

ENTREPRENEURSHIP DEVELOPMENT PROJECT
Automobile Auction Platform

Submitted by

Muhammed Nihal Aman

Reg. No. 2120311

Joel Jomon

Reg. No. 2120343

Under the guidance of

Prof. Vinita Seshadri

Associate Professor

School of Business and Management

In Partial Fulfillment of the Requirements for the Award of the Degree of

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF BUSINESS AND MANAGEMENT

CHRIST (Deemed to be University)

BANGALORE

2022-2023

CERTIFICATE

This is to certify that the Entrepreneurship Development Project submitted by Muhammed Nihal Aman (2120311) titled “Automobile Auction Platform” submitted to CHRIST (Deemed to be University), in partial fulfillment of the requirements for the award of the Degree of Bachelor of Business Administration, is a record of original study undertaken by the abovementioned students, during the period 2022 – 2023 in the School of Business and Management at CHRIST (Deemed to be University), Bangalore, under my supervision and guidance. The project has not formed the basis for award of any Degree / Diploma / Associate ship / Fellowship or other similar title of recognition to any other University.

Place: Bengaluru

Date: 1/04/2023

Prof. Vinita Seshadri

Associate Professor

School of Business and Management

CERTIFICATE

This is to certify that the Entrepreneurship Development Project submitted by Joel Jomon(2120343) titled “Automobile Auction Platform” submitted to CHRIST (Deemed to be University), in partial fulfillment of the requirements for the award of the Degree of Bachelor of Business Administration, is a record of original study undertaken by the abovementioned students, during the period 2022 – 2023 in the School of Business and Management at CHRIST (Deemed to be University), Bangalore, under my supervision and guidance. The project has not formed the basis for award of any Degree / Diploma / Associate ship / Fellowship or other similar title of recognition to any other University.

Place: Bengaluru

Date: 1/04/2023

Prof. Vinita Seshadri

Associate Professor

School of Business and Management

DECLARATION

I, Muhammed Nihal Aman (2120311), hereby declare that the project, titled “Automobile Auction Platform” submitted to CHRIST (Deemed to be University), in partial fulfilment of the requirements for the award of the Degree of Bachelor of Business Administration is a record of original and independent study undertaken by me during 2022–2023 under the supervision and guidance of Prof. Vinita Seshadri, School of Business and Management. I also declare that this dissertation has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Place:

Date: 1.04.23

Muhammed Nihal Aman
(2120311)

DECLARATION

I, Joel Jomon (2120343), hereby declare that the project, titled Automobile Auction Platform submitted to CHRIST (Deemed to be University), in partial fulfilment of the requirements for the award of the Degree of Bachelor of Business Administration is a record of original and independent study undertaken by me during 2021–2022 under the supervision and guidance of Prof. Vinita Seshadri, School of Business and Management. I also declare that this dissertation has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Place:

Date: 1.04.23

Joel Jomon (2120343)

ACKNOWLEDGEMENT

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Muhammed Nihal Aman

Joel Jomon

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION TO MICRO, SMALL AND MEDIUM ENTERPRISE

Micro, Small, and Medium Enterprises (MSMEs) are defined as businesses that have a limited number of employees and a modest amount of revenue. The precise definitions of MSMEs can vary by country, but they generally fall into one of three categories based on their size:

Micro enterprises: These are the smallest businesses, typically employing fewer than 10 people and generating very modest revenues.

Small enterprises: These are slightly larger than micro enterprises, typically employing between 10 and 50 people and generating somewhat higher revenues.

Medium-sized enterprises: These are larger than small enterprises, typically employing between 50 and 250 people and generating higher revenues.

MSMEs are often considered to be the backbone of many economies around the world, as they contribute significantly to employment and economic growth. They can be found in a wide range of industries, from agriculture and manufacturing to services and retail. Due to their smaller size, MSMEs often face unique challenges in terms of financing, regulatory compliance, and access to markets, which can require targeted policy interventions to help them grow and thrive.

An example of MSME is A small family-owned restaurant that employs less than 10 people and serves local cuisine.

Advantages of small-scale industries:-

Small-scale industries (SSIs) can offer several advantages over large-scale industries, including:

1. **Flexibility and agility:** Small-scale industries are often more nimble and able to respond quickly to changing market conditions, customer demands, and technological advancements. This can allow them to adapt and pivot more easily, which is particularly important in rapidly evolving industries.
2. **Lower capital requirements:** Starting and operating a small-scale industry often requires less capital than starting a large-scale industry. This can make it easier for entrepreneurs with limited resources to get started and can also result in lower overhead costs.
3. **Local focus:** Small-scale industries are often deeply rooted in local communities and can help to create jobs and stimulate economic growth at the local level. They can also provide a more personalized and tailored approach to meeting the needs of local customers.
4. **Innovation:** Small-scale industries are often at the forefront of innovation, as they are able to experiment with new products, services, and business models without the constraints of larger organizations. This can lead to the development of new and innovative solutions that can disrupt established industries.
5. **Entrepreneurial opportunities:** Small-scale industries can provide a platform for entrepreneurs to pursue their passions and turn their ideas into profitable businesses. This can create a culture of entrepreneurship and innovation that can help to drive economic growth and development.

Challenges in small scale industries –

While there are many advantages to small-scale industries (SSIs), there are also several disadvantages, including:

1. **Limited resources:** Small-scale industries often have limited resources, including financial capital, labor, and equipment. This can make it difficult for them to compete with larger companies that have more resources at their disposal.
2. **Lack of economies of scale:** Small-scale industries may not be able to take advantage of economies of scale, which can result in higher costs for raw materials, equipment, and other inputs. This can make it difficult for them to compete on price.
3. **Limited market access:** Small-scale industries may have limited access to markets, particularly if they are located in remote or rural areas. This can limit their ability to reach customers and expand their business.
4. **Regulatory burden:** Small-scale industries may be subject to a higher regulatory burden, as they may not have the resources to comply with complex regulations and reporting requirements. This can increase their costs and reduce their competitiveness.
5. **Vulnerability to market fluctuations:** Small-scale industries may be more vulnerable to market fluctuations and economic downturns, as they may not have the financial resources to weather periods of low demand or reduced profitability.

1.1INDUSTRY PROFILE (AUTOMOBILE)

The automotive industry is a large and complex industry that encompasses the design, development, production, marketing, and sale of motor vehicles. It is a critical sector of many economies around the world, providing employment to millions of people and generating significant revenue.

The automotive industry is divided into several sub-sectors, including passenger cars, commercial vehicles, and motorcycles. It also includes the manufacture of parts and accessories, as well as research and development into new technologies and materials.

In recent years, the automotive industry has been undergoing significant transformation, driven by changing consumer preferences, environmental concerns, and technological advancements. This has led to the development of electric and hybrid vehicles, as well as the integration of digital technologies into the design and production processes.

Despite these challenges, the automotive industry remains an important driver of economic growth and innovation. It is a highly competitive industry that requires continuous investment in research and development, as well as the ability to adapt to changing market conditions and consumer preferences.

DEMAND OF AUTOMOBILES IN RECENT TIMES

The demand for automobiles in recent times has been shaped by a number of factors, including changes in consumer preferences, advances in technology, and the impact of the COVID-19 pandemic.

One major trend in the automobile industry has been a shift towards electric and hybrid vehicles, as consumers become more environmentally conscious, and governments implement stricter emissions regulations. This has led to an increase in demand for electric and hybrid cars, as well as investment in the development of new battery technologies and charging infrastructure.

The COVID-19 pandemic has also had a significant impact on the demand for automobiles, with many consumers opting to avoid public transportation and instead purchasing their own vehicles. This has led to a surge in demand for used cars, as well as an increase in sales of entry-level and budget-friendly cars.

However, the pandemic has also resulted in supply chain disruptions and shortages of critical components, which has led to production delays and increased prices for new cars. In addition, the global semiconductor shortage has affected the production of cars that rely on electronic components, leading to further supply chain challenges.

Overall, the demand for automobiles is expected to continue to evolve as technology advances and consumer preferences shift. While the COVID-19 pandemic has created some uncertainty in the short term, the long-term outlook for the automobile industry remains positive as it continues to adapt and innovate in response to changing market conditions.

