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**Date: 10/10/2024 Business Logo:**



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**Business Overview:**  
Our company, Vionyx private limited Private Limited, is a firm that operates in the form of a partnership, offering high-quality wearable glasses with very transparent screens, of both digital and non-digital types. Our glasses are for those who want to see the world in an absolutely different manner with a unique and enhanced visual experience. Meanwhile, through our non-digital glasses, we can achieve the requirements for comfort and clarity in everyday activities. This means our vision provides people with a chance to have fashionable and usable glasses to go through their daily way of living without being obstructive. We should create comfort and vision that are better at work as well as in everyday life using our innovative lens solutions for digital as well as general needs. Together, we establish a brand that offers quality products and exceptional customer service.

**Purpose**: The purpose of my business is to provide comfort in these stylish glasses that would help customers with unique needs in this digital age where everyone tends to spend a whole lot of time gazing at screens. We offer two types of products: glasses whose lenses are Blue-Cut, reducing eye strain when applied with computer screens, and standard glasses with the same type of lens for those who want comfort in traditional glasses with an added level of clarity.

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**Goals:** In the short term, I aim to establish a strong online presence and generate awareness among potential customers within the first year of operation. Long-term, I envision expanding our product offerings and building partnerships with eye care professionals to enhance customer trust and reach. Ultimately, I aim to become a recognized brand in the eyewear market and help individuals achieve better eye health.

**Vision Statement**:

My vision for **Vionyx private limited** is to become a leading provider of innovative eyewear that enhances vision and improves the quality of life for individuals worldwide. I aspire to revolutionize the eyewear industry by introducing cutting-edge lens technology and sustainable practices, ensuring that every customer finds the perfect fit for their unique needs. Ultimately, I aim to build a brand synonymous with quality, comfort, and style, making eye care accessible and appealing to all.

**Mission Statement:**  
**Vionyx private limited** aims to make it so that vision care, glasses specifically is affordable and available to all.  In terms of day-to-day activities, we will commit to:  
Offer Affordable Options: Cost-effective solutions without compromising on quality ensure that every customer finds the eyewear he or she needs in his or her budget.   
Enhance Customer Experience: Engage with customers to understand their different needs and preferences and give tailored support and recommendations accordingly.  
• Teach people about Eye Health: It will give customers all the relevant information about the need for eye care, selecting the right glasses, and how to keep your eyes healthy.  
• Make access smooth: Easy navigation on websites and quick customer service that will make the buying process very smooth.  
• Invest in Community: Team together a community to unite behind our brand as affordable and high-quality with great service and frequent feedback.

**Products/Services:**  
At **Vionyx private limited**, we offer a range of quality, affordable eyewear products focused on catering to the diversified needs of our customers. Our main products and services are;  
  
Eyeglasses: We offer a wide range of style glasses for adults, kids, and teens, catering to every kind of taste and preference. Prescription lenses made from quality production, including single vision, bifocal, and progressive lenses. Affordable, do not compromise on quality or durability.  
• Personalized advice on the appropriate eyewear for their lifestyle and vision requirements.  
• Association with registered opticians on eye test to ensure accurate prescriptions.  
  
Educational Material:  
• Resources on the health of the eyes, proper care of lenses, and general guidelines for keeping one's vision healthy.  
• Blog or other online sources through which the client is constantly kept abreast of the latest styles in eyewear as well as with respect to eye care.  
  
Simplicity in Online Purchase:  
• An online e-commerce platform where customers can comfortably browse and choose their eyewear from anywhere in the comfort of their homes.  
• Easy payment options and regular promotions are guaranteed to accommodate every one of our customers' pockets.  
  
These products and services are offered with an intention to deliver a seamless, affordable eye-wear experience carefully designed to cater to the individual needs of each customer and enhance their quality of life.

**Target Market:**  
Our target market comprises a diverse group of individuals who seek affordable and stylish eyewear solutions. The primary segments include:

**Young Adults and Students (Ages 18-25):**  
This segment includes college and university students, such as those attending ITM University, who often require budget-friendly options for their eyewear needs. Young adults are trend-conscious and value style as well as affordability, making them ideal customers for our fashionable frames.

