

E-DIRECTORY FOR UTILITIES AND SERVICES

1. INTRODUCTION

With high usage of smart phones and internet, people need everything at their finger tap. Building an E-directory with right amount of listings of nearby services and utilities, people will have easy and smooth search of services they needed. Nowadays, it is cumbersome to carry and handle data with heavy books with 1000s of pages. Instead, with android and iOS app of directory, people will have a great access to contacts and details of services offered by businesses, govt institutions, social workers, legal advisors, doctors etc.

2. SERVICE AND ITS APPLICATION

E-Directory will be an application where customers will search for their desired services like plumbing, electrician, printing, restaurants, Tiffin services, post offices, banks/ATMs etc. and then there will be listings of institutions with their contact information and list of services provided by them. Customers can access to various service providers' for services which are needed in their daily life or in some emergency. Mobile app can become handy for people who are in urgent need of some information for example doctors.

3. DESIRED QUALIFICATION FOR PROMOTER

An entrepreneur needs to have skills of leading a team where they need to convince service providers and institutions to list themselves on e-directory with sufficient information. A great leading with marketing skills to understand people's understanding on use of web based directory can be an added advantage to lead this business.

4. INDUSTRY LOOK OUT AND TRENDS

A directory website can be launched for almost any industry or purpose with an opportunity for members to add all kinds of great content like videos, articles,

special deals, and photo galleries. There are several types of online directories that you can choose to create. The most common ones are local business directories, professional service provider directories, and membership directories or association websites. To make it easier, you can start in the area that you have the most experience in or the location where you are residing. For example, if your city does not have a strong local business or tourism guide, you have a good opportunity to create an online community that generates recurring revenue. If you are a special service provider, you can create a directory for your industry, starting with you and your colleagues and ultimately making some money from your competitors while featuring your business at the same time. Or perhaps choose an interest or topic that you are passionate about and create a national or international directory website or membership community around that. There's room for a lot of innovation with the online directory business plan.

5. MARKET POTENTIAL AND MARKETING ISSUES. IF ANY

- E-Directory offers a global database for central access and management of network information, resources, and services.
- E-Directory offers a standard method of managing, viewing, and accessing network information, resources, and services.
- E-Directory enables you to logically organize your resources independent from their physical characteristics or layout of the network.
- E-Directory provides dynamic mapping between an object and the physical resource to which it refers.
- E-Directory works today and is several years ahead of any competitor with proven reliability, scalability, and security for enterprise networks.
- E-Directory significantly lowers the cost of managing and administering a network through centralized access and management of all network and operating system resources. In addition, it significantly lowers the cost of connectivity and data synchronization over a wide area network.

6. RAW MATERIAL REQUIREMENT

1. Computers - with latest compatible OS
2. Internet connection devices and network Infrastructure
3. Telephone Network

7. SERVICE PROCESS OUTLINE

Building an E-Directory is comparatively easy app. E-Directory app should be efficient in searching of a particular list. It also requires easy to use and easy to understand features which can be accessed to anyone of any age. For developing this project, there are various technologies available. There can be various features apart from Search and Listing of Service providers which can be as below:

1. Map based search
2. Market selection as per area
3. Integration of ratings from reputed agency
4. Geo-targeting directory where listing is shown based on user's location
5. CRM integration for service provider's easy access to add/modify
6. Community Forum where users interact and suggest their review
7. Affiliate Marketing Tracker (OPTIONAL)
8. Geo-targeted Banner Ads
9. Reporting/Analytics for Entrepreneur
10. Social Media Plug-ins

These features are needed as per convenience of an entrepreneur's business plan and growth which can eventually attract more traffic and thus more ads and more revenue. Every feature needs to be critically observed and implemented with proper design.

