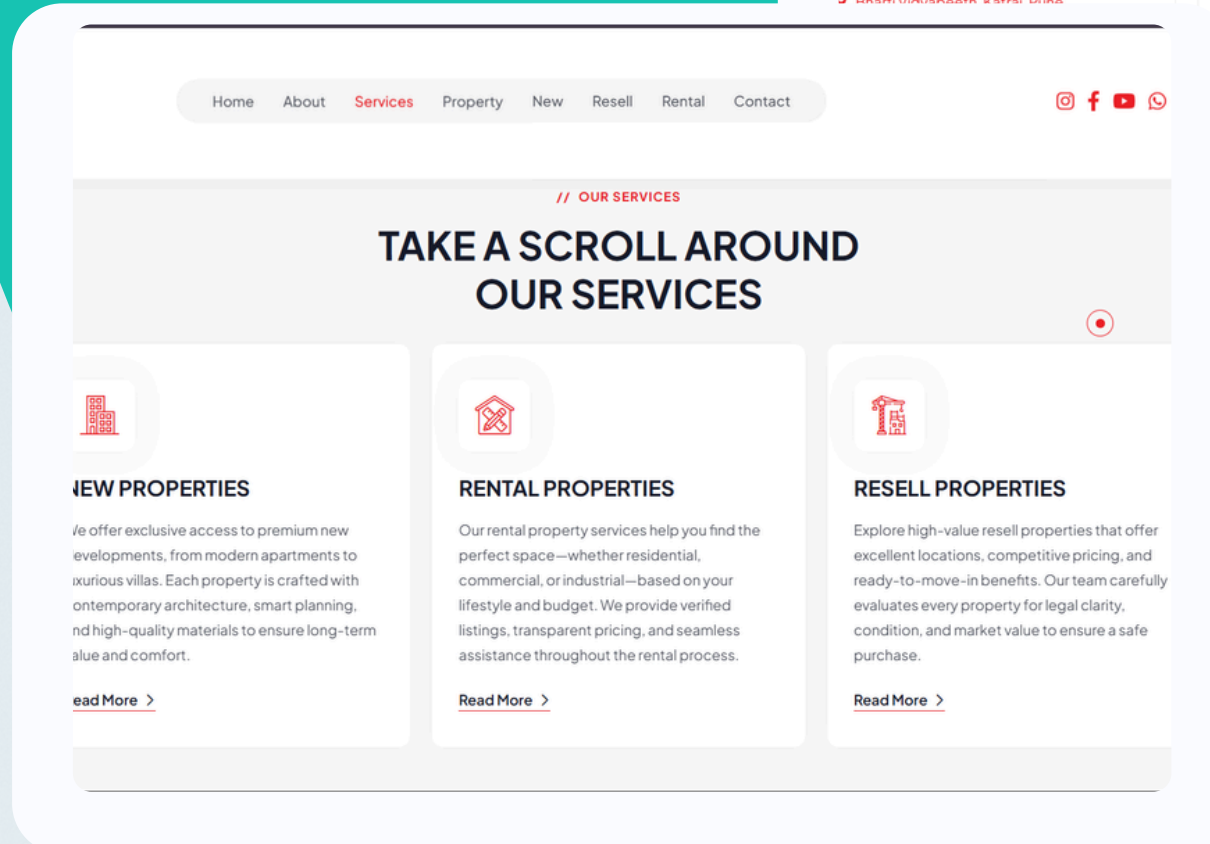
