COMPUTERIZED ADVERTISEMENT DESIGN

1. INTRODUCTION

From billboards to newspapers to websites, advertising is something people are exposed to almost every day. Good advertising has a way of sticking with you, whether it's a print media or digital media. In order to capture consumer's attention and stick in their memory, an advertising design job blends phycology, marketing, creativity, technical knowledge and seamless presentation. These display items of various size and shapes can be designed and produced using latest computer assisted systems. These are attractive, legible, cost effective and fast.

2. SERVICE AND ITS APPLICATION

The role of computerized advertisement design services is the creation of an advertising and marketing plan specific to client's business, product and brand. It works with your business objectives, keep within ad budgets and develop advertising and marketing campaigns to satisfy business needs. This will help to pull all this together to provide a creative and compelling campaign intended to engage the attention of potential customers and get them to buy your product or service.

3. DESIRED QUALIFICATION FOR PROMOTER

Promoter for this service may have higher studies in graphic designing as well as marketing in seals and management plus background of copy writing and high quality content creation 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 LOOKOUT AND TREND

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 computer advertisement, since it is faster, simple, and easier and complete details are also available. By considering the above factor, the estimated business in a computer advertisement will continue to be on the better side of challenge and profitability in the coming future.

5. MARKET POTENTIAL AND MARKETING ISSUES. IF ANY

The advantages of computerised ads over the traditional designing and printing have modernized the printing industry for quality, efficiency and productivity. computerised ads has replaced the old concept of letter setting and printing .DTP facility has ample opportunities for undertaking job work on sub-contract basis for printing and publishing houses, Govt. departments, educational institutions, business houses, industries, advertisement agencies and industrial. There is good scope for using computerised ads facility for designing and producing newsletter, certificates, data sheets, brochures and catalogues etc. The electronics technology is undergoing rapid strides of change and there is need for regular monitoring of the national and international technology scenario. The unit may therefore keep abreast with the new technologies in order to keep them in pace with the development for global competition. Quality today is not only confined to the product or service alone, it also extends to the process and environment in which the product is generated. The unit may adopt ISO 9000 standard for global competition.

6. RAW MATERIAL REQUIREMENT

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	Software licencing	1	₹ 16,000.00	₹ 16,000.00
3	Network Installation devices	1	₹5,000.00	₹5,000.00

7. SERVICES PROCESS OUTLINE

Computerized Advertisement design agency majorly has two corners for the scope of work.

- Print Advertisement
- Internet Advertisement

On the initial stage of start-up, one can outsource the technical work like, designing content writing and video production. This can reduce the capital investment amount. So before entering to the advertising market you need to prepare 4 things.

1. Collect media kits that list advertising rates, demographics and specs.
2. Introduce yourself to sales representatives at the media outlets you plan to use regularly.
3. Create a portfolio of past work, if you have been in the industry, to highlight ad campaigns you've worked on in the past.
4. Collect database of designers and technical writers for tie-ups.

Full advertise service agencies typically employ graphic designers and copywriters or contract with trusted outside firms. Since printing is a specialized industry, agencies will handle this function through a printing partner. Graphic design, copywriting and printing are vital elements of the overall ad program.

Have a production process, and follow it. It is important to create clear, easy-to-follow workflows for every kind of project. This ensures that steps aren't missed and that the final product has been vetted at each essential stage.

Create a culture that would not workarounds for anyone—even the owner. Make sure that the production process applies to everyone, no matter what rank they carry. If clients insist on special treatment or believe they don't need the expense of extra steps, they're not giving you the opportunity to provide your best work.

Encourage critical system implementation. Make it worth your employees' time to use the right systems to accomplish their tasks. Efficiency and productivity boosts benefit both your employees *and* your bottom line.

Hold regular, mandatory traffic meetings to stay updated on project statuses. Traffic meetings aren't optional. They keep projects on time and on budget. Use them to your advantage.

Create templates for frequently used processes and tasks. Make it as easy as possible for your team to ensure there's uniformity in your information and methods.

Leverage technology to make processes seamless and easy. There are many good software tools out there. Be sure to give your company and employees the tools they need to do the best job they can.

8. MAN POWER REQUIREMENT

Sr. No.	Description	Total (Rs)
1	Graphic Designers – 3 @ Rs 10000 per Month	₹ 30,000.00
2	Copy Writer – 1 @ Rs 10000 per month	₹10,000.00

9. IMPLEMENTATION SCHEDULE

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 as mentioned below:

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

10.   COST OF PROJECT

Sr. No.	Particulars	Amount in Rs
1	Land	₹ 0.00
2	Building	₹ 0.00
3	Portal and Software Licencing	₹ 41,000.00
4	Equipments/ Vehicle/ Other fixed investment	₹ 2,25,000.00
5	Working Capital Margin (3 Months)	₹ 1,90,500.00
5	**Total Cost of Project**	**₹ 4,56,500.00**

(a)   Fixed Capital Calculation

Sr. No.	Description	Qty	Amount (Rs)	Total (Rs)
1	Building Profile Portfolio	1	₹25,000.00	₹25,000.00
2	Computers - with all necessary hardware and installed Windows and MS Office	5	₹27,000.00	₹1,35,000.00
3	Software licencing	1	₹ 16,000.00	₹ 16,000.00