8. MANPOWER REQUIREMENT

1. Entrepreneur for Leading and managing staff - 1
2. Sales Support to get service providers information on e-directory - 2

3. Marketing support for handling queries of Service Providers / Customers - 1 as per traffic
4. Technical Support and troubleshooting person - 1 as per traffic

9. IMPLEMENTATION SCHEDULE

With more features and complexity, this project can take more time. Basic e-directory with basic designs for users and advertisement can be built in 5-7 weeks' time. As and when traffic gets increased on mobile app or website, features can be upgraded.

SR. No	Task Description	Duration
1.	Preparation of project reports	1 st week
2	Essential registration	1 st week
4	Arrangement of Finance/ loan	1 st week
5	Arrangement of rented accommodation	2 st week
6	Machinery and Equipment purchase	2 st week
7	Recruitment of staff and labour	2 st week
8	Basic database operations and coding	3 st week
9	Trial Operation	4 st week
10	Commercial Operation	5 st week

10. COST OF PROJECT

Sr. No.	Particulars	Amount in Rs
1	Land	₹ 0.00
2	Building	₹ 0.00
3	Portal	₹ 60,000.00
4	Equipments/ Vehicle/ Other fixed investment	₹ 1,02,000.00
5	Working Capital Margin (3 Months)	₹ 2,19,600.00
5	Total Cost of Project	₹ 3,81,600.00

(a) FIXED CAPITAL INVESTMENT

Sr. No.	Description	Qty	Amount	Total
1	Building Portal	1	₹ 60,000.00	₹ 60,000.00
2	Computers - with all necessary hardware & software	2	₹ 27,000.00	₹ 54,000.00
3	Routers Cables & telephone for Network	1	₹ 3,000.00	₹ 3,000.00
4	Office Setup	1	₹ 45,000.00	₹ 45,000.00

A	Total	₹ 1,62,000.00
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(b) WORKING CAPITAL

Sr. No.	Description	Amount per Month
1	Salary	₹ 55,000.00
1a	Entrepreneur	₹ 15,000.00
1b	Marketing Support - 2 @ Rs 10,000 per month	₹ 20,000.00
1c	Sales Support - 2 @ Rs 10,000 per month	₹ 20,000.00
2	Raw Material	₹ 2,200.00
2a	Internet Connection Charges	700.00
2b	Annual Maintenance Charges for Portal by service provider	500.00
2c	Google Play Store	1,000.00
3	Utilities	₹ 2,500.00
3a	Power	₹ 1,200.00
3b	Water	₹ 300.00
3c	Misc.	₹ 1,000.00
4	Other Expenses	₹ 3,500.00
4a	Transportation	₹ 1,000.00
4b	Advertising/Marketing/Social Media	₹ 2,000.00
4c	Stationery	₹ 500.00
5	Rent	₹ 10,000.00
<u>B</u>	<u>Total</u>	<u>₹ 73,200.00</u>

11. MEANS OF FINANCE

Sr. No	Description	Percentage	Amount (Rs)
1	Promoter's Contribution	25%	₹ 95,400.00
2	Term Loan/Bank Finance	75%	₹ 2,86,200.00
	Total		₹ 3,81,600.00

(a) Cost of Production

Sr. No.	Particulars	Amount in Rs
	<u>Variable Cost</u>	
1	Raw Material and Other direct inputs	₹ 26,500.00

2	Salary (60%)	₹ 71,400.00
3	Power (70%)	₹ 2,310.00
Sr. No.	Particulars	Amount in Rs
	Variable Cost 1 Month	₹ 1,00,210.00
	Total Annual Variable Cost	₹ 12,02,520.00
	Fixed Cost	
1	Overheads	₹ 15,000.00
2	Salary (40%)	₹ 47,600.00
3	Power (30%)	₹ 990.00
	<i>Sub Total</i>	₹ 63,590.00
	<i>Total for 12 Months</i>	₹ 7,63,080.00
4	Interest	₹ 80,226.00
5	Depreciation	₹ 60,000.00
	Total Fixed Cost	₹ 9,03,306.00
	Total Cost of Production	₹ 21,05,826.00