1.3 ENTREPRENEURS' PROFILE

NAME	MUHAMMED NIHAL AMAN
AGE	20
DATE OF BIRTH	FEB 24, 2003
COMPANY NAME	AUCTION INDIA
EDUCATIONAL QUALIFICATION	Currently pursuing BBA from CHRIST (Deemed to be University), Bengaluru – 2nd year, Senior Secondary and Primary Schooling done from GEMS Our Own Indian School, U.A.E
ADDRESS	Nabeela Manzil House, Vadakara, Calicut, Kerala
PHONE NUMBER	+91-9037744144
EMAIL I.D	muhammednihalaman@gmail.com
SKILL SETS	CRM skills, Result-Driven, Communication, Leadership, Networking, , Digital Marketing Data Analysis

NAME	JOEL JOMON
AGE	20
DATE OF BIRTH	JUNE 17, 2003
COMPANY NAME	AUCTION INDIA
EDUCATIONAL QUALIFICATION	Currently pursuing BBA from CHRIST (Deemed to be University), Bengaluru – 2nd year, Senior Secondary and Primary Schooling done from GEMS Our Own High School, U.A.E
ADDRESS	Kunnumpuram House, Kottayam, Kerala
PHONE NUMBER	+91-8073324439
EMAIL I.D	Joeljoe2003@gmail.com
SKILL SETS	Collaborative skills, Creativity skills, Interpersonal Skills, Communication Skills, Technology Skills, Leadership skills

1.4 APPROXIMATE INVESTMENT

‘Auction India’ requires a minimum investment of around 60 Lakhs for initial development, testing, and launching. However, more advanced and complex platforms with advanced features and functionalities such as real-time bidding, online payments, and logistics management may require an additional investment of 40 Lakhs on top of the Initial investment.

An estimate of the investment required for ‘Auction India’ will be:

Development Cost: The development cost is one of the major expenses in building an online automobile auction app. The app can cost anywhere around 5 Lakhs, depending on the app's complexity, features, and functionality. This cost includes the app's front-end development, back-end development, and quality assurance testing.

Server and Hosting Cost: The server and hosting cost is another important factor to consider. The cost of server hosting can range from 50,000 to 1,00,000 per month, depending on the app's expected traffic volume and the hosting provider's level of service.

Marketing Cost: Marketing the app is crucial to its success. A medium-sized online automobile auction app would require an investment in marketing and advertising to create awareness and attract users. The marketing budget can range from 20,00,000 - 40,00,000, depending on the marketing channels.

CHAPTER 2

EXECUTIVE SUMMARY

2.1 Executive Summary

Our online automobile auction app is an innovative platform designed to revolutionize the way cars are bought and sold. With its user-friendly interface, advanced search capabilities, and powerful security features, our app offers a safe and seamless experience for car buyers and sellers from all over the world.

At the heart of our platform is a robust online marketplace that connects buyers and sellers of all types of cars. From budget-friendly vehicles to high-end luxury cars, our app offers a wide range of options to suit every need and budget. Whether users are looking to buy or sell a car, our app offers a simple and streamlined experience that eliminates the hassle and uncertainty of traditional car buying and selling.

One of the key features of our platform is its advanced search capabilities. Users can search for cars by a variety of criteria, including make, model, year, mileage, location, and more. Our app also offers a powerful recommendation engine that suggests cars based on users' preferences and search history, making it easier than ever to find the perfect car.

Another key feature of our platform is its security. We understand that buying and selling cars online can be risky, which is why we have invested heavily in cutting-edge technology to ensure that our platform is safe and secure. Our platform uses advanced encryption and authentication techniques to protect user data and facilitate safe and secure transactions. We also have a team of dedicated security experts who monitor our platform 24/7 to ensure that it remains free from fraud and other malicious activity.

In addition to our online marketplace, we also offer a range of other services to enhance the car buying and selling experience. These include:

- **Financing:** We have partnered with leading lenders to offer financing options to buyers, making it easier than ever to purchase a car.
- **Inspection and certification:** We offer inspection and certification services to sellers, giving buyers peace of mind that the car they are purchasing is in good condition.
- **Shipping and delivery:** We offer shipping and delivery services to buyers and sellers, making it easy to transport cars across the country or around the world.

We are also committed to building a vibrant community of car buyers and sellers on our platform. We offer a range of social features, including user profiles, ratings and reviews, and forums, to encourage users to connect with one another and share their experiences.

Our marketing and advertising campaigns are designed to reach potential buyers and sellers in key markets, including the United States, Europe, and Asia. We are also partnering with key players in the automotive industry to expand our reach and provide users with access to the best cars on the market.

In summary, our online automobile auction app is a game-changer in the automotive industry. With its user-friendly interface, powerful search capabilities, and robust security features, our platform is poised to become the go-to destination for car buyers and sellers around the world. Whether users are looking to buy or sell a car, our app offers a simple, safe, and seamless experience that is unmatched in the industry.

CHAPTER 3

ANNEXURE

3.1 ANNEXURE 1: PARTNERSHIP DEED



This deed of partnership is made under the Limited Liability Partnership (LLP) Act of 2008 on this 2nd of March, 2023 by and between

1) Mr. Muhammed Nihal Aman, S/o Mr. Faisal MP, Nabeela Manzil House, Vadakara, Calicut, kerala, p.o:673101; hereinafter referred to as Party of the FIRST PARTNER (which expression shall deem and include her heirs, executors, administrators, representatives, assigns and agents)

2) Mr. Joel Jomon, S/o Mr. Jomon Joseph, Kunnumpuram House, Puthenangady, Kottayam, Kerala, p.o:686001; hereinafter referred to as Party of the SECOND PARTNER (which expression shall deem and include his heirs, executors, administrators, representatives, assigns and agents)

Whereas the above-named partners have decided to start the partnership business of 'Auction India' in the name and style of THE COMPANY'S NAME with effect from 8th Day of March, 2023 on the terms and conditions hereinafter mentioned and have desired to reduce the terms and conditions into writing. Now this partnership deed witnesses as follows:

1. **BUSINESS ACTIVITY:** The parties here have mutually agreed to carry on the business of Auction India.
2. **PLACE OF BUSINESS:** The principal place of the partnership business will be situated at Bangalore.
3. **DURATION OF PARTNERSHIP:** The duration of the partnership will be at will.
4. **CAPITAL OF THE FIRM:** Initially the capital of the firm shall be Rs 60,00,000.

The individual contribution of each Partner shall be:

Partner	20,00,000
Partners of the Firm	Muhammed Nihal Aman Joel Jomon

5. **PROFIT SHARING RATIO:** The profit or loss of the firm shall be shared according to the capital invested by all the partners and transferred to partner's current account. Therefore, for initial years, the amount contributed by both the partners is equal, henceforth, the profit and loss sharing ratio will 1 : 1.
6. **PARTNERS:** No individual or body corporate may be introduced as a new partner without the consent of the existing Partners. Such incoming partner shall give his/her prior consent to act as Partner of the Firm and shall execute a deed of reconstitution agreeing to abide by the terms of the Reconstitution Deed so executed. On execution of the Reconstitution Deed, such person shall become a partner and be entitled to the rights and have such duties as set forth in such Reconstitution Deed.

3.2 Rights of the Partners:

- All the Partners hereto shall have the rights, title and interest in all the assets and properties in the Firm in the proportion of their Sharing Ratio.
- Each of the Partners would be entitled to withdraw reasonable amounts from the Firm's account from time to time as may be mutually agreed upon between the Partners.
- All agreements, contracts, memorandums of understanding, deeds and all such instruments to which the Firm is a party, may be signed either by the First Partner, Second Partner or the Third Partner, on behalf of the Firm and all Partners; or Jointly by all Partners, on behalf of the Firm, whose execution shall be binding and effective on the Firm and all Partners.

3.3 Duties of Partners:

- Every Partner shall account to the Firm for any benefit derived by him/her without the consent of the Firm from any transaction concerning the Firm, or from any use by his of the property, name or any business connection of the Firm.
 - Every Partner shall identify the Firm and the other existing partner(s) for any loss caused to it by his conduct of the business on behalf of the Firm.
 - Each Partner shall render true accounts and full information of all things affecting the Firm to any Partner or his legal representatives.
 - Each of the Partners shall make all endeavors and devote their full working time and efforts for the fulfilment of the objectives of the Firm and for conduct of the Partnership Business.