**Families and Children:**  
Parents looking for affordable eyewear options for their children are a significant part of our target market. Our offerings include durable and stylish frames specifically designed for kids.

**Working Professionals (Ages 26-45):**  
This demographic includes individuals in need of prescription glasses for daily wear. They often prioritize convenience and quality while looking for cost-effective solutions that fit their busy lifestyles.

**Seniors (Ages 60 and Above):**  
Older adults often require specialized eyewear, such as bifocal and multifocal lenses, to address age-related vision changes. They value comfort, ease of use, and affordability, making them an essential market segment for our business.

**Health-Conscious Individuals:**  
People of all ages who prioritize eye health and seek reliable solutions for vision correction, including specialty lenses for specific conditions.

By catering to these diverse segments, **Vionyx private limited** aims to provide accessible, stylish, and affordable eyewear solutions that enhance the quality of life for our customers.

**Goals:**

**Dominate the Market:**  
  
• During the first year, we will focus on brand creation based on a correctly designed website, good reach to customers via social media, and running promotional campaign.  
• We will acquire a minimum of 1,000 customers in the first year only by providing quality products at competitive prices.  
  
Product Line Differentiation:  
• Within the first two years, we hope to expand our product line to offer prescription glasses in a wide variety of styles and trendy frames, in order to meet the interests of a diverse customer.  
• We plan to introduce specialty lenses such as blue blocking.  
Expand Sales Channels  
• In the second year, we intend to open more sale channels through the alliances with the local opticians and pharmacy stores and through e-commerce.  
• We will offer home delivery and try-on services through a computer to make accessing and testing the products easier for customers.  
  
Sustainable Growth:  
• The revenues and profits will have to grow steadily through the third year of operation.  
• The sales profits have to be reinvested in product, marketing, and after sales services for continuous improvement and growth to be ensured.  
  
Establish a Loyal Customer Group:  
• We will target a customer satisfaction goal of affordable quality eyewear inspiring repeat business as well as positive referrals. At the close of year three, we will retain at least 60% of our customer base.  
  
Green Practices:  
We'll bring in green packaging within the first few years and encourage the use of sustainable production materials in eyewear.

**Business Structure:**  
The business is a partnership among Samraddha Shrivastava, Anmol Singh Sikarwar, Gaurav Singh, and Kashish Thapak Sharma, all of whom are joint owners and operational stakeholders. As partners, we distribute management rights relating to the business from the day-to-day operation to decision-making and financial management. This structure allows us to tap into the core strengths of each partner to ensure that all our products and services support the mission behind offering affordable and high-quality eyewear solutions. It calls for a balanced growth and innovation approach along with a strong commitment to customers' satisfaction.

**Industry:**  
The eyewear business is an emerging one, driven by the increase in screen usage, growing awareness towards better eye health, and technological advancements in lenses. From prescription glasses to blue light protection glasses, the market has an extensive range of products. My business would be at the lower end of the spectrum of affordable eyewear and ensure that it caters specifically to students and professionals glued to their digital screens for hours at incredibly affordable prices. The business would expand its client base based on highly competitive prices of an assortment of protective and accessible eyewear while always focusing on superior eye care.

**Business Objectives:**  
  
Short-term Objectives:  
To be able to launch the business as well as a website selling low-cost glasses in the first year.  
To be developing repeat and loyal customers through selling high-quality products at competitive prices.  
Ensure the sourcing of products from known as well as reputed suppliers for the quality and sustaining steady stock.  
Brand Promotion through Social media, student groups, and specific ads online to reach the target audience.  
Long-term Objectives:  
*Product Line:*  
To expand the product line including specialized lenses like blue light blocking glasses.  
Open and outlet physical locations in key areas that will increase visibility and accessibility.  
Establish the brand as a leader in the affordable eyewear industry recognized both for its quality and for value.  
Continuously innovate eye wear technology with the latest lens options at competitive prices.  
Location:  
The business will begin as an online-based store, so it is easy for customers to visit and order eyewear through a user-friendly e-commerce platform. The initial advantage this structure provides is reduced overhead costs in the near term and a more geographically dispersed reach. In the long term, as the business expands and demand increases, it can begin to open brick-and-mortar retail establishments in select cities to facilitate in-person fittings and consultations.

