

WEB DESIGN SERVICE CENTRE

1. INTRODUCTION

Computer has grown to become essential in the operations of business. It has also demonstrated itself, especially in recent years, to be very powerful tool in design and manufacturing. Through WEB enabled service we can meet any corner of the world from the work station instantly and we can display our products or service through web enabled services as marketing. It is essentially a web site to be developed and managed (for alterations of activity). It is a system interface with the outside world.

2. SERVICE AND ITS APPLICATION

In addition to the individual professional companies in the field of design for their own website, the entrepreneurs have scope to develop the website for small scale industries, educational Institution, hospitals, etc. and also to maintain and updating it with time scale. Now the marketing through the Web enabled service are become the integral part of marketing strategy and some time it leads the market. The industrial establishments, government agencies and research organisations are now days searching their requirement in the website, since it is faster, simple and easier plus complete details are also available. By considering the above factor, the estimated business in a Web Site Design will continue to be on the better side of challenge and profitability in the coming future.

3. DESIRED QUALIFICATION FOR PROMOTER

Promoter for this service may have higher studies in Web development designing as well as backend coding in PHP, JAVA, dotNet or any other language plus background of sales and marketing can be an value added plus point so that it brings down the cost of building project and also make the implementation smoother and it will require less time to build with greater quality.

4. INDUSTRY LOOK OUT AND TRENDS

Everything depends on you and your creativity to make a website. Every year, we can see the bright future of dynamic web design because we know the successful work in the Past. In this year, a new list of web design trends for a company that worked hard to wonder for market and professional web design services at all levels in India.

In this era of digital marketing, web design has become a need and helpful part in our life and always attractive the use by providing multiple option in web design such as advanced tools, Chat Room, Online customer support, progressive web app, better responsive design bold typography, colour, and graphics and many other things. Nowadays, dynamic web design is influx and trending all over the internet that also 'wow' factor is your key to standing out from the crowd. Web designers are always involved in new technique and method to make relevant, it is most useful in aesthetics with usability.

New technologies and methodologies will easy to design and enable intricate the web page to open the windows through simple principles. Most important things are, a user will be able to communicate and access more easily and find the best result at all over the website.

5. MARKET POTANTAIL AND MARKETING ISSUES. IF ANY

Future of professional web design depends upon of dependency on our phones. 92% of American now owns a mobile phone, with 70% phones being smart-phones. A responsive website is more growing web design because responsive design is a web first applications and mobile-friendly best web design in the world. Responsive web design is too super flexible, excellent user experience and cost-effective web design. The best part of responsive web design is recommended by Google and Very Easy to manage.

Standards design, new technologies, and modern website the future of the web design. In other hand rounded edge, plan shapes, and traditional web designing

patterns are lost day by day. World demand aesthetics, clear, Flat Planar design. We see daily window 8 and iOS-7, Flat design starter this two operating system first time. Compatibility with responsive web design are the best this, that thing is adopted as a fresh approach to user experience. Simple graphics are easy to understand and able to re-sized or rearranged to display on any website and mobile screen size. Flat design always believes in a flexible framework and readable typography. Designer overly focused on trendy design list, who work to achieve across as modern or flex design. A designer has worked with flat design and the result referred to as "Flat 2.0" or "almost-flat" design. We also suggest in design is material design in common with flat design; advantages are a line to line imagery, high-scale typography, and intentional space with bold graphics.

6. RAW MATERIAL REQUIREMENT

1. Computers with latest OS and Network Infrastructure
2. Advanced Software such as Photoshop, Illustrator, Dreamweaver and more according to the requirement.

7. SERVICE PROCESS OUTLINE

The Internet has been accepted as the fastest and most prolific growth registering platform. While it continues to spawn a new breed of entrepreneurs, as it expands further the scope and challenges faced by marketers will only multiply. The correct web presence is now a must. This subject of design and development is vast in it and needs understanding of not only your business but also the category, competition and knowledge about the online consumer with regards to your products and service.

Web Designing Services majorly has two stages for the scope of work.