- All intellectual property rights created and developed by each Partner in the conduct, development and operation of the Partnership Business shall be the property of the Firm and each Partner hereby assigns all such copyrights and other intellectual property rights to the Firm.
7. **OPERATION OF BANK ACCOUNTS:** The firm shall open a current account in the name of [Partnership Firm Name] at any bank and such account shall be operated by all the banks jointly as declared from time to time to the Banks.
 8. **BORROWING:** The written consent of all Partners will be required for the partnership to avail credit facilities from any financial institution.
 9. **ACCOUNTS:** The firms shall regularly maintain in the ordinary course of business, true and correct accounts of all its transactions and of all its assets and liabilities, the property books of account, which shall ordinarily be kept at the firm's place of business. The accounting year shall be the financial year from 1st April onwards and the balance sheet shall be properly audited and the same shall be signed by all the Partners. Every Partner shall have access to the books and the right to verify their correctness.
 10. **RETIREMENT:** If any partner shall at any time during the subsistence of the partnership, be desirous of retiring from the firm, it shall be competent from his to do so, provided he shall give at least one calendar month notice of his intention of doing so. The remaining partner shall pay to the retiring partner or his legal representatives of the deceased partner, the purchase money of his share in the assets of the firm.

11. **DEATH OF PARTNER:** In the event of the death of any partners, one of the legal representatives of the deceased partner shall become the partner of the firm and in the event the legal representative show their denial to point the firm, they shall be paid the part of the part of the purchase amount calculated as on the date of the death of the partner.
12. **ARBITRATION:** Whenever there will be any difference of opinion or any dispute between the partners the partners shall refer the same to an arbitration of one person. The decision of the arbitration so nominated shall be final and binding on all partners, such arbitration proceedings shall be governed by Indian Arbitration Act, which is in force. In witness whereof, this deed of partnership is signed, sealed and delivered on 4th of March at Bangalore, Karnataka.

FIRST PARTNER (Muhammed Nihal Aman) Nabeela Manzil House, Vadakara, Calicut, Kerala, p.o:673101	WITNESS ONE Faisal MP Nabeela Manzil House, Vadakara, Calicut, Kerala, p.o:673101
SECOND PARTNER (Joel Jomon) Kunnumpuram House, Puthenangady, Kottayam, Kerala, p.o:686001	WITNESS TWO Jomon Joseph Kunnumpuram House, Puthenangady, Kottayam, Kerala, p.o:686001

CHAPTER 4

MARKET RESEARCH

4.1 FEASIBILITY OF THE PROJECT

- **Market feasibility** : The market feasibility of ‘Auction India’ can be promising due to the growing popularity of online shopping. However, success depends on factors such as the platform's user interface, the quality and diversity of items, and competition from established platforms like eBay and Amazon Auctions.
- **Technical Feasibility** : From a technical perspective, ‘Auction India’ platform is feasible with today's technology. The platform would require a user-friendly interface, secure payment processing, and a robust backend system to manage auctions and user data. Additionally, the platform would need to be scalable to accommodate a potentially large number of users and items.
- **Financial feasibility** : the financial feasibility of an online auction platform depends on the platform's revenue model, initial investment, and operating costs. Revenue can be generated through transaction fees, advertising, or premium features. Initial investment includes platform development and marketing costs. Operating costs include server maintenance, customer service, and payment processing fees. If revenue can cover these costs and generate profit, the platform can be financially feasible.

4.2 SWOT ANALYSIS:

Strengths:

- Wide reach to potential buyers across the globe
- Ability to offer unique and rare vehicles for sale
- Convenience for both buyers and sellers to participate from anywhere with an internet connection
- Potential to reduce overhead costs compared to physical auctions

Weaknesses:

- Limited ability to inspect and test vehicles prior to bidding, which may lead to buyer distrust or dissatisfaction
- Dependence on reliable and secure online payment processing systems
- Heavy competition from existing online automobile auction platforms, such as eBay Motors and Copart

Opportunities:

- Expansion into new markets, such as emerging economies with growing demand for automobiles
- Diversification by offering additional services, such as transportation or vehicle history reports
- Integration of emerging technologies, such as virtual reality for vehicle inspections

Threats:

- Economic downturns that may lead to decreased demand for high-priced vehicles
- Shifts in consumer preferences or buying habits
- Increased competition from both existing and new online auction platforms

4.3 PRESENT AND FUTURE SCENARIO OF THE SECTOR

The online automobile auction sector has experienced significant growth in recent years, driven in part by increasing demand for online purchasing options and the convenience and accessibility of buying and selling vehicles through digital channels. The COVID-19 pandemic has accelerated this trend, with many traditional dealerships and auctions forced to close or limit their operations, resulting in a surge of online auction activity.

In the present scenario, established online automobile auction platforms like eBay Motors, Copart, and Manheim Auctions continue to dominate the market. These platforms offer a wide range of vehicles for auction, including rare and high-end models, and attract buyers and sellers from around the world. They also provide comprehensive vehicle information, including detailed descriptions, photographs, and vehicle history reports, which helps to build buyer confidence in the online purchasing process.

In addition to established platforms, there are also emerging players in the online automobile auction sector, such as ACV Auctions and Auto Auction Mall, that offer new features and services to differentiate themselves from the competition. For example, ACV Auctions provides a mobile app that allows dealers to participate in live auctions from their smartphones, while Auto Auction Mall offers a unique bidding system that allows buyers to bid on multiple vehicles simultaneously.

Looking to the future, the online automobile auction sector is expected to continue to grow and evolve. One key trend is the increasing adoption of emerging technologies such as blockchain, virtual reality, and artificial intelligence. Blockchain technology can provide a secure and transparent transaction environment, while virtual reality can offer an immersive experience for remote vehicle inspections, and artificial intelligence can help predict vehicle demand and pricing trends.

Another trend is the expansion of online automobile auctions into new markets, particularly in emerging economies where the demand for vehicles is rapidly increasing. This presents an opportunity for existing platforms to expand their global reach, as well as for new players to enter the market.

However, the online automobile auction sector also faces several challenges. One major concern is the risk of fraud and scams, which can damage the reputation of online platforms and reduce buyer confidence. To address this, online platforms are investing in advanced security measures such as two-factor authentication, identity verification, and fraud detection algorithms.

In addition, the sector faces increasing competition from other online vehicle sales channels, such as online dealerships and direct-to-consumer platforms like Carvana.

As these channels become more popular, online auctions may need to differentiate themselves by offering unique features and services that appeal to buyers and sellers.

In summary, the online automobile auction sector is currently experiencing growth and innovation, driven by increasing demand for online purchasing options and the adoption of new technologies. While the sector faces challenges, such as fraud and increasing competition, it is expected to continue to evolve and expand into new markets, providing buyers and sellers with new opportunities to participate in the global automotive marketplace.

4.4 COMPETITORS

In India, there are several online automobile auction platforms that compete in the market. Some of the major players include:

1. **Droom:** Droom is an online marketplace for buying and selling new and used vehicles, and it also offers online auctions for pre-owned vehicles. It has a wide range of vehicles available for bidding, including cars, bikes, and scooters.
2. **CarTrade:** CarTrade is another online platform that offers auctions for used cars. It has a large network of dealers across India, and also provides additional services such as vehicle inspections and financing options.
3. **CARS24:** CARS24 is a platform that specializes in buying and selling used cars, and it also offers auctions for pre-owned vehicles. It has a unique model where it buys cars from sellers directly and then sells them through auctions.

4. **Motorbazee:** Motorbazee is an online platform that offers auctions for used commercial vehicles, including trucks, buses, and construction equipment. It also provides vehicle inspection and financing services.
5. **Shriram Automall:** Shriram Automall is a physical and online auction platform that specializes in commercial vehicles, including trucks, buses, and construction equipment. It has multiple locations across India and also offers financing and insurance services.

Overall, the online automobile auction sector in India is highly competitive, with several established players offering a variety of services and vehicles for auction.

