Elegant School System

Project Report

Project Supervisor:

Mr. Amir Iqbal

Group Members:

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

National University of Computer and Emerging Sciences

Department of Computer Science

Lahore, Pakistan

Table of Contents

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Summary:

Nowadays technology has affected mostly every field. So, we wanted it to affect the school system in Pakistan. We came up with idea of providing electronic devices with software that a school can use to enhance its process of learning. The electronic devices will be a mean of learning. While the software will be a mean of controlling the restriction on the devices.

When it comes to teaching there can be many ways, we are trying to combine the regular and the e-teaching method to make a better way of teaching. In which a student can interact as much as they want and the teacher could see their progress with the help of the software. 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, tablets, phones, digital textbooks, cameras, audio enhancements and much more. The software that we will use would be made by us. By the use of software, we can restrict a device to a certain need of a customer.

The system of ours can be used in any educational institution. It can also be used in training centers. 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:

The following are the problem that we might face during our business:

Financial Constraint:

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.

Training Constraint:

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 stack 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

The institutions educate or train people would be our main source. So, the following categories are the major one we would focus for our product. As they are the one's which could use our product for enhancing their capabilities.

School, High-School, Academy and Universities:

The institutions that are used to educate person can use our product to do their work more efficiently. The teacher can measure the progress of the students while the institution can measure the work of a teacher.

Companies:

Companies can use our product for hiring new people. The companies can also use our product for seeing the progress of the people working in the company. While for training new people our product could be used.

Competition:

This is a new idea. So, there are not that many competitors in the market. There is some few open source software used for this purpose but most of them cannot run on multiple devices. Arranging such devices and making them work in collaboration with each other is a lot of work and this is not currently used in Pakistan that much so we basely have no competition in Pakistan as a whole service and product. But the hardware product could be found in the market without our software. So, shops that provide such products can be our competition.

Future Product and Services:

Our plan for now is to provide the hardware and software devices on monthly bases charges. The monthly bases charges are there in case a device is not working properly then we could send a person to fix that device. As most school might not be able to purchase the product on their own and if they bought a product and after time it can get faulty due to accident then for fixing it can cause a lot of time and money. So, we propose a monthly charge for each device.

In the future we could add some new features in our product by getting response from the customers that are using our product. So that people can get a more out of our product.

Execution:

Marketing and Sales:

We will be making our product simple and easy to use so that anyone regardless of his or her age and higher education level can use it with ease. In addition to this, we can provide a trial period for our application. So that user can experience it can make a decision.

Pricing:

The monthly charges of the devices depend upon the number of devices a customer has purchased from us. The charges will get low per each device if a customer has purchased more than a certain number of devices.

Promotion:

To promote our product, we would provide a trial period so that a customer can use it to make a decision. We can also advertise out product on social media and TV channels. We will also be displaying ads at places like bus stations, public transport, train stations etc.

Operations:

Operations will happen in a twofold aspect Backstage or in-house operation, which include development of application, addition of new features and making devices ready for our product. Business scouting, bug fixing, dealing with companies and agents as well as customer support will be the front stage or outsourced aspect of the business.

Team and Company:

Mission Statement:

Elegant School System is company that will provide its user with hardware as well as software for maintaining. It will help an institution for maintaining itself. It will enhance the outcome of the institution. It will make leaning fun for the kids. On the other hand, it can help companies hire and train new recruits for work. It can also check the performance of the employees and the students.

Core Team:

The core team will be handling development and testing of the application, as well as marketing and advertisement of the product during the initial stages of the project. This team includes:

- Hassan Tasir
- Muhammad Hassan Ali
- Muhammad Zain

Advanced Team:

We would need a team for making this product work. For that we would want to hire person to develop and run the business.

Developers:

To develop the application and to regularly add new features in the application.

Testing Team:

To help developers identifying their mistake in the application and to resolve issue in the software. So that client may not face them. This team will also train new recruits.

Technicians:

To solve the problems with the devices that we have sold to the customers.

HR Support:

To facilitate institution and companies with the buying and usage of our product. Also, for listening to fault causes in our devices.

Financial Department:

To manage finances of the company.

Purchasing Department:

To buy new devices and manage all the old devices that we have purchase so far.

Scouting Team:

To make deals with companies, school, colleges and universities. And expand the business as much as possible.

Advertising Team:

To get new customers in the business and to expand the business.

Financial Plan:

Personnel Plan:

Timeline	Year 2020	Year 2021
Head Count	4	4
Personnel Expenses	1,000,000	1,800,000
Salaries and Wages		
Hassan Tasir	360,000	426,666
Muhammad Zain	240,000	306,666
Muhammad Hassan Ali	290,000	306,666
Other Expenses	250,00	400,000

Income Statement

Timeline	Year 2020	Year 2023
Income Statement		
Revenue	100,000	180,000
Cost of goods sold (COGS)	50,000	90,000
Gross Profit	50,000	90,000
Expenses		
Marketing, Advertising & Promotion	20,000	35,000
General and Administrative	10,000	18,000
Operating charges	6,000	15,500
Total Expenses	36,000	68,500
Earning Before Tax	30,000	39,000

Tax	4,000	6,000
Net Earnings	10,000	33,000

Cash Flow Statement:

Cash Flow Statement		
Timeline	**Year 2020**	**Year 2023**
Operations		
Cash Received from Customers	100,000	180,000
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