- Website structure Designing
- Website development

Work flow of the single assignment of web designing:

- Defining Site Goal: This is probably the most important phase of any design project as you define the goals, set up the overall structure, decide on content and assign roles and the different deliverables throughout the project.
- Developing Site Structure: The site structure forms the backbone of the website. It acts as a reference guide for the team during the entire duration of the project. Use flowcharts to show the flow of the structure.
- Designing and Production: In this phase, make sure the designer works together with the programmer to ensure the implementation of coherent design elements. After the client approves the design drafts, the designer and the graphic team work on the look and the feel of the website. Compression, transparency, efficient use of color and design combine to create effective web graphics. The production stage is a point where the actual website is created. After the design and layout of the site is completed, the site goes into the engineering part of the work. Here, you will take all of the individual graphic elements from the prototype and use them to create the actual, functional site.
- Testing, collecting feedbacks and fixing bugs: Although testing is something that's done throughout the development process as well, there will always be bugs left. And we're not only talking about software bugs. Even a design can be buggy. So after giving the final touch the site will be ready to go live!

8. MANPOWER REQUIREMENT

1. Web Designers: 2 or 3 minimum, who can create attractive ad designs for print media like banners, catalogue, flyers and other printing material plus can also design for digital advertise like social media marketing and web advertising.
2. Tech-Support: 1 - who can manage server data and hosting for various domains.
3. Sales and marketing: 1 or 2 who can work on official documentation and can re-present project in front of client.

9. IMPLIMENTATION SHEDULE

The project can be implemented in a period of 3 to 5 months by performing the various activities in a systematic manner and simultaneous application of various common activities:

SR. No	Task Description	Duration
1.	Preparation of project reports	15 Days (1 st Month)
2	Essential registration	15 Days (1 st Month)
3	Site Selection	5-10 Days (1 st Month)
4	Arrangement of Finance/ loan	30 Days (2 nd Month)
5	Arrangement of rented accommodation	30 Days (2 nd Month)
6	Machinery and Equipment purchase	10 Days (3 rd Month)
7	Recruitment of staff and labour	10 Days (3 rd Month)
8	Installation of Machinery	10 Days (3 rd Month)
9	Trial Operation	4 th Month
10	Commercial Operation	5 th Month

10. COST OF PROJECT

Sr. No.	Particulars	Amount in Rs
1	Land	₹ 0.00
2	Building	₹ 0.00
3	Portal and Software Licencing	₹ 56,000.00
4	Equipments/ Vehicle/ Other fixed investment	₹ 1,95,000.00
5	Working Capital Margin (3 Months)	₹ 2,56,500.00
	Total Cost of Project	₹ 5,07,500.00

(a) FIXED CAPITAL CALCULATION

Sr. No.	Description	Qty	Amount (Rs)	Total (Rs)
1	Building Website for service Centre itself	1	₹20,000.00	₹20,000.00
2	Computers - with all necessary hardware and installed Windows and MS Office	5	₹27,000.00	₹1,35,000.00
3	Purchase bulk hosting services	1	₹20,000.00	₹20,000.00
4	Software licencing	1	₹ 16,000.00	₹ 16,000.00
5	Network Installation	1	₹10,000.00	₹10,000.00
6	Office Furniture	1	₹50,000.00	₹50,000.00
A	Total			₹2,51,000.00

(b) WORKING CAPITAL CALCULATION

Sr.	Description	Total (Rs)
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No.		
1	Salary	₹
		60,000.00
1a	Web Designers - 3 @ 10,000 Rs per Month	₹ 30,000.00
1b	Technical Support - 1 @ 15,000 Rs per Month	₹15,000.00
1c	Marketing Representative - 2 @ Rs 7500 Per month	₹15,000.00
2	Software renewal	₹ 3,500.00
3	Other Expenses	₹ 4,500.00
3a	Transportation	₹ 1,000.00
3b	Stock images/illustrators	₹ 3,000.00
3c	Stationery	₹ 500.00
4	Rent	₹
		15,000.00
B	Total	₹
		83,000.00

11. MEANS OF FINANCE

Sr. No.	Description	%age of Fixed Capital	Total
1	Promoter's Contribution	25%	₹ 1,26,875.00
2	Term Loan/Bank Finance	75%	₹ 3,80,625.00
Total			₹ 5,07,500.00

