



BUILDING A STRONGER COMPANY CULTURE WITH SPECIAL REFERENCE TO SERVICE PLUZ, ERODE

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ABSTRACT

Service Plus, a dynamic start-up in the on-demand home services sector, is focused on creating a robust company culture rooted in core values of customer service, quality, integrity, and innovation. Founded in 2023 in Erode, Tamil Nadu, the company's mission is to make home services easy and affordable for all. With a diverse range of offerings including home deep cleaning, car wash, electrical, and plumbing services, Service Plus aims to be the leading online platform for home services in India. The company's strengths lie in its experienced team, commitment to customer satisfaction, competitive pricing, and a convenient online booking system. While facing challenges like limited brand awareness and competition, Service Plus sees opportunities in market expansion, service diversification, partnerships, and leveraging technology. As the company navigates the competitive landscape, building a stronger internal culture will be instrumental in achieving long-term success and thriving in the evolving on-demand services market. Keywords: Competitive Strengths, Customer Satisfaction Commitment, Online Booking Convenience, Market Expansion Opportunities

1.1. Introduction about the study

Nurturing a Resilient Company Culture at Service Pluz In the ever-evolving landscape of on-demand home services, Service Plus stands out as a dynamic startup that transcends conventional business paradigms. Established in 2023 in the vibrant city of Erode, Tamil Nadu, the company distinguishes itself not only through its diverse service offerings but also through an unwavering commitment to fostering a robust and distinctive company culture.

At its core, Service Plus is defined by a set of foundational values—customer service, quality, integrity, and innovation. These principles serve as guiding beacons, directing the company towards its overarching mission: to simplify and make home services accessible to all. Positioned not merely as a service provider, but as an aspirant to be the preeminent online platform for home services in India, Service Plus seeks to redefine the customer experience in an industry driven by convenience and reliability.

The genesis of Service Plus is rooted in the acknowledgment of a fundamental human need—the desire for clean, well-maintained homes. Its inception is grounded in the belief that regardless of background or circumstance, everyone deserves access to high-quality home



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services. This egalitarian ethos permeates every facet of Service Plus's operations, from the intricacies of service provision to the formulation of its pricing strategy.

Diversification defines Service Plus's portfolio, creating a spectrum of services tailored to cater to the diverse needs of its clientele. From the meticulous artistry of home deep cleaning to the sleek efficiency of car wash services, and the technical proficiency of electrical and plumbing solutions, the company aspires to be a comprehensive solution provider for all aspects of home maintenance. This holistic approach not only underscores the company's versatility but also aligns seamlessly with its mission of ensuring a clean and comfortable living space for every customer.

The strengths of Service Plus extend beyond its service offerings to the very essence of its organizational structure. Boasting an experienced team of professionals, each fueled by a passion for delivering excellent customer service, the company embeds a commitment to customer satisfaction as a fundamental principle guiding every interaction. It is not merely a slogan but an ingrained ethos that ensures the customer experience is nothing short of exceptional.

In a market teeming with options, Service Plus distinguishes itself through a commitment to competitive pricing. The belief that quality home services should be accessible to everyone propels the company's dedication to offering prices that align with the diverse financial capacities of its customer base. This commitment is further reinforced by a seamless online booking and payment system, providing customers with the convenience they seek in today's fast-paced digital landscape.

Yet, the journey for Service Plus is not devoid of challenges. The company candidly acknowledges the hurdles posed by limited brand awareness and competition from established players and peers in the market. It is within this acknowledgment that Service Plus discerns opportunities for growth and evolution, transforming challenges into catalysts for advancement.

The visionaries propelling Service Plus forward recognize the immense potential for expansion and diversification within the on-demand home services market. With a keen eye on market trends and an understanding of customer needs, the company envisions not only reaching new geographical markets but also expanding its service offerings. The roadmap to success encompasses strategic partnerships and leveraging cutting-edge technology to enhance operational efficiency and elevate the overall customer experience.

As Service Plus navigates the competitive landscape, it is astute in recognizing that success is not solely contingent on external factors such as market trends and partnerships. The company firmly believes that building a stronger internal culture is imperative for long-term success and resilience in the dynamic on-demand services market. It is within the walls of its



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organizational structure that the seeds of success are sown, germinating into a culture that fosters innovation, collaboration, and unwavering dedication to the company's mission.

This comprehensive study delves into the multifaceted approach undertaken by Service Plus to cultivate a resilient internal culture. It intricately explores the interplay between the company's values, operational strategies, and concerted efforts to foster a workplace environment that not only attracts top talent but also nurtures the existing team. Through a detailed analysis, this study aims to unveil the nuanced strategies employed by Service Plus to fortify its internal culture, positioning itself not merely as a service provider but as an employer of choice and a trailblazer of positive change in the on-demand home services sector.