4.5 CHALLENGES

The online automobile auction sector faces several challenges, including:

1. **Fraud and Scams:** One of the biggest challenges faced by the online automobile auction sector is the risk of fraud and scams, which can damage the reputation of online platforms and reduce buyer confidence. To address this, online platforms are investing in advanced security measures such as two-factor authentication, identity verification, and fraud detection algorithms.
2. **Competition:** As more players enter the market and traditional dealerships and auctions move online, the competition in the online automobile auction sector is increasing. Online auctions may need to differentiate themselves by offering unique features and services that appeal to buyers and sellers.

3. **Technology:** With the adoption of new technologies, such as blockchain, virtual reality, and artificial intelligence, online platforms need to keep pace with the changing market and invest in advanced technology to provide a seamless and efficient online auction experience.
4. **Payment and Financing:** Payment and financing can be a challenge in online auctions, as buyers may require financing options or need to transfer funds quickly and securely. Online platforms need to provide reliable and secure payment and financing options to attract buyers and sellers.
5. **Logistics:** Transporting and delivering vehicles to buyers can also be a challenge in online auctions, especially for buyers located in remote areas. Online platforms need to provide efficient and cost-effective logistics solutions to ensure a smooth transaction process for all parties involved.

4.6 WORST CASE SCENARIO AND CONTINGENCIES

The worst-case scenario for an online automobile auction platform could be a major data breach, system outage or technical failure, which could result in the loss of customer data, interruption of service, and reputational damage.

To mitigate these risks, online auction platforms should have contingency plans in place, including:

1. **Disaster Recovery Plan:** This plan should include measures to restore normal operations in case of a system outage or technical failure, such as backup servers, data recovery processes, and redundancy options.
2. **Cybersecurity Plan:** This plan should include measures to prevent and detect data breaches, such as firewalls, intrusion detection systems, and regular security audits.

3. **Communication Plan:** In case of a major incident, it is important to have a communication plan in place to inform customers and stakeholders about the situation, the steps being taken to resolve it, and any impact on their data or transactions.
4. **Contingency Budget:** Online auction platforms should allocate a contingency budget to cover unexpected costs associated with major incidents, such as legal fees, compensation to affected customers, or reputational damage.
5. **Insurance:** Online auction platforms should consider purchasing insurance policies that cover cyber risks, data breaches, and business interruption, to protect themselves against financial losses.

By having these contingencies in place, our online auction platform can minimize the impact of potential worst-case scenarios and ensure that they are prepared to handle unexpected incidents that may arise.

CHAPTER 5

MARKETING PLAN

5.1 PRODUCT DESCRIPTION AND UNIQUE SELLING PROPOSITION

‘Auction India’ is an online marketplace where vehicles are bought and sold through an auction system. This platform allows dealerships, rental car companies, private individuals, and other sellers to list their vehicles for auction, while buyers can bid on the vehicles they are interested in.

The product description of ‘Auction India’ includes the following features:

- **Vehicle Listings:** The platform has a user-friendly interface that allows sellers to easily list their vehicles for auction, including details such as make, model, year, mileage, condition, and photos.
- **Auction System:** The platform allows an auction system that allows buyers to bid on vehicles in real-time. This system should be transparent, secure, and easy to use.
- **Payment and Delivery:** The platform has a secure payment system that allows buyers to pay for their vehicles online. It should also have a delivery system that allows buyers to receive their vehicles after the auction is complete.
- **Analytics and Reporting:** The platform provides analytics and reporting tools that allow sellers to track their sales performance, and buyers to track their bidding history and purchase history.
- **Customer Support:** The platform provides excellent customer support to both buyers and sellers, including help with listings, bidding, payments, and deliveries.
- Our Online platform also includes additional features such as live chat, vehicle inspection services, financing options, and integration with other automotive services such as vehicle history reports and insurance providers.

5.2 UNIQUE SELLING PROPOSITION

The Unique Selling Proposition (USP) of 'Auction India' is the distinctive feature or benefit that sets it apart from its competitors and makes it an attractive choice for buyers and sellers. The USP of our platform includes the following:

- **Wide Range of Vehicles:** The platform offers a wide range of vehicles, including cars, trucks, motorcycles, and other types of vehicles, making it a one-stop-shop for buyers looking for various types of vehicles.
- **Transparency and Trust:** The platform offers a transparent and trustworthy auction system, including detailed vehicle descriptions, vehicle history reports, and verification of seller identity and vehicle ownership.
- **Competitive Pricing:** The platform offers competitive pricing for both buyers and sellers, ensuring that buyers get the best deal possible and sellers receive fair market value for their vehicles.
- **Convenience:** The platform offers a convenient and efficient way to buy and sell vehicles, with online bidding, payment, and delivery systems that save time and hassle.
- **Customer Service:** The platform offers excellent customer service, including support for listings, bidding, payments, and deliveries, as well as personalized service and expert advice.
- **Additional Services:** The platform offers additional services, such as vehicle inspection, financing, and insurance options, that add value and convenience for buyers and sellers.

The USP of our automobile auction platform can help it stand out in a crowded market and attract a loyal customer base. It is important for our platform to identify and communicate its USP effectively to potential customers to build brand awareness and drive sales.

5.3 LOGO



Company Colors: Black and White

significance of using black and white colors in our App Logo are:-

- **Contrast and simplicity:** Black and white provide high contrast and are visually striking when used together. This can make a logo more memorable and recognizable, especially when viewed on a small screen like a mobile device.
- **Timelessness and universality:** Black and white are classic colors that have been used in design for centuries. They are also universal, meaning they are easily understood across cultures and languages.
- **Boldness and power:** Black is often associated with power, elegance, and authority, while white can represent purity, innocence, and simplicity. A logo that combines these two colors can convey a sense of boldness and strength, as well as a commitment to clarity and transparency.

TAGLINE: Auctions Beyond Actions!

Call To Action: Use our Toll free number or Use the App.

5.4 FEATURES OF THE PRODUCT

There are several innovative features that our Automobile Auction app consists of that can enhance the user experience and make the app stand out from competitors. Here are a few examples:

1. **Real-time bidding:** The automobile auction app has a real-time bidding feature that allows users to bid on vehicles as they are being auctioned off. This creates a sense of urgency and excitement for users, and can also increase the likelihood of them making a purchase.
2. **Virtual inspections:** The app provides users with virtual inspections of the vehicles that are up for auction. This can include high-quality photos, 360-degree views, and even virtual reality tours of the vehicles. This can help users make informed decisions about which vehicles to bid on.
3. **Price alerts:** The app has a price alert feature that notifies users when a vehicle they are interested in drops below a certain price. This can help users snag a great deal and stay on top of auctions without constantly monitoring the app.
4. **Financing options:** The automobile auction app partners with lenders to offer financing options to users. This can make it easier for users to purchase vehicles at auction and increase the likelihood of them making a purchase.
5. **Vehicle history reports:** The app provides users with vehicle history reports that include information about accidents, repairs, and other important details. This can help users make informed decisions about which vehicles to bid on and increase their confidence in their purchases.

Overall, 'Auction India' has many innovative features that enhance the user experience and make the app stand out from competitors.

5.5 SEGMENTATION, TARGETING, AND POSITIONING

Segmentation

- **Geographic segmentation:** 'Auction India' is segmented based on geographic location wherein we focus on revolutionizing India in terms of Online Auction Platform for Automobiles. This can be useful for users who want to buy or sell items locally and avoid shipping costs or delays.
- **Product segmentation:** The platform is segmented based on the Automobile Industry wherein we trade both modern and classic cars, bikes and even trucks. This can attract users who have a specific interest in Automobiles.
- **Demographic segmentation:** The platform is segmented based on demographic characteristics, such as age, gender, or income level. This can help the platform tailor its marketing efforts to specific groups and attract users who are more likely to use the platform.
- **Behavioral segmentation:** The platform is segmented based on user behavior, such as how often they visit the platform, what types of items they bid on, or how much they typically spend. This can help the platform tailor its user experience and marketing efforts to different types of users.

Overall, the segmentation for the online auction platform is based on our platform's target market and the types of product being auctioned.