(b) Turnover

Sr. No.	Description	Per Month	Qty	Revenue per Month	Gross Income per Annum
1	Paid Membership Gold	₹ 600.00	100.00	₹ 60,000.00	₹ 7,20,000.00
2	Paid Membership Silver	₹ 250.00	250.00	₹ 62,500.00	₹ 7,50,000.00
3	Advertisement Banners	₹ 1,000.00	10.00	₹ 10,000.00	₹ 1,20,000.00
4	Events/Deals	₹ 750.00	10.00	₹ 7,500.00	₹ 90,000.00
	Total Revenue per Annum			₹ 16,80,000.00	

Assumption for Turnover, here, is that there can be two types of membership provided to agencies which will have different access and features associated with e-directory. Also there can be good revenue from event organisers and advertisers whom can be convinced to feature their ads.

12. WORKING CAPITAL REQUIREMENTS

Sr. No.	Description	Amount per Month
1	Entrepreneur	₹ 15,000.00
2	Marketing Support - 2 @ Rs 10,000 per month	₹ 20,000.00
3	Sales Support - 1 @ Rs 10,000 per month	₹ 10,000.00

4	Technical Support - 1 @ Rs 10,000 per month	₹ 10,000.00
4	Internet Connection Charges	₹ 700.00
5	Annual Maintenance Charges for Portal by service provider	₹ 500.00
6	Google Play Store account management	₹ 1,000.00

13. LIST OF MACHINERY REQUIRED

Sr. No.	Description	Qty	Amount	Total
1	Computers - with all necessary hardware & software	2	₹ 27,000.00	₹ 54,000.00
2	Routers Cables & telephone for Network	1	₹ 3,000.00	₹ 3,000.00

All the machines and equipments are available from local manufacturers. The entrepreneur needs to ensure proper selection of product mix and proper type of machines and tooling to have modern and flexible designs. It may be worthwhile to look at reconditioned imported machines, dies and tooling. Some of the machinery and dies and tooling suppliers are listed here below:

- 1 Impressive Computers
Hasan Ali House No. 4/41-A,
Noor Baug, Umerkhadi,
Mumbai - 400009,
Maharashtra, India
- 2 Computer Planet
Shop No. 1, Shaniwar Peth-53,
Opposite Amruteshwar Mandir,
Amruteshwar Co Operative Housing Society,
Near Shaniwar Wada,
Pune - 411030,
Maharashtra, India
- 3 Visicube Technologies Private limited
Door No. 1-8-315,
Begumpet, Opposite US Consulate,

Hyderabad - 500016,
Telangana, India

4 Micon Automation Systems Private Limited
A-814, Siddhi Vinayak Towers,
Behind DCP Office, Makarba,
Ahmedabad - 380051,
Gujarat, India

5 Adaptek Automation Technology
No. 13, F- 3, 2nd Floor,
Main Road, Adyar Nehru Nagar,
Near H.D.F.C. Bank A.T.M.,
Chennai - 600020,
Tamil Nadu, India

14. PROFITABILITY CALCULATION

Net Profit
Net profit Margin

₹ 7,42,956.00
44.22%

(a) Profitability Projection

Sr. No.	Particulars	UOM	Year Wise estimates					At Full Capacity
			Year 1	Year 2	Year 3	Year 4	Year 5	
1	Capacity Utilization	%	30	40	50	60	70	100
2	Sales	Rs Lakhs	₹ 5.04	₹ 6.72	₹ 8.40	₹ 10.08	₹ 11.76	₹ 16.80
3	Raw Materials & Other Direct Inputs	Rs Lakhs	₹ 1.46	₹ 1.94	₹ 2.43	₹ 2.91	₹ 3.40	₹ 4.85
4	Gross Margin	Rs Lakhs	₹ 3.58	₹ 4.78	₹ 5.97	₹ 7.17	₹ 8.36	₹ 11.95

