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Business Plan

Aether Aura

INNOVATE YOUR MIND
UPGRADE YOUR TECH

Aether
Aura

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Executive Summary

This report will help us better understand our business plan and what we are trying to achieve, outlining the strategic direction, goals, and operational framework of the enterprise, aiming to demonstrate the growing demand for technology skills and products, showcasing how Aether Aura addresses this need by offering tailored educational programs and essential tech supplies.

VISION

Aether Aura will be an innovative educational institute located at Rose Hill, providing a dynamic fusion of tech-focused learning and essential IT know-how. Our vision is to become a leading educational and retail hub, empowering individuals of all backgrounds to excel in the rapidly evolving field of technology. By fostering continuous learning, innovation, and collaboration, we aim to shape the future of tech education and support a tech-savvy society that is prepared to meet the challenges of tomorrow.

MISSION

Aether Aura's mission is to provide accessible, remarkable education and essential IT resources to individuals at all stages of their tech journey. We are committed to building a vibrant community where learning and technology intersect, enabling people to enhance their skills, pursue their passions, and succeed in the modern digital landscape.

Business Description

Aether Aura is an innovative educational enterprise dedicated to equipping individuals with the essential skills and knowledge necessary for success in the dynamic field of information technology. Our primary offering consists of a comprehensive suite of twelve-session classes tailored to accommodate varying proficiency levels—from beginners to advanced learners.

In addition to our educational programs, we operate a retail store that caters to IT professionals and enthusiasts, providing essential equipment and supplies. This dual approach meets the growing consumer demand for both tech products and accessible educational resources, which is crucial as technology becomes increasingly integrated into everyday life.

Our primary customer base includes tech-savvy students, career-oriented professionals seeking advancement, and DIY electronics enthusiasts. Aether Aura is committed to supporting anyone interested in enhancing their technological knowledge, regardless of their starting point.

What sets Aether Aura apart is our unique combination of a retail experience and comprehensive tech education. We foster a vibrant community where customers can learn, explore, and purchase all in one place, creating an ecosystem that encourages continuous learning and collaboration. Our mission is to empower individuals to thrive in the ever-evolving tech landscape.



Our Service

ADVANCED COURSES

Rs 5000 / 12 SESSIONS

COURSES ON OFFER (PREREQUISITE INTRODUCTION COURSES)

- Web Development
 - Advanced JavaScript Frameworks – React
- Mobile Application Development A
 - Advanced Android Development – Kotlin
- Mobile Application Development B
 - Cross-Platform Development – Flutter
- Programming
 - Advanced Python Programming
- Internet of Things (IoT)
 - IoT Architecture and Design
 - Hands-On IoT Projects with Raspberry Pi
- Mechatronics
 - Advanced Arduino Programming
 - ESP-32 projects

INTRODUCTION COURSES

Rs 4000 / 12 SESSIONS

COURSES ON OFFER

- Web Development
 - Introduction to HTML, CSS, and JavaScript
- Mobile Application Development A
 - Introduction to Mobile App Development
- Mobile Application Development B
 - Introduction to UI / UX Design for Mobile App
- Programming
 - Introduction to Programming Concepts – Python
- Internet of Things (IoT)
 - Introduction to IoT and its Applications
 - Basics of Sensors and Actuators
- Mechatronics
 - Introduction to Mechatronics Systems
 - Basics of Robotics and Automation

Our Service

SPECIAL COURSES FOR CHILDREN (AGES 7-12)

Rs 1500 / 3 DAYS

COURSES ON OFFER

- Code Creators
 - Introduction to Coding with Scratch
 - Learn programming logic through interactive games and animations.
- Introduction to Graphic Design
 - Using simple tools to create digital art and learn about design principles.
- Robotics Builders
 - Basics of Robotics using Simple Kits
 - Hands-on experience with building and programming basic robots.

OCCASIONAL PROJECT WORKSHOPS

Rs 400 / PER WORKSHOP

FOCUS: HANDS-ON WORKSHOPS TAILORED TOWARD SPECIFIC PROJECTS.