Targeting

Target markets for 'Auction India' are:

- **Dealerships:** One of the primary target markets for our online auction platforms for automobiles are dealerships. These are businesses that are looking to purchase vehicles for resale, and online auction platforms can provide them with access to a large inventory of vehicles at competitive prices.
- **Individual buyers and sellers:** Our platform targets individual buyers and sellers who are looking to buy or sell a vehicle. These individuals may be looking for a specific type of vehicle, such as a vintage car or a luxury vehicle, and online auction platforms can provide them with access to a wider selection of vehicles than they might find at a local dealership or private seller.
- **Car rental companies:** Car rental companies can also be a target market for our platforms for automobiles. These companies may be looking to purchase vehicles to add to their rental fleets or to sell off older vehicles that are no longer needed.
- **B2B buyers and sellers:** Our auction platform for automobiles also targets businesses that are looking to buy or sell vehicles from other businesses. This can include industries like transportation, logistics, and construction.
- **Global buyers and sellers:** With the increasing globalization of business and trade, we also target users from all over the world who are looking to buy or sell vehicles.

Positioning

Positioning analysis for 'Auction India' are:

- **Unique value proposition:** 'Auction India' positions itself as a unique platform that offers buyers and sellers access to a wide range of vehicles, including rare and hard-to-find models. The platform can also differentiate itself from competitors by offering transparent and trustworthy transactions, competitive pricing, and a user-friendly interface.
- **Target market:** The platform targets a specific market segment, such as collectors, dealerships, and individual buyers and sellers who are looking for a specific type of vehicle or deal. By targeting a specific market segment, the platform can tailor its offerings and marketing messages to attract and retain its target audience.
- **Competitive analysis:** The platform conducts a competitive analysis to identify its key competitors and determine how it can differentiate itself from them. For example, the platform can offer lower fees, better customer service, or faster transaction times than its competitors.
- **Brand positioning:** The auction platform positions the brand as innovative, trustworthy, and customer-focused. By positioning its brand in this way, the platform can attract and retain customers who value transparency, reliability, and convenience.
- **Marketing strategy:** Our platform develops its marketing strategy that targets its key market segments and highlights its unique value proposition. This can include targeted advertising, social media marketing, content marketing, and search engine optimization.

5.6 FOUR P'S ANALYSIS

The four P's of marketing, also known as the marketing mix, are product, price, promotion, and place. Here's how they can be applied to our Company:

- **Product:** The product for our online Automobile Auction platform is the platform itself, including its features and functionality. The platform is very user-friendly, easy to navigate, and offer a wide range of vehicles for buyers and sellers to choose from. It also includes features such as detailed vehicle descriptions, high-quality photos, and vehicle history reports to help buyers make informed decisions.
- **Price:** Pricing is an important factor for our online automobile auction platform. The platform offers competitive pricing to attract buyers and sellers, while also charging fees that are reasonable and transparent. The pricing strategy is based on factors such as the type of vehicle being auctioned, the market demand, and the value of the vehicle.
- **Promotion:** Promotion is crucial for an online automobile auction platform to attract buyers and sellers. The platform promotes itself through various channels such as social media, search engine optimization, targeted advertising, and email marketing. We also partner with dealerships, car rental companies, and other businesses to expand its reach and attract new users.
- **Place:** Place refers to the distribution channels for an online automobile auction platform. The platform is accessible to buyers and sellers through various channels such as desktop and mobile devices. It also offers secure and convenient payment options to facilitate transactions between buyers and sellers.

Overall, by focusing on the four P's of marketing, our online automobile auction platform can develop a marketing strategy that attracts its target audience, differentiates itself from competitors, and generates revenue.

5.7 ADVERTISING AND BRANDING STRATEGY

Advertising Strategies for '*Auction India*'

There are various advertising strategies that can be used to advertise 'Auction India'. Here are some of the most effective ones:

1. **Social media advertising:** Social media platforms such as Facebook, Twitter, and Instagram are great for promoting 'Auction India'. The platform can use targeted advertising to reach its target audience and promote the app's features and benefits.
2. **Search engine advertising:** Search engine advertising, such as Google Ads, can help the online automobile auction app to appear at the top of search results when users search for keywords related to the app.
3. **Influencer marketing:** Influencer marketing involves partnering with influencers on social media who have a large following and can promote the online automobile auction app to their followers.
4. **Email marketing:** Email marketing can be used to promote the online automobile auction app to its existing users and subscribers. This can include newsletters, promotional offers, and updates on new features and vehicles.
5. **Display advertising:** Display advertising involves placing banner ads on websites or apps that are frequented by the app's target audience.

6. **Video advertising:** Video advertising can be used to create engaging and informative ads that promote the app's features and benefits.
7. **Content marketing:** Content marketing involves creating high-quality content, such as blog posts, articles, and videos, that provides value to the app's target audience and helps to establish the app as an authority in the online automobile auction space.

Overall, by using a combination of advertising strategies, our online automobile auction app can reach its target audience, promote its features and benefits, and generate revenue.

5.8 MICHAEL PORTER'S FIVE FORCE ANALYSIS

Michael Porter's Five Forces Analysis is a framework used to analyze the competitive intensity of an industry and the profitability of the firms operating within that industry. Here is a Five Forces Analysis for our app:

- **Threat of new entrants:** The threat of new entrants into the online automobile auction app market is relatively low in India. The online auction market is highly competitive, and barriers to entry include the need for significant financial investment to develop and maintain the app, as well as the need to establish trust and credibility among buyers and sellers.
- **Bargaining power of suppliers:** In the case of an online automobile auction app, the suppliers are the vehicle sellers. The bargaining power of suppliers is relatively low because there are many sellers available, and the app can choose to work with the most reputable sellers to ensure the quality of the vehicles being auctioned.

- **Bargaining power of buyers:** The bargaining power of buyers is moderate. The app needs to ensure that it provides a user-friendly platform that meets the needs of its buyers. Buyers have the ability to compare prices and features from different sellers, which increases their bargaining power.
- **Threat of substitutes:** The threat of substitutes is low because there are few alternatives to online automobile auctions. Traditional auctions or dealerships may be substitutes, but they do not offer the convenience and accessibility of an online auction app.
- **Competitive rivalry:** The competitive rivalry in the online automobile auction app market is high. There are many established players in the market, and new entrants are continually appearing. The key to success is differentiation through features, user experience, and brand reputation.

5.9 SALES / DEMAND FORECASTING

According to a report by Research And Markets, the online used car market in India is expected to grow at a CAGR of 20.15% from 2021 to 2026. This growth is primarily driven by increasing internet penetration, changing consumer preferences, and the growing demand for affordable cars.

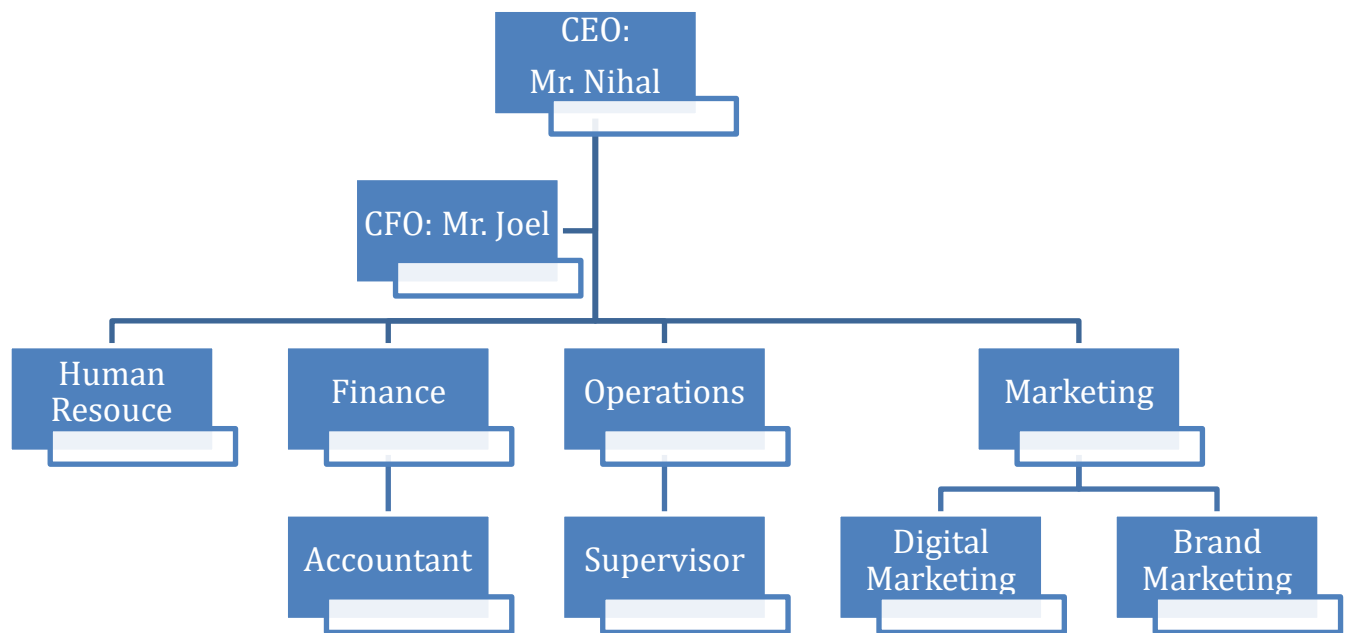
The Indian automobile industry has been growing rapidly in recent years, with increased demand for both new and used cars. The growth of the middle class, rising incomes, and favorable government policies are some of the key drivers of this growth. Additionally, the COVID-19 pandemic has led to a shift in consumer behavior, with many people preferring to buy vehicles online, making the online auction market more attractive.