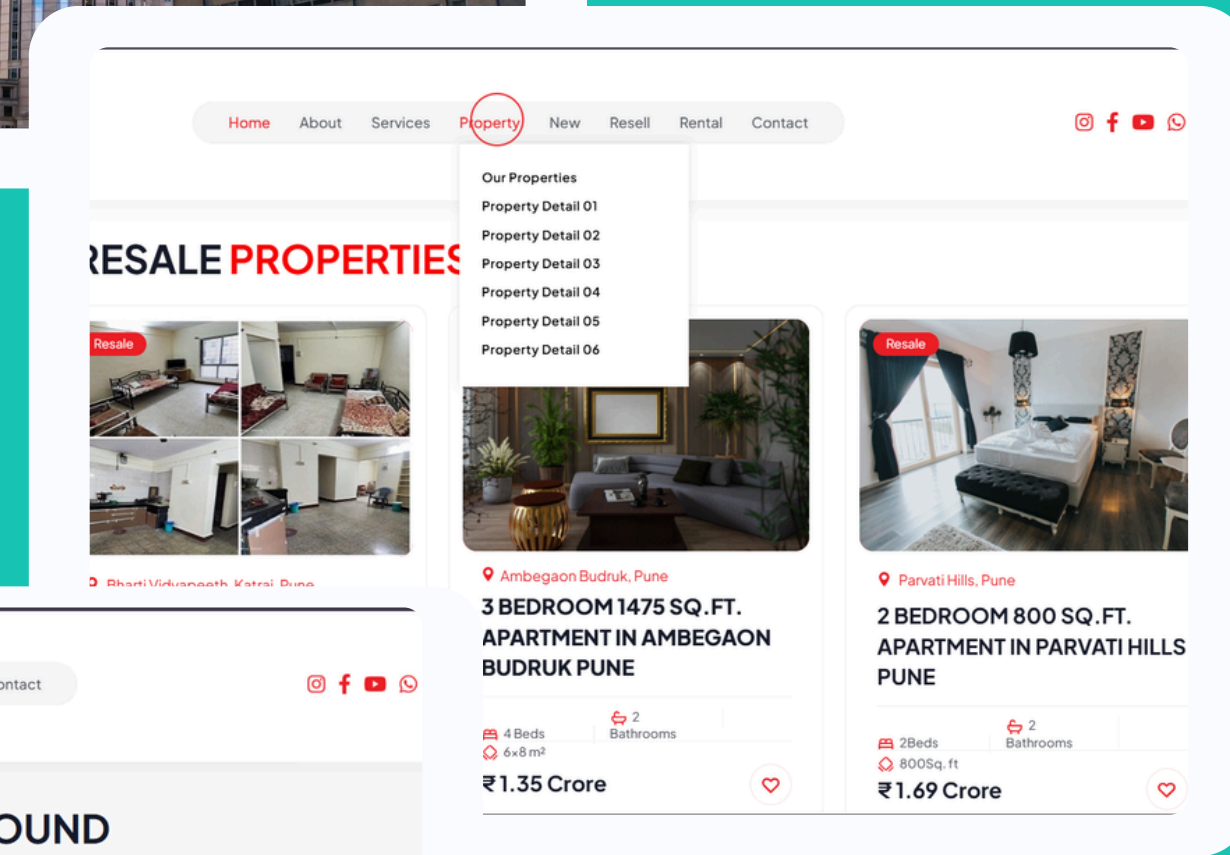