**Competitive Advantage:**

Our business will distinguish itself by offering cutting-edge eyewear. Each product not only protects against harmful blue light but also features a removable inbuilt system, enabling easy upgrades and adaptability to future technologies. Made from lightweight, durable, and safe materials, all products guarantee long-term comfort. Our unique blend of innovation, sustainability, and flexibility sets us apart from traditional eyewear brands, offering exceptional solutions for modern users.

**Target Market:**  
Our business will distinguish itself by offering cutting-edge eyewear that protects against harmful blue light and features removable inbuilt systems for easy upgrades. These products are designed for tech-savvy professionals, students, and frequent computer users aged 18 to 45. Our eyewear caters to customers from middle to high-income groups in urban and semi-urban areas who value innovative, health-conscious products. To alleviate concerns about eye strain and fatigue from prolonged screen use, our eyewear is made from high-quality, breathable materials. Our products promote better overall wellness by reducing screen exposure and providing comfort during extended use. This unique blend of innovation, sustainability, and flexibility positions us as leaders in the eyewear market, delivering affordable, high-tech solutions that enhance digital wellness.

**Market Needs:**  
The increasing dependence on digital screens in daily life has led to a rise in eye strain, headaches, and fatigue caused by blue light exposure. There is a growing demand for affordable, high-quality eyewear solutions that address these issues while also offering a balance of style, comfort, and functionality. Our business aims to meet these needs by offering advanced eyewear that reduces eye strain and enhances visual clarity. These products will not only protect users' eyes but also provide a convenient and sustainable solution for modern digital lifestyles

**Market Trends:**  
The eyewear industry is rapidly evolving, with several key trends shaping its future. The increasing use of digital devices has heightened awareness of blue light protection and anti-fatigue eyewear, creating a significant demand for computer glasses and specialty lenses. Additionally, consumers are gravitating toward eco-friendly and sustainable products, driving the development of environmentally conscious eyewear options. As consumers seek both fashionable and functional eyewear, the industry is expected to experience significant growth, particularly in the areas of high-quality, health-focused eyewear. This opens up ample opportunity for our business to thrive.

**Competitive Analysis:**

The eyewear market major competitors are Warby Parker, Lenskart, and Ray-Ban. The key strengths and weaknesses of each company are as follows:

**Warby Parker:**

**Strengths:** Very strong in the online platform, low-priced, and fashionable with trendy design**.**

**Weaknesses:** Still does not concentrate on durability and comfort issues, and not focusing on the functionality-based features.

**Lenskart:**

**Strengths**: Wide range of products, high digital reach and affordable for the price-conscious customers.

**Weaknesses**: Primarily focused on lower price but not on stylish, durable options, or innovative design.

**Ray-Ban:**

**Strengths**: Repute of the brand, good quality material, and fashionable iconic designs.

**Weaknesses:** Product is pricey. Not very diversified in styles either to satisfy different needs of customers and preferences.

**How We Will Differentiate:**

Our business will be different by offering stylish and high quality eyewear which would focus more on comfort and functionality without adding any advanced technology or solar power feature. While competitors will focus on fashion or affordability, we shall emphasize and focus on providing the best quality glasses, with durability and comfortability, for the modern user. It shall bring about cost competition with brands like Lenskart but deliver quality, which appeals to fashion-conscious consumers. We will carve out a niche in the competitive eyewear market by fusing style, affordability, and quality together.

**Market Size:**

The Indian eyewear market size is around ₹32,000 crores in 2023 and is expected to grow with a CAGR of 6-8% in the coming few years. This growth is mainly due to the increasing demand for vision correction, solutions for digital eye strain, and fashionable, functional eyewear.  
  