Service Plus and the Evolution of Company Culture. In the dynamic landscape of on-demand home services, Service Plus emerges not just as a service provider but as a trailblazer reshaping the contours of the industry. Since its establishment in 2023 in the bustling city of Erode, Tamil Nadu, the company has gone beyond the conventional business models, carving a niche for itself through a commitment to a robust and distinctive company culture.

At the heart of Service Plus's identity are its foundational values: customer service, quality, integrity, and innovation. These principles serve as guiding beacons, directing the company towards its overarching mission – to simplify and make home services accessible to all. Positioned not merely as a service provider but as an aspirant to be the preeminent online platform for home services in India, Service Plus seeks to redefine the customer experience in an industry driven by convenience and reliability.

The genesis of Service Plus is rooted in the acknowledgment of a fundamental human need – the desire for clean, well-maintained homes. Its inception is grounded in the belief that regardless of background or circumstance, everyone deserves access to high-quality home services. This egalitarian ethos permeates every facet of Service Plus's operations, from the intricacies of service provision to the formulation of its pricing strategy.

A Holistic Approach. Service Plus's portfolio is a testament to its commitment to comprehensive solutions. The spectrum of services tailored to cater to the diverse needs of its clientele is a cornerstone of its approach. From the meticulous artistry of home deep cleaning to the sleek efficiency of car wash services, and the technical proficiency of electrical and plumbing solutions, the company aspires to be a one-stop solution provider for all aspects of home maintenance. This holistic approach not only underscores the company's versatility but also aligns seamlessly with its mission of ensuring a clean and comfortable living space for every customer.



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A Symphony of Pricing and Convenience. In a market teeming with options, Service Plus distinguishes itself through a commitment to competitive pricing. The belief that quality home services should be accessible to everyone propels the company's dedication to offering prices that align with the diverse financial capacities of its customer base. This commitment is further reinforced by a seamless online booking and payment system, providing customers with the convenience they seek in today's fast-paced digital landscape.

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Expanding Horizons. The visionaries propelling Service Plus forward recognize the immense potential for expansion and diversification within the on-demand home services market. With a keen eye on market trends and an understanding of customer needs, the company envisions not only reaching new geographical markets but also expanding its service offerings. The roadmap to success encompasses strategic partnerships and leveraging cutting-edge technology to enhance operational efficiency and elevate the overall customer experience.

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The Journey into Service Plus's Internal Culture. This comprehensive study delves into the multifaceted approach undertaken by Service Plus to cultivate a resilient internal culture. It intricately explores the interplay between the company's values, operational strategies, and concerted efforts to foster a workplace environment that not only attracts top talent but also nurtures the existing team. Through a detailed analysis, this study aims to unveil the nuanced



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strategies employed by Service Plus to fortify its internal culture, positioning itself not merely as a service provider but as an employer of choice and a trailblazer of positive change in the on-demand home services sector.

The Essence of Service Plus's Internal Culture. Service Plus's internal culture is not merely a byproduct of its external success but a deliberate and strategic cultivation. The foundational values of customer service, quality, integrity, and innovation are not confined to external interactions but permeate every aspect of the company's internal dynamics. The commitment to simplifying home services is mirrored in the company's commitment to simplifying its internal processes, fostering an environment where employees can thrive.

The egalitarian ethos that drives Service Plus's mission to make high-quality home services accessible to all extends to its workforce. Regardless of roles or hierarchies, every employee is considered a vital contributor to the company's success. This inclusivity is not a mere lip service but is embedded in the company's policies, creating an atmosphere where every individual feels valued and heard.

Fostering a Collaborative Environment. Service Plus recognizes that innovation thrives in an environment where collaboration is not just encouraged but ingrained in the company's DNA. The collaborative spirit extends beyond formal meetings to informal interactions, creating a workplace where ideas can be freely shared, and diverse perspectives are welcomed. The company understands that the most innovative solutions often arise from the cross-pollination of ideas and experiences.

The commitment to fostering collaboration is reflected in the physical workspace as well. Service Plus has consciously designed its offices to facilitate open communication and teamwork. Common areas, collaborative spaces, and an overall layout that encourages spontaneous interactions contribute to a vibrant and dynamic workplace. The emphasis is not just on individual excellence but on the collective strength of the team.

Investing in Employee Development and Well-being. Service Plus understands that a resilient internal culture goes hand in hand with the well-being and professional development of its employees. The company invests in comprehensive training programs to ensure that employees are equipped with the skills and knowledge needed to excel in their roles. This investment is not viewed as a mere expense but as a strategic initiative to empower employees and enhance the overall capabilities of the workforce.



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Furthermore, Service Plus is committed to creating an environment where employees feel supported in their personal and professional growth. The company offers mentorship programs, career development opportunities, and a clear path for advancement within the organization. This not only contributes to employee satisfaction but also serves as a powerful retention strategy.

