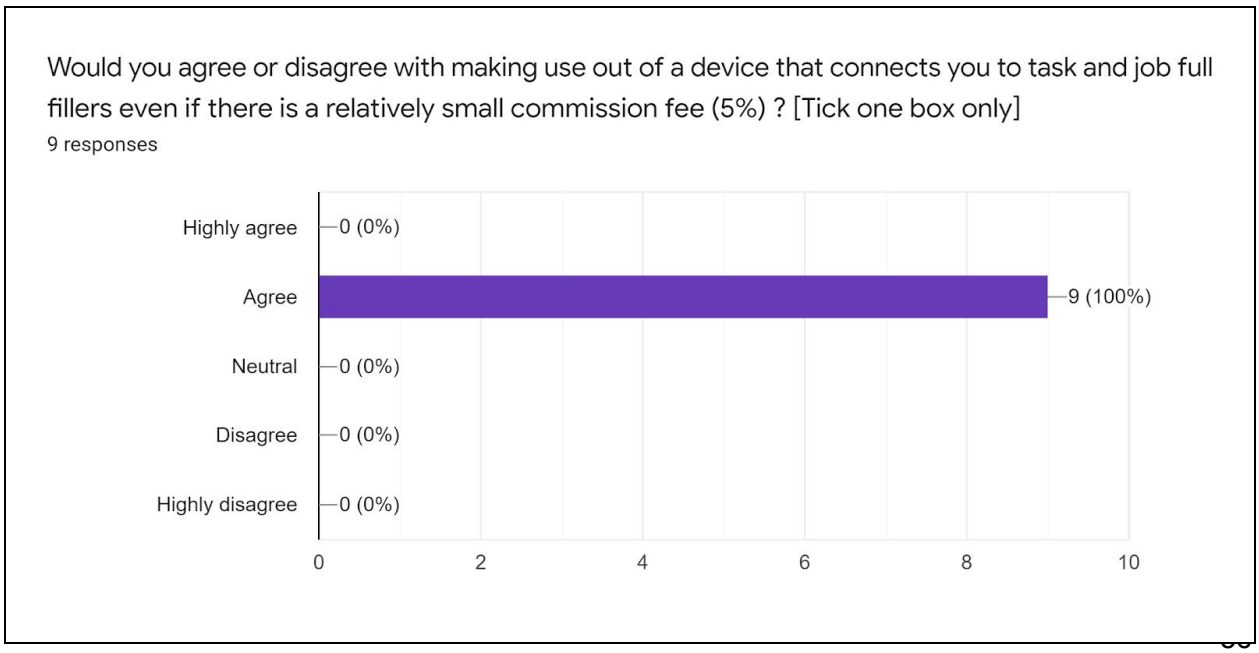


Figure 37

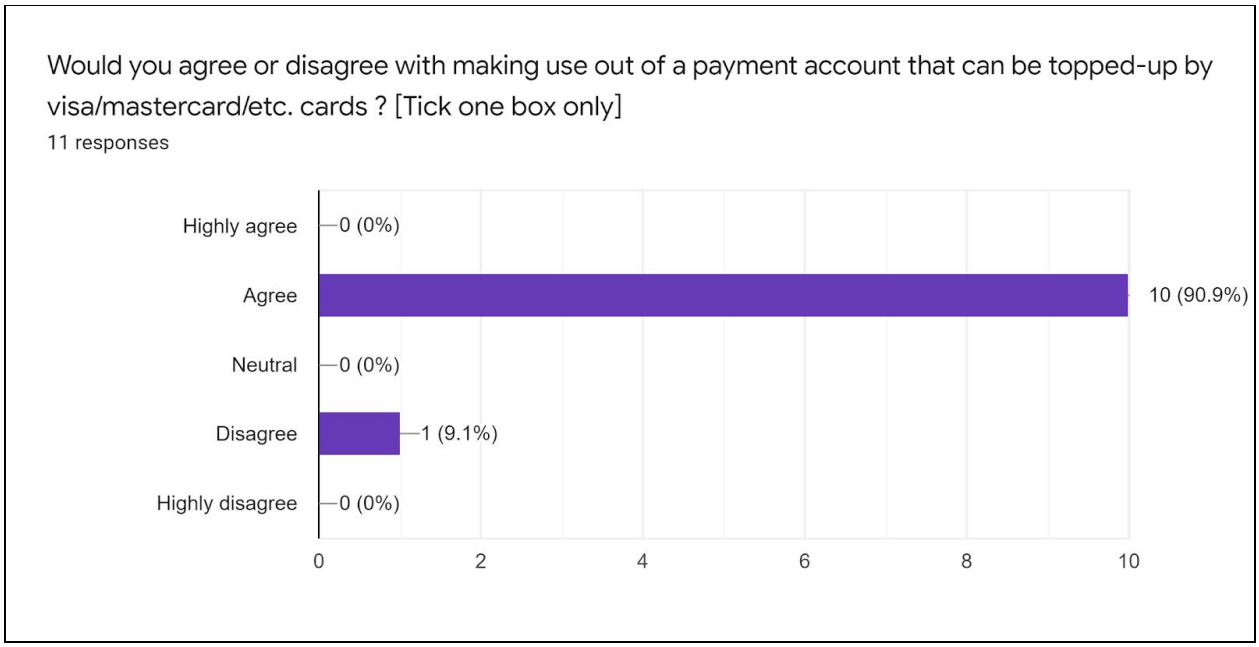


Figure 38

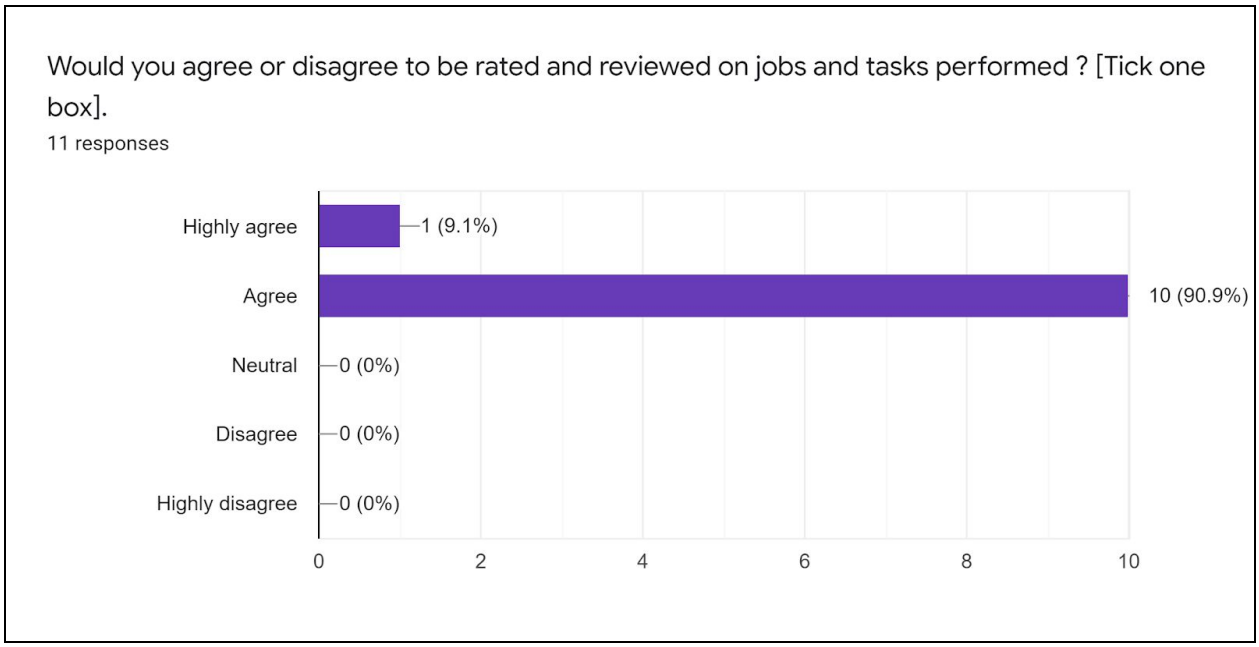


Figure 39

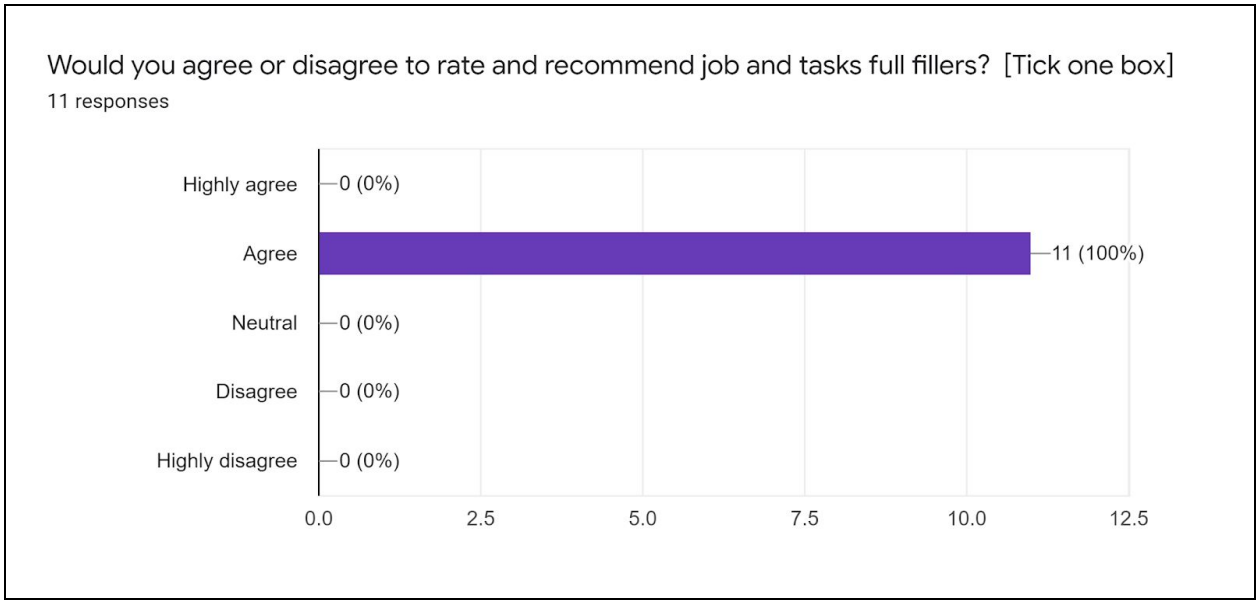
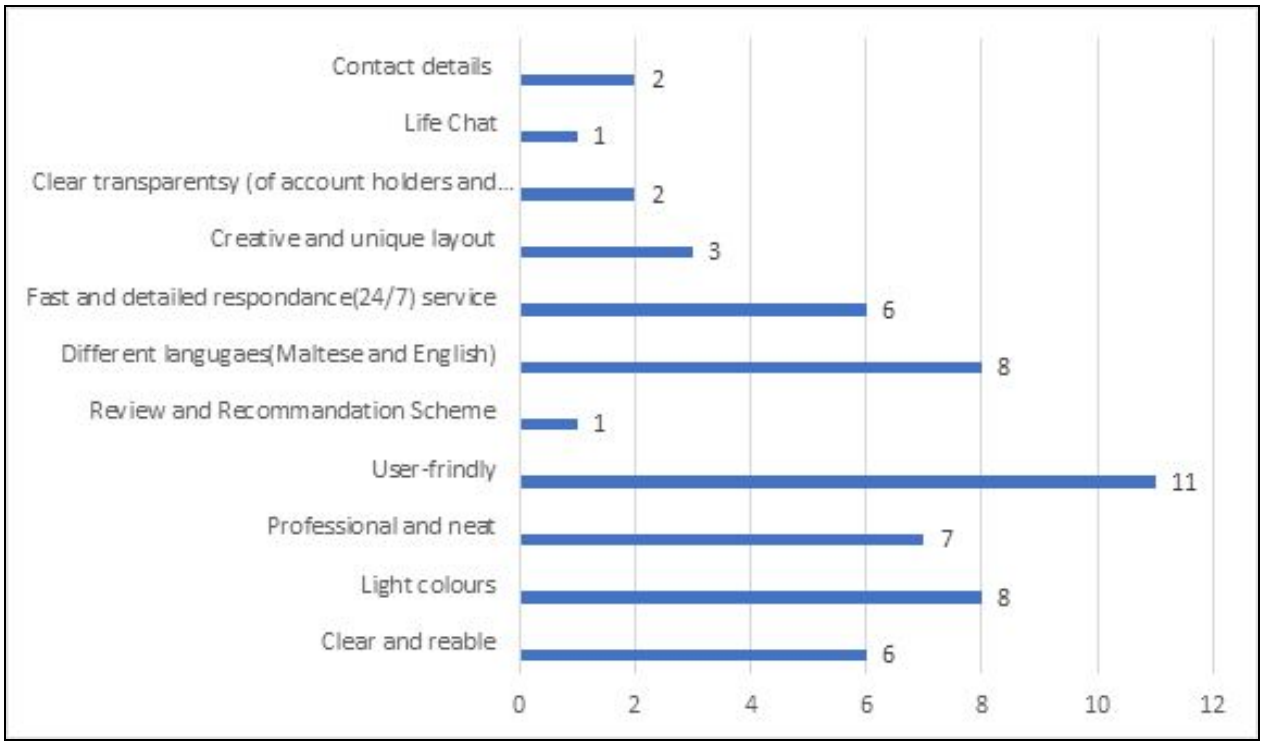