3	Network Installation	1	₹5,000.00	₹5,000.00
4	Office Furniture	1	₹85,000.00	₹85,000.00
A	**Total**			**₹2,66,000.00**

(b) Working Capital Calculation

Sr. No.	Description	Total (Rs)
1	**Salary**	**₹ 40,000.00**
1a	Graphic Designers – 3 @ Rs 10000 per Month	₹ 30,000.00
1b	Copy Writer – 1 @ Rs 10000 per month	₹10,000.00
2	**Software renewal**	**₹ 1,500.00**
3	**Other Expenses**	**₹ 4,500.00**
3a	Transportation	₹ 1,000.00
3b	Stock images/illustrators	₹ 3,000.00
3c	Stationery	₹ 500.00
4	**Utilities**	**₹ 2,500.00**
4a	Power	₹ 1,200.00
4b	Water	₹ 300.00
4c	Misc.	₹ 1,000.00
5	**Rent**	**₹ 15,000.00**
B	***Total***	**₹ 63,500.00**

11. MEANS OF FINANCE

Sr. No.	Description	%age of Fixed Capital	Total
1	Promoter's Contribution	25%	₹ 1,14,125.00
2	Term Loan/Bank Finance	75%	₹ 3,42,375.00
Total			₹ 4,56,500.00

(a) Cost of Production

Sr. No.	Particulars	Amount in Rs
	Variable Cost	
1	Raw Material and Other direct inputs	₹ 6,000.00
2	Salary (60%)	₹ 24,000.00
3	Power (70%)	₹ 1,750.00
	Variable Cost 1 Month	₹ 31,750.00
	Total Annual Variable Cost	₹ 3,81,000.00
	Fixed Cost	
1	Overheads	₹ 15,000.00
2	Salary (40%)	₹ 16,000.00
3	Power (30%)	₹ 750.00
	Sub Total	₹ 31,750.00
	Total for 12 Months	₹ 3,81,000.00
4	Interest	₹ 41,085.00
5	Depreciation	₹ 33,750.00
	Total Fixed Cost	₹ 4,55,835.00
	Total Cost of Production	**₹ 8,36,835.00**

(b) **Turnover**

Sr. No.	Description	Cost/ Unit	Quantity/Month	Sales/ month	Revenue/year
1	Banners/Hoardings for outdoor publicity	₹1000.00	50.00	₹ 50,000.00	₹ 6,00,000.00
2	Catalogues and Brochures	₹750.00	75.00	₹ 56,250.00	₹ 6,75,000.00
3	Social Media and Internet Ads	₹500.00	75.00	₹ 37,500.00	₹ 4,50,000.00
Total					**₹ 17,25,000.00**

12. WORKING CAPITAL REQUIREMENTS

Sr. No.	Description	Total (Rs)
1	Graphic Designers – 3 @ Rs 10000 per Month	₹ 30,000.00
2	Copy Writer – 1 @ Rs 10000 per month	₹10,000.00
3	Software renewal	₹ 1,500.00
4	Stock images/illustrators	₹ 3,000.00

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 connections devices	1 kit	₹ 16,000.00	₹ 16,000.00

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 CALCULATIONS

Specification	Amount
Net Profit	₹ 8,88,165.00
Net profit Margin	51.49%

(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	₹ 5.18	₹ 6.90	₹ 8.63	₹ 10.35	₹ 12.08	₹ 5.18

Sr. No.	Particulars	UOM	Year 1	Year 2	Year 3	Year 4	Year 5	At Full Capacity
		Lakhs						
3	Raw Materials & Other Direct Inputs	Rs Lakhs	₹ 1.14	₹ 1.52	₹ 1.91	₹ 2.29	₹ 2.67	₹ 1.14
4	Gross Margin	Rs Lakhs	₹ 4.03	₹ 5.38	₹ 6.72	₹ 8.06	₹ 9.41	₹ 4.03
5	Overheads Except Interest	Rs Lakhs	₹ 3.81	₹ 3.81	₹ 3.81	₹ 3.81	₹ 3.81	₹ 3.81
Sr. No.	Particulars	UOM	Year Wise estimates					At Full Capacity
			Year 1	Year 2	Year 3	Year 4	Year 5	
6	Interest	Rs Lakhs	₹ 0.41	₹ 0.41	₹ 0.41	₹ 0.41	₹ 0.41	₹ 0.41
7	Depreciation	Rs Lakhs	₹ 0.34	₹ 0.34	₹ 0.34	₹ 0.34	₹ 0.34	₹ 0.34
8	Net Profit Before Tax	Rs Lakhs	-₹ 0.53	₹ 0.82	₹ 2.16	₹ 3.51	₹ 4.85	-₹ 0.53
9	Profit %		-10.17%	11.85%	25.06%	33.87%	40.16%	51.49%

The basis of profitability calculation:

This unit will have capacity to design 600 banners/hoardings per year for outdoor publicity. Plus these same skilled designers can make brochures and catalogue, it can be 900/year, and a person with a basic knowledge of social media can develop social sharing designs approx 900 units/year.

The cost designing outdoor publicity banners would 1000 INR/unit, brochure and catalogue would be 750 INR/unit and social sharing material could be 500 INR/unit.

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	17.25
2	Variable Costs	Rs Lakhs	3.81
3	Fixed Cost incl. Interest	Rs Lakhs	4.56
4	Break Even Capacity	% of Inst	**33.92**
	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.