

YORK1 Genius Bot Enrichment

The Lighthouse Club - MSS



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Company Overview

- 70+ years in the market
- Offers environmental and infrastructure services such as dumpster rentals and excavation.
- Low prices in comparison to competitors
- Offers services to B2B as well as to B2C.

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Customer Profile

Businesses

- Renovation Companies
- Roofing Companies
- Landscapers
- Large governmental and corporate organizations ranging from the city of Toronto to Metrolinx.

Customers

- Homeowners looking to do renovation projects and cleaning/yard work
- Upper-middle class, with enough disposable income to afford such services
- Farmers in need of maintenance/yard help

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Challenges and Objectives

Challenges

- It is crowded market
- New to household market as YORK1 was recently rebranded
- Keeping up with fast growing technology

Objectives

- Gradual increase online dumpster rental sales
- Increase online traffic to the web store
- Expansion to new customer bases

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S (Strengths)	W (Weaknesses)	O (Opportunities)	T (Threats)
• Low market price. • Long-standing presence in the market. • Strong slogan • Uses social media advertising to gain more customers* • Offers product variety (different bin sizes) • others do not have an online store • one of North America's most forward-thinking • Innovative environmental companies • A fully integrated infrastructure division • Fully Integrated Infrastructure Division.	• Recent rebranding • Inability to deviate from current logistical system (TRUX) and can't use platforms like WooCommerce or Shopify. • Does not offer full junk removal services • YORK1 does not offer a service to physically carry or move unwanted items from a home or business, otherwise known as "junk removal services. and inability to introduce this service in the near future.	• Possible expansion to areas outside of the GTA (ex: rural Ontario) • Using YouTube and TikTok for social media advertising. • Offer discounts to companies in exchange for signing a long-term contract • Use of AI software to maintain website and provide a more satisfying user experience for customers	• High competition • some competitors have established stores.

Competitor Profile

Company Name	York1	We-Haul Disposal Services	Flat rate bin	Gta Bins
Price for 14 yard bin	\$300	\$425	400	450
Website presence	Yes	Yes	Yes	Yes
Bin size (Yards)	4-40	5-20	5-20	4-20
Weekday Timings	8 a.m.–5 p.m.	7 a.m.–7 p.m.	7 a.m.–9 p.m.	open 24 hours

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Decision matrix

	Increase sales	Increase online traffic	Increase in Market share
Implement AI chat bot			
Start influencer marketing			
Traditional Marketing Campaign			

Implement
AI chat bot

Start
influencer
marketing

Traditional Marketing
Campaign

Decision matrix

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Decision matrix

Implement AI chat bot

Start influencer marketing

Traditional Marketing Campaign

Increase sales	Increase online traffic	Increase in Market share
		
		
		

Steps

Influencer Marketing

1. Do an industry analysis of the influencer market.
2. Select few influencers and contact them.
3. Negotiate and finalize a deal with the influencers.
4. Collaborate with influences to create promos on Instagram, TikTok, and Facebook

AI Chatbot

1. Research AI softwares for the construction of website chatbot
2. Construct a prototype
3. Test and debug chatbot
4. Implement it on the company website

Timeline of Steps

March 18 - March 22

- Industry analysis for influencer market
- AI software research

March 25

- Start of influencer contact
- Start of contact & negotiation with UI design companies