Our business aims at the following segments in this market: Techno-savvy customers who seek fashionable, functional eyewear without complex technology.  
Users: It includes students and professionals. Such people require protective eyewear to cut down the eye strain of staying on computer systems for long hours.  
Environment-conscious customer, who look for quality and have an approach towards sustainability.  
The digital eye strain market is growing strongly in India, driven by the increasing population of home-based and computer-based working professionals. If nearly 60 percent of adults in urban areas reported symptoms of digital eye strain, there would be a reasonable demand for protective eyewear.  
  
In terms of latent value, if we are able to capture just 1-2% of this expanding market over the next few years, and hence assuming aggressive marketing strategies, a strong market penetration, and competitive pricing, this business could easily generate revenues in the range of ₹80-160 crores. The number has further scope of expansion with the growing awareness of eye health within India and as we expand our product line and tap international markets.

**Ownership:**

It will be a partnership business between the founder and co-owner, Samraddha Shrivastava, with Anmol Singh Sikarwar and Gaurav Singh along with Kashish Thapak Sharma. Both of us would be acting as managers of the company that means we will be on an equal footing while handling the day-to-day activities of the business along with big strategic decisions that are taken in terms of expansion. We will consider looking out for partners that can collaborate with us to expand lines and markets over time. Collaboration in this way can be on strategies of distribution or strategic investments and can push us further ahead in the eyewear market. Combining the skills within our partnership enables us to expand our business reach and serve customers even better.

**Role of the Members:**

The founder and partner, **Samraddha Shrivastava** and **Anmol Singh Sikarwar**, **Gaurav Singh**, and **Kashish Thapak Sharma** will oversee the operations of the company. The day-to-day business activities, developing, and executing marketing strategy, finance planning, and management would be included in that. Overall, product development and innovation initiatives will be led by Samraddha while ensuring high-quality customer service standards. Some other responsibilities will involve sourcing materials, building strategic partnerships, and assuring compliance with industry regulations. All the partners must be involved in future business strategies and possible partnerships to expand upon company success.

**Key Employees:**  
In the early stages, the business may operate with a lean team, but as it grows, the following key employees will be essential:

* **Optical Product Designer:** Responsible for designing and developing innovative eyewear products. They should have expertise in optical engineering, product design, and user-centric innovations.
* **Marketing Specialist:** Focused on promoting the brand, developing online campaigns, and engaging with customers through social media and other marketing channels. They should have a background in digital marketing, with experience in both online and retail sectors.
* **Customer Service Representatives:** They will handle customer inquiries, provide product information, and assist with sales. Experience in customer relations and knowledge of the eyewear industry will be preferred.
* **Sales Representatives:** These employees will manage both online and in-store sales (if applicable), guiding customers in selecting the best products. A background in sales and customer interaction, ideally within the eyewear industry, will be beneficial.
* **Technical Specialist:** Responsible for ensuring the functionality and innovation of the eyewear products. They should have a background in product development and an understanding of current trends in the eyewear industry.

**Advisors/Consultants:**  
To ensure the smooth operation and success of the business, several professionals will provide expert guidance and support:

* **Accountant:** An experienced accountant will assist with financial planning, budgeting, tax preparation, and ensuring compliance with all accounting regulations. Their expertise will help in managing finances efficiently and maintaining financial transparency.
* **Legal Advisor:** A legal advisor will provide assistance with intellectual property protection, contracts, and any regulatory requirements related to the sale and production of eyewear. They will also handle matters related to partnerships, future expansions, and licensing.
* **Optical Industry Consultant:** An expert in the eyewear industry will advise on product development, industry trends, and customer preferences. Their knowledge will be key in refining products and ensuring they meet market needs.
* **Product Development Consultant:** This consultant will provide insights into the design and innovation of eyewear products, helping to align offerings with customer expectations and market demands.