(a) Cost of Production

Sr. No.	Particulars	Amount in Rs
	Variable Cost	
1	Raw Material and Other direct inputs	₹ 8,000.00
2	Salary (60%)	₹ 36,000.00
3	Power (70%)	₹ 1,750.00
	Variable Cost 1 Month	₹ 45,750.00
	Total Annual Variable Cost	₹ 5,49,000.00
	Fixed Cost	
1	Overheads	₹ 15,000.00
2	Salary (40%)	₹ 24,000.00
3	Power (30%)	₹ 750.00
	<i>Sub Total</i>	₹ 39,750.00
	<i>Total for 12 Months</i>	₹ 4,77,000.00
4	Interest	₹ 45,675.00
5	Depreciation	₹ 28,650.00
	Total Fixed Cost	₹ 5,51,325.00
	Total Cost of Production	₹ 11,00,325.00

(b) Turnover

Sr. No.	Description	Cost/Unit	Quantity/Month	Sales/month	Revenue/year
1	Static Websites	₹8000.00	15	₹1,20,000.00	₹14,40,000.00
2	Dynamic Websites	₹15,000.00	7	₹1,05,000.00	₹12,60,000.00
Total					₹27,00,000.00

12. WORKING CAPITAL REQUIREMENTS

Sr. No.	Description	Total (Rs)
1	Web Designers - 3 @ 10,000 Rs per Month	₹ 30,000.00
2	Technical Support - 1 @ 15,000 Rs per Month	₹15,000.00
3	Marketing Representative - 2 @ Rs 7500 Per month	₹15,000.00
4	Software renewal	₹ 3,500.00

13. LIST OF MACHINERY REQUIRED

Sr. No.	Description	Qty	Amount (Rs)	Total (Rs)
1	Computers - with all necessary hardware and installed Windows and MS Office	5	₹27,000.00	₹1,35,000.00
2	Network Installation devices kit	1	₹10,000.00	₹10,000.00

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

₹ 15,99,675.00
59.25%

(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	₹ 8.10	₹ 10.80	₹ 13.50	₹ 16.20	₹ 18.90	₹ 27.00
3	Raw Materials & Other Direct Inputs	Rs Lakhs	₹ 1.65	₹ 2.20	₹ 2.75	₹ 3.29	₹ 3.84	₹ 5.49
4	Gross Margin	Rs Lakhs	₹ 6.45	₹ 8.60	₹ 10.76	₹ 12.91	₹ 15.06	₹ 21.51
5	Overheads Except Interest	Rs Lakhs	₹ 4.77	₹ 4.77	₹ 4.77	₹ 4.77	₹ 4.77	₹ 4.77
6	Interest	Rs Lakhs	₹ 0.46	₹ 0.46	₹ 0.46	₹ 0.46	₹ 0.46	₹ 0.46
7	Depreciation	Rs Lakhs	₹ 0.29	₹ 0.29	₹ 0.29	₹ 0.29	₹ 0.29	₹ 0.29
8	Net Profit Before Tax	Rs Lakhs	₹ 0.94	₹ 3.09	₹ 5.24	₹ 7.39	₹ 9.54	₹ 16.00
9	Profit %		11.60%	28.62%	38.83%	45.63%	50.50%	59.25%

The basis of profitability calculation:

This unit will have capacity to build 180 static websites and 84 dynamic website per year.

The cost of developing static website would be 8000 INR to 15,000 INR per website, which includes 18-20 static pages and related images (Some premium image would be chargeable separately.) Developing a dynamic website will cost 15,000 INR to 25,000 INR per website which includes basic master pages and a basic CMS. (Some extra modules would be charged separately according to the requirement.)

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	27.00
2	Variable Costs	Rs Lakhs	5.49
3	Fixed Cost incl. Interest	Rs Lakhs	5.51
4	Break Even Capacity	% of Inst Capacity	25.63
	BEP = $\frac{FC}{\text{Sales} - \text{Variable Cost}} \times 100$		

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