Based on these trends, we can expect the demand for the online automobile auction platform to increase in India over the coming years. However, the sales forecast will depend on various factors, such as the app's user experience, the quality of the vehicles being auctioned, and the marketing strategies.

CHAPTER 6

HUMAN RESOURCE PLAN

6.1 ORGANIZATION CHART



6.2 NUMBER OF PARTNERS AS FOUNDERS

This venture will be undertaken by two partners namely, Mr. Nihal as the Chief Executive Officer and Mr. Joel as the Chief Financial Officer

6.3 NUMBER OF EMPLOYEES IN EACH DEPARTMENT

The number of employees required for our platform would depend on various factors such as the number of vehicles being auctioned, the size of the customer base, the complexity of the platform, and the scale of the business operations.

Here's the breakdown of the number of employees required for different departments:

- **Technology Department:** This department is responsible for developing and maintaining the online auction platform's software and infrastructure. For our platform, this department would require a team of 5-10 employees, including software developers, database administrators, network engineers, and IT support staff.
- **Marketing and Sales Department:** This department is responsible for promoting the platform and generating sales. For our platform, this department would require a team of 5-10 employees, including marketing and sales executives, social media specialists, content writers, and graphic designers.
- **Operations and Logistics Department:** This department is responsible for managing the auction process, handling payments, and coordinating the delivery of the goods. For our platform, this department would require a team of 10-20 employees, including operations managers, logistics coordinators, customer service representatives, and finance staff.

- **Legal and Compliance Department:** This department is responsible for ensuring that the platform complies with all the relevant laws and regulations. For our platform, this department would require a team of 2-5 employees, including lawyers, compliance specialists, and legal assistants.

Overall, our online auction platform for automobiles would require a team of around 30-35 employees to operate effectively and efficiently.

6.4 MANAGEMENT STRUCTURE

The management structure of an online automobile auction platform will depend on various factors such as the size of the company, the complexity of operations, and the specific roles and responsibilities needed to run the platform. However, a typical management structure for an online automobile auction platform might include the following roles:

1. **CEO or Managing Director:** The topmost executive who is responsible for overall strategic planning, financial performance, and growth of the company.
2. **COO or President:** The second in command who oversees the day-to-day operations of the platform, including sales, marketing, customer service, and technology.
3. **Chief Financial Officer (CFO):** Responsible for managing the financial aspects of the company, including budgeting, financial planning, accounting, and financial reporting.
4. **Chief Technology Officer (CTO):** Responsible for overseeing the technology infrastructure and development of the platform, including software development, cybersecurity, and data management.

5. **Chief Marketing Officer (CMO):** Responsible for developing and executing the marketing strategy of the platform, including advertising, promotions, and branding.
6. **Chief Operations Officer (COO):** Responsible for managing the operations of the platform, including logistics, procurement, customer service, and vendor management.
7. **Human Resources Manager:** Responsible for managing the recruitment, training, and retention of employees, as well as ensuring compliance with labor laws and regulations.
8. **Legal Counsel:** Responsible for advising the company on legal matters, including contracts, intellectual property, and regulatory compliance.

6.5 QUALIFICATION OF POST

Managers

- 2 to 3 years of experience in manufacturing industry
- Human management skills
- Should be able to plan, schedule orders
- Strong leadership, motivational and people skills
- Extensive chemical knowledge, especially alum to inform customers accordingly.
- Graduate, preferably a postgraduate in management
- Good communicating skills
- Make sure all the employees and customers are happy and satisfied.

Other qualifications will be regarding the job post one is selected for.

6.6 SALARY BREAKUP

The partners will take Rs 2,00,000 per month each partner. And there will be increase in the salary of partners in the 3rd year by Rs 50,000 per month. The salary and wages of other managers, assistant managers and labors will rise year on year basis.

6.7 WORKING HOURS AND CONDITIONS

The office will be operating from Monday to Friday from 11:00 AM to 6:00PM and also on Saturdays from 11:00 AM to 2:00PM. Depending on the work load at the time of an assignments the employees may also need to work extra hours on Saturdays and even on Sundays. Working condition in this service would include more of field work and less of office work but the heads and managers would be working more in office looking after the needs and the requirements of the customers.

6.8 PUNCTUALITY, LEAVE POLICY AND MATERNITY BENEFIT

A biometric attendance would be taken for the employees working in the office and a manual register would be maintained for the employees doing the field work.

However, no cause of punishment would be given if there is a record of coming late maximum of 3 times a month, further to which a disciplinary action would be taken.

A period of 18 days would be given as a paid leave for the annual year on the basis of earning 1.5 days for every month they work ($1.5 \times 12 = 18$ days). Along with these 18 days, a 10 day would be given as sick leave, which would only be granted with the proof of a medical certificate.

Maternity leave would be granted to the employees during their maternal period.

They would be given a period of 5 months, post which in case they need an extension, they can opt to work from home. During the period of their leave, an intern would be hired who would be trained to work in the same effective manner.

6.9 RECRUITMENT SOURCES

1. Online job boards: This is a popular and cost-effective way to advertise job openings to a large number of job seekers. Platforms like LinkedIn, Glassdoor, and Indeed are popular job boards that have a wide reach and can attract qualified candidates.

2. Referrals: Employee referrals can be a great source of quality candidates. The company can encourage its current employees to refer their friends and colleagues to apply for job openings.

3. University career fairs: Attending career fairs at universities can be an effective way to meet and recruit talented candidates. This is particularly useful for entry-level positions or internships.

6.10 RETIREMENT POLICY

i. Voluntary Retirement Scheme: The eligibility criteria for VRS varies from company to company, but usually, employees who have attained 40 years of age or completed 10 years of service are eligible for voluntary retirement. The scheme applies to all employees including workers and executives, except the directors of a company. The employee who opts for voluntary retirement is entitled to get forty-five days emoluments for each completed year of service or monthly emoluments at the time of retirement multiplied by the remaining months of service before the normal date of service, whichever is less. Along with these benefits, the employees also get their provident fund and gratuity dues. Compensation received at the time of voluntary retirement is exempt from tax under section (10C) of the Income Tax Act, 1961 up to the prescribed amount upon fulfilling certain stipulated conditions. However, the retiring Employee should not be employed in another company or concern belonging to the same management.

ii. Retirement Age: 60 years.

