

DESKTOP PUBLISHING SERVICE

1. INTRODUCTION

For every business, one or another way there needs to have marketing material such as catalogues, brochures, pamphlet etc. Some of businesses need directories, manuals, other documents for their internal departments. Such documents are ready to be published on web or intranet of companies.

2. SERVICE AND ITS APPLICATION

Desktop publishing service provider can produce print and electronic documents which can be ready to print or publish on web or ready to use by users. Desktop publishers develop design, layout pages, format text and images such that it becomes ready to use in different formats required by client.

3. DESIRED QUALIFICATION FOR PROMOTER

Promoter should possess skills of designing & using tools like CorelDraw, MS Office, PageMaker, Adobe creative suite and many others. S/he also should have skills of understanding client's requirements for designing and bridge the gap between practical and desired output.

4. INDUSTRY LOOK OUT AND TRENDS

DTP is used for typesetting, layout, printing, graphics and photographs etc. It has wide applications in designing and producing newsletter, reports, data sheets, invitations, certificates, brochures and catalogues etc. With the DTP software package 'Page Maker' and MS-WORD, it is possible to undertake a variety of work in the printing and publishing field. The bilingual software package like 'Venus' and 'Prakash' has further enhanced the capacity of DTP for composing and printing text matter with graphics and combinations of text with different Indian languages.

5. MARKET POTENTIAL AND MARKETING ISSUES. IF ANY

The advantages of DTP over the traditional typesetting, designing and printing has modernized the printing industry for quality, efficiency and productivity. DTP 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 DTP 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.

6. RAW MATERIAL REQUIREMENT

Hardware requirements	Software requirements
<ol style="list-style-type: none"> 1. Computers with all necessary hardware 3. Office Furniture 4. UPS/Inverter 5. Air Conditioner 	<ol style="list-style-type: none"> 2. Advanced Software – Adobe Creative Suite, MS Office, QuarkXPress, CorelDraw, Apple iAuthor, PageMaker, CorelDraw

7. SERVICE PROCESS OUTLINE

- Desk Top Publishing (DTP) primarily pertains to designing of documents using personal computer, page-layout programs (such as PageMaker or MSWORD) and laser prints.
- The laser printer has the capability of printing the page that has text and graphics. The DTP has many advantages in comparison with the manual process.
- It is factual, it can quickly edit with minimum mistakes.
- Text and graphics can be merged into single file. Achieve higher productivity, efficiency and quality in printing and publishing with economy.

8. MANPOWER REQUIREMENT

1. Entrepreneur
2. Technical support - 3

9. IMPLEMENTATION SCHEDULE

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	Equipments/ Other fixed investment	₹ 3,09,000.00
4	Working Capital Margin (3 Months)	₹ 1,75,500.00
5	Total Cost of Project	₹ 4,84,500.00

(a) FIXED CAPITAL INVESTMENT CALCULATION

Sr. No.	Description	Qty	Amount	Total
1	Computers, Advanced Software & Technologies	4	₹ 25,000.00	₹ 1,00,000.00
2	Licensed Designing Software	4	₹ 30,000.00	₹ 1,20,000.00
3	Inverter	1	₹ 6,000.00	₹ 6,000.00
4	Air Conditioner	1	₹ 28,000.00	₹ 28,000.00
5	Internet Infrastructure and Electrification	1	₹ 5,000.00	₹ 5,000.00
6	Furniture	1	₹ 50,000.00	₹ 50,000.00
	Total			₹ 3,09,000.00

(b) WORKING CAPITAL CALCULATION (PER MONTH)

Sr. No.	Description	Total
1	Salary	₹ 36,000.00
1a	Entrepreneur	₹ 15,000.00
1b	Technical/Office Support - 3 @ Rs 10,000 per month	₹ 30,000.00
2	Raw Material	₹ 6,000.00
2a	Internet Connection Charges	₹ 700.00
2b	Yearly Subscription Renew	₹ 5,000.00
2c	Paper Ream	₹ 6500.00
2d	Film Roll for Lamination	₹ 2,000.00
2e	Ink cartridge refilling, Powder for toner refilling	₹ 1,500.00
3	Utilities	₹ 2,300.00
3a	Power	₹ 6,500.00
3b	Water	₹ 800.00
4	Other Expenses	₹ 4,200.00
4a	Advertising/Marketing/Social Media	₹ 800.00
4b	Stationery	₹ 500.00
4c	Telephone	₹ 700.00
4d	Repair and Maintenance	₹ 1,200.00
4e	Insurance	₹ 500.00
4f	Misc.	₹ 500.00
5	Rent	₹ 10,000.00
	Total	₹ 58,500.00