Figure 40



The Organization Response for the layout of the website

Figure 41

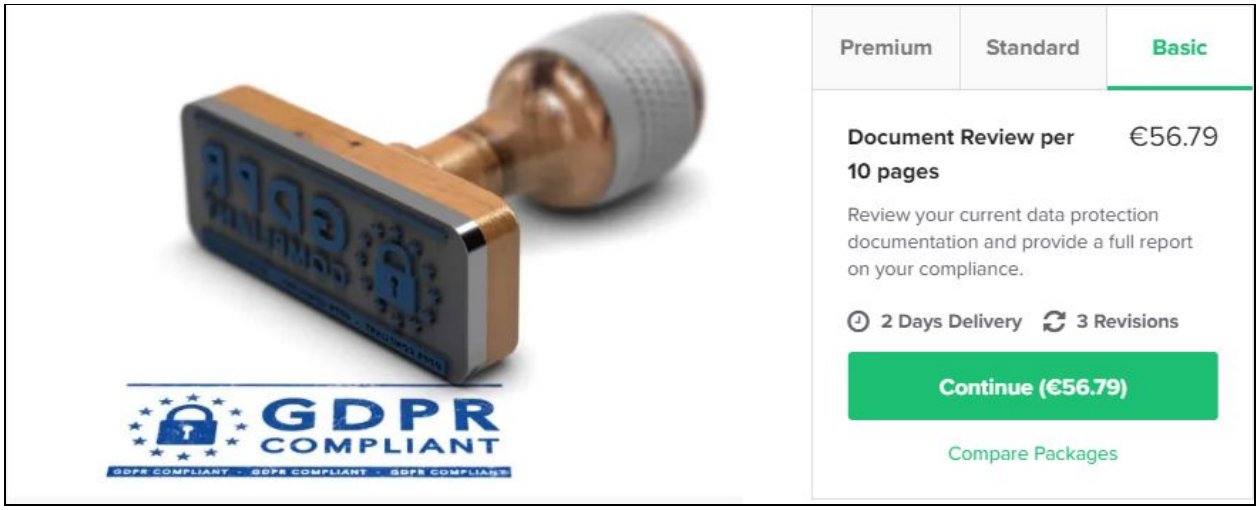


Figure 42

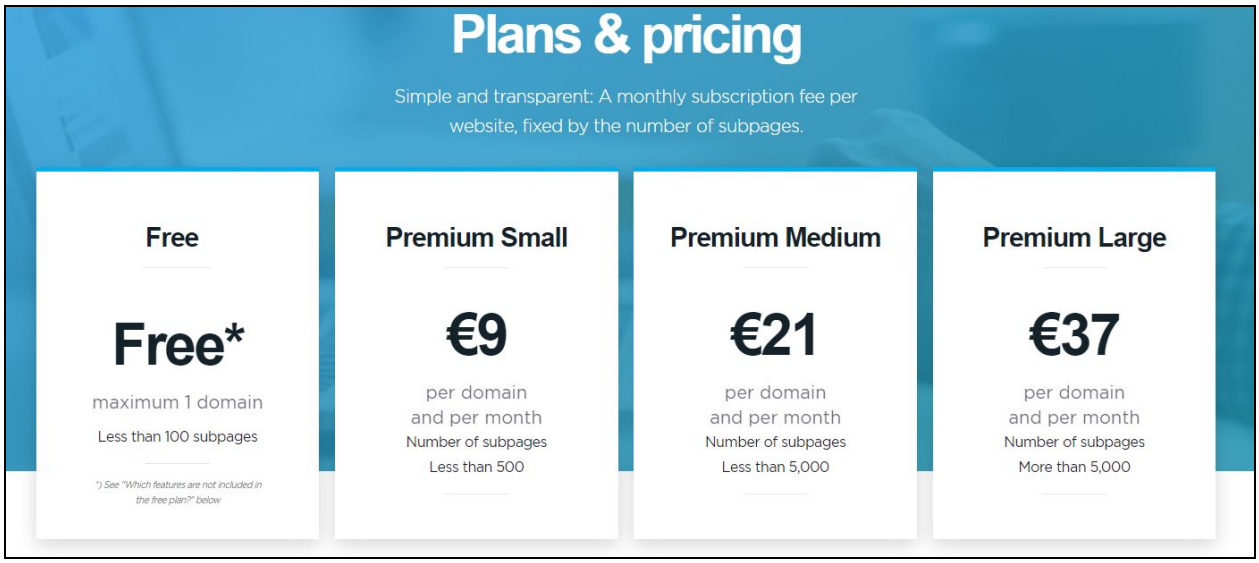
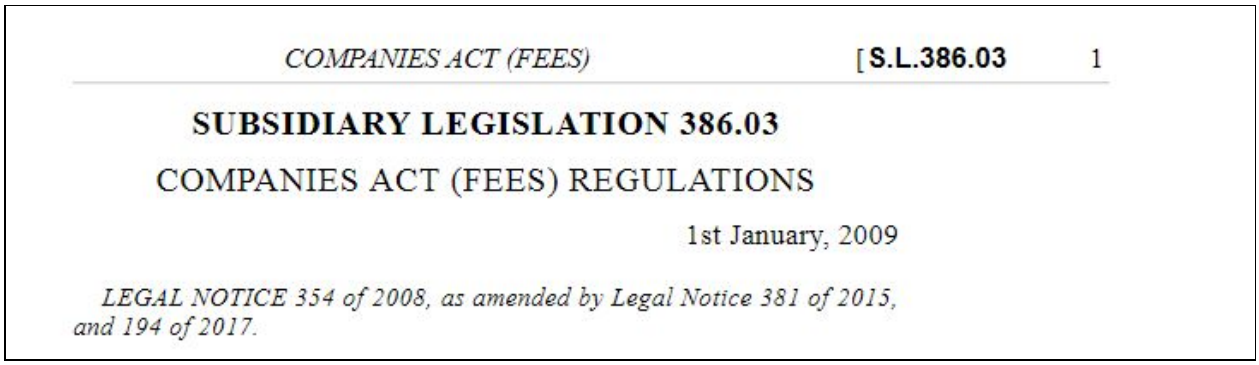


Figure 43



COMPANIES ACT (FEES) [**S.L.386.03** 1

SUBSIDIARY LEGISLATION 386.03

COMPANIES ACT (FEES) REGULATIONS

1st January, 2009

LEGAL NOTICE 354 of 2008, as amended by Legal Notice 381 of 2015, and 194 of 2017.

Figure 44

Authorised Share Capital	Registration in Paper Format: Fee Payable	Registration in Electronic Format: Fee Payable
Up to €1,500	€245	€100
Over €1,500 but not exceeding €5,000	€245 with the addition of €15 for each €500 or part thereof in excess of €1,500	€210 with the addition of€12 for each €500 or part thereof in excess of €1,500
Over €5,000 but not exceeding €10,000	€350 with the addition of €20 for each €1,000 or part thereof in excess of €5,000	€294 with the addition of €17 for each €1,000 or part thereof in excess of €5,000

Figure 45

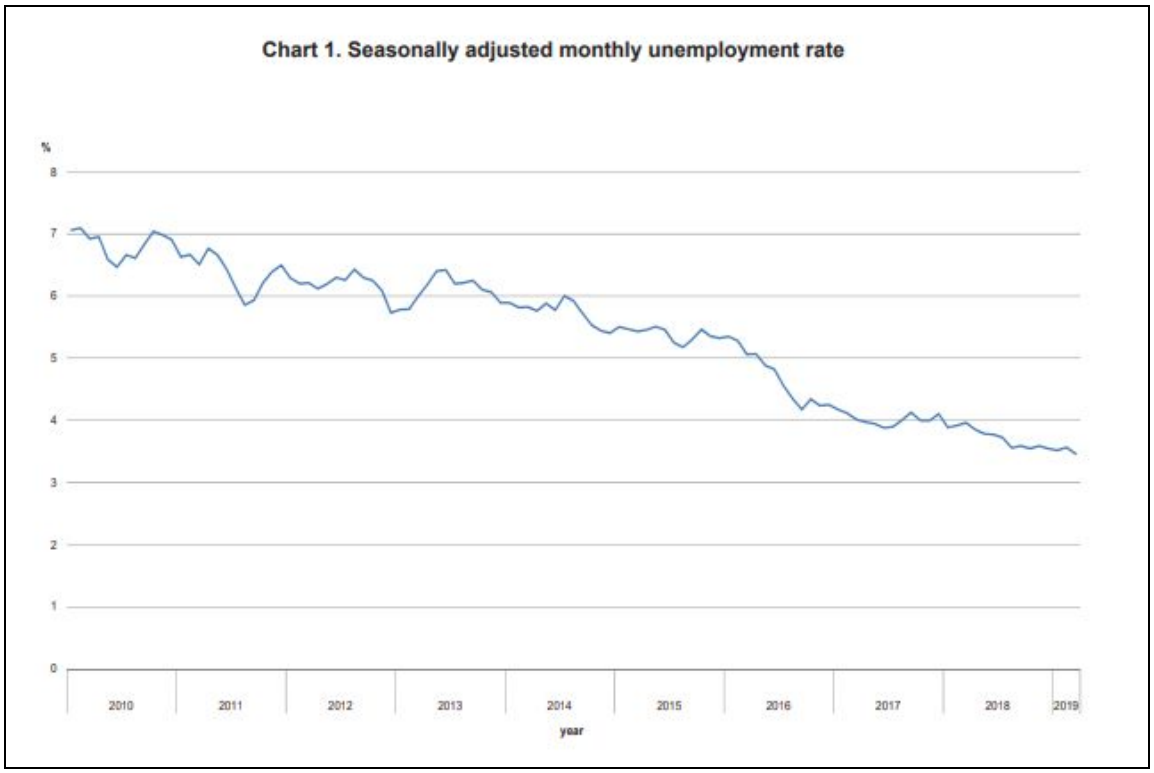


Figure 46

Table 14. Average annual basic salary for employees by sex and main occupation: April-June 2019

Occupational group	Males		Females		Total	
	No. of employees	Average (€)[P]	No. of employees	Average (€)[P]	No. of employees	Average (€)[P]
Armed Forces	:	:	:	:	:	:
Managers	13,361	37,579	7,916	29,030	21,277	34,399
Professionals	18,711	27,197	23,368	23,319	42,079	25,043
Technicians and associate professionals	21,618	20,818	11,223	19,202	32,841	20,265
Clerical support workers	11,029	17,827	17,057	14,595	28,086	15,864
Service and sales workers	16,592	15,269	24,806	12,071	41,398	13,353
Skilled agricultural, forestry and fishery workers	:	:	:	:	:	:
Craft and related trades workers	15,165	16,584	:	:	15,809	16,411
Plant and machine operators, and assemblers	7,235	16,591	3,393[u]	12,312[u]	10,628	15,225
Elementary occupations	11,136	13,443	6,181	10,436	17,317	12,370
Total	**116,749**	**21,114**	**94,699**	**17,473**	**211,448**	**19,484**

: Unreliable - less than 20 sample observations.

[u] Under represented - between 20 and 49 sample observations.

[P] Provisional

Figure 47

TAX RATES FOR BASIS YEAR 2018			
Chargeable Income (€)			
From	To	Rate	Subtract (€)
Single Rates			
0	9,100	0%	0
9,101	14,500	15%	1,365
14,501	19,500	25%	2,815
19,501	60,000	25%	2,725
60,001	and over	35%	8,725
Married Rates			
0	12,700	0%	0
12,701	21,200	15%	1,905
21,201	28,700	25%	4,025
28,701	60,000	25%	3,905
60,001	and over	35%	9,905
Parent Rates			
0	10,500	0%	0
10,501	15,800	15%	1,575
15,801	21,200	25%	3,155
21,201	60,000	25%	3,050
60,001	and over	35%	9,050

Figure 48

Class One Contributions
(Employed Persons)

Category	Type of Employed Persons	Weekly Rate of Contribution Payable by Employed Person	Weekly Rate of Contribution Payable by the Employer
A	Persons under 18 years of age whose basic weekly wage or the weekly equivalent of their basic monthly salary does not exceed €172.51	€6.62	€6.62
B	Persons over 18 years of age whose basic weekly wage or the weekly equivalent of their basic monthly salary does not exceed €172.51	€17.25, or if the insured person elects, 10% calculated to the nearest cent of such person's basic weekly wage or the weekly equivalent of such person's basic monthly salary **(see note 1 below)**	€17.25
C	Persons born on 31 December 1961 **or before** whose basic weekly wage or the weekly equivalent of their basic monthly salary exceeds €172.51 but does not exceed €349.36	10% calculated to the nearest cent of their basic weekly wage or the weekly equivalent of their basic monthly salary	10% calculated to the nearest cent of their basic weekly wage or the weekly equivalent of their basic monthly salary
	Persons born on 1 January 1962 **or after** whose basic weekly wage or the weekly equivalent of their basic monthly salary exceeds €172.51 but does not exceed €455.78 **(see note 2 below)**		
D	Persons born on 31 December 1961 **or before** whose basic weekly wage or the weekly equivalent of their basic monthly salary exceeds €349.36	€34.94	€34.94
	Persons born on 1 January 1962 **or after** whose basic weekly wage or the weekly equivalent of their basic monthly salary exceeds €455.78 **(see note 2 below)**	€45.58	€45.58
E	Persons under eighteen years of age who are following a full-time course of studies or instruction under the Student-Worker Scheme, or other similar schemes (including the Extended Skills Training Schemes, but excluding the Worker-Student Schemes) involving distinct work and study periods for which they are receiving remuneration	10% calculated to the nearest cent of the basic weekly remuneration or the weekly equivalent of their basic monthly remuneration up to a maximum rate of contribution of €4.38	10% calculated to the nearest cent of the basic weekly remuneration or the weekly equivalent of their basic monthly remuneration up to a maximum rate of contribution of €4.38
F	Persons over eighteen years of age who are following a full-time course of studies or instruction under the Student-Worker Scheme, or other similar schemes (including the Extended Skills Training Schemes, but excluding the Worker-Student Schemes) involving distinct work and study periods for which they are receiving remuneration	10% calculated to the nearest cent of the basic weekly remuneration or the weekly equivalent of their basic monthly remuneration up to a maximum rate of contribution of €7.94	10% calculated to the nearest cent of the basic weekly remuneration or the weekly equivalent of their basic monthly remuneration up to a maximum rate of contribution of €7.94

Figure 49

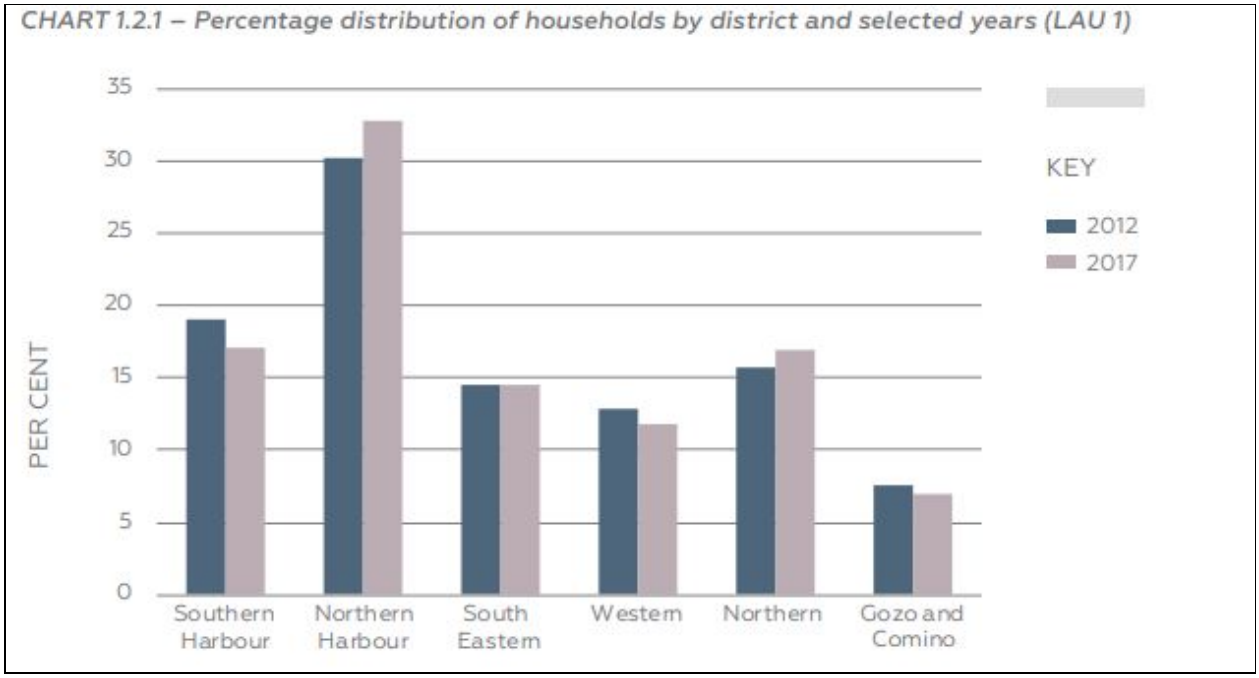


Figure 50

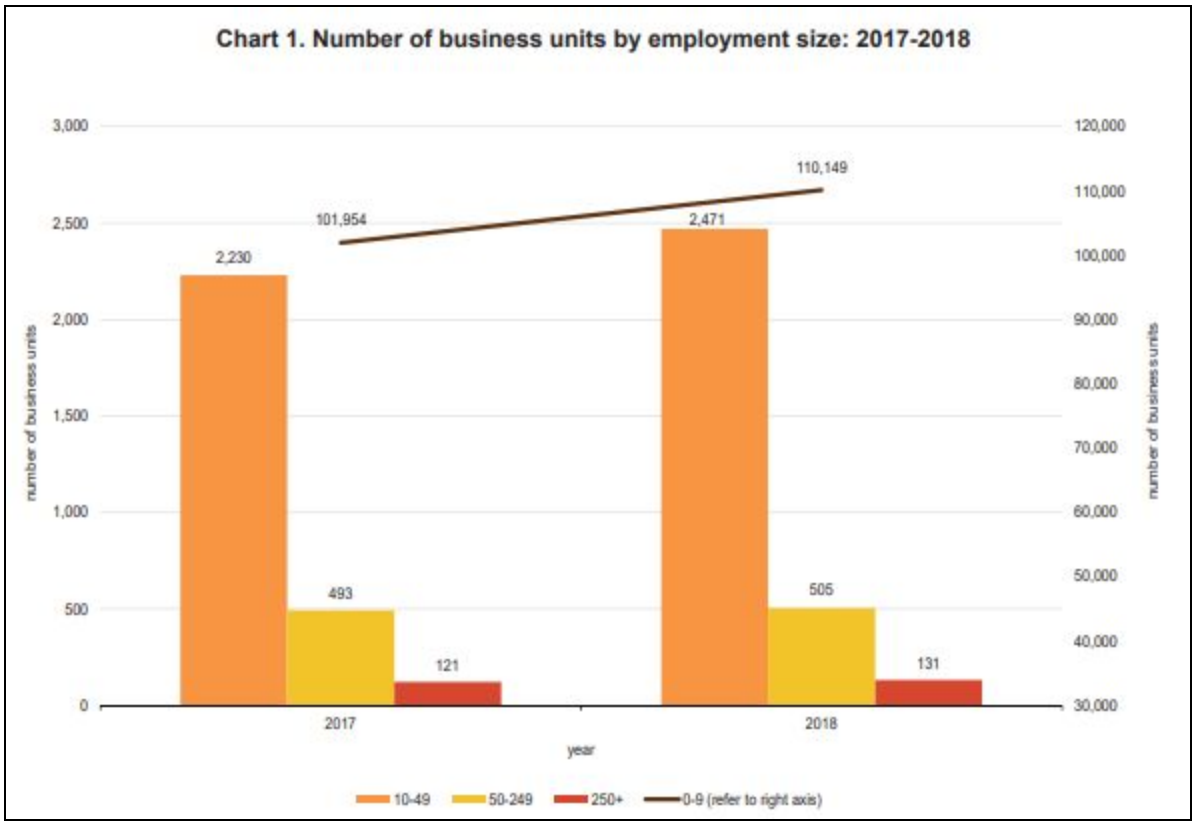


Figure 51

	Average per week: 2008 (€)	Average per week: 2015 (€)	Percentage Change (%)	% Total: 2008 (%)	% Total: 2015 (%)
Food and non-alcoholic beverages	85	85	0.4	22.5	19.8
Alcoholic beverages and tobacco	9	10	9.4	2.5	2.4
Clothing and footwear	27	34	26.6	7.1	7.9
Housing, water, electricity, gas and other fuels	31	36	14.5	8.4	8.4
Furnishing, household equipment and maintenance	33	32	-4.6	8.9	7.4
Health	24	24	0.2	6.4	5.6
Transport	52	61	17.7	13.8	14.2
Communication	15	19	23.1	4.0	4.3
Recreation and culture	32	35	8.5	8.5	8.1
Education	7	12	82.4	1.7	2.8
Restaurants and hotels	27	36	34.5	7.1	8.3
Miscellaneous goods and services	35	47	34.2	9.2	10.8
Total Expenditure	**376**	**430**	**14.2**	**100.0**	**100.0**