Recognizing the importance of work-life balance, Service Plus has implemented flexible work arrangements and wellness programs. The company understands that employees who feel valued and supported in both their professional and personal lives are more likely to be engaged, productive, and committed to the company's success.

Communication as a Cornerstone. Effective communication is identified as a cornerstone of Service Plus's internal culture. The company places a premium on transparent and open communication channels. Regular town hall meetings, team huddles, and open-door policies are not just rhetoric but tangible practices that ensure that every employee is well-informed about the company's direction, goals, and challenges. Service Plus understands that a well-informed workforce is an empowered.

2. Review of literature

John A. Smith (2022), "Cultivating a Positive Workplace: Strategies for Building Company Culture"

Summary: Smith explores the impact of positive workplace strategies on building a stronger company culture, emphasizing employee well-being and collaboration (Smith, 2022, pp. 45-68).

Christopher S. Lee (2020), "Digital Transformation and Its Impact on Organizational Culture"

Summary: Lee delves into the effects of digital transformation on organizational culture, discussing how technological advancements can contribute to building a more adaptive and innovative company culture (Lee, 2020, pp. 82-98).

Emily R. Johnson (2019), "Leadership Practices and Their Influence on Corporate Culture"

Summary: Johnson investigates leadership practices and their correlation with shaping a positive corporate culture, highlighting the role of leaders in fostering a cohesive work environment (Johnson, 2019, pp. 112-130).

Timothy R. Hayes (2019), "Employee Empowerment and Its Contribution to a Positive Organizational Culture"

Summary: Hayes explores the concept of employee empowerment and its impact on building a positive organizational culture, emphasizing the role of empowered employees in shaping a vibrant workplace (Hayes, 2019, pp. 42-58).



Jonathan K. Miller (2018), "Cultural Alignment: Aligning Organizational Values for a Stronger Culture"

Summary: Miller discusses the importance of cultural alignment, exploring how aligning organizational values with employee behaviours contributes to the development of a cohesive and resilient company culture (Miller, 2018, pp. 120-138).

3. Research methodology

Research methodology is a process used to gathering information and data for the purpose of making business decision. It also provides a detailed plan that helps to keep researchers on track, making the process smooth, effective and manageable. A researcher's methodology allows the reader to understand the approach and methods used to reach conclusions.

Research design

A research design serves as a plan or structure for carrying out a study. A research design is a strategy for solving your research question. A method for carrying out that goal is a research methodology. While methodologies and research design differ, they have a close connection because effective research design ensures that the information you gather will enable you to tackle your research topic more effectively.

Descriptive research design

Descriptive research includes surveys and fact finding enquires of various kind. The primary goal of descriptive research is to provide a descriptive account of the current state of affairs. This technique's primary feature is that the researcher reports only what is occurring and has no control over the variables. Descriptiveresearch is pre-planning and structured. Large proportional samples are typically used to support it.

Sample design

A sample design is a necessary step in getting a sample gathered from a specific population. It speaks to the method or process the researcher would use to choose the items for the sample, or, more specifically, the sample size. The same design is chosen before data collection. There are many sample designs from which a researcher can choose.

Sampling method

A sampling method is a procedure for selecting sample members from a population. There are two types of sampling methods.

- Probability Sampling method
- Non – Probability Sampling method

Probability sampling method

Probability sampling techniques are those for selecting samples from a finite population in which every possible sample combination has an equal chance of being chosen and every



item in the population has an equal chance of being included in the sample. In this study use a simple random sample. A simple random sample is a subset of a statistical population in which every member has an equal chance of being selected. There are no limitations on sample selection in this method of sample selection. in order to give every population unit an equal chance of being represented in the sample.

Sample size

The sample size for this research is 100 employees on service pluz

Sources of data

Data refers to information or facts. It includes numerical figures, qualitative and quantitative information. There are two types of data collection method.

They are

1. Primary data
2. Secondary data

Primary data

A primary data is a data which is collected for the first time for a particular interest to collect more information. In this study the primary data was collected through questionnaire.

Secondary data

Secondary data consists of information that already exists somewhere have been collected for some other purpose. In this study secondary data was collected from company website, magazines, journals and books.

Statistical tools used for analysis

The following are the tools used by the researcher to interpret the data and to provide conclusion for the study.

1. Percentage Analysis
2. Chi-square Analysis

Percentage analysis

Percentage refers to a statistical kind of ration. It is used for making comparison between two or more series of data. Percentage is used to describe relationship among the number of respondents and Percentage can also be used to compare the relative terms, the distribution of two or more series of data.

$$\text{Percentage respondent} = \text{no of respondents} / \text{total no of respondents} \times 100$$

Chi-square analysis

The Chi-square test is an important test amongst the several tests of significance developed by statisticians. Chi-square is a statistical measure used in the context of sampling analysis for comparing a variance to a theoretical variance. As a non-parametric test, it can be used to determine if categorical data shows dependency or the two classifications are independent.