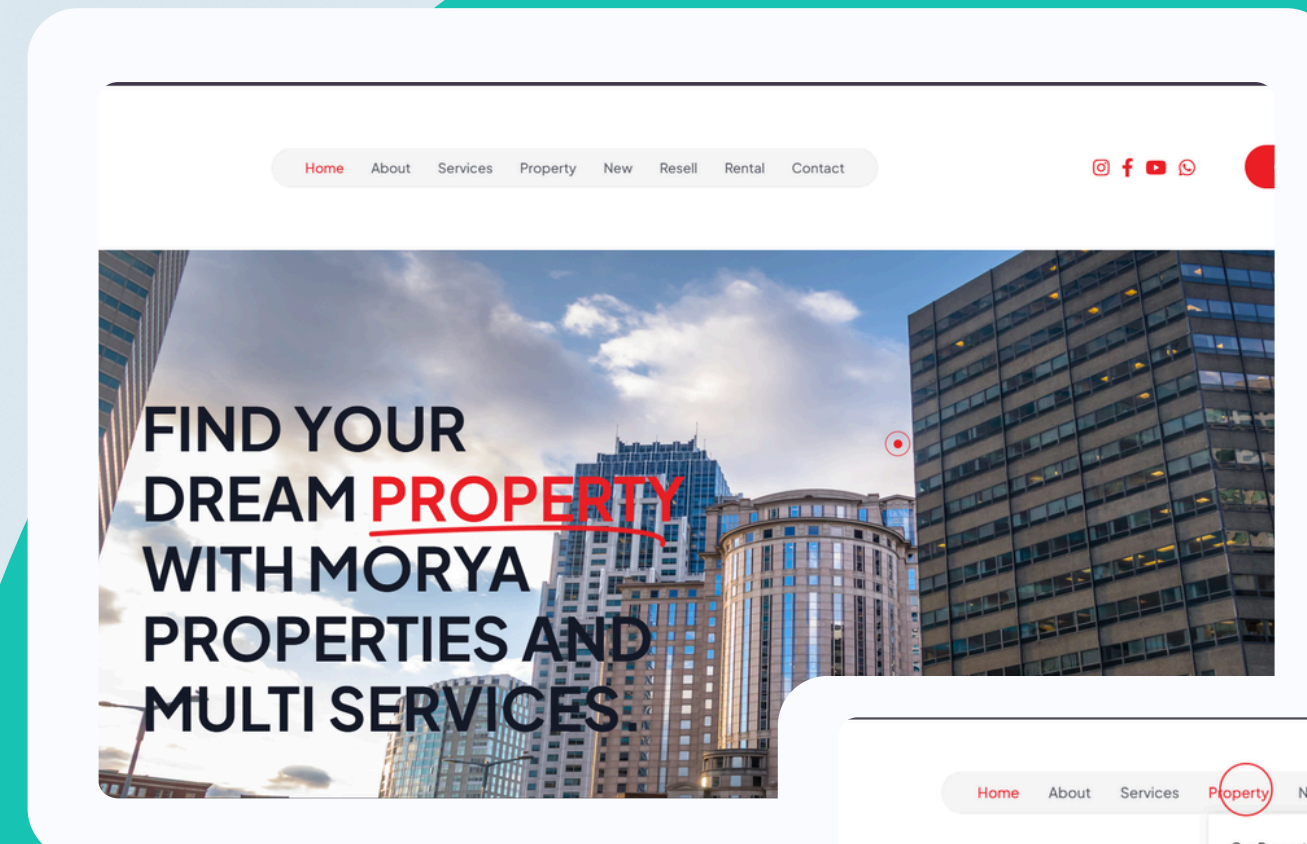