- Web Development Bootcamp:
 - Create a fully functional website using HTML, CSS, and JavaScript.
- App Development Sprint:
 - Design and prototype a simple mobile app collaboratively.
- Robotics Obstacle Course:
 - Build and program robots to navigate an obstacle course.
- Arduino Maker Day:
 - Use Arduino kits to create fun gadgets and devices.

ELECTRONICS DEVICES AND OTHER ACCESSORIES

- Laptops
- Smartphones
- PCs
- Electronic Kits (Arduino & Rasebeery pi)
- Other Accessories

Price range: 12 000 - 100 000
Price range 6 000 - 50 000
Price range 20 000 - 100 000
Price range 300 - 2 000 (some ideas can be ordered)

Industry outlook

The information technology education industry is experiencing significant growth due to the rising demand for skilled professionals. As technology integrates deeper into daily life and business, comprehensive training programs are essential.

Key Trends:

- Technological Advancements: Rapid developments in AI, machine learning, and IoT require continuous upskilling.
- Practical Skills Focus: Employers prioritize hands-on experience, increasing the demand for workshops and project-based learning.
- Growing Interest in Tech Careers: More individuals are pursuing IT courses, particularly younger demographics.
- Investment in EdTech: Funding is increasing for educational technology, enhancing access to quality training.

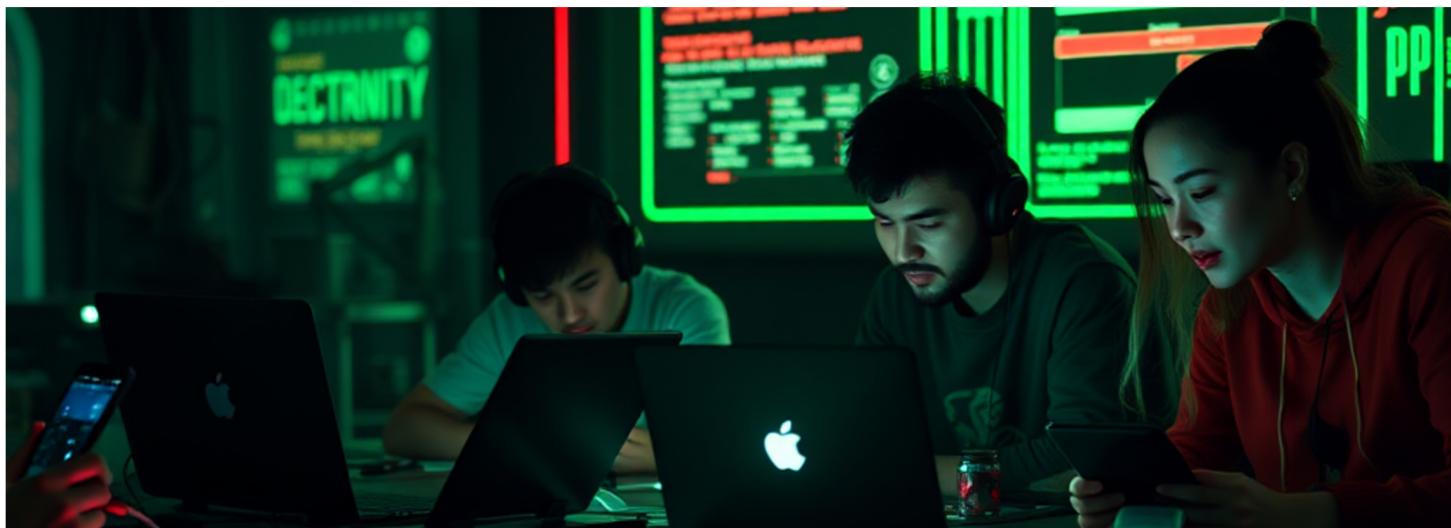
Market Potential:

The global Ed-tech market is set for significant growth, with more students seeking specialized skills in web development, mobile development, programming, and IoT.

• Challenges:

- Competition: Numerous training centres and bootcamps necessitate differentiation through quality and community engagement.
- Curriculum Relevance: Keeping course content up-to-date with technological changes requires ongoing adjustments.

In conclusion, the outlook for information technology education is promising. Aether Aura is well-positioned to meet these demands with high-quality, hands-on training.