11. MEANS OF FINANCES

Sr. No.	Description	Percentage	Amount (Rs)
1	Promoter's Contribution	25%	₹ 1,21,125.00
2	Term Loan/Bank Finance	75%	₹ 3,63,375.00
	Total		₹ 4,84,500.00

(a) Cost of Operation

Sr. No.	Particulars	Amount in Rs
	Variable Cost	
1	Raw Material and Other direct inputs	₹ 10,200.00
2	Salary (60%)	₹ 21,600.00
3	Power (70%)	₹ 1,610.00

	Variable Cost 1 Month	₹ 33,410.00
	Total Annual Variable Cost	₹ 4,00,920.00
	Fixed Cost	
1	Overheads	₹ 10,000.00
2	Salary (40%)	₹ 14,400.00
3	Power (30%)	₹ 690.00
	<i>Sub Total</i>	₹ 25,090.00
	<i>Total for 12 Months</i>	₹ 3,01,080.00
4	Interest	₹ 43,605.00
5	Depreciation on Equipments @ 10%	₹ 20,400.00
6	Depreciation on Furniture @ 20 %	₹ 10,000.00
	Total Fixed Cost	₹ 3,75,085.00
	Total Cost of Production	₹ 7,76,005.00

(b) Turnover

Sr. No.	Description	Average Unit Price	Unit per Day	Revenue per Day	Monthly Amount (25 Working Days)
1	Service Charge for Designing, Layout, Preparing materials ready to print or publish	600	8	₹ 4800	₹ 1,20,000.00

12. WORKING CAPITAL REQUIREMENTS

Sr. No.	Description	Total
1	Entrepreneur	₹ 15,000.00
2	Technical/Office Support - 3 @ Rs 10,000 per month	₹ 30,000.00
3	Internet Connection Charges	₹ 700.00

4	Yearly Subscription Renew	₹ 5,000.00
5	Paper Ream	₹ 6500.00
6	Film Roll for Lamination	₹ 2,000.00
7	Ink cartridge refilling, Powder for toner refilling	₹ 1,500.00

13. LIST OF MACHINARY REQUIRD

Sr. No.	Description	Qty	Amount	Total
1	Computers, Advanced Software & Technologies	4	₹ 25,000.00	₹ 1,00,000.00
2	Inverter	1	₹ 6,000.00	₹ 6,000.00
3	Air Conditioner	1	₹ 28,000.00	₹ 28,000.00
4	Internet Infrastructure and Electrification	1	₹ 5,000.00	₹ 5,000.00

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 (Turnover - Cost of Operation)	₹ 6,63,995.00
Net Profit Ratio (Net profit * 100/Turnover)	46.11%
Rate of Return (Net Profit * 100 / Total Cost of Project)	137.05%

(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	₹ 4.32	₹ 5.76	₹ 7.20	₹ 8.64	₹ 10.08	₹ 14.40
3	Raw Materials & Other Direct	Rs Lakhs	₹ 1.20	₹ 1.60	₹ 2.00	₹ 2.41	₹ 2.81	₹ 4.01

	Inputs							
4	Gross Margin	Rs Lakhs	₹ 3.12	₹ 4.16	₹ 5.20	₹ 6.23	₹ 7.27	₹ 10.39
5	Overheads Except Interest	Rs Lakhs	₹ 3.01	₹ 3.01	₹ 3.01	₹ 3.01	₹ 3.01	₹ 3.01
6	Interest	Rs Lakhs	₹ 0.44	₹ 0.44	₹ 0.44	₹ 0.44	₹ 0.44	₹ 0.44
7	Depreciation	Rs Lakhs	₹ 0.30	₹ 0.30	₹ 0.30	₹ 0.30	₹ 0.30	₹ 0.30
8	Net Profit Before Tax	Rs Lakhs	-₹ 0.63	₹ 0.41	₹ 1.44	₹ 2.48	₹ 3.52	₹ 6.64
9	Profit %		14.67 %	7.04%	20.06%	28.75%	34.95%	46.11%

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	11.78
2	Variable Costs	Rs Lakhs	4.44
3	Fixed Cost incl. Interest	Rs Lakhs	3.20
4	Break Even Capacity	% of Installed	43.67
	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