MORYA PROPERTIES

www.moryapropertiesandmultiservices.com



1. ABOUT US

01 Company Overview

Morya Properties & Multiservices is a real estate and service-based business offering property solutions along with multiple support services.

02 Establishment & Growth

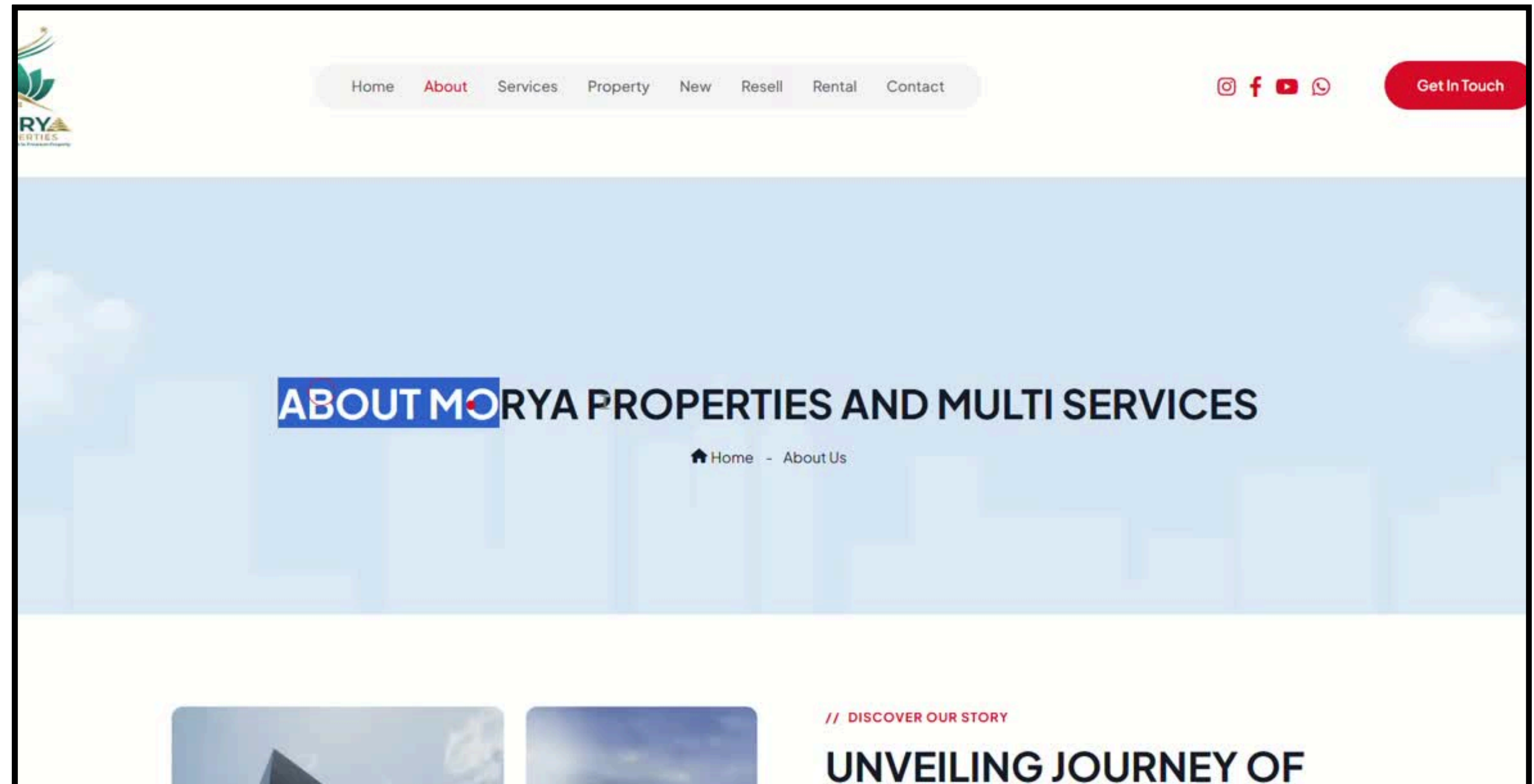
The company operates with experience in property dealing, documentation, and service coordination.

