

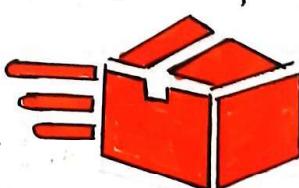
Business Plan	
Participant Profile	
Name	Bhawesh. Rameesh. Shinde
Education	12 th (Science) & Sy. Bcom (Dropout)
Address	[REDACTED]
Phone Number	[REDACTED]
Email ID	[REDACTED]
Product/Service	
Name of your business and logo.	Brand Name :- Dartwala Express Business Name :- Supreme Enterprises
Is there anyone who is supporting you in the business? (friends, family etc.)	Yes, My family and friends are Supporting in business for Operational Activity without any Monetary interest.
Main product/service that you want to provide	To provide fast, reliable and cost-effective Courier and Logistics Solutions, primarily targeting local and regional business (especially SME's and e-commerce sellers) with a strong focus on personalized service, transparent pricing and next-day delivery in areas where competitors struggle.

What Does "Dartwala Express" Mean?

→ Dart : Speed, Precision, Urgency

Wala :- Our Indian identity
- we belong to the people

Express :- Quick, committed and clear
Logistics



**DARTWALA
EXPRESS**

Entrepreneurship Development Program

Which problem of customers will your product/service resolve?

② As a Logistics Aggregator,

Customers Struggle to find the best Courier Option, with reliable pickup, pricing and support—especially retailers, traders, ecommerce Business and Individual.

Dartwala gives you multiple Courier option in one place, with Best Rates, Fast Pickups, Real Human Support and help.

Why is your idea better than others in the market?

- ① Dartwala offers personalized Support, Quick response and Local relation building, which big Players Lack.
- ② Faster Pickup and Deliveries
- ③ flexible options for Bulk, Reverse and replacement shipments
- ④ Strong backend tech + human touch :- Customer can book via dashboard WhatsApp or even offline Counter

Product/Service Idea—Customers

Who will be your customers?

- ① E-commerce Sellers (Small to medium Business)
- ② Retailers and Shopkeepers needing regular delivery Support
- ③ Individual Customers Sending Personal Packages
- ④ Local D2C Brands, SME's, Manufacturers.

What have you found about your customers through market research?

- ① Customers are frustrated with unreliable pickups, inconsistency delivery and Poor Customer Support from existing Courier Services
- ② Many Local Sellers want a Courier partner who is responsive, Affordable and understand delivery urgency.

③ There's a need for real-time tracking, easy booking interface and flexibility in handling parcels

④ Trust and Human Connection (offline Booking Counter or WhatsApp G-ordination) matter's allot.

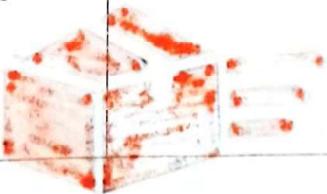
Why do you think the customers will buy from you?

- ① Because of Logistics expertise, faster TAT.
- ② Pricing are transparent, Competitive and backed with GST Billing
- ③ Bulk Order Support and Multi Mode Shipping
- ④ Our Bold Branding and Booking Counter will Increase trust and Visibility.

Product/Service Idea—Competitors

Are there competitors/other options for your product/service in the market?

Yes, like Shiprocket, Nimbus post, Pickers etc.



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22389 X 3

How is your product/service better than your competitors?

- ① Strong Back-End Tech + Human Touch - Customers can book by Dashboard, WhatsApp or offline Counter.
- ② Faster pickup and Deliveries due to Hybrid Model.
- ③ Bulk Booking, Reverse Booking and Replacement Booking.
- ④ Quick Response and Personalized Support.

Is there a difference in the price of the product/service that you are offering compared to your competitors?

Yes, Pricing is transparent and competitive especially for lower weight Slabs and Short-Distance Deliveries.
We also avoid hidden charges or last minutes surcharges which are common with some competitors.
Plus, Margin are adjusted based on Business Volume to retain Loyal customers.

How will you price your product or service with respect to your competition?

- ① Value-Based Pricing Model which will be affordable with reliable Service.
- ② Base rate will be slightly Lower or equal to market players but our value comes from better Customer support, Visibility and Flexibility.
- ③ Special Price for regular, Bulk Shipment clients.
- ④ GST Billing and Slab Based Pricing will ensure clarity.

Product/Service Idea—Resources

What infrastructure will you need to setup and run this business? (For example: office space, storage space, phone, power supply etc.)

- ① Office Space which will acts as Counter, Warehouse for Parcel Sorting
- ② Internet Connection, Phone, Printer, Packaging Materials
- ③ Computer/Laptop with Software, CCTV, Weight Machine
- ④ Power Backup's (Inverter or UPS)
- ⑤ Delivery Vehicles (Owned or Outsourced)

What raw materials will you require for this business?