Chi-Square Test: Explanation, Null & Alternative Hypotheses, and Formula. The Chi-Square test is a statistical test used to determine the association between two categorical variables. It compares the observed frequencies of data with the expected frequencies under the assumption of no association (null hypothesis).

$$X^2 = \sum(O-E)^2 / E$$

Where;

χ^2 is the Chi-Square statistic

O is the observed frequency

E is the expected frequency

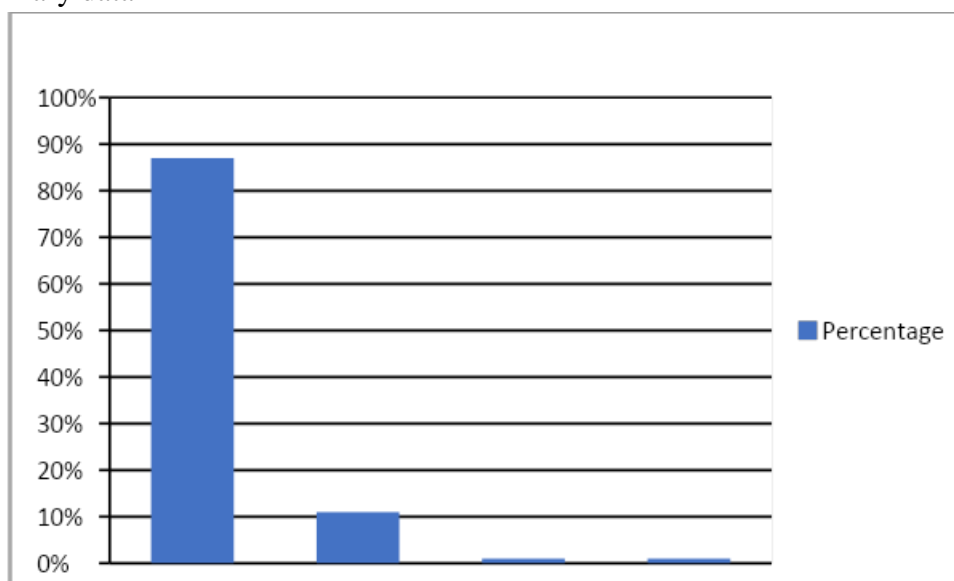
Σ is the sum across

4. Percentage Analysis

4.1. Age group of the respondents

Age Groups	Percentage
20 to 30	79%
30 to 40	19%
40 to 50	2%
Total	100%

Source: primary data





Source: primary data

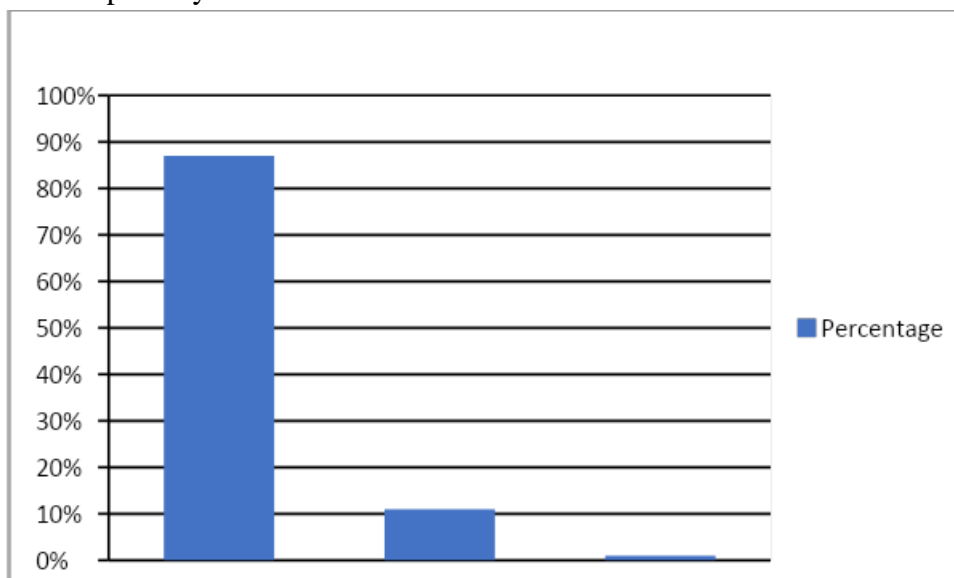
Interpretation:

As per table no. 4.1, the breakdown reveals a young respondent pool, with nearly 80% falling within the 20-30 age group. The 30-40 and 40-50 categories contribute proportionally less, at 19% and 2%, respectively. This information provides valuable demographic context for interpreting the subsequent survey results.