March 29

- End of influencer contact

April 1

- Start negotiation with influencers

April 5

- Reach a deal with UI design company

April 8

- Construction of AI prototype begins

April 12

- Reach a deal with influencers

May 3

- Start of promo creation with influencers

May 17

- Launch influencer promos

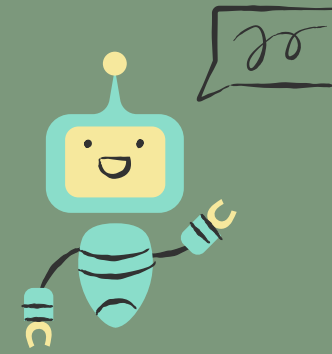
June 5

- End of AI prototype construction
- Start of AI prototype testing and debugging

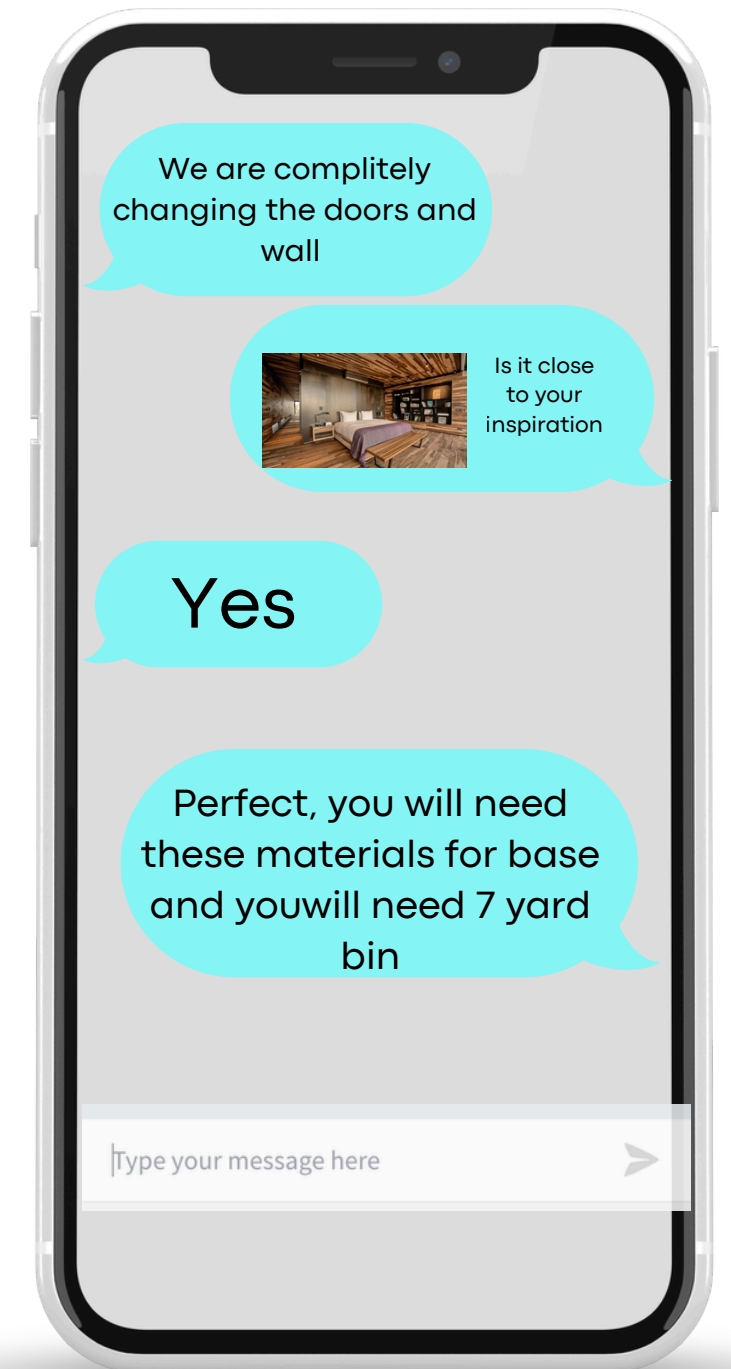
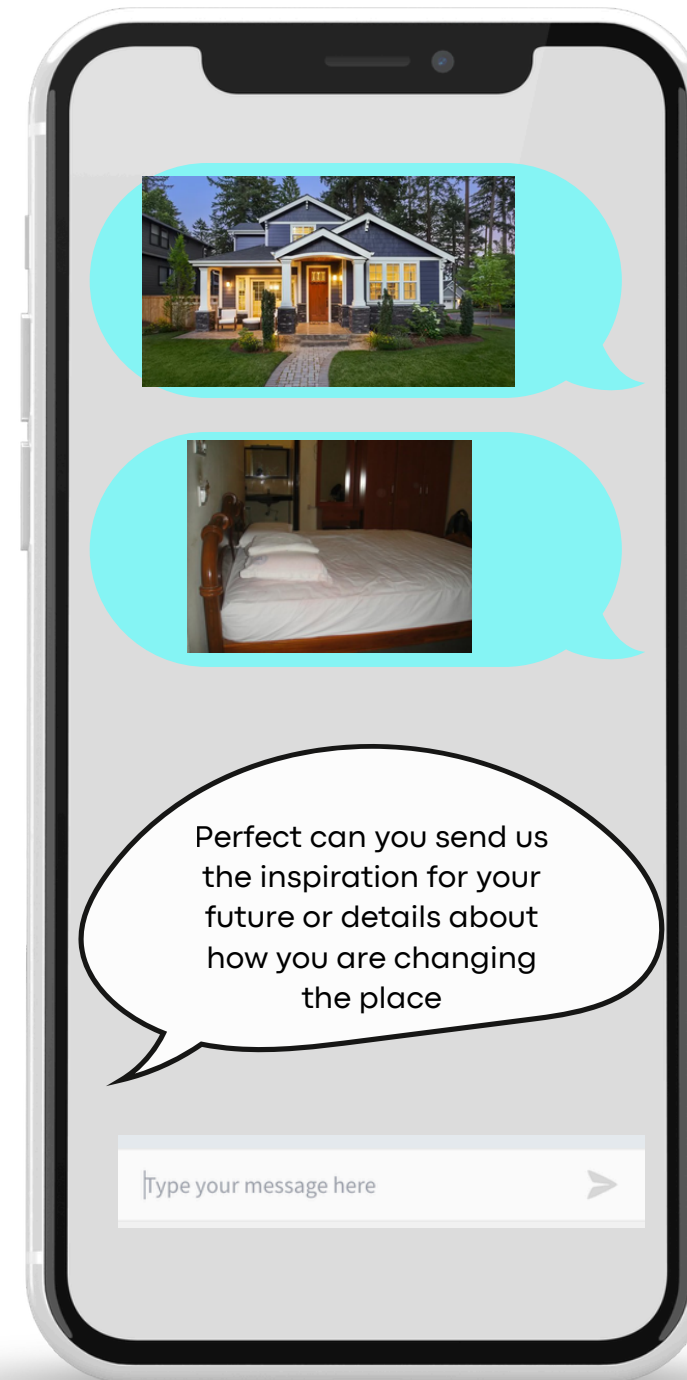
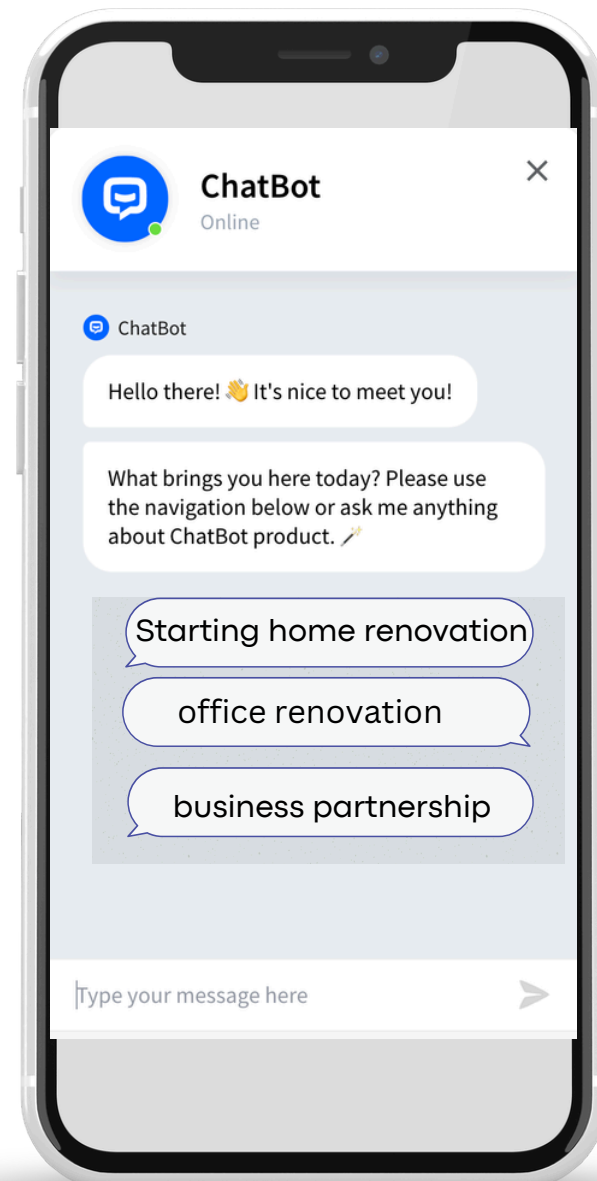
June 19