Figure 52

Figure 53

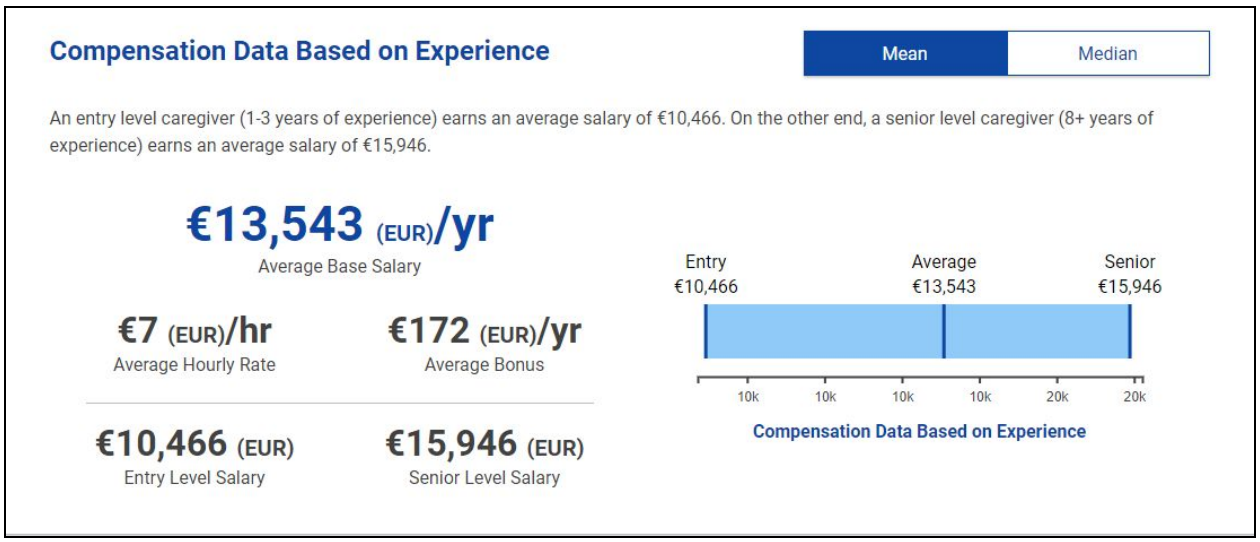


Figure 54

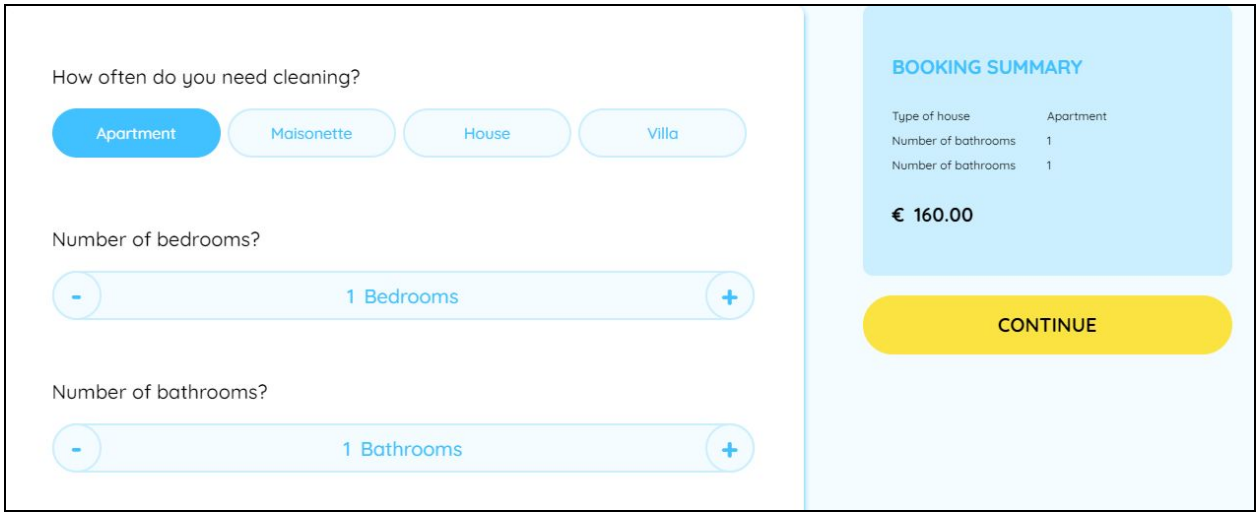


Figure 55

Figure 56

Figure 57

Figure 58

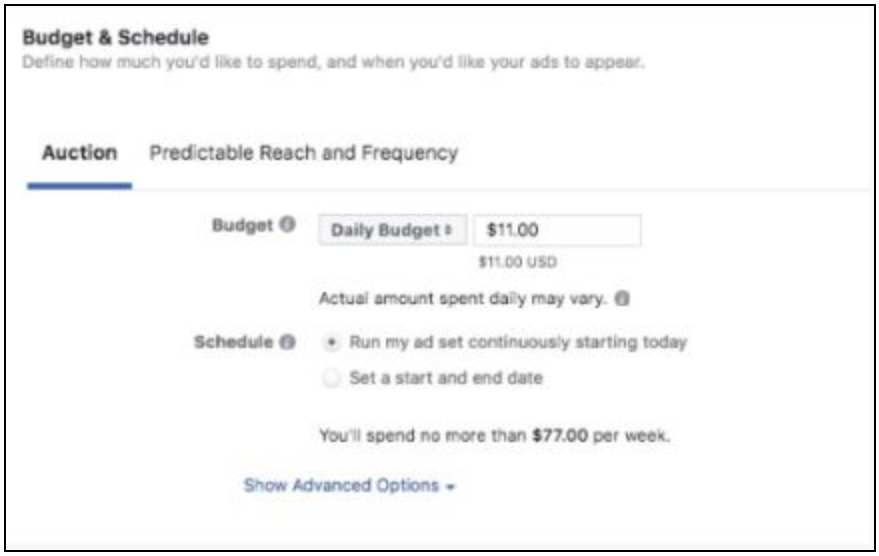


Figure 59

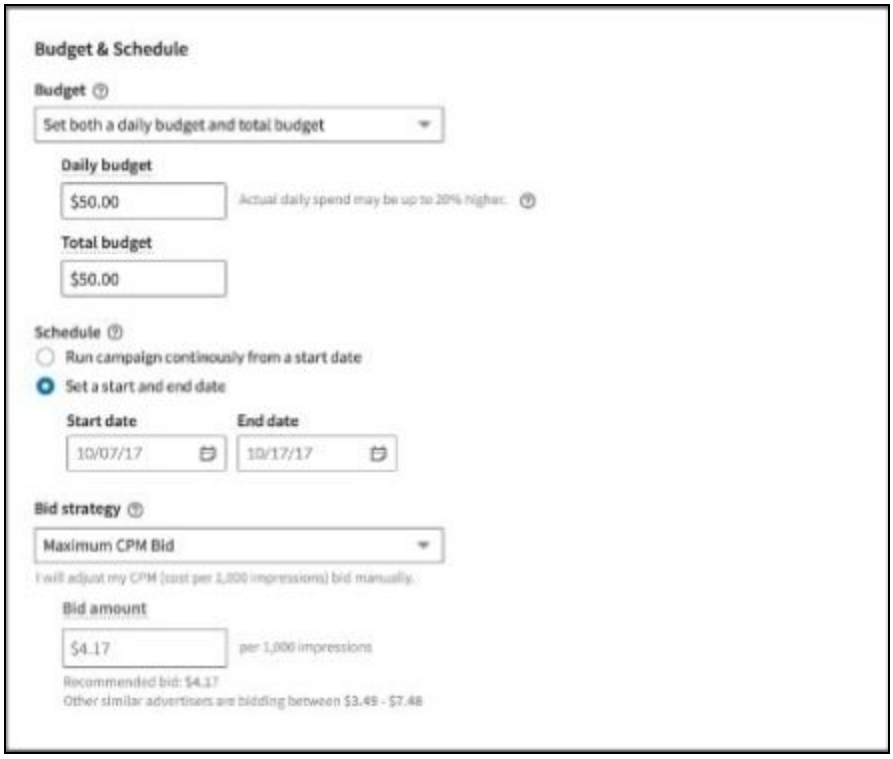

Budget & Schedule
Budget
Set both a daily budget and total budget
Daily budget
$50.00
Actual daily spend may be up to 20% higher.
Total budget
$50.00
Schedule
Run campaign continously from a start date
Set a start and end date
Start date
End date
10/07/17
10/17/17
Bid strategy
Maximum CPM Bid
I will adjust my CPM (cost per 1,000 impressions) bid manually.
Bid amount
$4.17
per 1,000 impressions
Recommended bid: $4.17
Other similar advertisers are bidding between $3.49 - $7.48

Figure 60

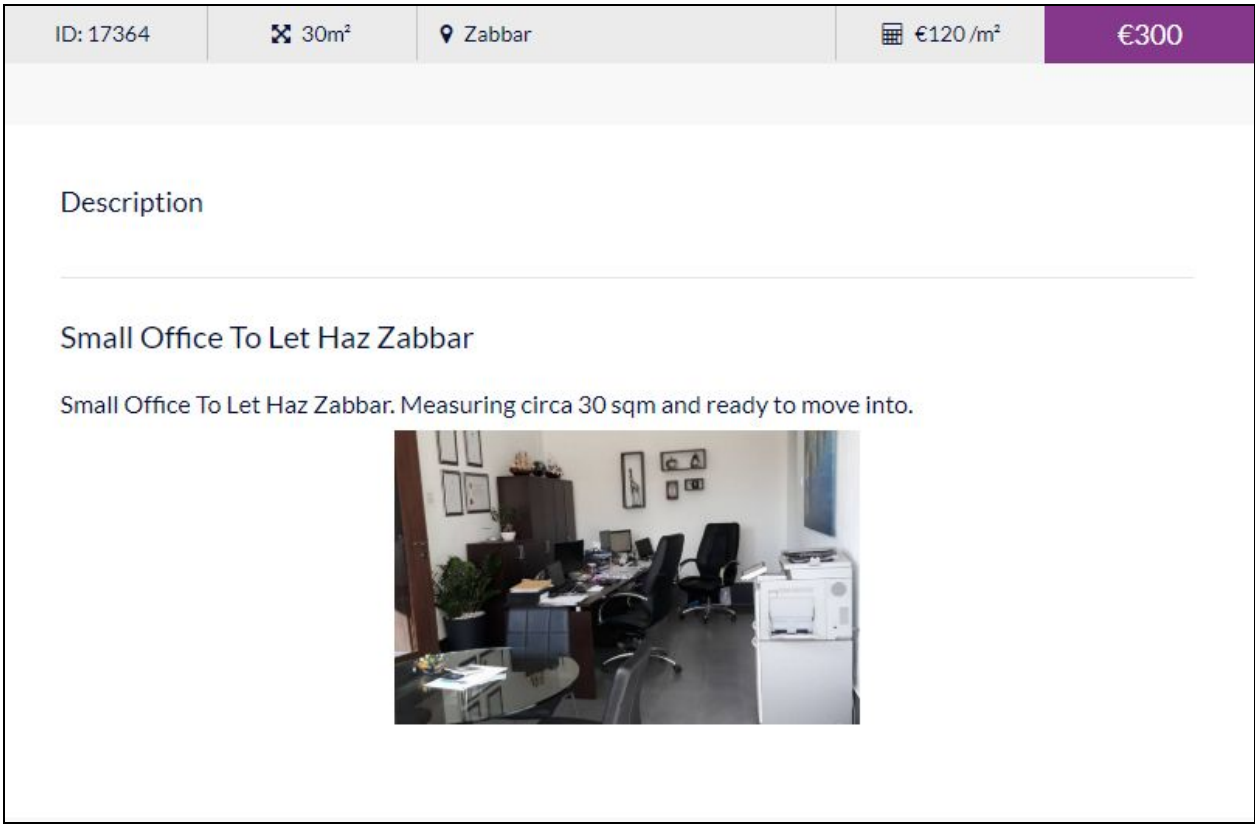


Figure 61

Figure 62

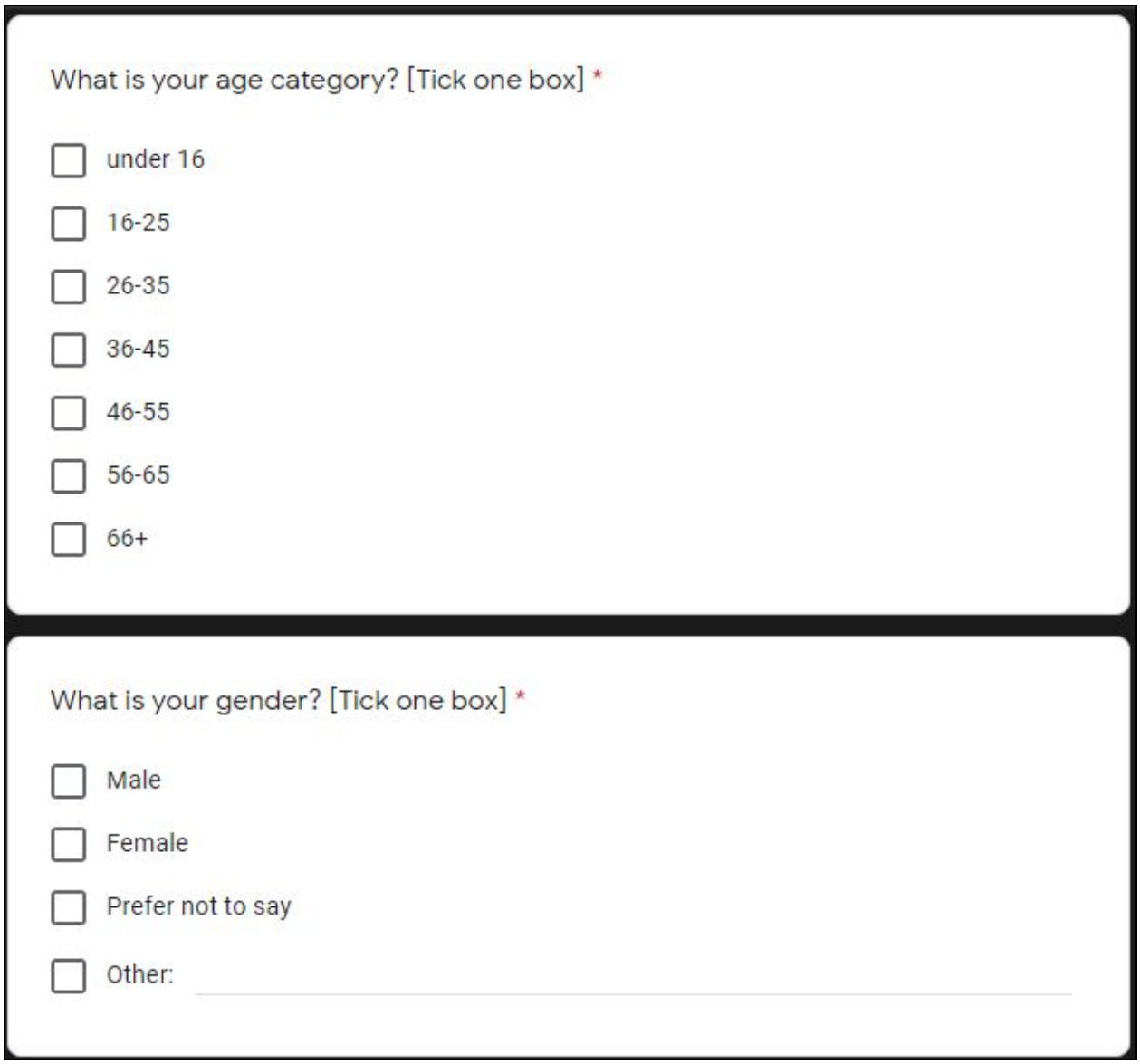

What is your age category? [Tick one box] *
under 16
16-25
26-35
36-45
46-55
56-65
66+
What is your gender? [Tick one box] *
Male
Female
Prefer not to say
Other:

Figure 63

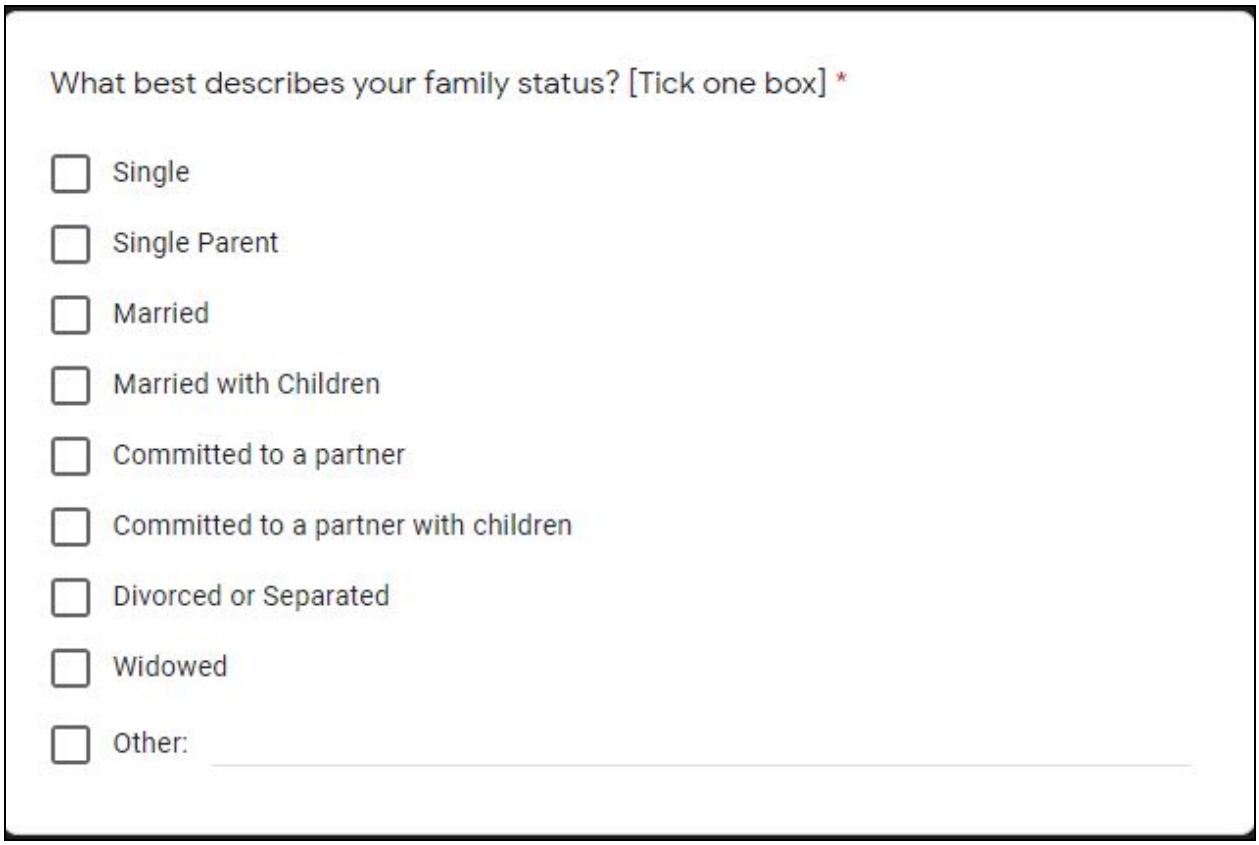


Figure 64

In what district of Malta do you live in? [Tick one box only] *

☐ Northern

☐ Northern Harbour

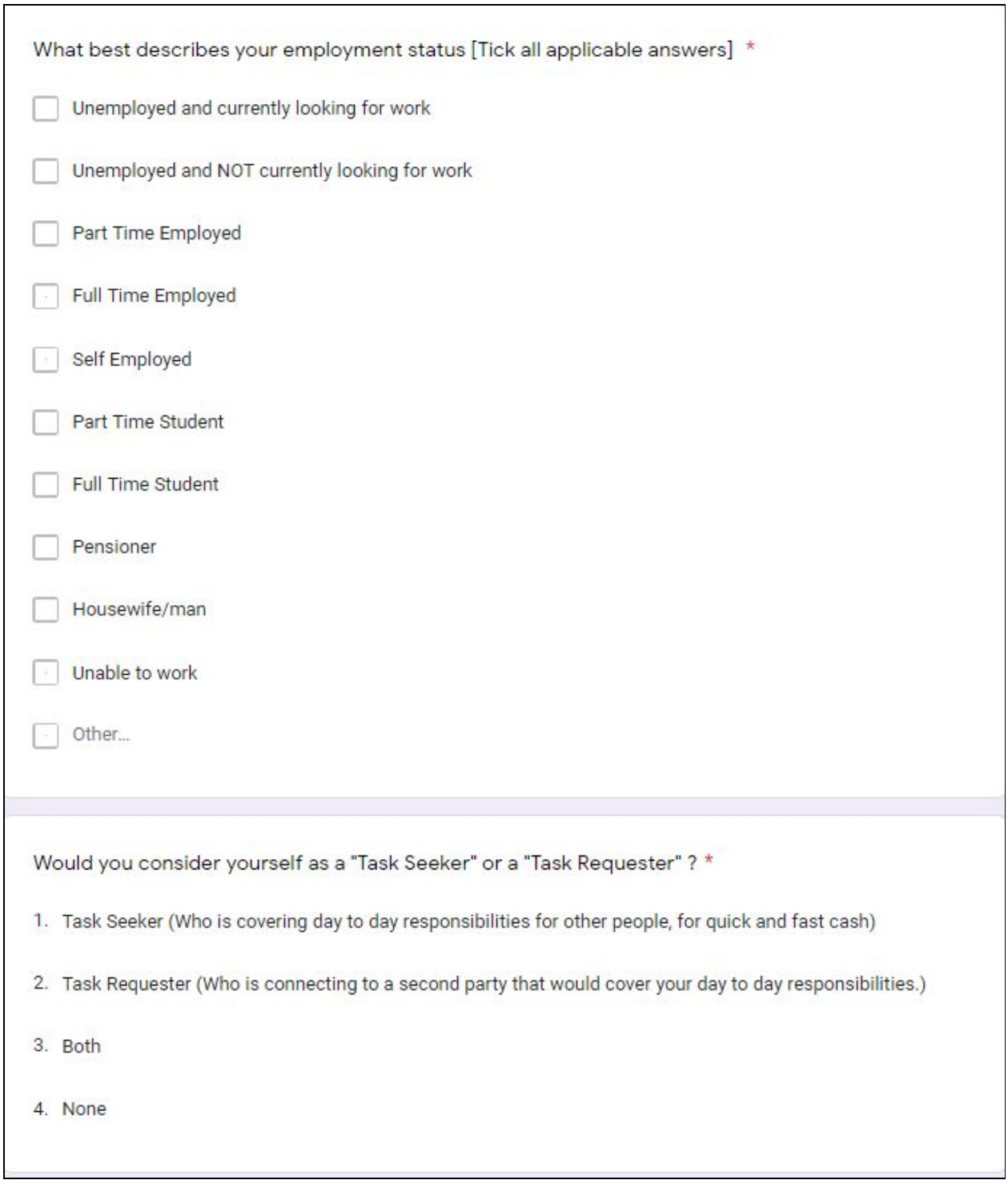
☐ Southern Harbour

☐ South Eastern

☐ Western

☐ Gozo and Comino

Figure 65



What best describes your employment status [Tick all applicable answers] *

- [ ] Unemployed and currently looking for work
- [ ] Unemployed and NOT currently looking for work
- [ ] Part Time Employed
- [ ] Full Time Employed
- [ ] Self Employed
- [ ] Part Time Student
- [ ] Full Time Student
- [ ] Pensioner
- [ ] Housewife/man
- [ ] Unable to work
- [ ] Other...

Would you consider yourself as a "Task Seeker" or a "Task Requester" ? *

1. Task Seeker (Who is covering day to day responsibilities for other people, for quick and fast cash)
2. Task Requester (Who is connecting to a second party that would cover your day to day responsibilities.)
3. Both
4. None

Figure 66

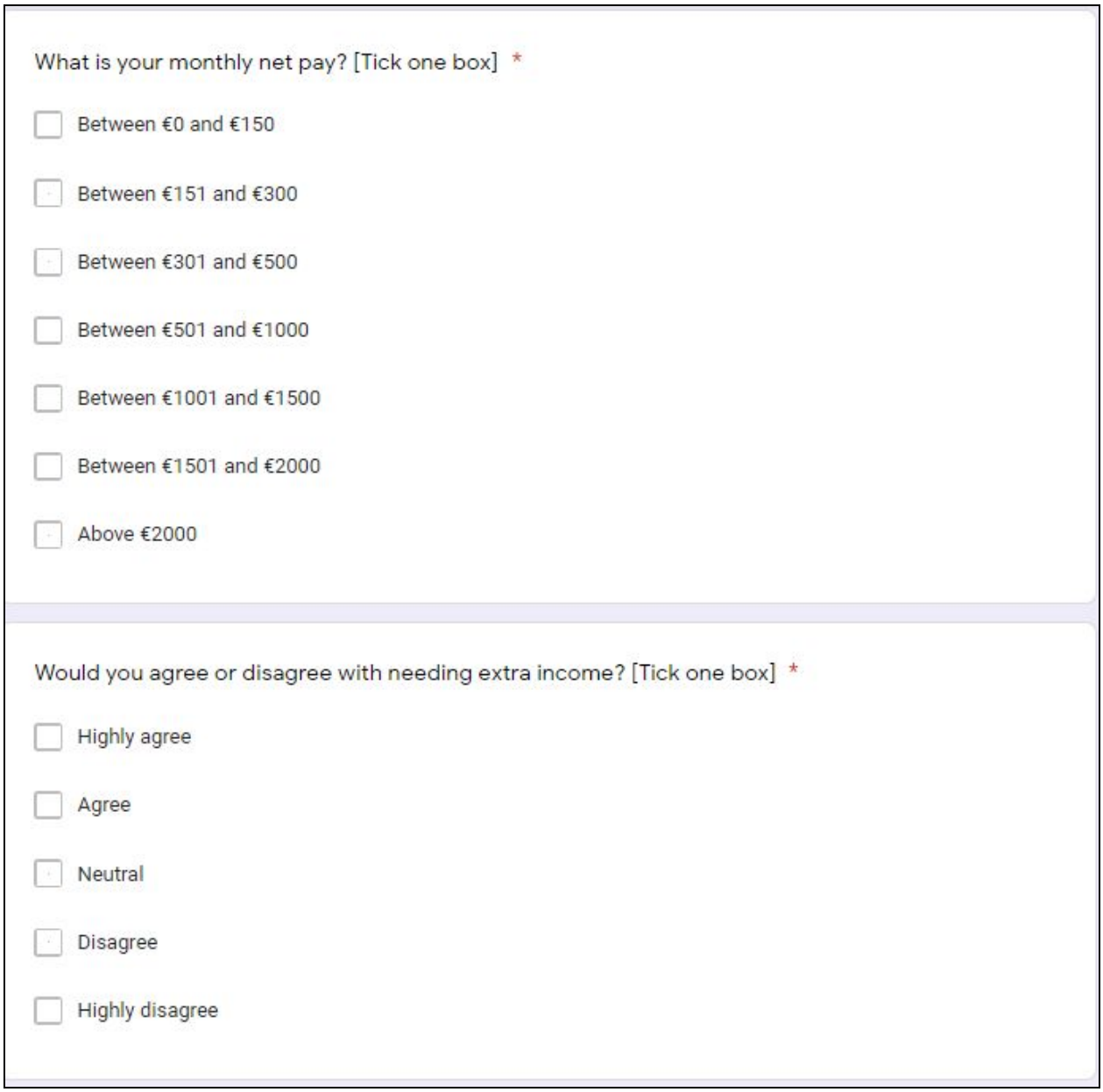
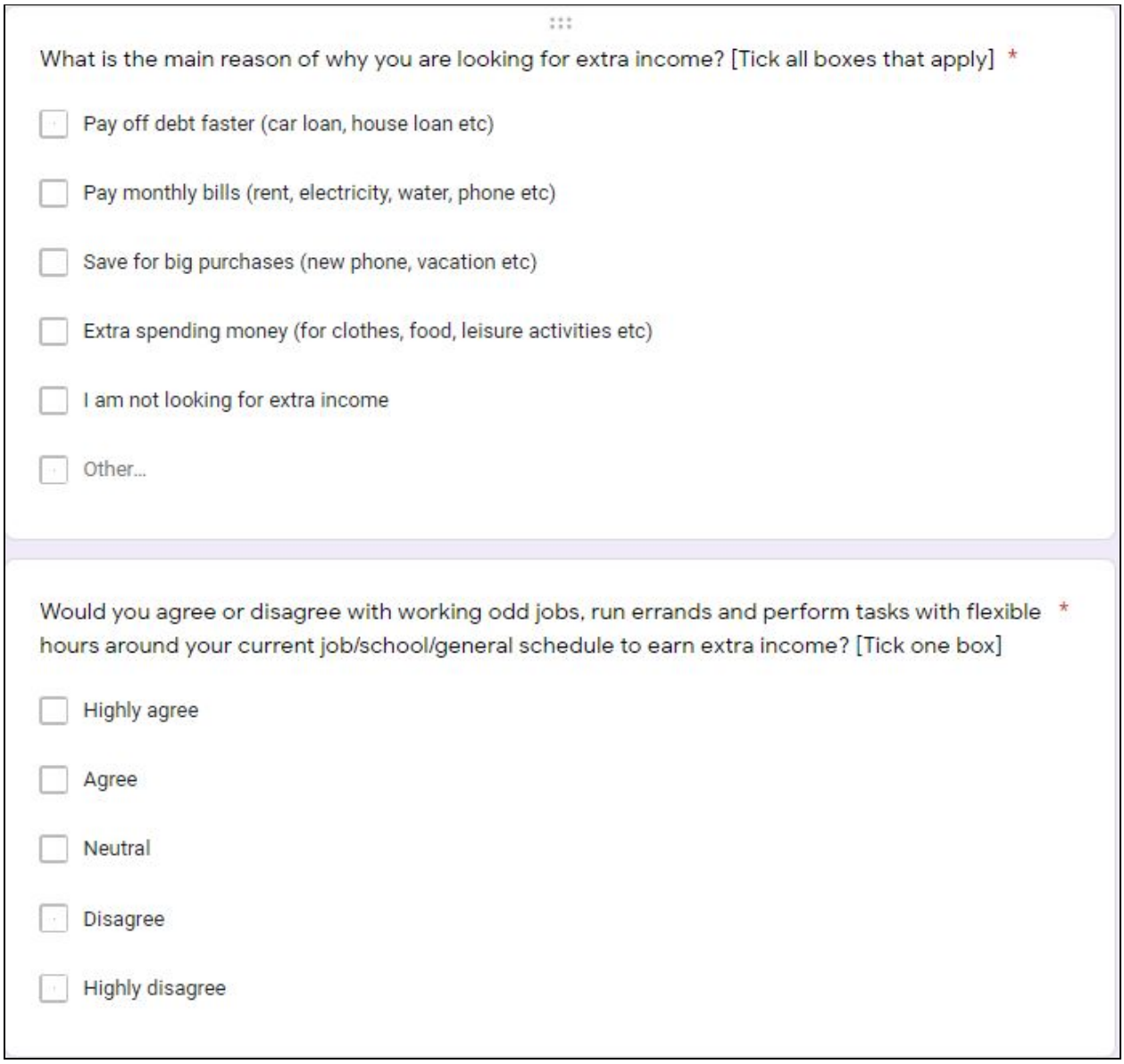

What is your monthly net pay? [Tick one box] *
Between €0 and €150
Between €151 and €300
Between €301 and €500
Between €501 and €1000
Between €1001 and €1500
Between €1501 and €2000
Above €2000
Would you agree or disagree with needing extra income? [Tick one box] *
Highly agree
Agree
Neutral
Disagree
Highly disagree

Figure 67



What is the main reason of why you are looking for extra income? [Tick all boxes that apply] *

- [ ] Pay off debt faster (car loan, house loan etc)
- [ ] Pay monthly bills (rent, electricity, water, phone etc)
- [ ] Save for big purchases (new phone, vacation etc)
- [ ] Extra spending money (for clothes, food, leisure activities etc)
- [ ] I am not looking for extra income
- [ ] Other...