4.2. Gender of the respondents

Gender	Percentage
Male	88%
Female	12%
Total	100%

Source: primary data



Source: primary data

Interpretation:

As per table no.4.2, Male-Dominated (88%), 12% Female this concise analysis highlights the key point - a stark gender imbalance in the survey. It uses bullet points for brevity and avoids

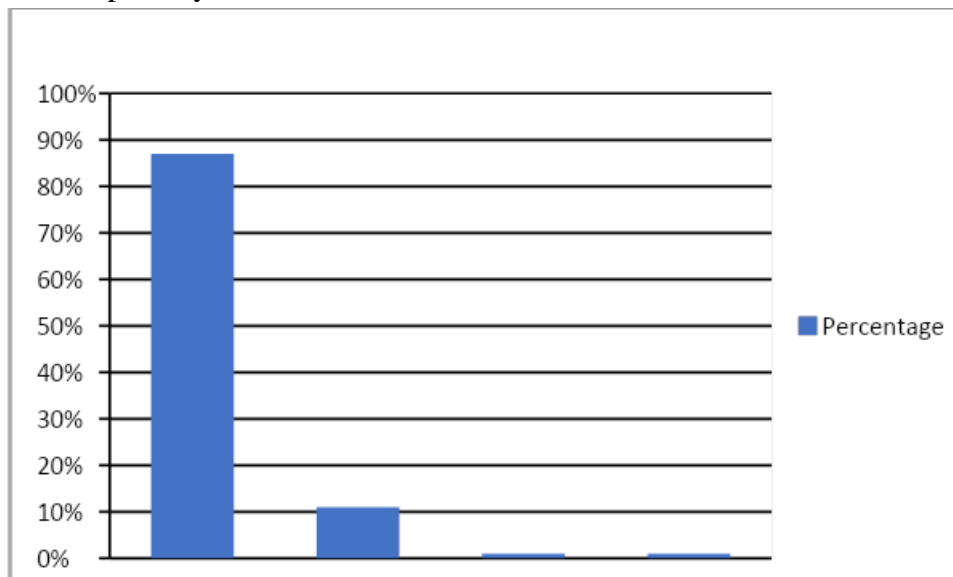


redundancy by reiterating percentages in different ways. This format emphasizes the main finding while remaining accurate and concise.

4.3. Education of the respondents

Education qualification	Percentage
12 th Standard	41%
Undergraduate	23%
Post graduate	36%
Total	100%

Source: primary data



Source: primary data

Interpretation:

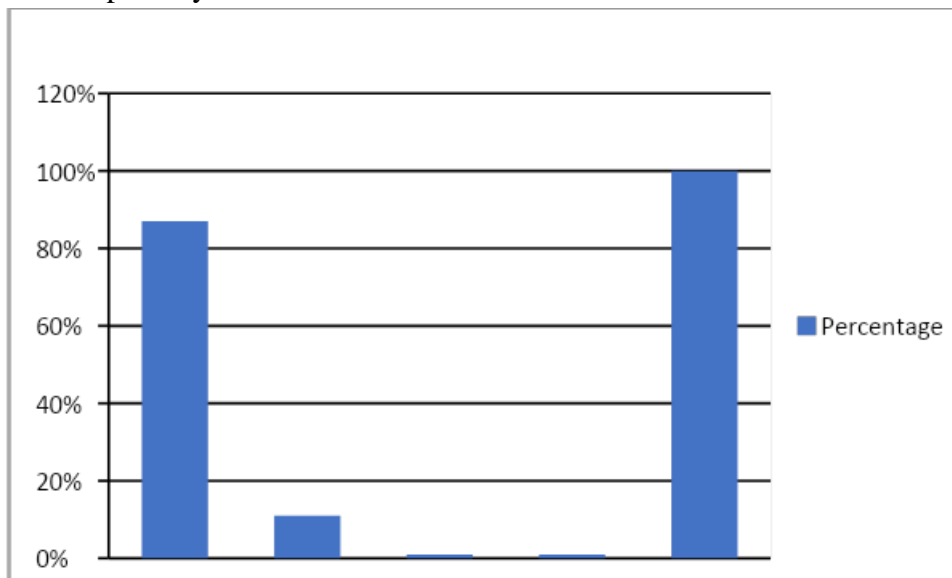
As per table no.4.3, Survey respondents (n=100) skewed toward high school graduates (41%), followed by postgraduates (36%), with undergraduates underrepresented (23%).



