

# Financial Statement with Business plan



Business Comes by spending and for  
online business the avenues of  
spending with expected monthly  
amount follows:



# ONLINE ADVERTISEMENT :

- 1. Google Adwords - Rs 10,000
- 2. Yahoo Advertisement - Rs 3,000
- 3. Facebook Adds - Rs - 5,000
- 4. Quikr - Rs 16,000 / monthly 16 adds for 1 year how many and which city we will target will vary from time to time.
- 5. Local search Engine premium Listing - Just dial, getit.in and other local search engines - 5000
- 6. SEO - employee's salary covers it.
- 7. Software renewal and updates - 15,000/yearly



# Manpower Expenses :

Employee	Salary
• 1. Designer (1) -	5000
• 2. PHP Developer (Experienced) (1) -	8000
• 3. PHP Developer (Fresher) (1) -	4000
• 4. Directory Submitter & Traffic generator for SEO (1) -	4000
• 5. Social Media Optimizer (1) -	4000
• 6. Support staff (1) -	5000
• 7. Marketing (1) -	10,000



## **OTHER EXPENSES :**

- 1. Office Rent - 5000
- 2. Electricity Bill - 2000
- 3. Internet Cost - 2000
- 4. Hosting Rent charges - 5000



# ANNUAL ONE TIME RENEWAL:

- 1. Quikr advertisement – Rs 16,000/-
- 2. Software renewal and updates - 15,000/yearly



# Pattern of investment:

- To have a Software development organization with sustainable income for every one these are the basic things we need.
- The investors should not look for profit except investors who are working in it their monthly earning should not drop.
- We will need 6 months working cost investment at least.



# Profit Calculation:

Monthly investment : Rs 87,000

6 months total investment :  $87,000 \times 6 = 462000$

2 one time investment added :

$87,000 \times 6 = 462000 + 16000 + 15000 = 493000$

or 500000 apprx..

(This amount will be needed to start an IT company with given services in the presentation.)



## Profit Calculation 2<sup>nd</sup> part:

### Expected Profit :

Expected Monthly Order Cost 2,00,000 - 10,00,000

	<b>Order value</b>	<b>Monthly Expense</b>	<b>Profit Margin</b>
<b>Net Profit</b>	= 200000	- 83,333	= 116667/month
<b>Net Profit</b>	= 300000	- 83,333	= 216667/month
<b>Net Profit</b>	= 400000	- 83,333	= 316667/month
<b>Net Profit</b>	= 500000	- 83,333	= 416667/month

**IT goes on with more happier results for every investors with growing investment we can build our own platform.**

**Working Investors Share separate.**

**Idle Investors share separate.**

**Satisfaction Guaranteed for all.**



## IT Training :

1. SEO course Fees : 12,000 (This is minimum cost comparing to others) - 60 classes

If we start with 5 students batch we earn  $12,000 \times 5 = 60,000$

2. PHP Training : 12,000 (This is minimum cost comparing to others) - 60 classes

If we start with 5 students batch we earn  $12,000 \times 5 = 60,000$

3. Website Designing Training : 12,000 (This is minimum cost comparing to others) - 60 classes

If we start with 5 students batch we earn  $12,000 \times 5 = 60,000$

**Course Duration for all : 5 months that includes 5 months working experience certificate.**



## IT Training :

1. Trainers needed: 3
2. Per class payment: 250
3. per batch payment: 60 (classes) x 250 = 15000
4. So per batch profit :  $60,000 - 15,000 = 45,000$  (Infrastructure cost is excluded as same infrastructure will be used for training purposes that we will create for development and service.)
5. If we can create multiple batches we will recruit 3 trainers at a salary of Rs 10,000/month that
6. comes at monthly trainer salary : 30,000
7. Trainers will be bound to work if there is no training session in the design and development section. So we can adjust manpower cost in this way.



## How profit Margins will be devided?

### (My personal suggestions)

1. Arise Group will earn through Arise infotech.
2. Arise Group will will tie up with Extensive Online direct or through Arise Infotech(if it's a legal business body)
3. Previous plan :
  - a. 40% for arise group ( Takes physical infrastructures responsibility)
  - b. 40% for Extensive Online ( Takes Online infrastructures responsibility)
  - c. 20% for Promotion
4. There need to be a change in this profit sharing plan.
5. Victor Bhattacharya's Role must be clearly described so that no clash happens in future.
6. We must see how best we can ignore our ego and go ahead as a team.
7. Extensive online bringing in more than 400 clients and experience of running an IT business from 1 single PC and generating revenue more than 4 lac/annum.
8. So inclusion of a team of workers and powerful minds and organizations must increase the profit margin as well.



## Last few lines from omkar:

1. For any venture to sustain for long time we need to emphasize the working area of people involved in it.
2. Dedication from every employee and investor should be there to see that regular orders come and if any drop in order volume appear suggestion and help must come from everyone involved in the operation.
3. We must focus on building our own platform on any subject line that can be an LMS (Learning Management System, a plan for arise education.), or a social media site, or content based tech blog or a forum providing solutions to many things.



## Last few lines from omkar 2<sup>nd</sup> part:

4. Expansion plan for next 6 months should be there with backup plans to sustain for long time should be there.
5. It is very important to create a strong marketing team capable of bring orders. There should be people capable of bidding in government orders and cracking them. With Online bidders who can bring work from out side india as profit margin is very high for work that comes from outside india.
6. IT Training venture should always be in the purview of our joint IT venture and Government job training and other current training programs run by arise group should never include the IT training programs with its current training programs.
7. Every member must be able to involve in other earning opportunities beyond this joint venture.