**Product/Service Description:**

Our business will offer a diverse range of innovative eyewear solutions tailored to the evolving needs of consumers. The core products include:

Blue Light Filtering Glasses: These advanced glasses utilize blue light filtering technology to ensure optimal eye comfort and protection during everyday activities. They come in various power options to suit different vision correction needs, including:

Prescription Lenses: Customizable lenses that cater to specific vision requirements.

Non-Prescription Lenses: Simple blue light filtering lenses designed for daily use without vision correction.

Both the lenses and frames of these glasses are refittable and replaceable, allowing users to adapt their eyewear as their vision needs change. They are available in two types:

Two-Mode Glasses: These glasses provide both blue light filtering functionality and various connectivity options for enhanced versatility.

Single-Mode Glasses: These glasses are designed solely for non-computer use, offering excellent blue light filtering capabilities for daily purposes.

Fashionable Eyewear Collection: Our stylish collection includes non-prescription sunglasses and fashion-forward frames designed for comfort and aesthetic appeal. These glasses also feature refittable lenses and replaceable frames, ensuring every customer finds a product that suits their personal style and vision needs.

Children’s Eyewear: Durable, comfortable, and lightweight glasses designed specifically for children, incorporating safety features and adjustable frames. Both the lenses and the frames can be easily replaced or refitted to accommodate growing children.

Our focus is on providing high-quality, affordable products that cater to both functional and aesthetic needs, with an emphasis on cutting-edge technology and sustainability.

**Unique Selling Proposition (USP):**

**Unique Selling Proposition (USP):**  
Our business stands out in the eyewear market through the combination of sustainability, affordability, and stylish design. The key elements of our USP include:

* **Advanced Blue Light Filtering Technology:** We offer high-quality blue light filtering glasses that help protect users from digital eye strain and enhance visual comfort during prolonged screen time. This feature caters to the increasing awareness of eye health among consumers.
* **Affordability Without Compromise:** Unlike many competitors, we provide advanced eyewear solutions at prices significantly lower than industry standards, ensuring customers receive premium features at affordable rates. For instance, our blue light filtering glasses are competitively priced around ₹1,999, while competitors might charge ₹3,999 or more.
* **Complete Eyewear Solutions:** Our diverse product range includes fashionable frames, non-prescription sunglasses, and durable children’s eyewear, designed for all demographics. We ensure quality, style, and functionality for every customer.
* **Sustainability and Safety:** Our products focus on environmentally friendly materials and manufacturing processes, promoting both customer health and environmental sustainability. We prioritize recyclable components and safe materials to ensure our eyewear is both stylish and responsible.

**Product Lifecycle:**

**Development:**  
Our focus during the development phase is on designing and engineering environmentally friendly and long-lasting lenses and frames. We utilize recyclable materials to ensure high performance and eco-consciousness. Rigorous testing will enhance the durability and functionality of our eyewear, making them suitable for everyday use.

**Growth:**  
As our products enter the market, we will prioritize raising awareness about the benefits of sustainable eyewear. Our goal is to expand our customer base through targeted marketing, eco-friendly messaging, and showcasing our unique features. We will actively seek and integrate continuous customer feedback to improve design and functionality, ensuring that our offerings align with consumer preferences.

**Maturity:**  
At this stage, our eyewear will become well-established in the market, anticipating strong brand recognition due to our commitment to affordability and sustainability. Continuous updates to product designs will maintain relevance and expand our style offerings, catering to evolving customer needs. Our focus on recyclable materials and long-lasting products will contribute to environmental preservation, ensuring sustained demand for eco-friendly eyewear solutions.

**Decline:**  
While we expect our products to be durable, we will implement a recycling program to encourage customers to return old glasses. This initiative will extend the product lifecycle and promote sustainability through the reuse of materials for future products, minimizing environmental impact and fostering a culture of recycling among our customers.

**Pricing Strategy:**  
Our pricing strategy is designed to be competitive while ensuring affordability without compromising quality and innovation. Here’s how we will determine the pricing for our products:

**Cost-Based Pricing:**  
We will calculate the total costs involved in producing our glasses and lenses, including materials, manufacturing, packaging, and overhead costs. This will help establish a baseline price to ensure profitability while offering affordable options to our customers. For example, the cost to produce our glasses may be around ₹1,800, allowing us to set a retail price around ₹3,999.