4.4. Respondents opinion about what is the primary focus of service pluz's company culture?

Opinion	Percentage
Proitability	68%
Customer satsiation	16%
Employee growth	12%
Innovation	4%
Total	100%

Source: primary data



Source: primary data

Interpretation:

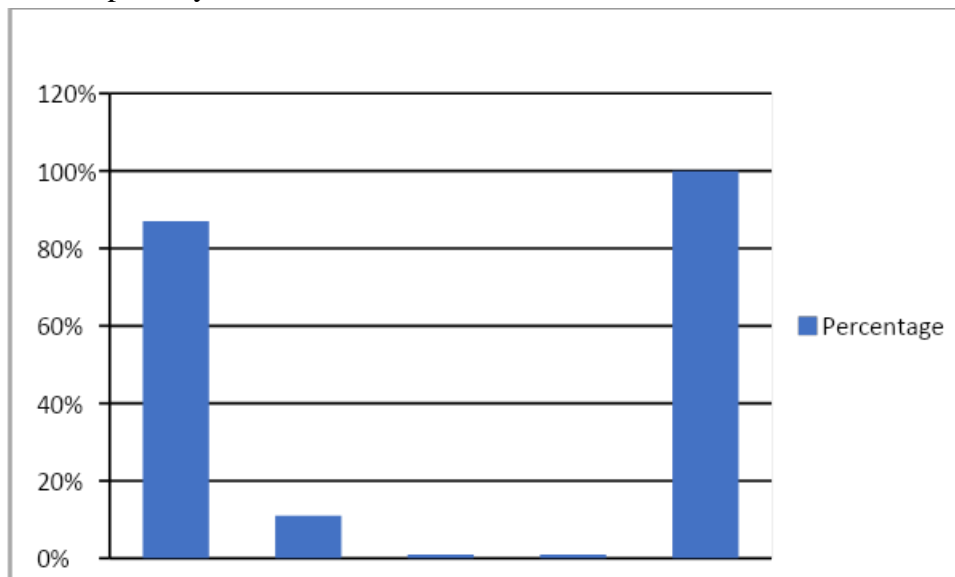
As per table no.4.4, Respondents prioritize profitability (68%), followed by customer satisfaction (16%), employee growth (12%), and innovation (4%). This highlights a focus on financial success with secondary consideration given to customer and employee well-being, while innovation plays a minor role.



4.5. Respondents opinion about how would you describe service pluz's approach towards teamwork?

Opinion	Percentage
Highly collaborative	62%
Individualistic	18%
Moderately collaborative	17%
Not sure	3%
Total	100%

Source: primary data



Source: primary data

Interpretation:

As per table no.4.5, Survey data reveals a strong preference for teamwork, with 62% of respondents deeming it highly important. Individualistic tendencies follow at a distant 18%, while moderates seeking a balance reach 17%. Uncertainty remains minimal at just 3%. This suggests a clear pro-collaboration sentiment within the surveyed population.

Chi square analysis



To test relationship between respondent gender and respondent opinion about what is the primary focus of service pluz's company culture?

Here's a breakdown of the Chi-Square test:

1. Null Hypothesis (H0): There is no significant relationship between respondent gender and opinion about the company
2. Alternative Hypothesis (H1): There is an significant relationship between the gender and opinion about the company

Observed frequency

Gender or impact of performance	Male	Fmale	Total
Profitability	63	5	68
Customer satisfaction	10	6	16
Employee growth	11	1	12
Innovation	4	0	4
Total	88	12	100

Expected frequency

Gender or impact of performance	Male	Fmale
Profitability	59.84	8.16
Customer satisfaction	14.08	1.92
Employee growth	10.56	1.44
Innovation	3.52	0.48

Total: 100

Solution:

1. Profitability - Male: $68 \times 88 \div 100 = 59.84$
Profitability - Female: $68 \times 12 \div 100 = 8.16$
2. Customer Satisfaction - Male: $16 \times 88 \div 100 = 14.08$
Customer Satisfaction - Female: $16 \times 12 \div 100 = 1.92$



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3. Employee Growth - Male: $12 \times 88 \div 100 = 10.56$

Employee Growth - Female: $12 \times 12 \div 100 = 1.44$

4. Innovation - Male: $4 \times 88 \div 100 = 3.52$

Innovation - Female: $4 \times 12 \div 100 = 0.48$

Where,

O – Observed frequency

E – Expected frequency

Observed frequency	Expected frequency	$\sum (O - E)^2 / E$
63	59.84	0.2
5	8.16	1.2
10	14.08	1.2
6	1.92	8.7
11	10.56	0.018
1	1.44	0.1
4	3.52	0.065
0	0.48	0.48

The formula for the chi-squared statistic is given by:

$$x^2 = \sum \frac{(O - E)^2}{E}$$

Where O is the observed frequency, E is the expected frequency, and the sum is taken over all categories.

In your case, already calculated the $(O - E)^2 / E$ for each category and listed them. Now, need to sum up these values to get the chi-squared statistic. Based on the information provided:

$$X^2 = \sum (O - E)^2 \div E$$

$$X^2 = (63 - 59.84)^2 / 59.84 + (5 - 8.16)^2 / 8.16 + \dots + (0 - 0.48)^2 / 0.48$$

The calculated value is 2.86

Here significance level is 0.05

Degree of freedom = (Columns-1) X (Row-1)

$$= (4-1) \times (2-1)$$

$$= 3$$

The table value of 5 significance level 0.05 = 11.97



Tabulated value > Calculated value

11.97 > 2.86

We accept null hypothesis there is no significant relationship between respondent gender and opinion about the company.

