



BAF II Case Study No. 5
March 2022

Handee

Website:
www.handee.la

Sector:
Retail services

BDS activity:
Marketing and ICT inputs

BDS providers:
JMS Business Solutions and LaiLaoLab

An 'app' that connects people with freelance service providers

About the company

Established in early 2020, Handee's main service offering is a mobile 'phone application (or 'app') that links users with a range of freelance retail service providers and 'gig workers'. Currently provided in Vientiane Capital, the aim is to expand this service to other parts of Laos in the future. At present, the company has 1,077 customers and 402 freelance service providers using its platform.

Handee's app provides benefits to all users: both those seeking service providers, and those (mostly freelancers) seeking to provide those services. There are over 70 kinds of services offered under 10 key categories, spanning: i) graphic design, ii) electrical maintenance, iii) translation and report writing, iv) construction and building maintenance, v) catering/event organizing, vi) ICT, vii) tutoring, viii) business operations, marketing and advertising, ix) media and entertainment, and x) other general services.

What growth challenges did the company face ?

The company expected that it would be disrupting the conventional market for retail service provision, in a way that would benefit both retail customers and freelance 'gig workers' looking to increase their incomes. But the company did not expect that a global pandemic would disrupt its own growth and development, as the economy slowed down dramatically, and various public health protocols were introduced that restricted how business could be done.

To speedily cope with this situation was challenging for the company. But it decided that the expert inputs of a third party service provider was one of the best solutions to move the business forward. However, to access the right service provider, able to ensure quality inputs and value for money, required professional assistance from BAF II's advisory team.





“As an SME and business operator in Laos, we face numerous challenges in running our business. We are therefore glad to receive grants from BAF II. But it is not only funding support, as the BAF II team also provides consultations and good strategic advice. BAF II has helped us to improve our company’s appearance through a marketing programme, with guidance on selecting the best service provider. BAF II has inspired us to be better and more professional in our own operations. So we appreciated their support, and hope that BAF II will continue to support SMEs in Laos in the future.”

Mr. Visoun Naviengchanh, Director Handee Co. Ltd.



“Handee is owned and run by a young and talented team. And I enjoyed working with them. Their sense of drive is infectious, and so I felt motivated every time I advised them. But it was not just a one-way flow of information, with me provided advice to the company; they also gave me an opportunity to see inside their business. From this, I learnt some things that I would not get from a classroom.”

Mrs May, BAF II Deputy Team Leader

BAF II support provided

BAF II has provided two matching grants to Handee to support them with two different elements of their growth plan. The first was to support a situational analysis of the market for freelance service provision in Laos, from which a strategic marketing development plan was created. Having conducted a detailed SWOT analysis of the market, the BDS provider was able to provide Handee with an equally detailed and integrated marketing plan, spanning both traditional and social media.

The second BAF II matching grant supported Handee to conduct an extensive upgrade in the ‘app’, after a pilot period had been completed, and it was evident that the platform would benefit from some improvements. These comprised some add on features, including a bulletin board feature, the ability to edit and cancel posts, a chat function, additional privacy settings, advertising report management, dashboard reports, e-KYC, one time passwords, as well as up-upgrades to the search and ratings functions, etc.

Different BDS providers were selected by Handee to conduct the two activities, based on the different skills and prior experience required.

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- ປະກາດຄວາມຕ້ອງການໂດຍບໍ່ມີຄ່າໃຊ້ຈ່າຍ
- ມີໝວດບໍລິການທີ່ຫຼາກຫຼາຍ
- ໂປ່ງໃສ ບໍ່ມີຄ່າທຳນຽມໃນການຈ້າງງານ
- ງ່າຍໃນການເຂົ້າເຖິງຜູ້ຮັບເໝົາ
- ຂໍ້ມູນປະສົບການຊ່ວຍໃນການຕັດສິນໃຈ



Some useful lessons

The business community in Laos has had to contend with a great deal of uncertainty during the pandemic, including how long Covid-19 will last, and when circumstances will return to some kind of normality. In addition, there have been changes in consumer and client spending and other behaviour patterns during the pandemic. Handee was quick to go ‘on the front foot’, and create a fresh approach to survive the pandemic, and come out even stronger. They did this by looking back and reviewing what they had achieved, then exploring what resources were available to help them adjust, which brought them to BAF II.

Want to learn more about BAF II, and explore whether we can help your business to grow ? Go to www.baflaos.com and let’s start a conversation.