Market Analysis

Target Audience

Aether Aura's target audience encompasses a diverse group of individuals passionate about technology and education. This includes those looking to enhance their IT skills, professionals aiming to advance their careers through specialized courses, and hobbyists eager to dive into hands-on tech projects. Additionally, many parents seek educational opportunities for their children, while local community members are interested in skill-building workshops. This broad audience allows Aether Aura to cultivate a supportive learning environment that effectively meets a variety of interests and needs.

The possible audiences are listed below:

- Aspiring Tech Students
- Professionals
- Hobbyists
- Parents
- Local Community Members

Professional and Tech Student Trends in Mauritius Over the Past 5 Years

In Mauritius, the tech industry has seen notable growth over the past five years, reflecting a broader global trend. The Information and Communication Technology (ICT) sector has become a key driver of economic development, with a projected growth rate of around 5% annually. This growth has created an increasing demand for skilled professionals, particularly in software development, cybersecurity, and data science.

For tech students, enrollment in ICT programs at universities and vocational institutions has risen significantly. The government has promoted initiatives to enhance STEM education, leading to more graduates entering the tech workforce. In recent years, coding boot camps and online courses have also gained traction, providing practical skills that align with industry needs.

Moreover, Mauritius aims to position itself as a digital hub in the region, attracting foreign investment and fostering innovation. These developments indicate a promising future for both tech professionals and students in the country, as the demand for skilled talent continues to grow.

Competitor Analysis

In Mauritius, the educational landscape features several key players that Aether Aura will compete with in both the education and retail sectors.

Educational Institutions

1. School of Electronics: This institution focuses on electronics and technical education, offering specialized courses. Their strong reputation in the electronics field presents a significant challenge, as they attract students looking for hands-on technical training.
2. Knowledge Plus: Known for its diverse range of courses, Knowledge Plus provides training in various fields, including IT. Their established presence and comprehensive curriculum make them a formidable competitor in the market for tech education.

Electronics Retailers

1. Transcom: This shop specializes in selling basic electronic components, including those used for circuits and Arduino/Raspberry Pi projects. Their focus on hobbyist supplies may draw in tech enthusiasts who require specific components for personal projects.
2. Advanced Electronics: Similar to Transcom, Advanced Electronics offers a variety of electronic components. Their expertise in the field and product offerings cater to both students and professionals looking for quality parts.

Additionally, there are numerous shops across Mauritius that sell laptops, computers, smartphones, and their accessories, creating a competitive landscape for retail sales. These shops often have established customer bases and may offer competitive pricing and promotions.

Competitive Advantage

Aether Aura can differentiate itself by combining high-quality tech education with a dedicated retail space that provides essential equipment and supplies. By fostering a community-oriented environment and offering hands-on workshops, Aether Aura aims to create a unique value proposition that addresses the needs of both students and tech enthusiasts. This strategy will help build a loyal customer base and position Aether Aura as a leader in the local educational and electronics market.

Implementation of Business

Business implementation

The implementation plan for Aether Aura consists of three distinct phases, each vital for establishing our educational enterprise.

- Phase 1: Instructor recruitment and curriculum development.
 - I will serve as an instructor alongside a qualified friend.
 - We will recruit three additional specialized instructors.
- Phase 2: Facility setup, including classrooms and a retail area.
 - We will secure a rental space featuring three classrooms and a large workshop room.
 - The facility will also include restrooms and a small retail corner stocked with laptops, PCs, and electronics kits.
- Phase 3: Launch of targeted marketing campaigns to attract students.
 - We will implement social media advertising and collaborate with local organizations.
 - Free introductory workshops will be hosted to showcase our offerings.
- Facility Staffing:
 - We will recruit two cleaners to maintain the facility.
 - A sales representative and a cashier are already in place to manage retail operations.

LOCATION

Rose Hill- City Centre Rs 105,000 per Month

We have opted for a facility that consists of 3 rooms as shown in figure 1, a large room in figure 2 and a retail in figure 3. Figure 1 room will be used to accommodate students to facilitate their learning of computers and programming, figure 2 will be where the students would get take parts in workshop and events and figure 3 will be where customers will be able to purchase their electronics devices



Figure 1



Figure 2



Figure 3

Marketing Strategy

Our marketing strategy will focus on two main approaches to effectively reach our target audience and build awareness for Aether Aura.