03 Location Presence

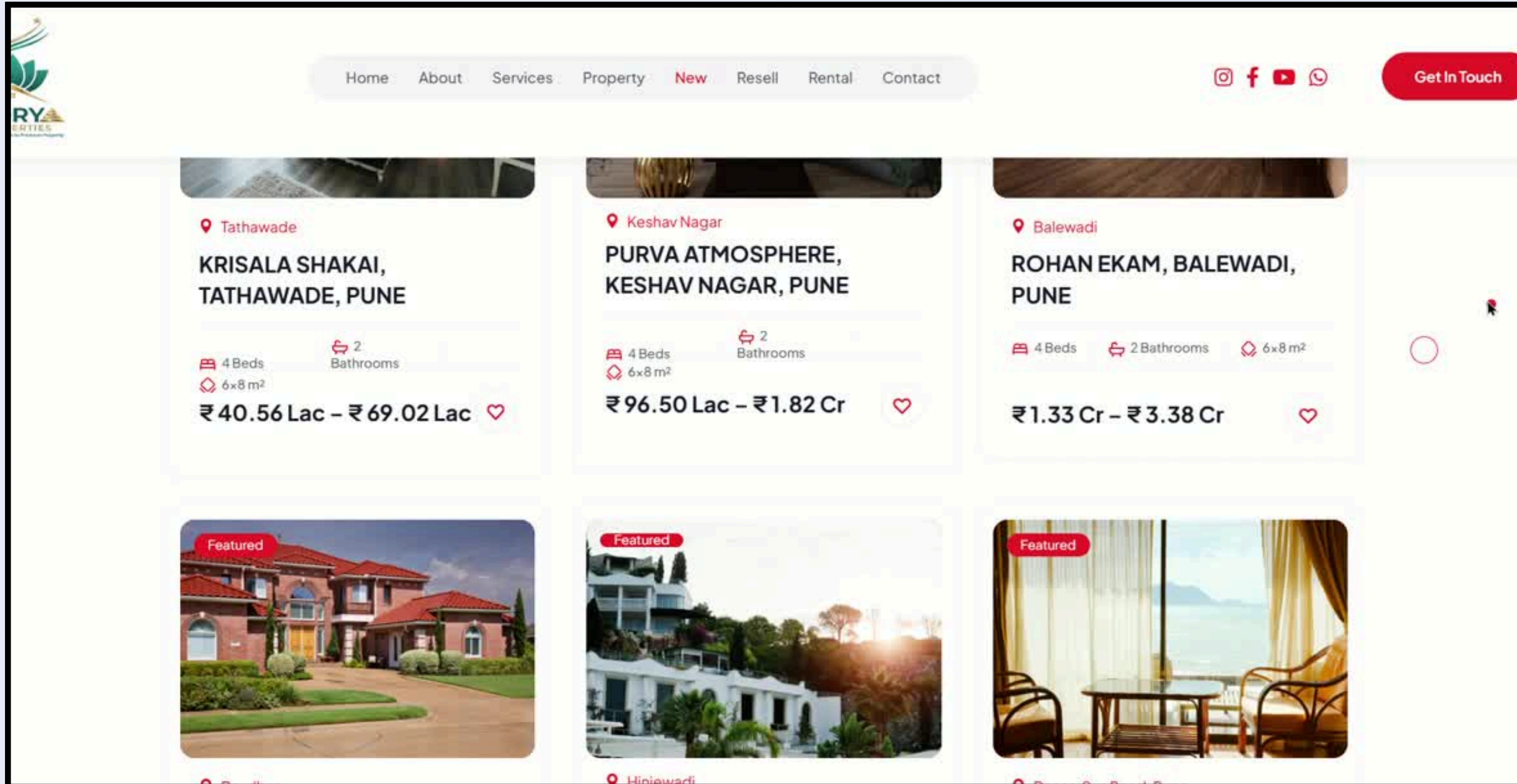
Morya Properties & Multiservices operates in India, primarily serving local and regional markets.

04 Core Offerings

The business provides property buying/selling services along with additional services like documentation, consultancy, and support solutions.



2. PROBLEM STATEMENT



01 **Fragmented Service Experience**
Customers had to approach different vendors for property and related services.

02 **Limited Digital Presence**
The business had low online visibility, reducing new customer acquisition. Dependency on offline referrals limited scalability.

03 **Unstructured Service**
Services and property options were not clearly presented online. Customers faced difficulty in understanding offerings.

04 **Inefficient Lead Handling**
There was no centralized system to capture and manage inquiries. This resulted in missed leads and slow response time.

3. SOLUTION

01 Integrated Service Website

Developed a platform showcasing both property services and additional offerings.