**Market Research:**  
We will conduct thorough market research to analyze competitors’ pricing strategies. Understanding the price range for similar products will enable us to position our products competitively. We aim to offer similar or superior quality at a lower price point to attract price-sensitive customers.

**Value-Based Pricing:**  
Our unique selling proposition (USP) lies in our commitment to sustainability and high-quality eyewear. We will emphasize the value our products bring to our customers, which may justify a slightly higher price compared to conventional eyewear. However, we will ensure that the price remains accessible, especially compared to other premium eyewear brands.

**Promotional Pricing:**  
To attract initial customers and build brand loyalty, we will implement promotional pricing strategies, such as introductory discounts, bundle offers, and seasonal sales. This approach will help increase sales volume and create buzz around our brand.

**Psychological Pricing:**  
We will consider using psychological pricing strategies, such as pricing products just below whole numbers (e.g., ₹3,999 instead of ₹4,000), to make them appear more affordable to customers.

**Long-Term Sustainability:**  
Our pricing will reflect our commitment to sustainability. We aim to keep prices reasonable while ensuring our eco-friendly materials and innovative design remain financially viable for the business. This will also include factoring in any costs associated with recycling programs or sustainable sourcing.

**Marketing Strategy:**

**Marketing Strategy:**  
Our marketing strategy focuses on creating brand awareness and promoting our affordable eyewear solutions. We will employ the following tactics:

**Social Media Marketing:**  
Utilize platforms like Instagram, Facebook, and Twitter to share engaging content, including product launches, educational posts about eye care, and sustainability efforts. We’ll also run targeted ad campaigns to reach specific demographics interested in affordable eyewear.

**Content Marketing:**  
Develop a blog on our website offering tips on eye health, product benefits, and sustainability practices. This will help establish our brand as an authority in the eyewear industry.

**Email Marketing:**  
Build an email list through our website and social media channels. We will send newsletters with exclusive offers, new product announcements, and educational content to keep our customers engaged and informed.

**Influencer Collaborations:**  
Partner with social media influencers who align with our brand values to reach their followers and enhance credibility.

**Local Advertising:**  
Use flyers, posters, and local newspaper ads to promote our presence in the community, especially if we have a physical location.

**Sales Plan:**

**Our sales strategy will incorporate multiple channels:**

**Online Sales: Our primary sales channel will be our e-commerce website, where customers can browse products, read descriptions, and make purchases easily.**

**In-Person Sales: If we establish a physical store or pop-up events, we’ll offer personalized fittings and consultations, allowing customers to try on products before buying.**

**Partnerships: Collaborate with optometrists and health clinics to offer our products in their locations, expanding our reach to potential customers looking for eyewear solutions.**

**Customer Acquisition:**

**Sales Strategy:**  
Our sales strategy will incorporate multiple channels:

**Online Sales:**  
Our primary sales channel will be our e-commerce website, where customers can browse products, read descriptions, and make purchases easily.

**In-Person Sales:**  
If we establish a physical store or pop-up events, we’ll offer personalized fittings and consultations, allowing customers to try on products before buying.

**Partnerships:**  
Collaborate with optometrists and health clinics to offer our products in their locations, expanding our reach to potential customers looking for eyewear solutions.

**Promotional Tactics:**  
We will utilize various promotional tactics, including:

* **Launch Promotions:** Offer limited-time discounts or special offers during our launch to attract initial customers.
* **Seasonal Sales:** Conduct sales during holidays and back-to-school seasons to capitalize on increased consumer spending.
* **Free Trials:** Provide customers the opportunity to try our eyewear for a limited time before purchasing to experience the product firsthand.

**Day-to-Day Operations:**  
Daily operations will include:

* Managing inventory and fulfilling online orders.
* Responding to customer inquiries via email, social media, and phone.
* Monitoring and updating the website with new products and promotions.
* Conducting quality checks on products to ensure customer satisfaction.
* Handling financial transactions and maintaining records.