Would you agree or disagree with working odd jobs, run errands and perform tasks with flexible hours around your current job/school/general schedule to earn extra income? [Tick one box] *

- [ ] Highly agree
- [ ] Agree
- [ ] Neutral
- [ ] Disagree
- [ ] Highly disagree

Figure 68

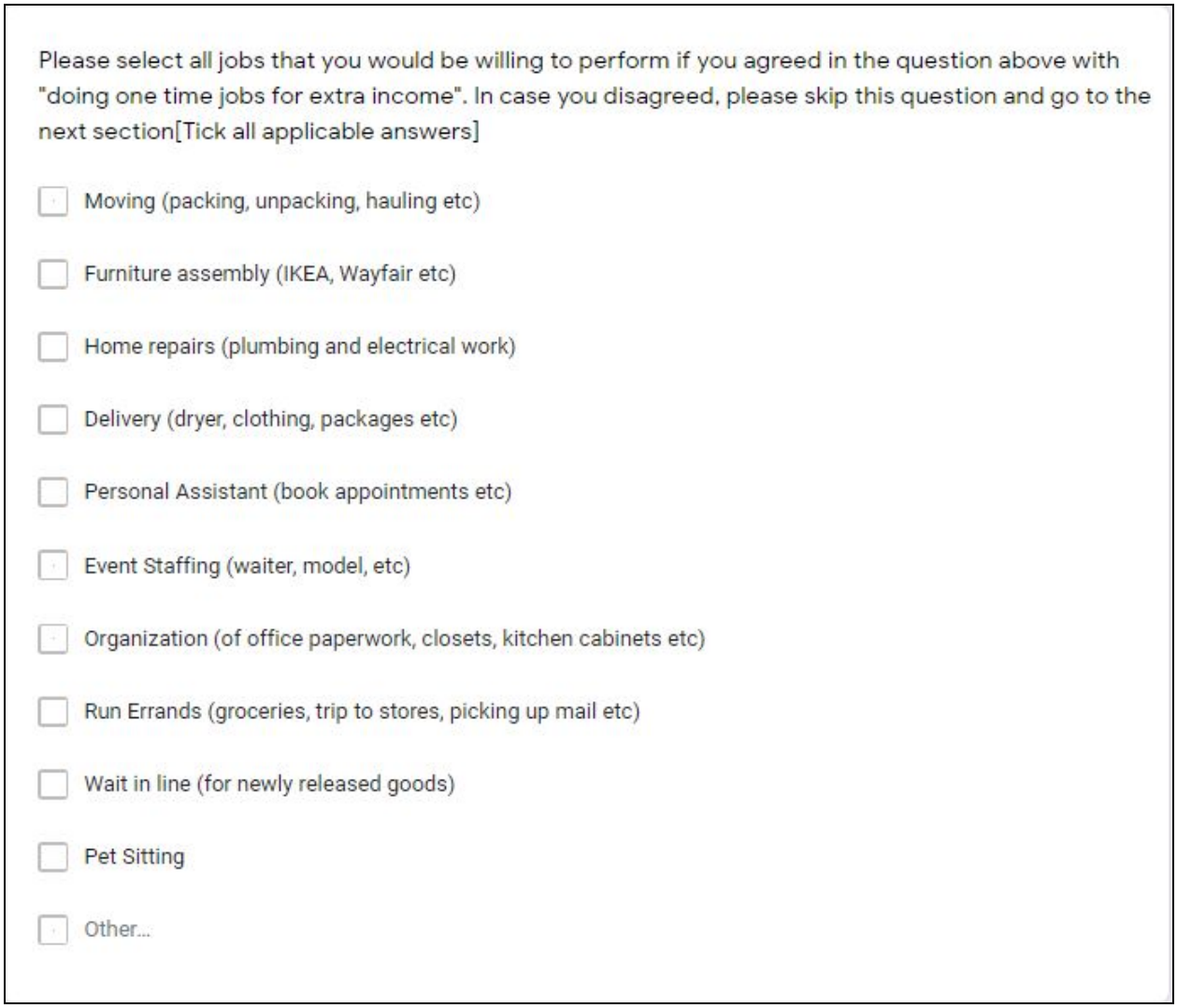

Please select all jobs that you would be willing to perform if you agreed in the question above with "doing one time jobs for extra income". In case you disagreed, please skip this question and go to the next section[Tick all applicable answers]
Moving (packing, unpacking, hauling etc)
Furniture assembly (IKEA, Wayfair etc)
Home repairs (plumbing and electrical work)
Delivery (dryer, clothing, packages etc)
Personal Assistant (book appointments etc)
Event Staffing (waiter, model, etc)
Organization (of office paperwork, closets, kitchen cabinets etc)
Run Errands (groceries, trip to stores, picking up mail etc)
Wait in line (for newly released goods)
Pet Sitting
Other...

Figure 68

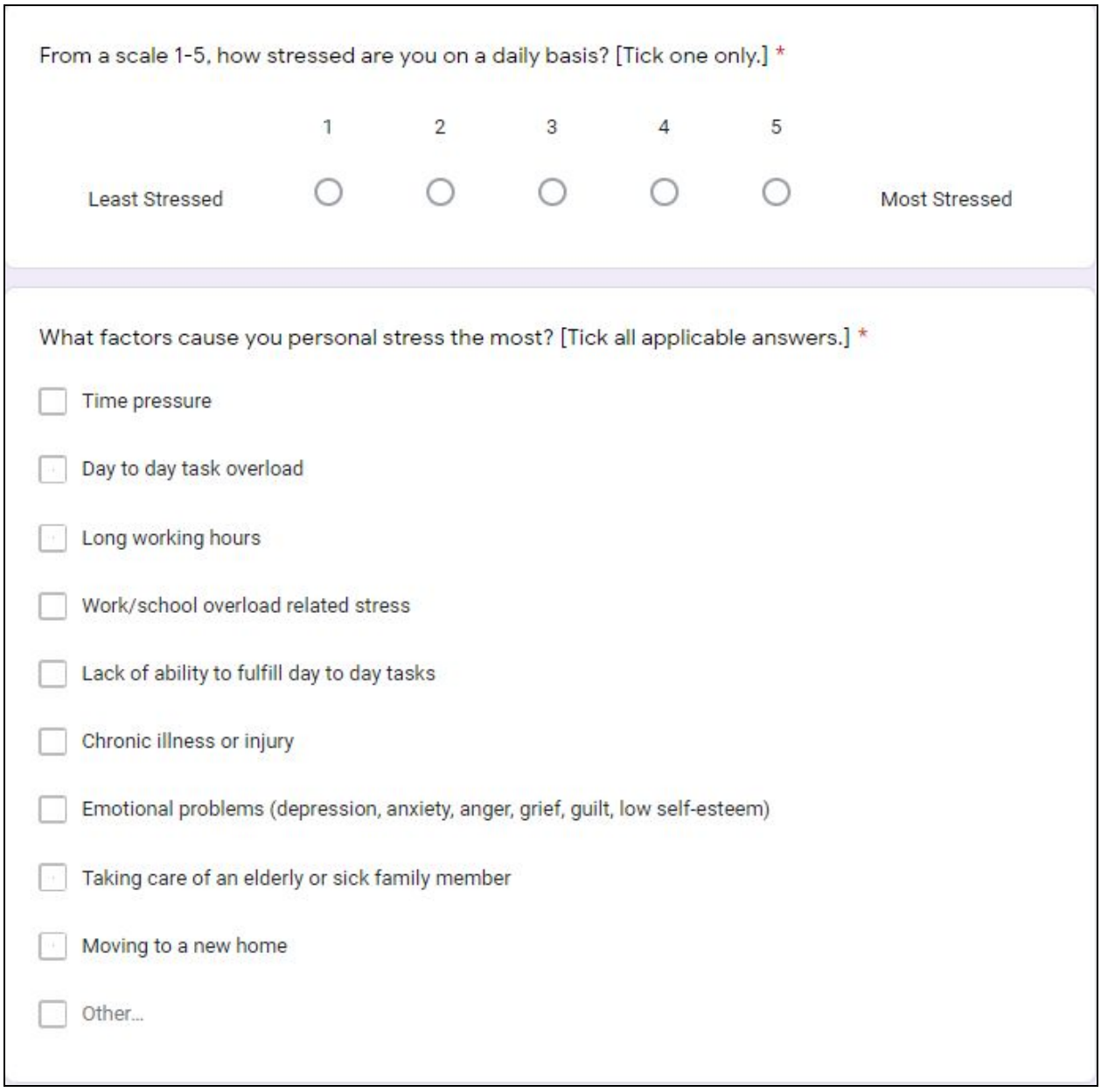

From a scale 1-5, how stressed are you on a daily basis? [Tick one only.] *
1
2
3
4
5
Least Stressed
Most Stressed
What factors cause you personal stress the most? [Tick all applicable answers.] *
Time pressure
Day to day task overload
Long working hours
Work/school overload related stress
Lack of ability to fulfill day to day tasks
Chronic illness or injury
Emotional problems (depression, anxiety, anger, grief, guilt, low self-esteem)
Taking care of an elderly or sick family member
Moving to a new home
Other...

Figure 69

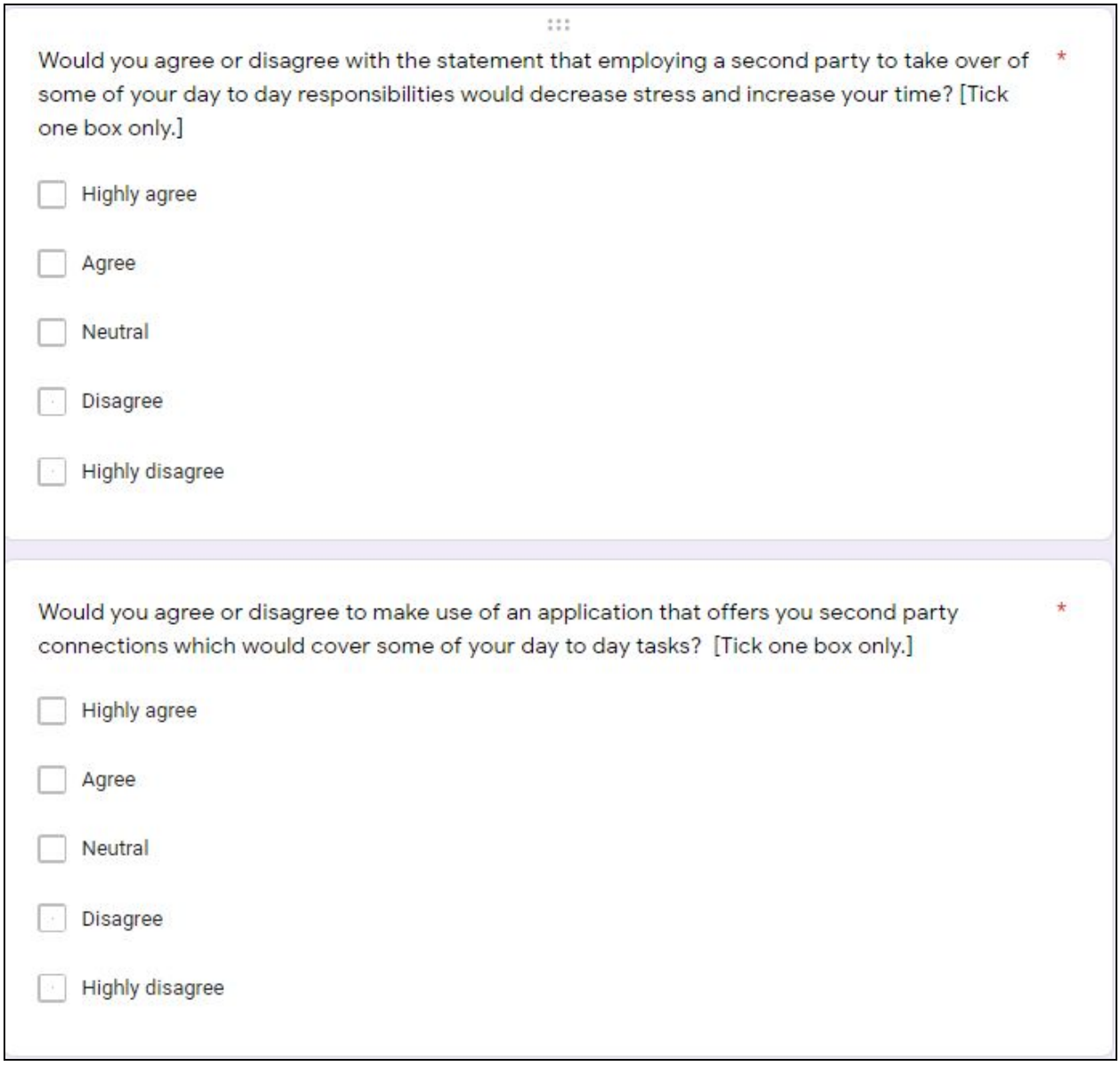

Would you agree or disagree with the statement that employing a second party to take over of some of your day to day responsibilities would decrease stress and increase your time? [Tick one box only.] *
Highly agree
Agree
Neutral
Disagree
Highly disagree
Would you agree or disagree to make use of an application that offers you second party connections which would cover some of your day to day tasks? [Tick one box only.] *
Highly agree
Agree
Neutral
Disagree
Highly disagree

Figure 70

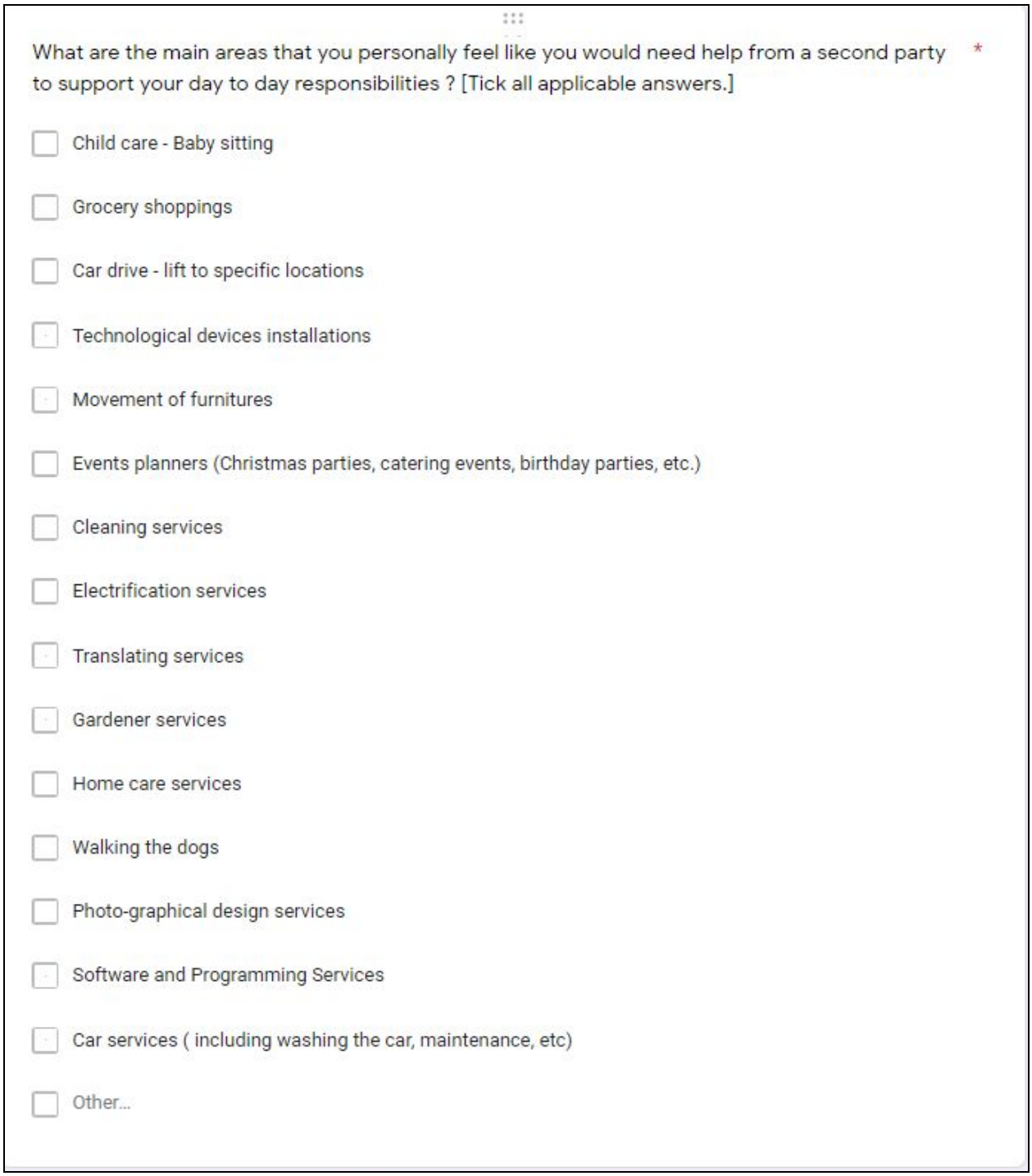

What are the main areas that you personally feel like you would need help from a second party to support your day to day responsibilities ? [Tick all applicable answers.] *
Child care - Baby sitting
Grocery shoppings
Car drive - lift to specific locations
Technological devices installations
Movement of furnitures
Events planners (Christmas parties, catering events, birthday parties, etc.)
Cleaning services
Electrification services
Translating services
Gardener services
Home care services
Walking the dogs
Photo-graphical design services
Software and Programming Services
Car services (including washing the car, maintenance, etc)
Other...