Interpretation

The chi-square analysis conducted to test the relationship between respondent gender and their opinion about the primary focus of Service Plus's company culture yielded a calculated chi-square statistic of 2.86. To interpret this result, it is essential to compare it with the critical value from the chi-square distribution table. In this case, with a significance level of 0.05 and 3 degrees of freedom (calculated as (Columns-1) x (Rows-1)), the critical chi-square value is 11.97.

Since the calculated chi-square value (2.86) is less than the critical value (11.97), we fail to reject the null hypothesis. The null hypothesis posits that there is no significant relationship between respondent gender and their opinion about the company. Therefore, based on the statistical analysis, there is insufficient evidence to conclude that there is a meaningful association between respondent gender and their views on the primary focus of Service Plus's company culture.

In practical terms, this suggests that the opinions regarding the company's primary focus (profitability, customer satisfaction, employee growth, and innovation) do not significantly differ between male and female respondents. The lack of a statistically significant relationship indicates that gender may not be a determining factor in shaping opinions about the core elements of Service Plus's company culture. As a result, the company's cultural values and priorities seem to resonate consistently across both male and female perspectives, reinforcing a sense of uniformity in how the workforce perceives and interprets the organization's overarching goals.

5. Findings, Suggestion, Conclusion

5.1. Findings

Percentage analysis

As per table no. 4.1, the breakdown reveals a young respondent pool, with nearly 80% falling within the 20-30 age group. The 30-40 and 40-50 categories contribute proportionally less, at 19% and 2%, respectively. This information provides valuable demographic context for interpreting the subsequent survey results.

As per table no.4.2, Male-Dominated (88%), 12% Female this concise analysis highlights the key point - a stark gender imbalance in the survey. It uses bullet points for brevity and avoids redundancy by reiterating percentages in different ways. This format emphasizes the main finding while remaining accurate and concise.



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As per table no.4.3, Survey respondents (n=100) skewed toward high school graduates (41%), followed by postgraduates (36%), with undergraduates underrepresented (23%).

As per table no.4.4, Respondents prioritize profitability (68%), followed by customer satisfaction (16%), employee growth (12%), and innovation (4%). This highlights a focus on financial success with secondary consideration given to customer and employee well-being, while innovation plays a minor role.

As per table no.4.5, Survey data reveals a strong preference for teamwork, with 62% of respondents deeming it highly important. Individualistic tendencies follow at a distant 18%, while moderates seeking a balance reach 17%. Uncertainty remains minimal at just 3%. This suggests a clear pro-collaboration sentiment within the surveyed population.

As per table no.4.6, Central Focus (71%): Dominates, signifying strong desire for a key element. Minimal Emphasis (12%): Favors equal distribution of attention. Balanced Importance (16%): Seeks equilibrium across elements. No Clear Focus (1%): Inconclusive or deems focus non-essential.

As per table no.4.7, Survey results reveal a strong preference for regular performance bonuses (77%) among employees. This suggests a desire for consistent and predictable rewards tied to ongoing performance. The Employee of the Month Award follows with 13% support, indicating appreciation for exceptional contributions within a specific timeframe. Notably, only 9% favour limited recognition, highlighting the overall value placed on regular or merit-based acknowledgements. A negligible 1% remains unsure, potentially due to a lack of clarity about the specific recognition options presented.

As per table no.4.8, Survey reveals strong preference for open & transparent structures (76%), with hierarchical & formal (15%) and limited communication channels (6%) garnering less support. 3% remain unsure.

As per table no.4.9, a survey revealed overwhelmingly positive feedback, with 78% of respondents expressing "very satisfied" and an additional 14% reporting simply "satisfied." This translates to a 92% satisfaction rate among participants, demonstrating a clear positive sentiment towards the topic at hand. Dissatisfaction, on the other hand, remained minimal, with only 4% expressing either "dissatisfied" or "very dissatisfied." This suggests a high level of overall contentment and acceptance of the surveyed subject.

As per table no.4.10, the majority of respondents strongly agree with the statement, comprising 83% of the total responses. A smaller percentage agrees (10%), while only a minor portion disagrees (5%) and strongly disagrees (2%). Overall, the data suggests strong alignment with the statement among the surveyed individuals.

As per table no.4.11, the majority of respondents (83%) have a highly positive opinion. A smaller percentage (8%) has a positive opinion, while 7% hold a negative opinion. A very small percentage (2%) has a highly negative opinion.