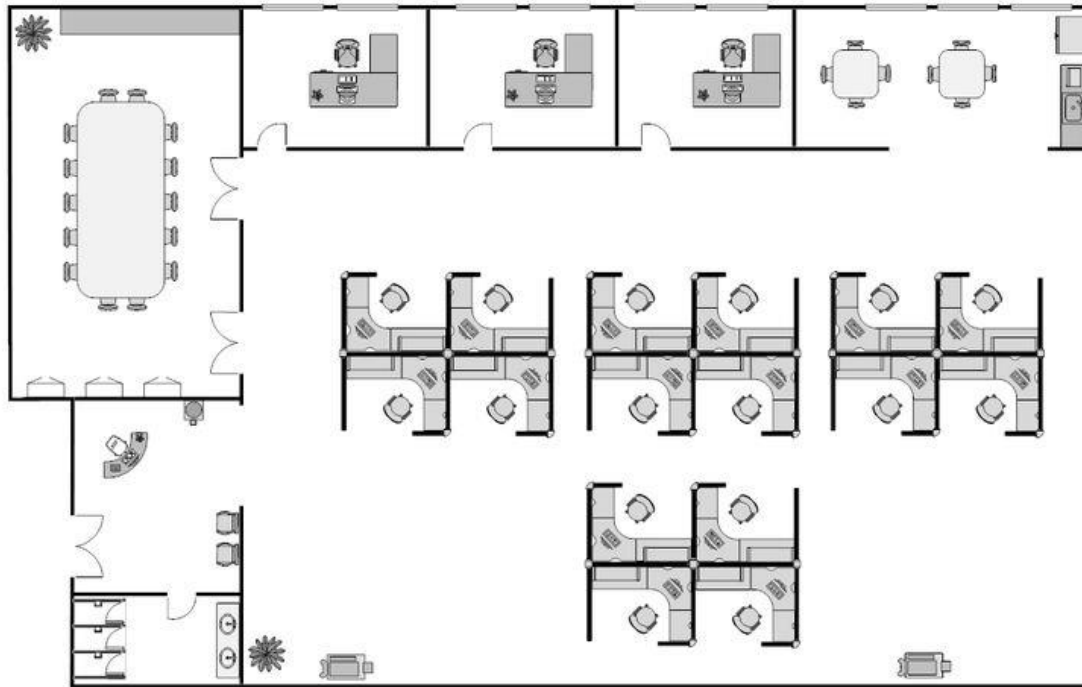
6.11 LOAN GRANT POLICY

- i. The grants can only be made or only given to the permanent employees of the work place.
- ii. A printed copy of the receipt has to be given for the work that has been done by the workers.
- iii. Proper reasoning has to be given before any loan to be given to the workers.
- iv. For any project grants a picture has to be submitted along with the grant.
- v. It would be maintained for some of the grants. Hence some of the grants might be rejected.
- vi. Based on these criteria and the amount of available funds, project grants may be fully funded, partially funded, deferred, or rejected.

Chapter 7

Production and Operation Plan

7.1 Floor Plan



7.2 Maintenance Policy

Regular System Checks: Our company will conduct regular system checks to ensure that our online automobile auction app is running smoothly. We will perform system updates, security patches, and bug fixes to prevent any disruptions or downtime.

Backup and Recovery: We will implement a comprehensive backup and recovery system to ensure that all data and information on our online automobile auction app is secure and retrievable in the event of a system failure or data loss.

Security: Our company will implement strict security measures to protect user data and prevent unauthorized access to our online automobile auction app. We will use firewalls, encryption, and other security technologies to safeguard our system from cyber threats.

Performance Optimization: We will continuously monitor the performance of our online automobile auction app and make necessary adjustments to ensure that it runs efficiently. This will include monitoring the speed and responsiveness of our system and optimizing it for peak performance.

User Support: We will provide user support to help our customers resolve any issues they may encounter while using our online automobile auction app. We will offer a variety of support channels, including email, phone, and live chat support, to ensure that our users have access to the help they need.

Testing and Maintenance: Our company will regularly test and maintain our online automobile auction app to ensure that it is running at optimal levels. This will include conducting regular load tests, code reviews, and performance audits to identify and address any issues before they become problems.

Upgrades and Enhancements: We will continuously upgrade and enhance our online automobile auction app to meet the evolving needs of our customers. This will include adding new features, improving existing functionality, and incorporating user feedback to provide the best possible experience for our users.

Disaster Recovery Plan: In the event of a disaster or major system failure, we will have a comprehensive disaster recovery plan in place to minimize downtime and ensure that our online automobile auction app is up and running as soon as possible.

By following this maintenance policy, our medium-sized company dealing in an online automobile auction app can ensure that our system is secure, efficient, and reliable, providing our customers with the best possible experience.

7.3 Location Analysis

Proximity to Target Market: Bangalore is a major city in India with a large population of people interested in buying and selling automobiles online. Therefore, the location of our company's office in Bangalore should be easily accessible to our target market. We should look for a location in a central area that is well-connected to other parts of the city, such as Koramangala or Indiranagar.

Cost of Living: The cost of living in Bangalore is relatively high compared to other parts of India, but still reasonable for our employees. We should ensure that our employees can afford to live in the area and have a good quality of life. This includes the cost of housing, food, transportation, and other essential living expenses.

Business Environment: Bangalore is known for its thriving startup culture and has a good reputation for supporting small businesses and fostering entrepreneurship. The area has a relatively low tax rate and favorable regulations for startups. This makes it a great location for our medium-sized company dealing in an online automobile auction app.

Availability of Skilled Labor: Bangalore is home to some of India's best universities and colleges, as well as a large pool of skilled labor in the tech industry. This means that we can easily draw from this pool to build our team and recruit talented professionals. Bangalore is also known for its IT workforce, with a large number of skilled programmers, developers, and engineers.

Infrastructure: Bangalore has a strong infrastructure to support our operations. The city has high-speed internet, reliable electricity, and good transportation links, including an international airport. There is also a good supply of office space and parking.

Competition: Bangalore is home to several established startups in the tech industry, including those dealing in automobile sales and auctions. However, our online automobile auction app can differentiate itself by offering unique features and a better user experience.

Based on these factors, Bangalore is a great location for our medium-sized company dealing in an online automobile auction app. The city has a thriving tech industry and a skilled labor pool, along with a supportive business environment and strong infrastructure. We should look for a central location in the city, such as Koramangala or Indiranagar, that is easily accessible to our target market and has good transportation links.

7.4 Quality Policy

At ‘Auction India’, our mission is to provide our customers with the best online automobile auction platform and services. We are committed to meeting and exceeding our customers' expectations by delivering high-quality products and services that are reliable, secure, and user-friendly. Our quality policy is focused on the following key principles:

- **Customer Satisfaction:** Our customers are at the center of everything we do. We will work tirelessly to understand their needs and deliver products and services that exceed their expectations. We are committed to providing exceptional customer service and support throughout the entire process.
- **Continuous Improvement:** We will constantly review and improve our processes and services to ensure that we are delivering the highest quality products and services. We will solicit feedback from our customers and stakeholders to identify areas for improvement and implement changes that will improve the customer experience.

- **Security and Reliability:** We understand that our customers' trust is essential to our success. We are committed to ensuring the security and reliability of our online automobile auction platform. We will implement robust security measures to protect our customers' data and ensure that our platform is always available and functioning correctly.
- **Compliance:** We will adhere to all applicable laws, regulations, and industry standards in the development and delivery of our products and services. We will conduct regular audits to ensure that we are meeting all regulatory requirements and industry standards.
- **Employee Training and Development:** We recognize that our employees are our most valuable asset. We will provide them with the necessary training and resources to ensure that they are knowledgeable and skilled in delivering high-quality products and services. We will encourage and support their professional development to ensure that they continue to grow and learn throughout their career with us.

By following these key principles, we will ensure that we are providing our customers with the best online automobile auction platform and services. We will continually strive to improve our processes and services to meet and exceed our customers' expectations.