02 Structured Listings & Service Categories

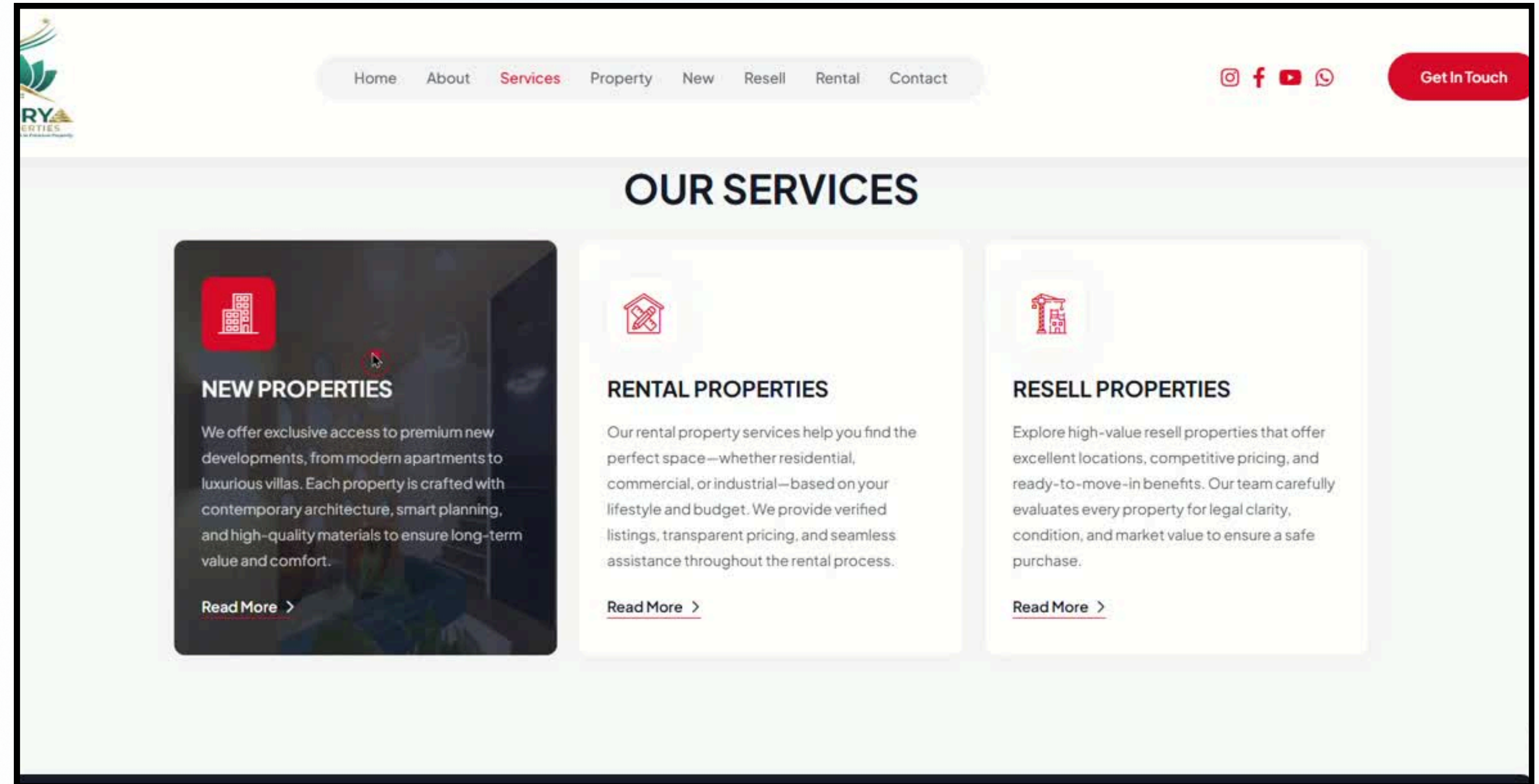
Organized property listings and services into clear sections. Improved clarity and ease of navigation for users.

03 Lead Capture & Inquiry System

Integrated contact forms and inquiry options for different services. Enabled efficient lead collection and follow-ups.

04 Multi-Service Positioning & Branding

Highlighted the business as a complete solution provider. Enhanced value proposition and customer appeal.



4. TECHNOLOGY STACK



01 Frontend Technologies
HTML, CSS, JavaScript for responsive UI and structured layouts.
Ensured fast loading speed and mobile-friendly user experience.

02 Backend Technologies
Node.js / PHP-based backend for handling data, APIs, and business logic.
Enabled scalable and efficient processing of user and lead data.

03 Database & Hosting
MySQL / PostgreSQL database for storing property and user data.
Hosted on cloud servers (AWS / VPS) ensuring reliability and uptime.

04 APIs & Third-Party Integrations
Integrated Google Analytics, Meta Ads tracking, and lead capture APIs.
Used third-party tools for marketing automation and communication.

5. GROWTH & IMPACT

01 Increased Customer Reach

Digital platform helped attract customers for both property and services.
Expanded reach beyond local referrals.

