

Elegant School System

Muhammad Zain	L16-4066
Muhammad Hassan Ali	L16-4240
Hassan Tasir	L15-4025

Supervisor: **Mr. Amir Iqbal**

Executive Summary

We came up with idea of providing electronic devices with software that a school can use to enhance its process of learning.

We are trying to combine the regular and the e-teaching method to make a better way of teaching.

The software will be able to mark the progress a student has made. So that a teacher could see how a student is doing.

The hardware that we could use in our business could be of many different kinds such as projectors, smart-boards, smart tables, laptops, and much more.


The products that our company would provide could be used in universities, high-schools, academics and school.

It can also be used in companies to train new person. It can also be used to select new recruits.


Opportunity

Problem

Financial Constraints & Training Constraints



The financial problem will be that we might need a lot of budget to start this business. As devices would cost a lot. The development of the software for multiple product would cost a lot.



The training of people for fixing the devices. As there will be a number of devices, we would have to train a lot of people for that.

Solution

We might need to find more than one way of funding



We may be able to find more than one stock holders



We will also like to crowd funding this business



We should train a few people for each device and use those people to train the newer member and the staff of institution

Target Market

Our target market are institutions who have been determine for a better future of education.

- School, High-School, Academy and Universities
- Other Companies

Competition

No Market
Competition
initially

- No company is providing this product and service in Pakistan as we are the first company to launch such a product into Pakistani market.

Future products and services

- To improve our service
- Proper maintenance
- Accurate charges calculation
- Addition of new features

Execution

Marketing Sales & Positioning Statement



“Our system is the product for the better schooling of our new generation and provide them with all facilities that they need.”

Pricing Model

Plan to place our products at \$1000 (approx. Rs. 100,000) and available only for normal tech schools.

Special Discount for Poor and Deserving People

The price for legally upper class people will be around \$1800 (approx. Rs. 180,000).

Each institute will be individually priced according to the usage.

Promotions

**Request Trusted
Friends and Family
Members for
Promotion.**

**Show Case our
Product in different
Seminars, Tech
Events and Shows.**

**Television and
Social Media
Adverts.**

YouTube Adverts.

Operations

Backstage & In-House

We will be
selling products
as a direct
distribution
(Sale points)

Milestone	Due Date	Responsibility
Product Marketing	4/01/2020	Muhammad Zain
Venture Capitalist Meeting	4/15/2020	Muhammad Hassan
Software Deployment	5/03/2020	Hassan Tasir
Capital Funds Meeting	5/10/2020	Muhammad Zain
Product Launch	7/15/2020	All

Team and Company

Team & Company

System will provide its user with hardware as well as software for maintaining

Three Advance Branches. (Development Team, Testing Team, Technicians).

Three Responsive Branches. (HR Support, Financial Department, Purchasing Department)

Two On-field Branches. (Scouting Team, Advertising Team)

Advance Team

Muhammad Hassan – Development Manager

Education

- BSCS student from FAST-NU

Background

- He is talented and quite skilled in developing software.
- Despite of lacking experience he shows some extra-ordinary skills that can fill his experience gap.

Responsibilities

- Responsible for developing Software side of the product.
- Look over the physical side of development as well.
- Consistently try to improve his model of image classification for better efficiency of glasses.

Hassan Tasir– Finance Manager

Education

- BSCS student from FAST-NU

Background

- Equipped with excellent mathematical and analytical skills.
- Ability to make quick but rational decisions.
- Totally skillful for this position as he got exceptional Analytical Thought, Accounting Skills etc.

Responsibilities

- Handle the finance of company and due to his past in CS field he will also be responsible for developing the system architect.
- Design the model which will be followed by the electrical engineer.

Muhammad Zain– Marketing Manager

Education

- BSCS student from FAST-NU

Background

- He is fluent in Marketing and have great presentation skill who have taken part in multiple activities.
- Confident like no other and know how to convince people.

Responsibilities

- Zain will bring awareness among the people and the medical field by going at seminars.

Financial Plan

Use and Sources of Funds

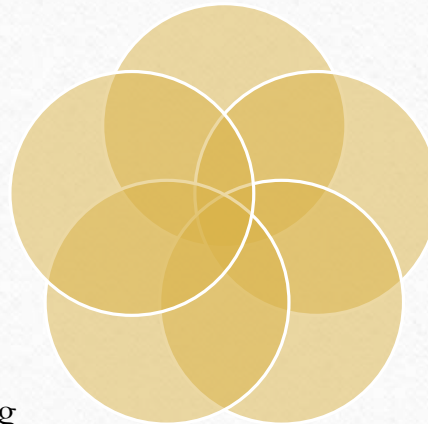
We will be using
the funds to open
new sales points.

Venture
Capitalists

We will be
hiring salesman.

Crowdfunding

Bank Loans



Funding Sources

All amounts are in USD \$

Sr. no	Source of Funds	Funds Expected
1	Venture Capitalist	\$8000
2	Crowd Funding	\$5000
3	Bank Loan	\$2000

Year 3

All amount in USD \$

Situation	Amount (Year 3)
Total Before Tax (Income)	\$369,000
Total After Tax (Income)	\$257,400
Total Expenses	\$76,176
Net (Discretionary Income)	\$181,224