CHAPTER 8

FINANCIAL PLAN

8.1 INITIAL INVESTMENT

Initial Investment	
Particulars	Amount
Technology	10,00,000
Web development	5,00,000
Database management	2,50,000
Payment processing	2,50,000
Marketing and advertising	25,00,000
Search engine optimization	1,00,000
Pay-per-click advertising	1,00,000
Social media marketing	5,00,000
Legal and administrative costs	1,00,000
Legal fees	2,00,000
Administrative expenses	5,00,000
Total initial investment	60,00,000

8.2 SOURCES OF FUNDS

Sources	Contact of Detail	Contribution	Amount
Partner 1	Joel Jomon	40%	24,00,000
Partner 2	Nihal Aman	40%	24,00,000
Bank Loan	Central Bank of India	10%	6,00,000
Angel Investors	Not Provided	10%	6,00,000
	TOTAL		60,00,000

8.3 INCOME STATEMENT AND BALANCE SHEET

INCOME STATEMENT

	PARTICULARS	2022-23	2023-2024	2024-2025
	INCOME			
	Total Revenue	30,00,000	46,00,000	66,00,000
1	Total Income	30,00,000	46,00,000	66,00,000
	EXPENSES			
	Employee Benefit Expenses	2,00,000	2,00,000	5,00,000
	Opening Stock	15,00,000	10,00,000	5,00,000
	Operating Expense	5,00,000	7,00,000	10,00,000
	Less: Closing Stock	10,00,000	5,00,000	2,50,000
	Marketing Cost	20,00,000	10,00,000	17,00,000
2	Total Expense	32,00,000	24,00,000	34,50,000
3	Operating Profit (1-2)	(2,00,000)	22,00,000	31,50,000
4	Finance Cost	1,00,000	1,00,000	1,00,000
5	Depreciation and Amortisation	₹ 284,124.00 ₹	261,079.00	239,924.00
	EBT (3-4-5)	15,876	18,40,000	28,10,000
	Less: Tax @ 20%			5,62,000
	Profit After Tax	15,876	18,40,000	22,48,000

8.4 CASH FLOW STATEMENT

cash flow from OPERATIONS	2023	2024	2025
cash receipt from customers	29,20,000	63,87,500	1,53,30,000
cash paid for-			
supplies	4,75,000	5,55,000	7,25,000
general operating and administrative expenses	11,20,000	13,24,500	15,76,000
wage expenses	74,40,000	74,40,000	74,40,000
income taxes	0	0	12,76,200
total	-61,15,000	-29,32,000	43,12,800
net cash flow from operations	-61,15,000	-29,32,000	43,12,800

8.5 BREAK EVEN ANALYSIS

Fixed Cost = ₹ 4,56,00,000 Sales = ₹ 6,88,40,000

Variable Cost = ₹ 4,84,72,500

Contribution = Sales – Variable Costs = ₹ 6,88,40,000 – ₹ 4,84,72,500 = ₹ 20,36,750

Break Even Point = Fixed Cost – Contribution = ₹ 4,56,00,000 – ₹ 2,03,67,500 = ₹

2,52,32,500 Break Even (in years) = Sales/ Break Even Point = ₹ 6,88,40,000 / ₹

2,35,51,140

= 2.72 years

8.6 BALANCE SHEET

BALANCE SHEET

Particulars	Note no.	Mar-22	Mar-23	Mar-24	Mar-25	Mar-26
1. Equity and Liabilities						
(1)shareholders funds						
(a) share capital		60,00,000	60,00,000	60,00,000	60,00,000	60,00,000
(b)Reserves and Surplus		(58,00,000)	12,00,000	15,00,000	18,00,000	20,00,000
TOTAL Shareholders Funds		2,00,000	72,00,000	75,00,000	78,00,000	80,00,000
(2) Non-current Liabilities						
(a) long term borrowings		6,00,000	8,00,000	10,00,000	15,00,000	nil
(b) other long term liabilities						
(d) Long term Provisions						
(3) Current Liabilities						
TOTAL		8,00,000	80,00,000	85,00,000	93,00,000	80,00,000
2. ASSETS						
(1) Non-current assets						
(a) Property, Plant and Equipment						
(i) Tanaible assets		4,50,000	10,00,000	15,00,000	20,00,000	25,00,000
(ii) Intangible assets						
(b) Non-current investments						
(c) Long term loans and advances		3,40,000	5,40,000	3,40,000	3,40,000	3,40,000
(d) other non-current assets			35,00,000	40,00,000	50,00,000	55,00,000
(2) Current assets						
(a) current investments						
(b) inventories						
(c) Trade Receivables						
(d) Cash and cash equivalents		10,000	22,50,000	25,00,000	28,00,000	30,00,000
(e) Short-term loans and advances						
(f) Other current aseats						
TOTAL		8,00,000	80,00,000	85,00,000	93,00,000	80,00,000

8.8 PAYBACK PERIOD

Payback period refers to the time taken in order to get back the amount of money invested in the business.

To calculate Payback we use Cumulative Cash Flow method-

Year	Cash flow	Cumulative Cash flow
0	(1,10,00,000)	(1,10,00,000)
1	(61,15,000)	(1,71,15,000)
2	(29,32,000)	(2,00,47,000)
3	43,12,800	(1,57,34,200)

Thus, Payback Period

$$= 4 + |(-73,65,650)| \div 1,63,46,800)$$

$$= 4 + (73,65,650 \div 1,63,46,800)$$

$$\approx 4 + 0.45058$$

$$\approx \mathbf{4.45 \text{ years}}$$

CHAPTER 9

EXECUTION PLAN

9.1 Execution Plan

1. **Market research:** Conduct market research to identify the potential demand for an online automobile platform in India. Analyze the market trends, customer behavior, and the competition. Based on the research, finalize the business model, target audience, and the features to be offered on the platform.
2. **Develop the platform:** Hire a team of developers and designers to build the platform. Ensure that the platform is user-friendly, secure, and has all the features required to run an online automobile auction platform, such as vehicle listings, bidding system, payment gateway, and an analytics dashboard.
3. **Legal and compliance:** Ensure that the platform complies with all the legal requirements and regulations of the country. Obtain all the necessary licenses and permits required to operate an online automobile auction platform. It's important to also ensure that the platform is secure and protects user data.
4. **Partnerships and collaborations:** Establish partnerships and collaborations with automobile dealerships, auction houses, and financial institutions to source vehicles for the platform and to provide financing options to buyers. This can help to increase the inventory on the platform and attract more buyers.
5. **Marketing and advertising:** Develop a marketing and advertising strategy to promote the platform to the target audience. Utilize social media platforms, online advertising, and search engine optimization to increase visibility and attract potential buyers and sellers.
6. **Customer service and support:** Provide excellent customer service and support to ensure that buyers and sellers have a positive experience on the platform. Ensure that there is a dedicated support team to assist customers with any queries or issues.

7. **Continuous improvement:** Continuously improve the platform based on customer feedback and market trends. Introduce new features, upgrade the user interface, and expand the inventory to attract more customers and retain existing ones.

9.2 GEOGRAPHICAL EXPANSION

1. **Identify target countries:** Conduct market research to identify potential markets for expansion. Evaluate the demand for online automobile auctions in different regions and assess the level of competition.
2. **Study legal and regulatory requirements:** Research and understand the legal and regulatory requirements for operating an online automobile platform in the target countries. Obtain the necessary licenses and permits before entering the market.
3. **Establish partnerships and collaborations:** Establish partnerships and collaborations with automobile dealerships, auction houses, and financial institutions in the target countries to source vehicles for the platform and provide financing options to buyers.
4. **Localization:** Adapt the platform to suit the local market. This includes translating the platform into the local language, accepting local payment methods, and customizing the platform to meet local regulatory requirements.
5. **Marketing and advertising:** Develop a marketing and advertising strategy to promote the platform in the target countries. Utilize social media platforms, online advertising, and search engine optimization to increase visibility and attract potential buyers and sellers.

6. **Customer service and support:** Provide excellent customer service and support to ensure that buyers and sellers have a positive experience on the platform. Ensure that there is a dedicated support team to assist customers with any queries or issues.
7. **Continuous improvement:** Continuously improve the platform based on customer feedback and market trends. Introduce new features, upgrade the user interface, and expand the inventory to attract more customers and retain existing ones.

9.3 EXIT STRATEGY

We are not considering any exit strategy as it is a very lucrative business.

CHAPTER 10

CONCLUSION

In conclusion, the idea of launching an online automobile platform called "Auction India" is a promising business venture in the Indian market. The Indian automobile industry is one of the largest in the world and is expected to grow significantly in the coming years. An online automobile platform can offer a convenient and efficient way for buyers and sellers to trade vehicles.

However, launching and running an online automobile platform comes with various challenges, including market competition, legal and compliance requirements, cybersecurity risks, and customer trust. The success of the platform will depend on the execution plan, which should include market research, platform development, legal and compliance, partnerships, marketing, customer service, and continuous improvement.

If executed properly, "Auction India" has the potential to become a leading online automobile auction platform in India, with opportunities for geographical expansion in the future. The platform can provide significant value to customers, dealerships, and auction houses, and can help to streamline the automobile trading process. Overall, "Auction India" is a promising business idea with the potential to create a significant impact in the Indian automobile industry.

CHAPTER 11

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