



## EASYGAS MVP DEVELOPMENT STRATEGY

Version 1.0

Prepared For: EasyGas Founders, Partners & Development Team

### Executive Summary

EasyGas aims to modernize LPG ordering and distribution in Pakistan through a simple, scalable mobile platform.

Rather than building a large and complex system from day one, EasyGas will launch with a focused Minimum Viable Product (MVP) designed to validate customer demand, streamline operations, and establish a strong customer database.

The primary goal of the MVP is to enable customers to order LPG quickly and conveniently while providing EasyGas with the operational tools required to manage pricing, orders, inventory, and customer relationships.

The system must be designed in a way that supports future expansion into distributor management, multi-city operations, multiple LPG storage facilities, online payments, and nationwide coverage.

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### Business Vision

EasyGas will become a technology-driven LPG distribution platform that serves:

- Residential customers
- Commercial customers
- Restaurants
- Small businesses
- Distributors

The long-term vision is to become one of Pakistan's leading LPG distribution networks by combining reliable supply, digital ordering, customer convenience, and data-driven operations.

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## MVP Objectives

The MVP should focus on solving one problem exceptionally well:

**Allow customers to order LPG quickly and allow EasyGas to fulfil those orders efficiently.**

Success will be measured by:

- Customer acquisition
- Repeat orders
- Order fulfilment rate
- Delivery speed
- Customer retention

The MVP is not intended to solve every operational challenge from day one.

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## Product Strategy

The MVP will consist of:

### Customer Mobile Application

Android , iOS , Web application

Purpose:

- Customer ordering
- Order tracking
- Price visibility
- Customer account management



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## Admin Management Portal

Web-based platform.

Purpose:

- Manage orders
- Manage customers
- Manage pricing
- Manage inventory
- Generate reports

## Backend Platform

Purpose:

- Store customer data
  - Manage products
  - Process orders
  - Handle notifications
  - Support future scalability
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## User Roles

### 1. Admin

EasyGas operations team.

Responsibilities:

- Manage customers
- Manage products
- Manage prices
- Manage orders
- Manage inventory
- View reports
- Update order status



### 2. Customer

Residential or commercial customer ordering LPG.

Capabilities:

- Register account
  - Place orders
  - Track orders
  - View prices
  - Manage addresses
  - Reorder previous purchases
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## User Authentication

### Login Method

Mobile Number + OTP

No password required.

Benefits:

- Faster onboarding
  - Reduced support issues
  - Better user experience
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## Customer Registration

Required Fields:

- Full Name
- Mobile Number
- Address
- City
- Area

Optional:

- Email Address



## Customer Mobile Application

### Home Screen

The home screen should display:

### Current LPG Prices

Three primary products:

### LPG Refill

Customer already owns a cylinder.

EasyGas supplies LPG refill.

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## Cylinder Swap

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Customer exchanges an empty cylinder for a filled cylinder.

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### **New Cylinder Purchase**

Customer purchases a new cylinder with LPG included.

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### **Dynamic Pricing**

Prices are controlled by Admin.

Changes must update instantly throughout the application.

Display:

- Current Price
  - Last Updated Date
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### **Quick Actions**

Buttons:

- Order LPG Refill
  - Cylinder Swap
  - Buy New Cylinder
  - Repeat Last Order
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### **Product Categories**

#### **LPG Refill**

Customer owns cylinder.

Orders LPG refill.

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#### **Cylinder Swap**

Customer exchanges:

Empty Cylinder → Filled Cylinder

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#### **New Cylinder Purchase**

Customer purchases:

- New cylinder
  - Initial LPG fill
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## Ordering Flow

### Step 1

Select product type:

- LPG Refill
  - Cylinder Swap
  - New Cylinder
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### Step 2

Select:

- Cylinder Size
- Quantity

Cylinder sizes to be confirmed by management.

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### Step 3

Select delivery address.

Customer can:

- Use existing address
  - Add new address
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### Step 4

Capture map location.

Google Maps integration required.

Reason:

Accurate delivery location.

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### Step 5

Review Order

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Display:

- Product
  - Quantity
  - Price
  - Delivery Address
  - Payment Method
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## Step 6

Submit Order

Generate:

- Order Number
  - Date
  - Time
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## Payment Method

### MVP

Cash on Delivery Only

No online payments required.