5	Overheads Except Interest	Rs Lakhs	₹ 3.93	₹ 3.93	₹ 3.93	₹ 3.93	₹ 3.93	₹ 3.93
6	Interest	Rs Lakhs	₹ 0.34	₹ 0.34	₹ 0.34	₹ 0.34	₹ 0.34	₹ 0.34
7	Depreciation	Rs Lakhs	₹ 0.24	₹ 0.24	₹ 0.24	₹ 0.24	₹ 0.24	₹ 0.24
8	Net Profit Before Tax	Rs Lakhs	-₹ 0.93	₹ 0.26	₹ 1.46	₹ 2.65	₹ 3.85	₹ 7.43
9	Profit %		- 18.50%	3.90%	17.34%	26.30%	32.70%	44.22%

The basis of profitability calculation:

This unit will have capacity to provide Premium membership in two categories Gold and Silver. The subscribers will have different facilities for both of these categories. This is differed due to costing of the subscription. Gold membership can have 1200 subscriber/year and silver membership can have 3000 subscriber/year.

The cost of gold membership would be 600INR/month and 250 INR/month for silver subscribers. (Bulk registrations can be acceptations like batch of 60 students)

Energy Costs are considered at Rs 7 per Kwh and fuel cost is considered at Rs. 65 per liter. The depreciation of plant is taken at 10-12 % and Interest costs are taken at 14 -15 % depending on type of industry.

15. BREAKEVEN ANALYSIS

Sr. No.	Particulars	UOM	Value
1	Sales at Full Capacity	Rs Lakhs	16.80
2	Variable Costs	Rs Lakhs	4.85
3	Fixed Cost incl. Interest	Rs Lakhs	4.52
4	Break Even Capacity	% of Inst	37.81
	BEP = FC/(Sales -Variable Cost) *100	Capacity	

16. STATUTORY / GOVERNMENT APPROVALS

Bureau of Indian Standards (BIS) is operating **Compulsory Registration Scheme (CRS)** for Electronics & IT Goods as per the provision of Chapter IVA of THE BUREAU OF INDIAN STANDARDS RULES, 1987 for the product categories notified by MeitY.

Visit official government website (Bureau of Indian Standards) for notice about products on: <http://crsbis.in/BIS/> Entrepreneur may contact State Pollution Control Board where ever it is applicable.

17. BACKWARD AND FORWARD INTEGRATIONS

It is assumed that the unit will be viable at 75% efficiency on single shift basis considering 5 working days or as per demand of area per week.

The rate of interest in the scheme is taken at 11.5 % for both fixed and working capital. Due to liberalization and competition among banks, lower rate of interest is possible in future.

The prices of machinery and equipment are approximate which are ruling locally at the time of preparation of the project. When a tailor-cut project is prepared the necessary changes are to be made at the local level.

The cost of staff and labour is approximate which is ruling locally at the time of preparation of the profile. When a tailor-cut project is prepared the necessary changes are to be made.

18. TRAINING CENTERS AND COURSES

There is no specific course in repairing and assembling services, but the most authorized centre is government authorized "ITI" available in all the cities across the country.

India Training institute of computer technology conducts various technical courses in different cities to enable students to make a bright career. Most of our vocational programs are job-oriented with which students can start earning the day they finish their training or can learn them as a hobby. Students can join for any of these in vacations as all these are short-term certificate courses.

Udyamimitra portal (link : www.udyamimitra.in) can also be accessed for hand-holding services viz. application filling / project report preparation, EDP, financial Training, Skill Development, mentoring etc.

Entrepreneurship program helps to run business successfully is also available from Institutes like Entrepreneurship Development Institute of India (EDII) and its affiliates all over India.

Disclaimer:

Only few machine manufacturers are mentioned in the profile, although many machine manufacturers are available in the market. The addresses given for machinery manufacturers have been taken from reliable sources, to the best of knowledge and contacts. However, no responsibility is admitted, in case any inadvertent error or incorrectness is noticed therein. Further the same have been given by way of information only and do not carry any recommendation.

Source:- Udyami Mitra/Sidbi