- Social Media Campaigns: We will target tech enthusiasts and professionals through platforms such as LinkedIn, Facebook, and Instagram. Engaging content, including educational posts and course highlights, will be crafted to attract interest and drive enrollment.
- Local Partnerships: We will collaborate with schools and tech organizations to promote specific courses. This will include hosting occasional project workshops that not only showcase our offerings but also foster community engagement and networking opportunities.

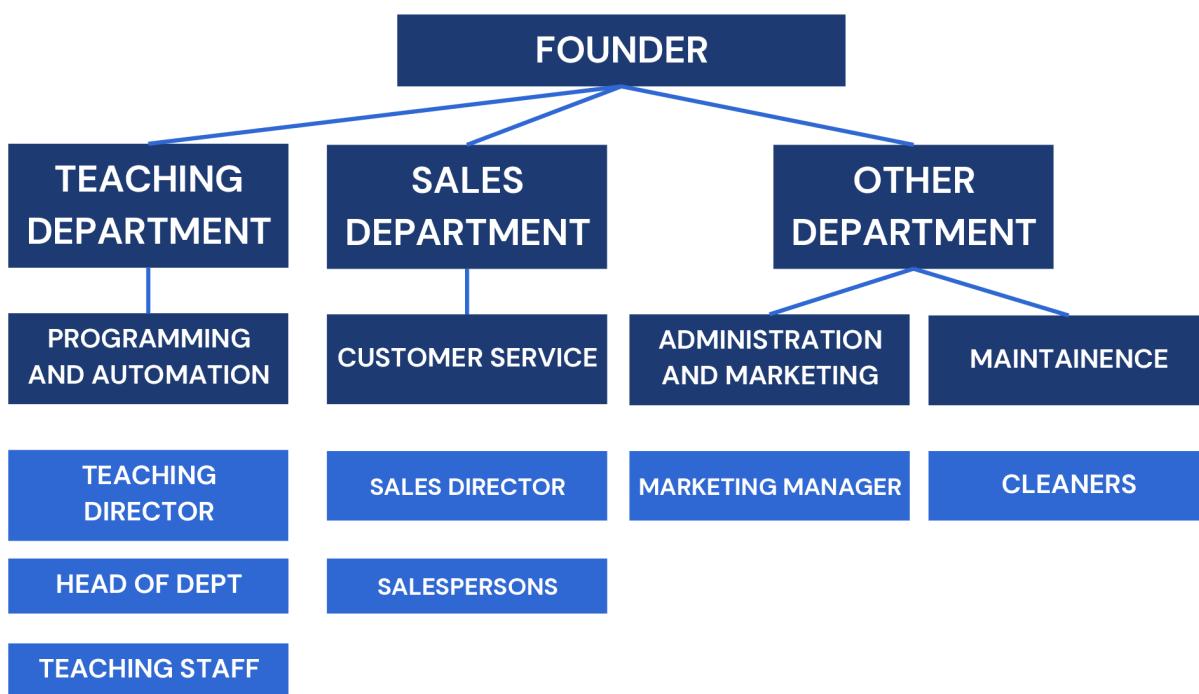
Start up Cost

Expenses	Cost (Rs)
Table and Chairs (70 pieces)	30 000
Internet	3 000
Business Logoc	8 000
Water and Electricity	20 000
Air Conditioners (4 pieces)	80 000
Projectors (4 pieces)	22 000
Salary of Employees	220 000
Retail Stocks	400 000
Approximate Total	785 000

The Organizational Structure

Aether Aura will maintain an efficient organizational structure. Founder/CEO Hossen will also act as the Director of Education, alongside instructors Moos and additional recruited instructors. The sales team will comprise of Chinnee, while Hookoom will oversee administration and marketing. Facility maintenance will be managed by two recruited cleaners. We will consider further recruitment as needed after launch. This structure promotes collaboration and ensures effective delivery of quality education.