02 Higher Lead Conversion

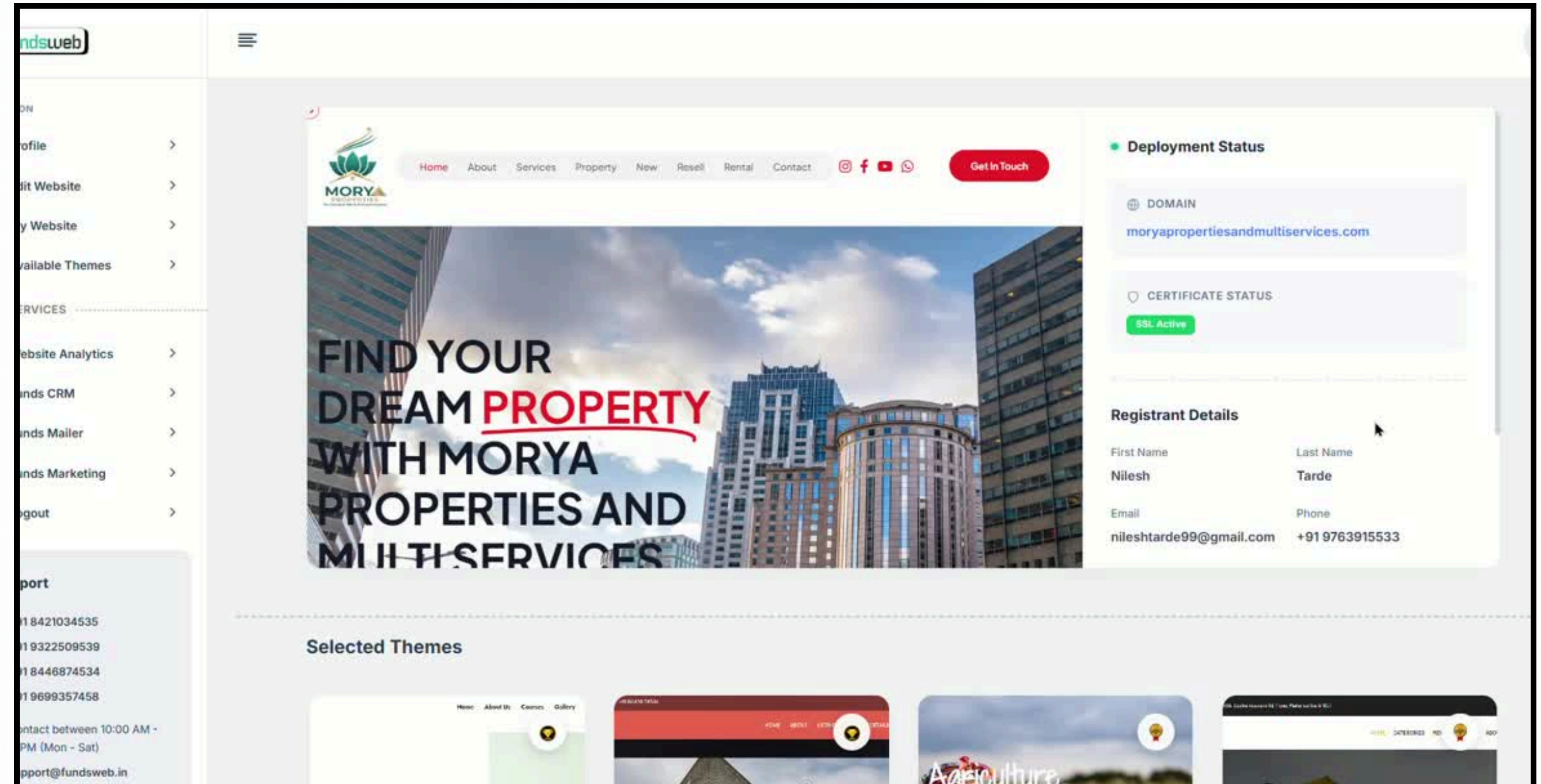
Integrated services improved customer convenience.
Resulted in better conversion rates.

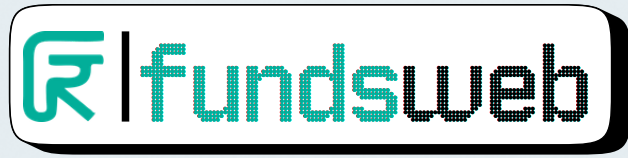
03 Stronger Business Positioning

Positioned as a one-stop solution provider instead of a single-service business.
Enhanced competitive advantage.

04 Improved Operational Efficiency

Centralized inquiry system streamlined communication and workflow.
Enabled faster response and better service delivery.





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Thank
You