Figure 71

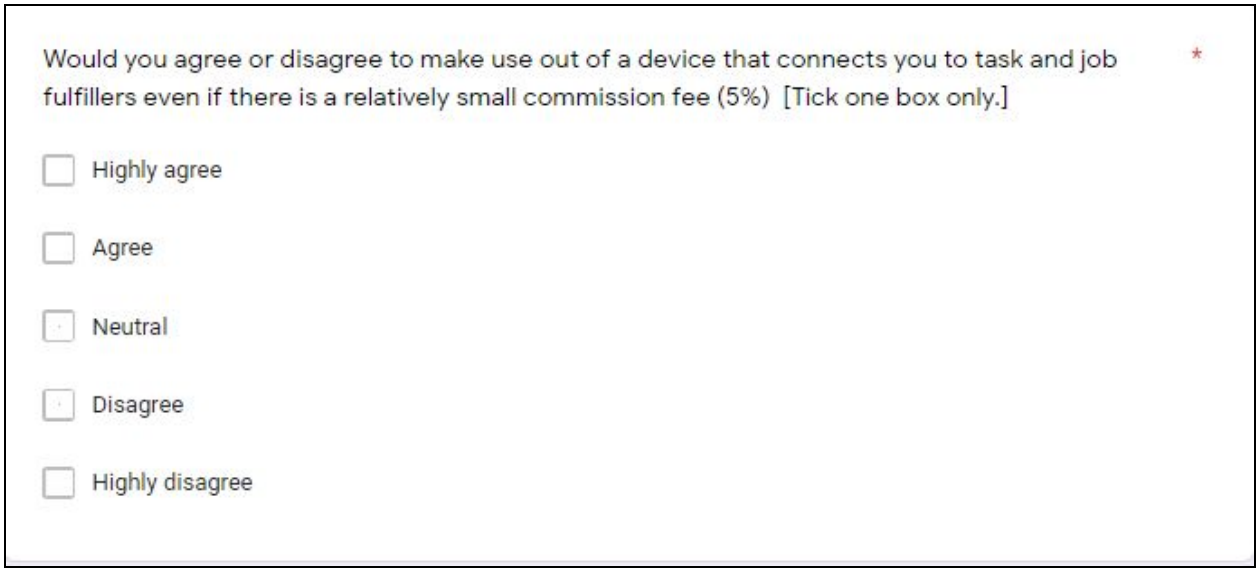


Figure 72

What characteristics are most important to you when accessing a website or app? Please choose only 5 main characteristics. *

- [ ] Dark colors
- [ ] Light colors
- [ ] User-friendly
- [ ] Review and recommendation scheme available
- [ ] Categories layouts listed next to each other on the main manu
- [ ] Categories layouts listed as a droplist
- [ ] Easy readable wordings (word-style)
- [ ] Big font-size(20+)
- [ ] Medium font-size(15+)
- [ ] Small font-size(11+)
- [ ] Life chat availability for issues and further questions
- [ ] Contact details available for issues and further questions
- [ ] Visual icons, pictures and videos as information sources
- [ ] Written text as information sources
- [ ] Professional and neat layout
- [ ] Creative and unique layout
- [ ] Accessible at any time
- [ ] Accessible from multiple technological devices
- [ ] Other...

Figure 73

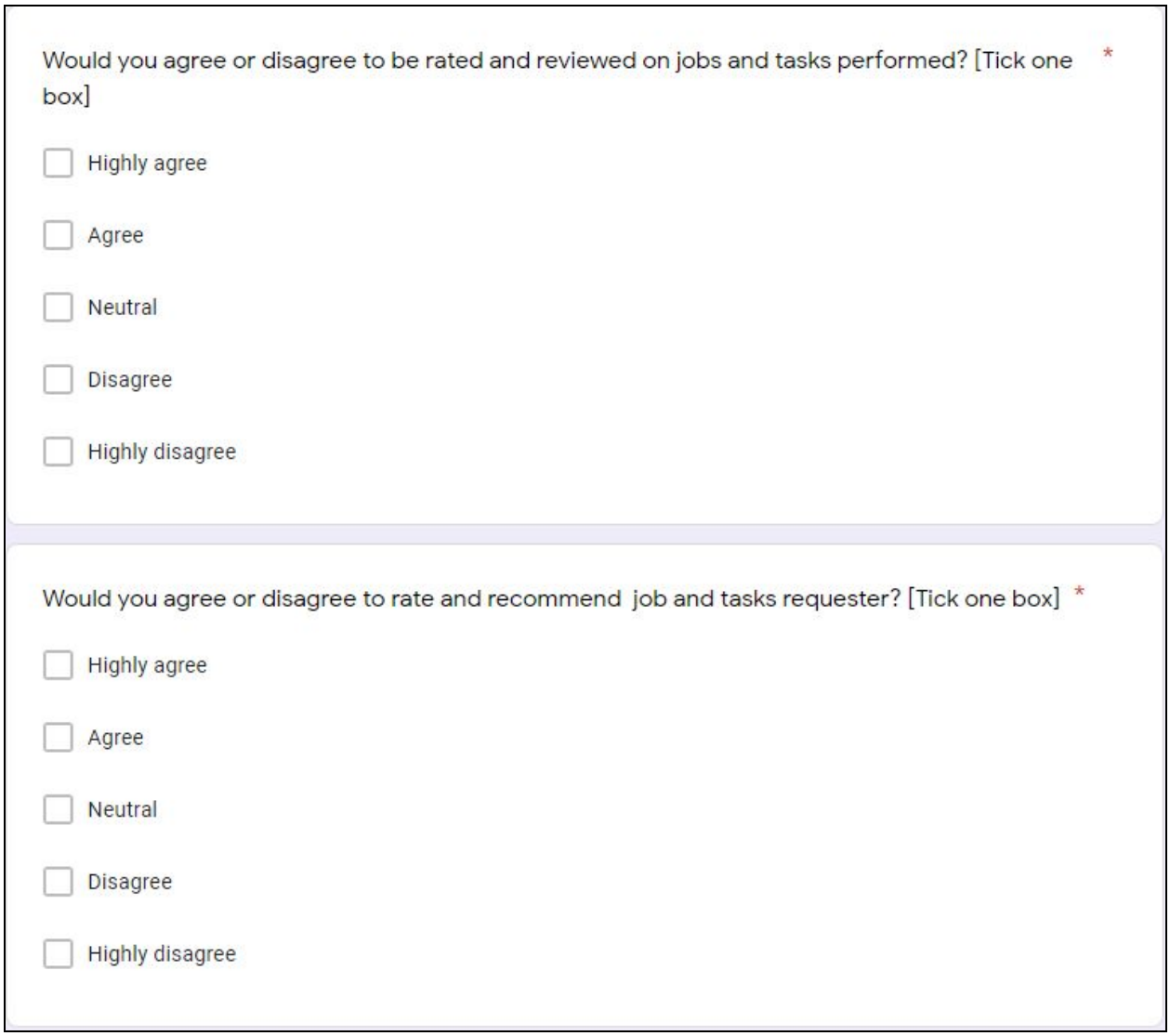

Would you agree or disagree to be rated and reviewed on jobs and tasks performed? [Tick one box] *
Highly agree
Agree
Neutral
Disagree
Highly disagree
Would you agree or disagree to rate and recommend job and tasks requester? [Tick one box] *
Highly agree
Agree
Neutral
Disagree
Highly disagree

Figure 74

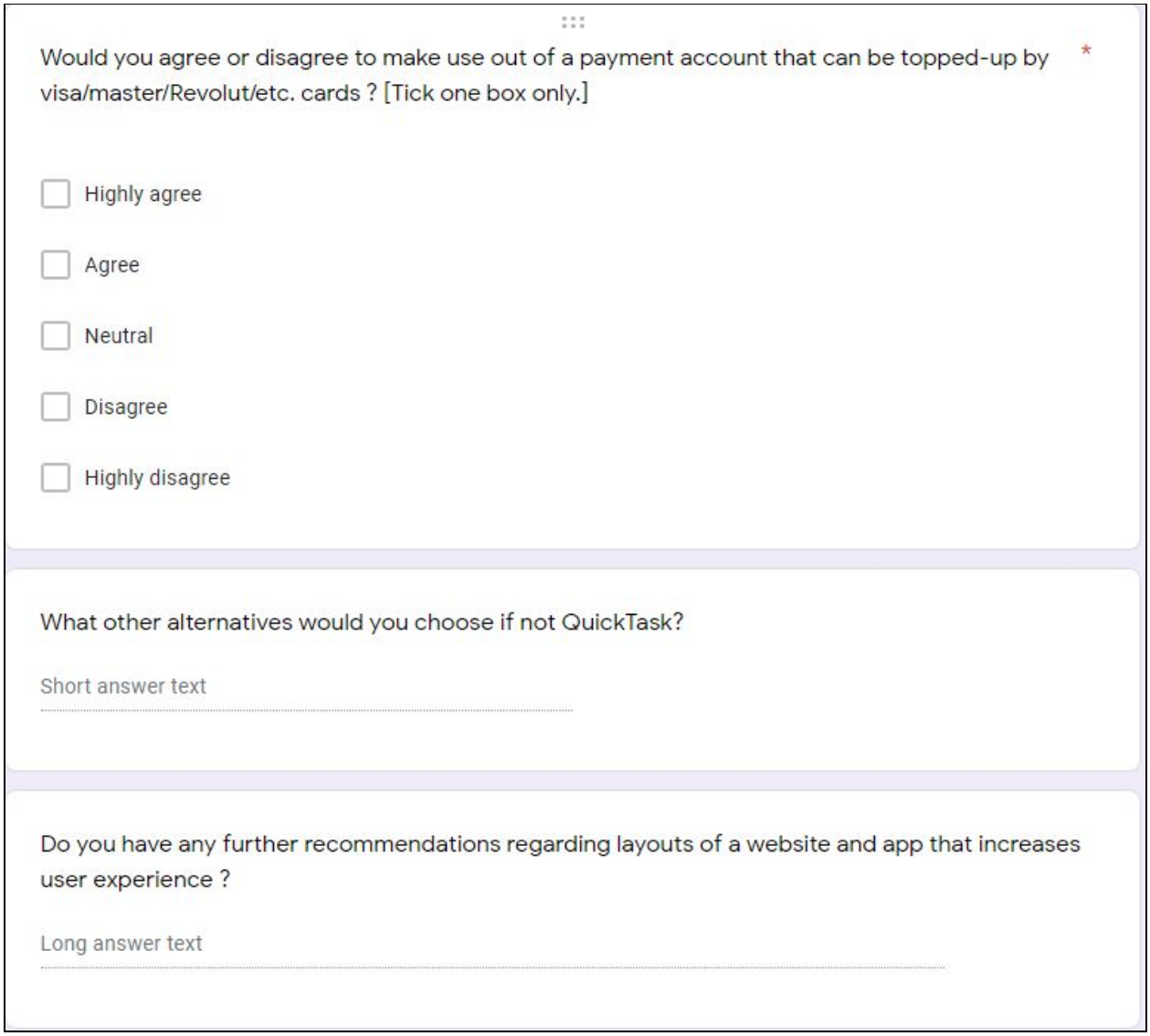

Would you agree or disagree to make use out of a payment account that can be topped-up by visa/master/Revolut/etc. cards ? [Tick one box only.] *
Highly agree
Agree
Neutral
Disagree
Highly disagree
What other alternatives would you choose if not QuickTask?
Short answer text
Do you have any further recommendations regarding layouts of a website and app that increases user experience ?
Long answer text

Figure 75

Persons born on the 31 December 1961 or before including managerial position would need to reduce the following according to Category D:

€19.484 (average income in a year): 12(months) = €1.623,67 (approximate monthly average income)

1.623,67: 4 (weeks) = €405,92 (approximate average income in a week)

€34.94 x 4 = €139,76

1.218,75 (approximate average income of Maltese citizens including managerial positions after tax reduction monthly) - €139,76(NI) = €1.078,99 (average income including managerial positions after tax and NI reductions monthly)

Persons born on the 31 December 1962 or before including managerial position would need to reduce the following according to Category C:

€19.484 (average income in a year): 12(months) = €1.623,67 (approximate monthly average income)

1.623,67: 4 (weeks) = €405,92 (approximate average income in a week)

€405,92 - 10% (€40,592) = €365,33

€40,592 x 4 = €162,368

1.218,75 (approximate average income of Maltese citizens including managerial positions after tax reduction monthly) - €162. 37 (NI) = 1. 056,38 (average income including managerial positions after tax and NI reductions monthly)

Figure 76

People with average income Including managerial position would need to reduce the following according to Category E:

€19.484 (average income in a year): 12(months) = €1.623,67 (approximate monthly average income)

€4.38 x 4 = € 17, 52

€1.218,75(approximate average income of Maltese citizens including managerial positions after tax reduction monthly) - €17,52(NI) = €1.201.23 (average income including managerial positions after tax and NI reductions monthly)

People with average income Including managerial position would need to reduce the following according to Category F:

€ 7.94 x 4 = €31,76

€1.218,75(approximate average income of Maltese citizens including managerial positions after tax reduction monthly) - €31,76 (NI) = €1.186,99 (average income including managerial positions after tax and NI reductions monthly)

Figure 77

Persons born on the 31 December 1961 and 1962 or before excluding managerial position would need to reduce the following according to Category E:

€12.370 (average income in a year): 12 (months) = €1.030,83 (approximate monthly average income)

€1.030.83: 4 (weeks) = €257,708(approximate average income in a week)

€257.71 – 10% (€25,771) = €231,939

€25,771 x 4 = €103,08

€863,71 (approximate average income of Maltese citizens excluding managerial positions after tax reduction monthly) - €103,08 (NI) = €760,63 (average income excluding managerial positions after tax and NI reductions monthly)

People with average income excluding managerial position would need to reduce the following according to Category E:

€12.370 (average income in a year): 12(months) = €1.030,83 (approximate monthly average income)

€4.38 x 4 = € 17, 52

€863,71(approximate average income of Maltese citizens excluding managerial positions after tax reduction monthly) - €17,52(NI) = €846,19 (average income excluding managerial positions after tax and NI reductions monthly)

People with average income excluding managerial position would need to reduce the following according to Category F:

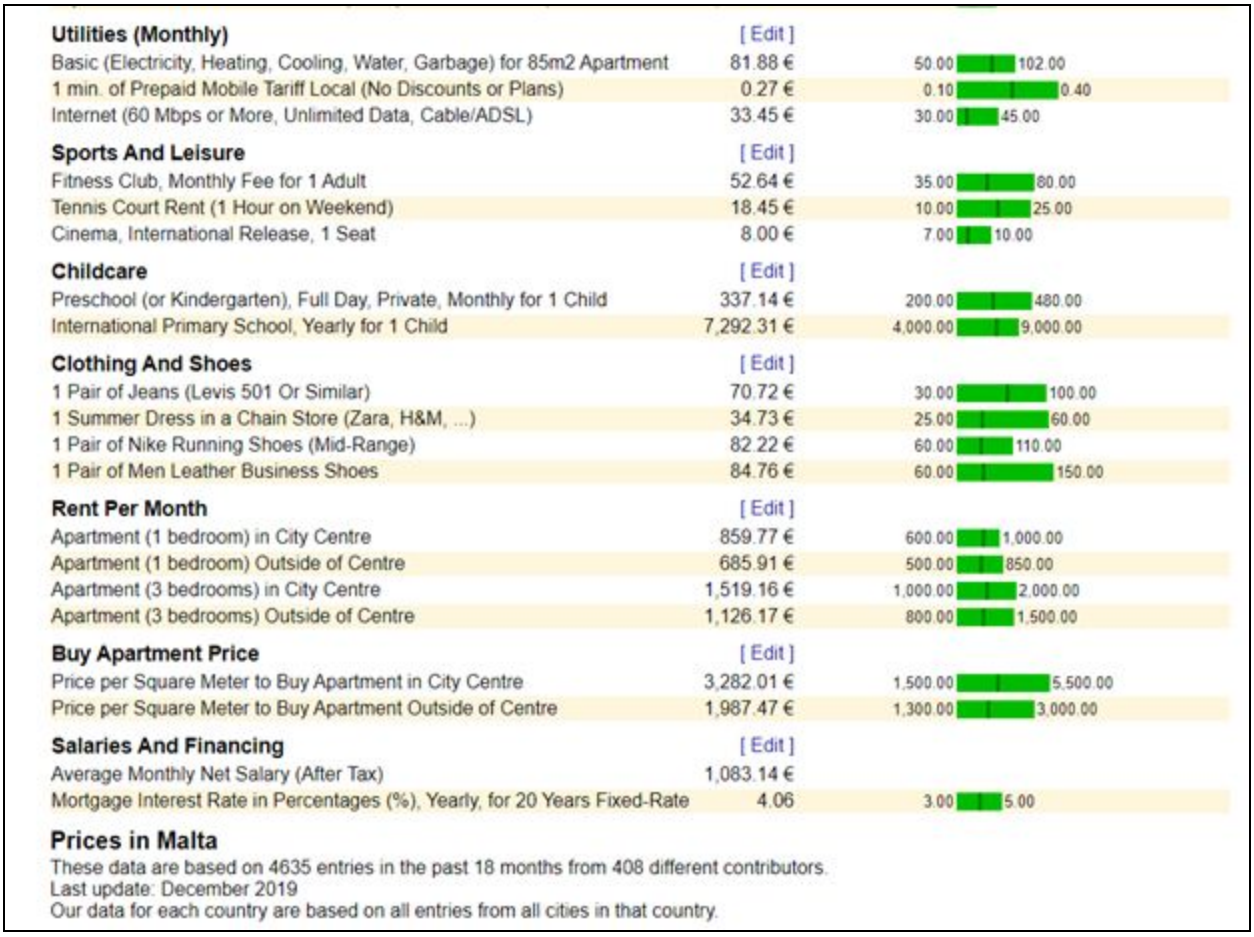
€ 7.94 x 4 = €31,76

€863,71(approximate average income of Maltese citizens excluding managerial positions after tax reduction monthly) - €31,76 (NI) = €831,95 (average income excluding managerial positions after tax and NI reductions monthly)

Figure 78

Restaurants	[Edit]	Range
Meal, Inexpensive Restaurant	15.00 €	10.00 20.00
Meal for 2 People, Mid-range Restaurant, Three-course	60.00 €	40.00 70.00
McMeal at McDonalds (or Equivalent Combo Meal)	8.00 €	7.00 10.00
Domestic Beer (0.5 liter draught)	2.50 €	2.00 3.50
Imported Beer (0.33 liter bottle)	3.00 €	2.00 4.00
Cappuccino (regular)	2.04 €	1.50 3.00
Coke/Pepsi (0.33 liter bottle)	1.75 €	1.25 2.00
Water (0.33 liter bottle)	1.08 €	0.80 1.50
Markets	[Edit]	
Milk (regular), (1 liter)	0.94 €	0.80 1.20
Loaf of Fresh White Bread (500g)	1.08 €	0.80 1.50
Rice (white), (1kg)	1.92 €	1.10 2.99
Eggs (regular) (12)	2.38 €	1.80 3.00
Local Cheese (1kg)	8.04 €	5.00 12.00
Chicken Breasts (Boneless, Skinless), (1kg)	6.86 €	5.75 9.00
Beef Round (1kg) (or Equivalent Back Leg Red Meat)	13.07 €	8.00 18.00
Apples (1kg)	2.48 €	2.00 3.00
Banana (1kg)	1.82 €	1.50 2.00
Oranges (1kg)	2.44 €	1.65 3.00
Tomato (1kg)	2.40 €	1.75 3.00
Potato (1kg)	1.49 €	0.80 3.00
Onion (1kg)	1.71 €	1.00 3.00
Lettuce (1 head)	1.27 €	1.00 2.00
Water (1.5 liter bottle)	0.82 €	0.50 1.50
Bottle of Wine (Mid-Range)	6.00 €	4.80 10.00
Domestic Beer (0.5 liter bottle)	1.45 €	0.85 2.00
Imported Beer (0.33 liter bottle)	2.12 €	1.00 3.00
Cigarettes 20 Pack (Marlboro)	5.80 €	5.50 6.00
Transportation	[Edit]	
One-way Ticket (Local Transport)	1.50 €	1.50 2.00
Monthly Pass (Regular Price)	26.00 €	26.00 30.00
Taxi Start (Normal Tariff)	5.00 €	4.00 12.00
Taxi 1km (Normal Tariff)	2.00 €	1.00 3.00
Taxi 1hour Waiting (Normal Tariff)	25.00 €	20.00 30.00
Gasoline (1 liter)	1.37 €	1.30 1.49
Volkswagen Golf 1.4 90 KW Trendline (Or Equivalent New Car)	22,500.00 €	18,000.00 24,900.00
Toyota Corolla 1.6l 97kW Comfort (Or Equivalent New Car)	23,630.60 €	19,000.00 29,000.00

Figure 79



Utilities (Monthly)	[Edit]	
Basic (Electricity, Heating, Cooling, Water, Garbage) for 85m2 Apartment	81.88 €	50.00 102.00
1 min. of Prepaid Mobile Tariff Local (No Discounts or Plans)	0.27 €	0.10 0.40
Internet (60 Mbps or More, Unlimited Data, Cable/ADSL)	33.45 €	30.00 45.00
Sports And Leisure	[Edit]	
Fitness Club, Monthly Fee for 1 Adult	52.64 €	35.00 80.00
Tennis Court Rent (1 Hour on Weekend)	18.45 €	10.00 25.00
Cinema, International Release, 1 Seat	8.00 €	7.00 10.00
Childcare	[Edit]	
Preschool (or Kindergarten), Full Day, Private, Monthly for 1 Child	337.14 €	200.00 480.00
International Primary School, Yearly for 1 Child	7,292.31 €	4,000.00 9,000.00
Clothing And Shoes	[Edit]	
1 Pair of Jeans (Levis 501 Or Similar)	70.72 €	30.00 100.00
1 Summer Dress in a Chain Store (Zara, H&M, ...)	34.73 €	25.00 60.00
1 Pair of Nike Running Shoes (Mid-Range)	82.22 €	60.00 110.00
1 Pair of Men Leather Business Shoes	84.76 €	60.00 150.00
Rent Per Month	[Edit]	
Apartment (1 bedroom) in City Centre	859.77 €	600.00 1,000.00
Apartment (1 bedroom) Outside of Centre	685.91 €	500.00 850.00
Apartment (3 bedrooms) in City Centre	1,519.16 €	1,000.00 2,000.00
Apartment (3 bedrooms) Outside of Centre	1,126.17 €	800.00 1,500.00
Buy Apartment Price	[Edit]	
Price per Square Meter to Buy Apartment in City Centre	3,282.01 €	1,500.00 5,500.00
Price per Square Meter to Buy Apartment Outside of Centre	1,987.47 €	1,300.00 3,000.00
Salaries And Financing	[Edit]	
Average Monthly Net Salary (After Tax)	1,083.14 €	
Mortgage Interest Rate in Percentages (%), Yearly, for 20 Years Fixed-Rate	4.06	3.00 5.00

Prices in Malta

These data are based on 4635 entries in the past 18 months from 408 different contributors.
Last update: December 2019
Our data for each country are based on all entries from all cities in that country.

Figure 80

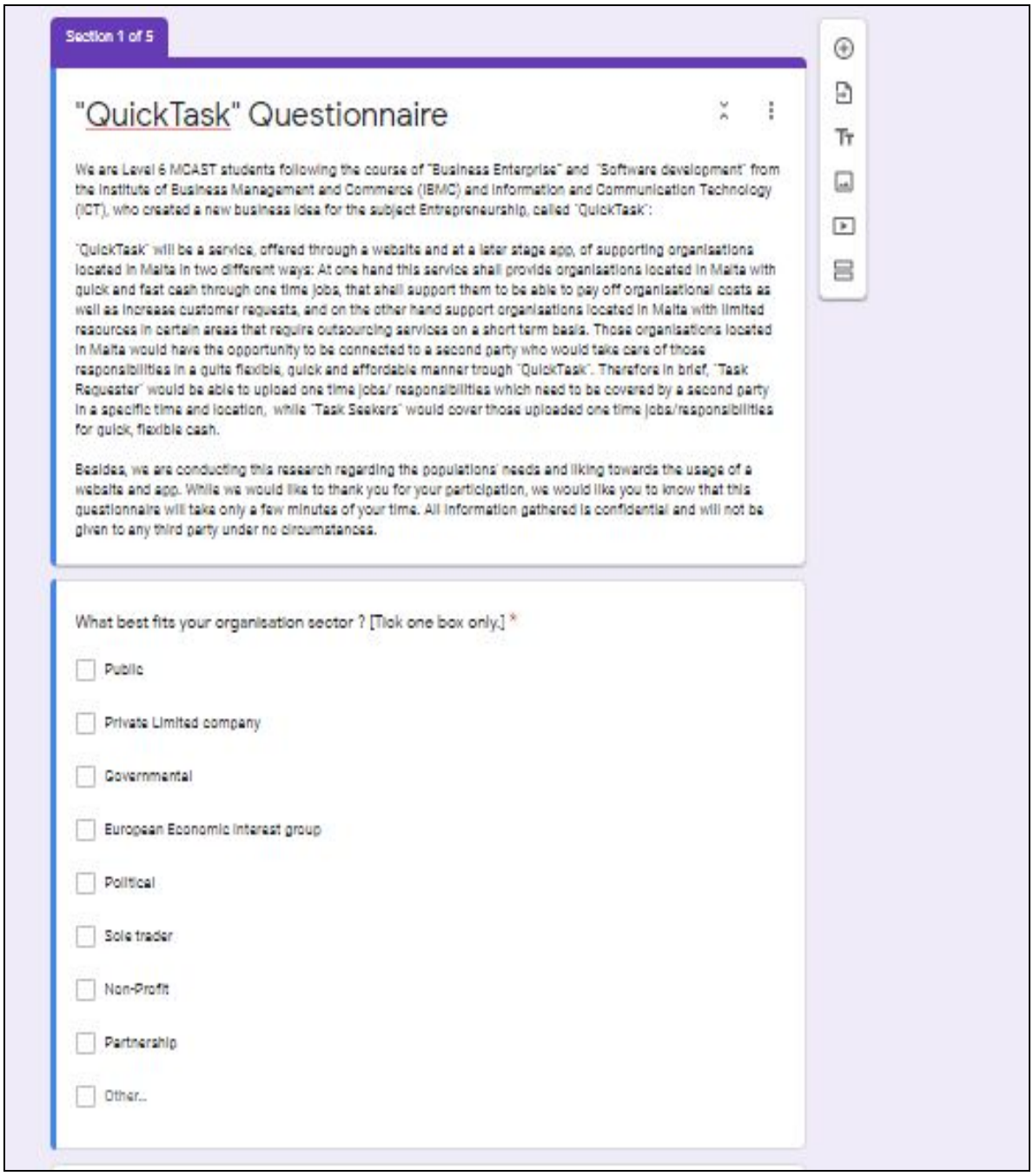


Figure 81

In what area is your organisation operate in ? [Tick one box only.] *

- [ ] IT sector
- [ ] Manufactoring sector
- [ ] Recruitment agent sector
- [ ] Retail sector
- [ ] Social work sector
- [ ] Software and programming sector
- [ ] Transportation sector
- [ ] Construction sector
- [ ] Sience and research setor
- [ ] Administrative and human resources outsourcing sector
- [ ] Travelling sector
- [ ] Catering sector
- [ ] Food and beverage sector
- [ ] Property sector
- [ ] Automotive sector
- [ ] Trade sector
- [ ] Cleaning sector
- [ ] Maintenance sector
- [ ] Telecommunication sector
- [ ] Electricity and water sector
- [ ] Electriton sector
- [ ] Design sector
- [ ] Legal sector
- [ ] Translation sector
- [ ] Educational sector
- [ ] Other...

In what district of Malta is your organisation located at[Tick one box only.] *

- [ ] Southern Harbour

- [ ] South Eastern

- [ ] Western

- [ ] Northern

- [ ] Northern Harbour

- [ ] Gozo and Comino

Figure 82

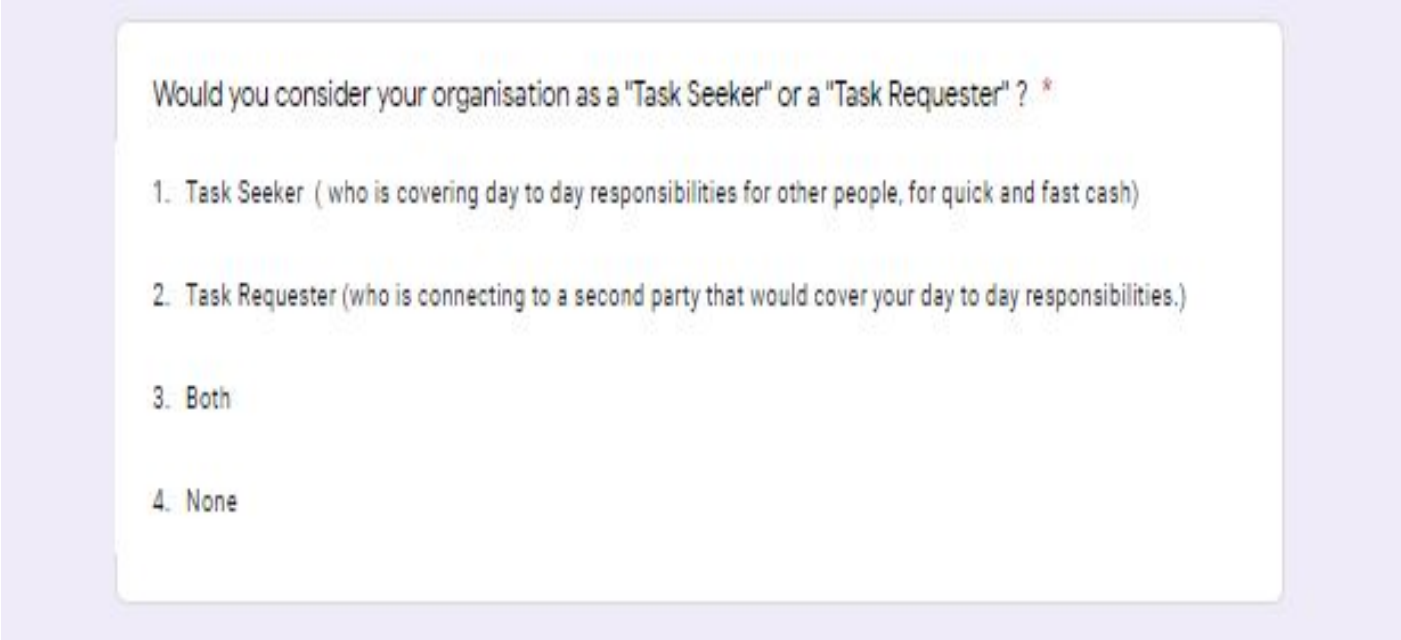

Would you consider your organisation as a "Task Seeker" or a "Task Requester" ? *
1. Task Seeker (who is covering day to day responsibilities for other people, for quick and fast cash)
2. Task Requester (who is connecting to a second party that would cover your day to day responsibilities.)
3. Both
4. None

