

To maximize your recurring revenue while making the platform irresistible,  
here is a highly effective three-tier pricing model you can deploy under the eggroot.com brand:

#### 🏆 Tier 1: The Starter Package (PKR 4,999 / month)

\*Target: Independent, single-location showrooms that are currently using paper ledgers or basic Excel sheets.\*

\* \*\*Core Focus:\*\* Delivering \*\*Easy management\*\* of daily showroom tasks.

\* \*\*Included:\*\* Module 3 (Inventory), Module 4 & 5 (Order Management & Sales Invoicing), and the 24-month Installment Engine.

\* \*\*Limits:\*\* Maximum of 3 user accounts (1 Admin, 2 Salespersons). Single location only.

The Hook: \*\* It instantly stops inventory theft and fixes all their installment math errors.

#### ### 🏆 Tier 2: The Growth Package (PKR 9,999 / month)

\*Target: Established dealerships that want to increase their revenue and manage after-sales.\*

\* \*\*Core Focus:\*\* Customer retention and maximizing daily sales.

\* \*\*Included:\*\* Everything in Tier 1, plus \*\*Module 13 (Pre-Sales CRM & WhatsApp Engine)\*\* and \*\*Module 12 (Repair & Service Center)\*\*.

\* \*\*Limits:\*\* Up to 7 user accounts. Single location only.

\* \*\*The Hook:\*\* Dealerships will gladly pay the extra PKR 5,000 because the WhatsApp Click-to-Chat feature will help them close walk-in leads they were previously losing.

#### ### 🏆 Tier 3: The Enterprise SaaS (PKR 19,999 / month)

\*Target: Multi-branch business owners who manage locations across Lahore or multiple cities.\*

\* \*\*Core Focus:\*\* Total operational control and branch security.

\* \*\*Included:\*\* The complete 13-Module Blueprint, unlocking \*\*Module 11 (Multi-Branch & Gate Passes)\*\* and the Super Admin consolidated financial reports.

\* \*\*Limits:\*\* Unlimited users.

\* \*\*The Hook:\*\* The owner can monitor live sales from all branches on their phone, and the Digital Gate Pass secures their physical E-Bikes during transit.