Sales

Expected sales of year 1

All amount in USD \$

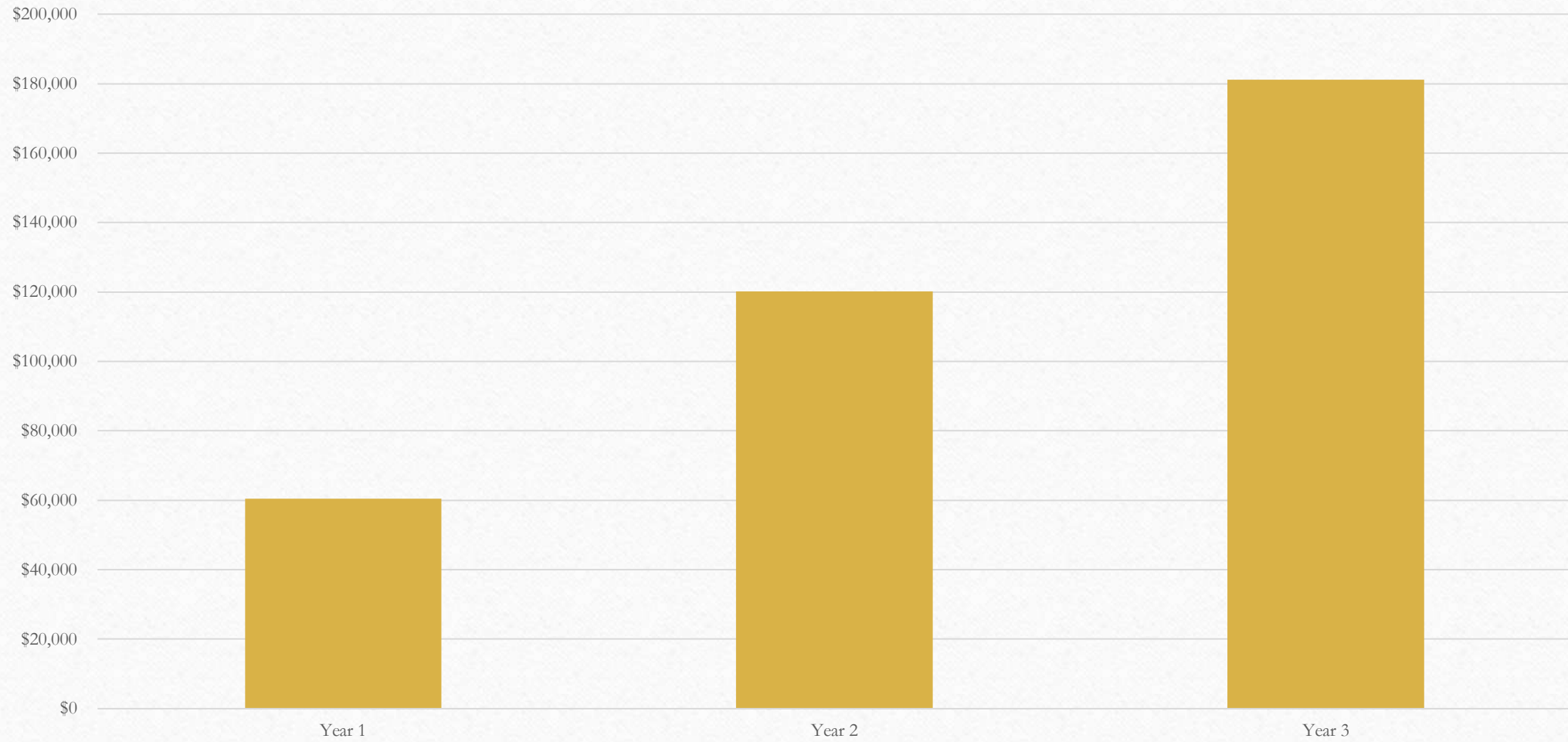
Month	Sales Amount
January	\$8000
February	\$7200
March	\$8024
April	\$8411
May	\$7643
June	\$9765
July	\$8751
August	\$7654
September	\$8654
October	\$9755
November	\$8721
December	\$7612

Expected Sale of year 3

All amount in USD \$

Month	Sales
January	\$10524
February	\$9325
March	\$11255
April	\$9922
May	\$11142
June	\$9523
July	\$10324
August	\$17562
September	\$18543
October	\$11875
November	\$10422
December	\$10232

Net Profit (3 years)



Cash Flow Statement

- This section involves the details of how the cash will flow in and out of the company.
- The detailed design is shared in separate excel file, for the ease of computation of profits and losses.

Assumptions for Cash Flow Statement

- Office Setup cost will increase due to the increase in the staff
- Rent is increased 10% each year.
- Utilities and Bills are increased 10% every year.
- Advertisement Cost will decrease annually because our product would have been launched and does not require same promotions.
- Average salary is 40,000 per month and staff is increasing as per growth in the business on a yearly basis.
- New equipment's would be required to develop the product, hardware like cameras for glasses or frames of glasses etc.
- Cost would be required for the research department; this cost will decrease annually.

Formulas used for Calculations

- **Discount Factor:** $1 / (1+0.1)^Y$, where Y is year passed
- **NPV:** Discount Factor * money
- **CNPV:** CNPV (last year) + NPV (current year)

Income Statement

All amounts are in USD

Timeline	Year 2020	Year 2021
Income Statement		
Revenue	100,000	130,000
Cost of goods sold (COGS)	50,000	60,000
Gross Profit	50,000	70,000
Expenses		
Marketing, Advertising & Promotion	20,000	23,000
General and Administrative	10,000	12,000
Operating charges	6,000	10,500
Total Expenses	36,000	45,500
Earning Before Tax	30,000	39,000
Tax	4,000	6,000
Net Earnings	10,000	18,500

Cash Flow Statement

All amounts are in USD

Cash Flow Statement		
Timeline	Year 2020	Year 2021
Operations		
Cash Received from Customers	100,000	130,000
Cash Paid for		
Operating and Administrative expenses	15,000	20,000
Wage Expenses	44,000	57,000
Income taxes	5,000	7,500
Net Cash Flow from Operations	36,000	45,500