MAP OF THE ORGANIZATION



Descriptions

Teaching department:

Vrajdev Palloo will be the Head of Department. His role is to manage the education department, oversee the educational programs being provided and taught. He will also take responsibilities, being the development the programs' curriculum, hiring and training instructors, ensuring the education's quality being provided, and staying updated with the latest trend of the programs' education. Instructors will be hired by the director, and **Esaie Moos** has opted to be one of them.

Sales department:

The sales director's post will be assigned to **Aditya Chinnee**. He will manage the retail side of the business. The responsibilities taken are inventory management, keeping good relationships with the goods suppliers, customer service, leading the sales team, setting sales targets, developing and implementing sales strategies. There will be a total of at most 3 salespersons, one of them being **Mr Chinnee**, and the other two will be hired. The hired salespersons will be provided with training, to ensure great customer service, and a good work environment.

Marketing department:

Morvish Hookoom will be assigned as marketing manager. He will supervise the promotion and positioning of the business' overall. It is important to have a marketing manager so as to expand the marketing rate. This will further improve the quality and quantity of the demand & supply of Aether Aura

Maintenance department:

In the maintenance department, there will be 2 cleaners, who will be cleaning the labs after the sessions and will also clean the retail shop during after a working day.

BASIC FINANCIAL PROJECTIONS

	Assumptions		2024	2025	2026
		Rs	Rs	Rs	
Revenue	Course Fees	~500 students (2024) ~700 students (2025) ~1000 students (2026)	(500 x 4000) 2,000,000	(700 x 4000) 2,800,000	(1000 x 4000) 4,000,000
	Exam fees		(500 x 500) 250,000	(700 x 500) 350,000	(1000 x 500) 500,000
	Educational Materials Sales	~750 per year	~1,500,000	~1,500,000	~1,500,000
	Product Sales (Laptops, PCs, Smartphones, Electronic kits)	~150 per year	~4,500,000	~4,500,000	~4,500,000
			8,250,000	9,150,000	10,500,000
EXPENDITURES	Rent		~ 1,200,000	~ 1,200,000	~ 1,200,000
	Electricity and water bills		~100,000	~120,000	~135,000
	Equipments	Computers, Routers, Switches, Cabling, Projectors, Printers, Whiteboards, Microphones/ speakers, Raspberry Pi/Arduino Kits, Internet	860,000	980,000	1,300,000
	Salary (10 employees)		2,000,000	2,520,000	2,640,000
	Repairs and Maintenance		100,000	200,000	300,000
	Interest on Loan		50,000	50,000	50,000
	Total Expenditure		~ 4,310,000	~ 5,070,000	~ 5,625,000
	Total operating income		3,940,000	4,080,000	4,875,000

BASIC FINANCIAL PROJECTIONS

	Assumptions		2027	2028
		Rs	Rs	
Revenue	Course Fees	~1100 students (2027) ~1300 students (2028)	(1100 x 4000) 4,400,000	(1300 x 4000) 5,200,000
	Exam fees		(1100 x 500) 550,000	(1300 x 500) 650,000
	Educational Materials Sales	~1500 per year	~3,000,000	~3,000,000
	Product Sales (Laptops, PCs, Smartphones, Electronic kits)	~300 per year	~9,000,000	~9,000,000
			~16,950,000	~17,850,000
EXPENDITURES	Rent		~ 1,500,000	~ 1,500,000
	Electricity and water bills		~150,000	~170,000
	Equipments	Computers, Routers, Switches, Cabling, Projectors, Printers, Whiteboards, Microphones/ speakers, Raspberry Pi/Arduino Kits, Internet	920,000	1,000,000
	Salary (15 employees)		3,960,000	3,960,000
	Repairs and Maintenance		300,000	400,000
	Interest on Loan		50,000	----
	Total Expenditure		~6,880,000	~7,030,000
	Total operating income		~10,070,000	~10,820,000

Synopsis:

Selling Educational Materials

Develop and sell proprietary guides, software or hardware tools tailored to one's courses.

Tech Events and Hackathons

Host tech events, hackathons or competition to engage students and professionals.

Potential Revenue: Entry fees.