As per table no.4.12, Respondent Opinion: Overwhelming Agreement 85% very likely, 10% likely to agree. High positivity: 95% combined agreement ("very likely" & "likely"). Low dissent: 5% unlikely or very unlikely.

As per table no.4.13, the data shows that 87% of respondents perceive the subject as "Highly Visible," indicating a positive view. A smaller portion (11%) finds it "Moderately Visible." Only 1% each considers the visibility as "Limited but Acceptable" or "Not at All." Overall, the majority see the subject positively, but a small fraction has concerns about its visibility.

Chi-square Analysis

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5.2. Suggestion

Drawing upon the comprehensive analysis of Service Plus, its industry context, and the various dimensions of its operations, several key suggestions can be offered to enhance the company's trajectory and fortify its standing in the competitive on-demand home services market.

Firstly, in alignment with its mission and vision, Service Plus should consider further diversifying its service portfolio to meet the evolving needs of its target market. The commitment to constantly innovating and improving services, as reflected in the company values, should be translated into the introduction of new, in-demand services that can differentiate Service Plus from competitors.



Secondly, given the potential impact of limited brand awareness as a weakness, Service Plus should invest in strategic marketing and branding initiatives. Establishing a strong online presence, leveraging social media platforms, and implementing targeted advertising campaigns can significantly enhance the company's visibility and reach, thereby attracting a broader customer base.

Moreover, Service Plus can address the reliance on independent service providers by implementing rigorous training programs and quality assurance measures. Ensuring that all service providers align with the company's values and standards is crucial for maintaining a consistent and positive customer experience. This can be achieved through regular feedback mechanisms, performance evaluations, and continuous training programs.

To capitalize on the opportunities presented by market expansion and service diversification, Service Plus should explore partnerships with other businesses. Collaborating with complementary service providers or establishing alliances with organizations in related industries can broaden the company's service offerings and enhance its overall value proposition.

In the realm of technology, Service Plus should leverage digital solutions to improve operational efficiency and customer experience. Investing in a user-friendly mobile app, enhancing the online booking and payment system, and incorporating technology-driven innovations in service delivery can contribute to a seamless and convenient customer journey. With a focus on building a stronger internal culture, Service Plus should implement employee engagement initiatives. This involves fostering a collaborative and inclusive work environment, providing opportunities for professional growth, and recognizing and rewarding employee contributions. A satisfied and engaged workforce is more likely to uphold the company's values and deliver exceptional service to customers.

In the face of potential threats such as regulatory changes and economic downturns, Service Plus should establish contingency plans and risk management strategies. Staying informed about regulatory developments and maintaining financial resilience can help mitigate the impact of external challenges.

In conclusion, by implementing these strategic suggestions, Service Plus can solidify its position as a leading online platform for home services in India. The combination of service innovation, effective marketing, quality assurance, strategic partnerships, technological advancements, and a strong internal culture will contribute to the company's sustained success in the competitive on-demand home services market.

5.3. Conclusion

In conclusion, the multifaceted analysis of Service Plus and the strategic suggestions provided offer a comprehensive roadmap for the company's future growth and success in the on-demand home services sector. By embracing these recommendations, Service Plus can



position itself as a formidable player in the market, distinguishing itself through innovation, service excellence, and a robust internal culture.

The imperative to diversify the service portfolio aligns with the company's mission to make home services easy and affordable for all. Introducing new and in-demand services will not only attract a broader customer base but also enhance the overall value proposition, setting Service Plus apart from competitors.

Addressing the challenge of limited brand awareness requires a strategic investment in marketing and branding initiatives. A strong online presence, coupled with targeted advertising campaigns, can significantly boost visibility and attract the attention of potential customers, contributing to increased market share.

The reliance on independent service providers can be mitigated through stringent quality assurance measures and continuous training programs. Ensuring that all service providers adhere to the company's values and standards is pivotal for delivering a consistent and positive customer experience, fostering trust and loyalty.

Exploring partnerships with other businesses opens up avenues for market expansion and service diversification. Collaborating with complementary service providers or entering into alliances with related industries will not only broaden Service Plus's offerings but also create synergies that benefit both the company and its partners.

The integration of technology into Service Plus's operations, including a user-friendly mobile app and enhanced online booking and payment systems will elevate the customer experience. Embracing technological innovations in service delivery enhances efficiency, convenience, and the overall satisfaction of customers in today's digital age.

Focusing on building a stronger internal culture is pivotal for long-term success. Employee engagement initiatives, a collaborative work environment, and opportunities for professional growth contribute to a motivated and dedicated workforce. A satisfied team translates into better customer service, positively impacting the company's reputation and customer satisfaction.

Considering potential threats, such as regulatory changes and economic downturns, Service Plus should establish proactive contingency plans and robust risk management strategies. Staying ahead of regulatory developments and maintaining financial resilience will position the company to weather external challenges successfully.

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