**Business Location:**  
The business will initially operate online, with plans for a physical location in the future. This allows us to reach a broader audience while keeping overhead costs low.

**Suppliers:**

* **Frame Suppliers:**
  + **Luxottica:** Offers a diverse range of materials and styles, from classic to contemporary.
  + **Marcolin:** Known for high-quality frames with craftsmanship and innovative designs.
* **Sustainable Material Suppliers:**
  + **Ecovative Design:** Specializes in eco-friendly materials like mycelium.
  + **Mitsubishi Chemical:** Provides bio-based plastics for sustainable eyewear.
  + **Bamboo Fabric Store:** Offers sustainable bamboo materials for frame production.

**Technology and Equipment:**

To support our operations, we will invest in the following essential technologies:

* **E-commerce Website Platform and Hosting Services:**
  + **Platform:** Shopify for our online store.
  + **Hosting:** SiteGround for reliable performance and user-friendly navigation.
* **Inventory Management Software:**
  + **Solution:** TradeGecko for efficient stock level tracking and inventory management.
* **Point of Sale (POS) Systems:**
  + **Options:** Square or Lightspeed for in-person sales to streamline transactions and integrate with our inventory system.
* **Computerized Equipment for Lens Crafting:**
  + **Supplier:** Precision lens crafting machines from Essilor to produce high-quality customized lenses.

**Legal Requirements:**  
We will ensure compliance with:

* Business registration and licensing.
* Sales tax permits and other legal requirements for selling eyewear.
* Compliance with health and safety regulations.

**Financial Plan**

**Startup Costs:**  
Estimated startup costs will include:

* **Equipment:** ₹5,00,000 for lens crafting and inventory setup.
* **Marketing:** ₹3,00,000 for initial advertising and promotions, focusing on digital channels and influencer collaborations.
* **Website Development:** ₹2,00,000 for e-commerce platform setup and integration of inventory management software.
* **Legal Fees:** ₹1,00,000 for business registration and permits.
* **Initial Inventory:** ₹4,00,000 for purchasing frames, emphasizing sustainable materials.

**Revenue Model:**  
Our business will generate revenue through:

* **Direct Product Sales:** Via our e-commerce platform and in-person sales at a physical location once established.
* **Partnerships:** Collaborating with optometrists and health clinics to offer our products.
* **Potential Future Services:** Subscription services for lens replacement or upgrades.

**Projected Financial Statements: 12-Month Projections:**

**Income Statement:**

* Projected revenue: ₹80,00,000
* Projected expenses: ₹64,00,000
* Net profit: ₹16,00,000

**Cash Flow Statement:**

* Initial cash inflow from sales: ₹16,00,000
* Monthly operating expenses: ₹5,00,000
* Ending cash balance after 12 months: ₹11,00,000

**Balance Sheet:**

* Assets: ₹24,00,000 (inventory, equipment)
* Liabilities: ₹4,00,000 (startup loans)
* Equity: ₹20,00,000 (owner’s investment)

**Break-Even Analysis:**  
We anticipate breaking even within the first year, estimating that we will need to generate approximately ₹64,00,000 in sales to cover our initial and ongoing costs.

**Funding Requirements:**  
We seek ₹12,00,000 in initial funding to cover startup costs and operating expenses for the first few months. This will be used for inventory, marketing, and necessary equipment purchases.

**Risk Analysis:**  
Potential risks include:

* **Market Risks:** Fluctuations in demand or competition could impact sales. We will mitigate this by continuously monitoring market trends and adapting our offerings through targeted marketing and promotional strategies.
* **Operational Risks:** Supply chain disruptions could affect inventory levels. Building strong relationships with multiple suppliers will help mitigate this risk.
* **Financial Risks:** Initial cash flow challenges may arise. We will maintain a conservative budget and closely monitor expenses to ensure sustainability while planning for promotional tactics to boost sales.