- End of AI prototype testing
- Launch of AI chatbot

Chatbot design



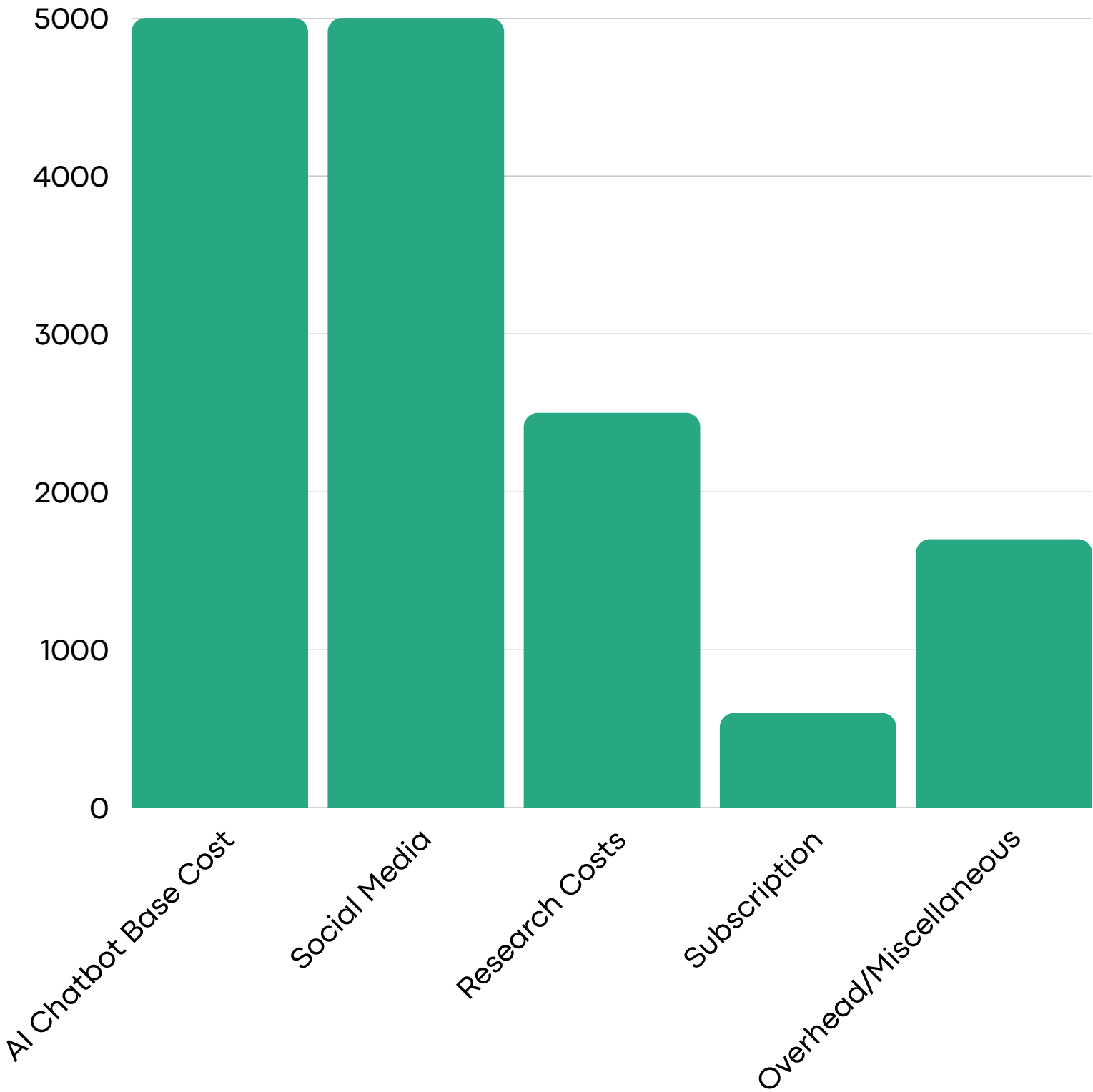
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Cost Analysis

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Projected Costs	Amount (Dollars)
Cost of influencer promotion	5000
AI Chatbot Base Cost	5000
Subscription	50/month 600
Research costs	2500
Overhead/miscellaneous	1700
Total	14800



Problem Statement

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SOLUTION



01

Long and time-consuming timeline resulting in delay of deployment of the recommendations.

02

High saturation of the social media influencer market leads to difficulty in selecting the influencer.

01

Increased workforce towards development of AI and marketing campaign

02

Define search parameters and quotas beforehand for streamlined selection of influences



SOLUTION