This simplifies:

- Development
  - Operations
  - Customer onboarding
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## Order Tracking

Customer should be able to view order status.

Statuses:

1. Order Received
2. Order Confirmed
3. Out for Delivery
4. Delivered

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5. Cancelled

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### Repeat Order Function

A highly important feature.

Customers should be able to reorder their previous purchase with a single tap.

Purpose:

- Increase retention
  - Increase repeat orders
  - Improve customer convenience
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### Emergency Delivery Option

Recommended MVP Feature.

Button:

**"Need Gas Urgently?"**

Customer can request priority delivery.

Benefits:

- Premium pricing opportunity
  - Competitive advantage
  - Higher profit margins
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### Admin Portal

The Admin Portal is the operational center of EasyGas.

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### Dashboard

Display:

- Orders Today
- Revenue Today
- Pending Orders
- Completed Orders
- LPG Stock Levels

- Active Customers
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### Order Management

Admin can:

- View all orders
  - Search orders
  - Update order status
  - Assign deliveries
  - Cancel orders
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### Customer Management

Admin can:

- View customer profiles
- View order history
- View spending history
- View customer activity



### Dynamic Pricing Module

Admin can manage:

#### Retail Price

Used by customers.

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#### Future Distributor Price

Reserved for future phases.

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### Price Update Requirements

Price changes must:

- Take effect immediately
- Apply only to new orders
- Preserve pricing on existing orders

### Price Audit Log

Track:

- Product
  - Previous Price
  - New Price
  - Date
  - Time
  - Updated By
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### Inventory Management

Keep inventory simple during MVP.

Track:

#### LPG Inventory

- Available LPG
  - Reserved LPG
  - LPG Dispatched
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### Cylinder Inventory

- Filled Cylinders
  - Empty Cylinders
  - New Cylinders Available
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### Customer Database

Every customer should maintain:

#### Customer Profile

- Name
- Phone Number
- Address
- Registration Date

### Customer Analytics

- Total Orders
  - Total LPG Purchased
  - Total Revenue Generated
  - Last Order Date
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### Reporting

#### Daily Reports

- Orders Received
  - Orders Delivered
  - Revenue
  - LPG Sold
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#### Weekly Reports

- Customer Growth
  - Revenue Growth
  - Repeat Orders
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#### Monthly Reports

- Total Revenue
  - Total Customers
  - Active Customers
  - LPG Volume Sold
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### Notifications

#### Customer Notifications

- Order Received
- Order Confirmed
- Out for Delivery

- Delivered
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### **Admin Notifications**

- New Order Received
  - Low Inventory Warning
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### **Technical Requirements**

#### **Customer Application**

Platform:

Android

Future:

iOS

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#### **Admin Portal**

Platform:

Web Application

Access:

- Desktop
  - Tablet
  - Mobile Browser
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### **Phase 2**

#### **Distributor Portal**

Distributors can:

- Receive jobs
  - Accept jobs
  - Complete jobs
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#### **Distributor Procurement**

Distributors purchase LPG stock from EasyGas.

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### Multiple Cities

Support operations in:

- Lahore
  - Karachi
  - Islamabad
  - Faisalabad
  - Multan
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### Phase 3

#### Online Payments

- Easypaisa
  - JazzCash
  - Credit Card
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#### Live Tracking

- Driver Tracking
  - Delivery Tracking
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#### Subscription LPG Deliveries

Automatic refill scheduling.

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#### Credit Accounts

Distributor credit facilities.

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#### Multi-Storage Facilities

Manage inventory across multiple depots.

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#### Key MVP Success Metrics

Within the first 6–12 months, EasyGas should aim to achieve:

- 1,000+ registered customers
- 100+ monthly repeat customers
- 95% order fulfilment rate
- Average delivery time below target service levels
- Positive customer retention trends

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### Final Recommendation

The success of EasyGas will not be determined by the number of features in the application.

Success will be determined by:

1. Fast and simple ordering
2. Reliable LPG delivery
3. Accurate pricing
4. Strong customer retention
5. Building a valuable customer database

The MVP should remain lean, operationally efficient, and focused on validating market demand before investing in distributor networks, advanced automation, and nationwide expansion.

**Build simple. Launch quickly. Learn from customers. Then scale.**



easyGas