Figure 83

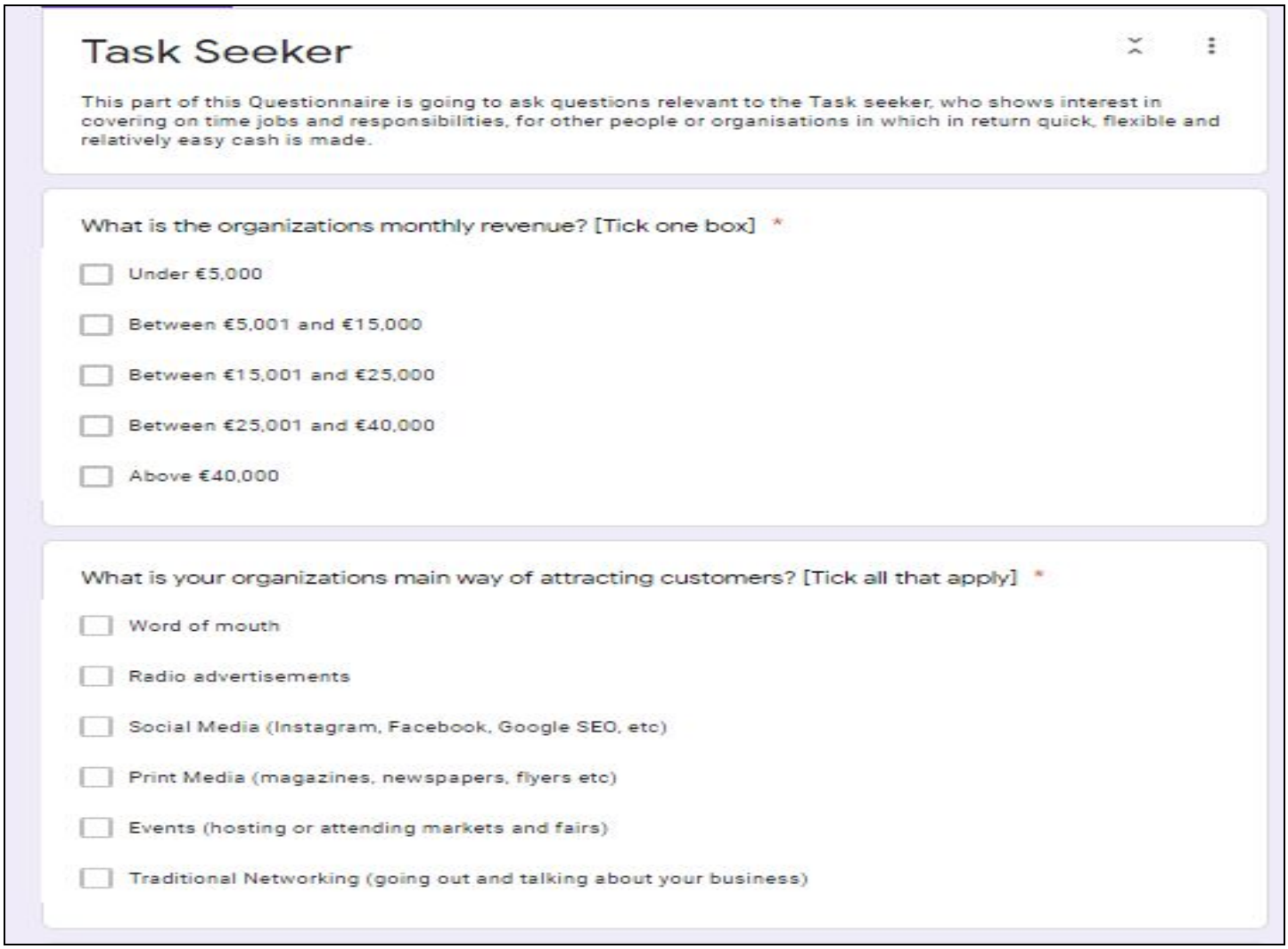


Figure 84

Would you agree or disagree to advertise your business on QuickTasks, offering immediate bookings for one time tasks? [Tick one box] *

- [ ] Highly agree
- [ ] Agree
- [ ] Neutral
- [ ] Disagree
- [ ] Highly disagree

Would you agree or disagree with advertising your business on QuickTasks, offering pre booked appointments for one time tasks? [Tick one box] *

- [ ] Highly agree
- [ ] Agree
- [ ] Neutral
- [ ] Disagree
- [ ] Highly disagree

Would you agree or disagree to the need of your organization to earn extra revenue? [Tick one box] *

- [ ] Highly agree
- [ ] Agree
- [ ] Neutral
- [ ] Disagree
- [ ] Highly disagree

Figure 85

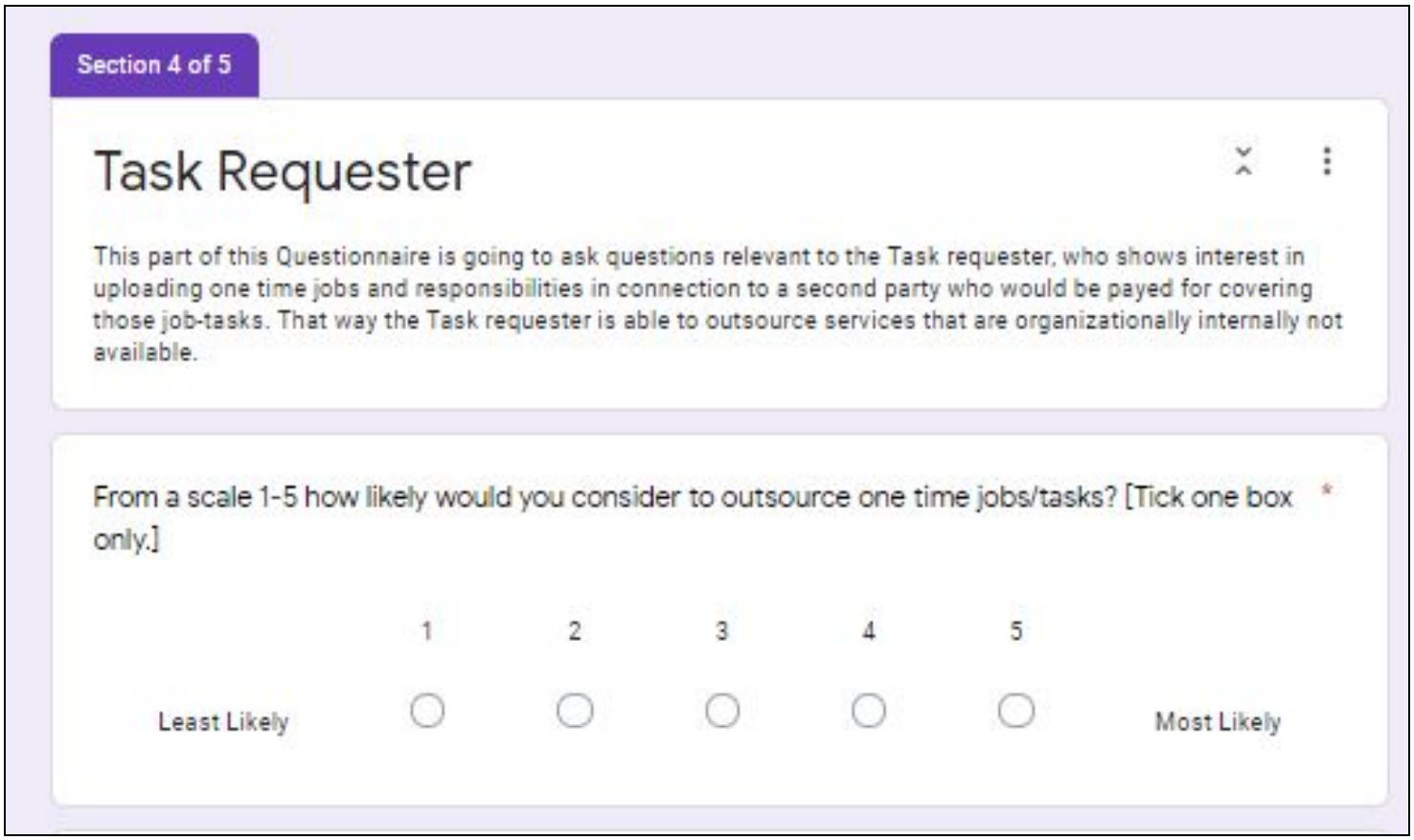

Section 4 of 5
Task Requester
This part of this Questionnaire is going to ask questions relevant to the Task requester, who shows interest in uploading one time jobs and responsibilities in connection to a second party who would be payed for covering those job-tasks. That way the Task requester is able to outsource services that are organizationally internally not available.
From a scale 1-5 how likely would you consider to outsource one time jobs/tasks? [Tick one box only.] *
1
2
3
4
5
Least Likely
Most Likely

Figure 86

In what sectors would you most likely outsource one time jobs/tasks ? [Tick all applicable answers.] *

- [ ] HR
- [ ] Legal
- [ ] Translation
- [ ] IT
- [ ] Software and developement
- [ ] Technological and machinery installation
- [ ] Cleaning services
- [ ] Maintenance services
- [ ] Delivery services
- [ ] Logo and website design services
- [ ] Event planning
- [ ] Catering
- [ ] Electrician
- [ ] Administrative
- [ ] Other...

What are the most important futures the one-time job coverer should have? [Tick all applicable answers.] *

- [ ] Special licenses
- [ ] Experience
- [ ] High education levels
- [ ] Car license
- [ ] High performance rates
- [ ] Flexibility
- [ ] Speedy coverage
- [ ] Other...

Would you agree or disagree to making use out of an application that offers you second party connections who would cover some your day to day tasks? [Tick one box only.] *

- [ ] Highly Agree
- [ ] Agree
- [ ] Neutral
- [ ] Disagree
- [ ] Highly disagree

Figure 87

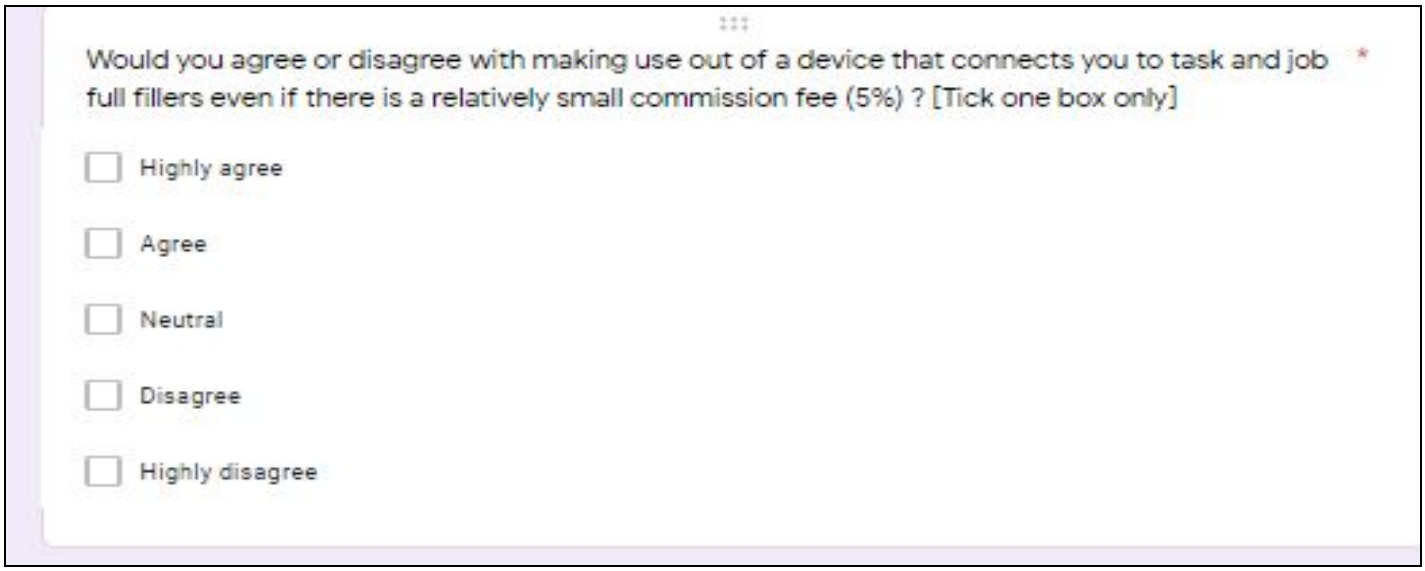


Figure 88

What are the most important characteristics for you personally when accessing a website or app? Please choose 5 most important characteristics. [Tick maximum 5 applicable answers of.] *

- [ ] Clear and readable
- [ ] Light colors
- [ ] Dark colors
- [ ] Professional and neat
- [ ] Creative and unique
- [ ] User-friendly
- [ ] Categories of subjects visual on the home page
- [ ] Categories of subjects visualized on a drop list
- [ ] Different languages (English and Maltese)
- [ ] Clear transparency
- [ ] Including pictures and visual icons and videos as a information source
- [ ] Incuding mainly written text as a infromation source
- [ ] Big sized wordings (size 20+)
- [ ] Medium sized wordings (size 15+)
- [ ] Small sized wordings (size 11+)
- [ ] Having a review system for collection of recommendations and performances
- [ ] Having contact details for further questions or/and issues
- [ ] Having a life chat for further questions or/and issues
- [ ] Fast and detailed responses (24/7 service)
- [ ] Accessible from every location
- [ ] Accessible from multiple technological devices
- [ ] Other...

Would you agree or disagree to be rated and reviewed on jobs and tasks performed ? [Tick one box]. *

- [ ] Highly agree
- [ ] Agree
- [ ] Neutral
- [ ] Disagree
- [ ] Highly disagree

Would you agree or disagree to rate and recommend job and tasks full fillers? [Tick one box] *

- [ ] Highly agree
- [ ] Agree
- [ ] Neutral
- [ ] Disagree
- [ ] Highly disagree

What other alternatives would you choose if not QuickTask (if any)?

Short answer text

Do you have any further recommendations regarding layouts of a website and app that increases a user experience?

Long answer text

Figure 89

Most Common Sources of Stress		
	Percentage	Source
1	63%	Future of our nation
2	62%	Money
3	61%	Work
4	57%	Political climate
5	51%	Violence/crime

Figure 90

Top Causes of Stress in the U.S.		
	Cause	Factors
1	Job Pressure	Co-Worker Tension, Bosses, Work Overload
2	Money	Loss of Job, Reduced Retirement, Medical Expenses
3	Health	Health Crisis, Terminal or Chronic Illness
4	Relationships	Divorce, Death of Spouse, Arguments with Friends, Loneliness
5	Poor Nutrition	Inadequate Nutrition, Caffeine, Processed Foods, Refined Sugars
6	Media Overload	Television, Radio, Internet, E-Mail, Social Networking
7	Sleep Deprivation	Inability to release adrenaline and other stress hormones

Figure 91

REGULATION (EU) 2016/679 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL

of 27 April 2016

on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation)

References

A Mental Health Strategy for Malta 2020-2030, 2019
Office of the Deputy Prime Minister and Minister of Health, pp.3 & 12. Available at: https://deputyprimeminister.gov.mt/en/Documents/National-Health-Strategies/Mental_Health_Strategy_EN.pdf .

Businessfirst.com.mt (n.d.)
Available at: https://businessfirst.com.mt/.

Financemalta.org (n.d.)
Available at: https://www.financemalta.org/.

Mywage.org/Malta (2020)
Available at: https://mywage.org/malta/salary/minimum-wage.

Nso.gov.mt (n.d.)
Available at: https://nso.gov.mt/en/Pages/NSO-Home.aspx .

Registry.mbr.mt (n.d.)
Available at: https://registry.mbr.mt/.

Socialsecurity.gov.mt, n.d.
Available at: https://socialsecurity.gov.mt/en/Pages/default.aspx .