- ① Packaging Materials:- Courier Bags, Boxes, Tapes, Stickers, Waybills, Papers.
- ② Stationery:- Label Rolls, Pens, Markers, Notebooks, files
- ③ Digital Resource:- Software
- ④ Carrier Network Partners (These partners can be infrastructure without owning assets)

Where will you get the raw materials for the business?

Local or Online Suppliers.

Like Udaan, Amazon Business or Local Vendors etc.

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Will your business require transport for transfer of raw materials and finished products?

- ① Yes, by two-wheelers or Small Commercial Vehicles for Pickup and Delivery.
- ② Co-ordination with Courier Partners.
- ③ Occasionally use of Auto-Rickshaws or Tempo for Bulk Movement.

How many people will you need to employ to setup and run your business?

- Initially, Around 3 to 5 People
- ① Booking & Co-ordination :- 1 (Friend)
 - ② Pickup & Delivery Staff :- 1 (Outsourced)
 - ③ Backend Operation/Admin :- 1 (Family)
 - ④ Marketing / Business Development :- 1 (Part-Time Freelancer)

Will there be overhead expenses on a regular basis? (For example: Rent, accounting and legal expenses, license and government fees, property taxes and employee salaries etc.)

Yes, recurring Expenses will include :-

- ① Rent for Shop / Office
- ② Employee Salaries
- ③ Utility Bills (Electricity, Internet, Phone)
- ④ Government Fees
- ⑤ Fuel / Transportation Costs
- ⑥ Maintenance of equipments and Software
- ⑦ Packaging and Stationary restocking

Place

Do you plan to setup a shop/ office for your business?

Yes, a small but well-located Shop or office will be set-up for Counter Bookings, Co-ordination and Walk-In Customers.

If so, which area or locality have you selected?

Padlegao, Shilphata (Near Thane, Navi Mumbai) region

Why did you choose this place?

Close to transport hubs and Industrial belt, increasing chance of Business tie-up and Walk-in customers.

- ① Padlegao is a growing Locality with both residential and commercial development, it is Strategically Located near key areas like Airoli, Dombivali, Diva, Kalyan.

② Low rental costs compared to Central Areas but High with footfall

How will your customers reach you?

- ① Via Walk-Ins at the Shop
- ② Through website, Advertise or WhatsApp Co-ordination
- ③ Online Promotions
- ④ Delivery Staff can also collect parcels from regular clients

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Price—Business Setup Phase (First Month)

(A) How much money will you spend for the setup of your business in the first month?

(Please fill up the table in Annexure A with item description and estimated cost)

Example: Rental deposit, First month rental, Business Registration and legal paperwork, Office/Shop setup and interiors, Furniture and equipment, signage boards, and Insurance

Total Business Setup Cost (First Month) = Rs. 85,000/-

(C) Deficit Amount = Estimated Cost of Business Setup (A) – Your Investment(B)

$$C = A - B$$

$$C = A - B$$

Rupees Rs. 70,000/-

(D) Loan Requirement for Business Setup Phase (First Month) = Deficit Amount (C)

Enter value of C in this box.

Rupees 70,000/-

Price—Business Sustenance Phase (2 – 7 Months) – No/few employees

(E) What is the estimated fixed costs for the business per month?

(Please fill up the table provided in Annexure B to include item description and estimated cost)

Example: Monthly rent, electricity, water and telephone bills, equipment maintenance, business promotion, and minimum owner's salary

Rupees 15,000/-

(F) –Desired

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profit per month (Set Realistic and Achievable Goal)	Rupees <u>10,000/-</u>
(G) – Expected Total Value of Sales per month	(E+F) (E+F) Rupees <u>25000/-</u>
(H) – Unit Price = Target sales of products/services to be achieved per day	G/30 G/30 Rupees <u>833/-</u>
(I) –First Loan requirement for business sustenance phase (2 - 7 months)	E * 6 E * 6 Rupees <u>90,000/-</u>
Expected profit at the end of business sustenance phase	F * 6 F * 6 Rupees <u>60,000/-</u>

Price—Business Expansion Phase (8 - 12 Months) – Hiring of Employees

(J) - What is the estimated fixed cost for the business per month? (Please fill up the table provided in Annexure D to include the item description and estimated cost)	Example: Monthly building rentals, electricity, water and telephone utilities, equipment maintenance, business promotion (Refer promotion plan for expenses), minimum owner's salary and employee salary Rupees <u>14000/-</u>
(K) - Desired profit amount per month (Set Realistic and Achievable Goal)	Rupees <u>12000/-</u>

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(L) – Expected Total Value of Sales per month	
	(J + K) (J + K)
(M) – Unit Price = Target sales of products/services to be achieved per day	
	L/30 L/30
(N) - Loan requirement for business expansion phase	
	(1,00,000 – D – I) or (J * 5), whichever is lower Rupees <u>70,000/-</u>

Promotion – Promotion Plan

Purpose of my business	To offer fast, Affordable and reliable Courier and Logistics services tailored for Local Business, ecommerce sellers, and Individual users in nearby Shop also anywhere from India.
What is the USP of the product/service?	Localized Courier Service with same day/ Next day Pickup, personalized Support, Low starting Cost, COD & Prepaid Service and fully tech customer tracking
Who is my customer?	Local Shopkeepers, traders, Home-Based Business e-commerce Sellers, Students and Individuals Sending Parcels.
What my customers want from me	<ul style="list-style-type: none"> ① Fast and On-Time delivery, Affordable and transparent Pricing, ② Easy Booking and Pickup, Human Support with tracking and updates.
What I want to achieve this year:	<ul style="list-style-type: none"> ① Establish Dartwala as a go-to-Business Logistics brand in Mumbai, Navi Mumbai, Thane & Nearby Industrial hubs ② Serve 100+ Consistent B2B customers (Daily/weekly) ③ Launch physical booking counter with good footfall ④ Generate Sustainable monthly revenue with positive cash flow ⑤ Expand Service Area.

Entrepreneurship Development Program

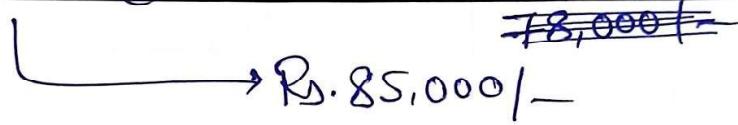
	<ul style="list-style-type: none"> ① Provide flawless order creation & delivery experience via Dartwala Platform. ② Tap into Tele-calling + direct outreach to business In Local Industrial Zones. ③ Setup a Counter Shop in High-Footfall Area. ④ Promote via whatsapp marketing, Facebook Ads, Google Ads, Instagram Ads, Posters etc.
How will I achieve my goals?	<ul style="list-style-type: none"> ① WhatsApp, Instagram, Facebook ads. ② Distributing flyers, Posters, ③ Business Listing Justdial, Indiamart, Business Group. ④ Word of Mouth from happy Customers ⑤ Service-Based Promotion : Offer "Try us once for free Pickup" Strategy.
Money needed to promote	Rs 2000 - 3000/- Per month initially.

Annexure A – Business Setup Costs – Cash Book

S. No	Expense Description	Estimated Cost (Rupees)
1	Rental deposit	30,000/-
2	First month rental	5,000/-
3	Business Registration	1000/-
4	Office/Shop setup and interiors	10,000/-
5	Furniture and equipment	10000/-
6	Signage boards	5000/-
7	Insurance	N.A

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8	Branding Materials (Pamphlets, Stickers)	2000
9	Internet + Utility Setup.	2000
10	CCTV System and Setup	10,000
11.	Weight Machine	3000
12.	Packaging Material & Stationery	7000/-
Total	Annexure (A)	78,000/-

 → Rs. 85,000/-

Annexure B – Business Running Costs (2 to 7 Months) – Cash Book		
S. No	Expense Description	Estimated Cost (Rupees)
①	Rental Deposit Per Month	5000/-
②	Branding Materials (Pamphlets, Stickers) Stationery	4000/-
③	Online Advertisement	3000/-
④	Internet + Utility	2000/-
⑤	CCTV System	1000/-
⑥		
⑦		
⑧		
⑨		

Entrepreneurship Development Program

TEDI (Tata Entrepreneur Development Initiative) of Tata Trusts

	Rs. 15000/-	for the purchase of equipment
		for the purchase of equipment
Total		for the purchase of equipment
Annexure (B)	Rs. 15000/-	

Rs. 15000/-	for the purchase of equipment	①
Rs. 15000/-	(addition of equipment)	②
Rs. 15000/-	for the purchase of equipment	③
Rs. 15000/-	for the purchase of equipment	④
Rs. 15000/-	for the purchase of equipment	⑤
Rs. 15000/-	for the purchase of equipment	⑥
Rs. 15000/-	for the purchase of equipment	⑦
Rs. 15000/-	for the purchase of equipment	⑧
Rs. 15000/-	for the purchase of equipment	⑨
Rs. 15000/-	for the purchase of equipment	⑩

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Annexure C – Business Running Costs (8 – 12 Months) – Cash Book അട്ടെക്സുസ് C – ബിജുസ് ചെലവുകൾ പാരി ഫ്രോം (8 മുകളിൽ 12 മാസ) – കൊച്ചാ ദുർഖി		
S. No ക്രമ ശ്രദ്ധാലୁ	Expense Description ബിജുസ് ചെലവു	Estimated Cost (Rupees) അനുസരിച്ച് ഫ്രോം (ഒരു മാസ)
①	Rent Per Month	5000/-
②	Branding Material	2000/-
③	Packaging Material	2000/-
④.	Internet & Utility	2000/-
⑤	Promotional Advertisement	3000/-
Total മൊത്തം	Annexure C	Rs. 14000/-