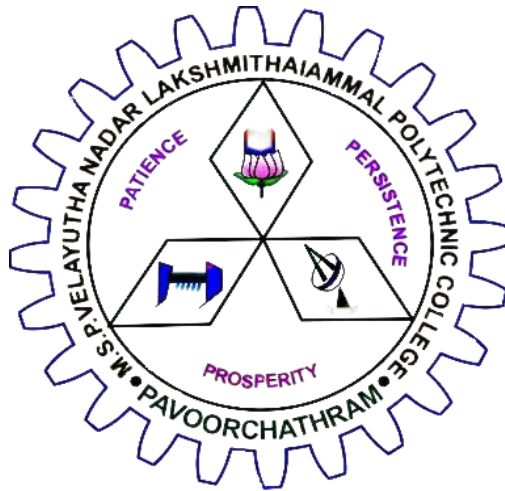


M.S.P.VELAYUTHA NADAR CHARITY TRUST
M.S.P.VELAYUTHA NADAR LAKSHMITHAIAMMAL
POLYTECHNIC COLLEGE
Pavoorchatram, Tenkasi-627808.

Department of Computer Engineering



AppCom Technologies

advanced research for advanced people

Business Start-up Plan: 2022-2023

Prepared By

Student Name

GURUBARAN.T

UDHAYA PRAKASH.P

VIBHASH KUMAR.S

Register Number

21502370

21502389

21502392

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Certified that this is a Bonafide Record of work done by Selvan / Selvi
_____ during the year 2022-2023 at
Entrepreneurship and Startups Practical.

Staff in Charge

Head of the Department

Submitted for the partial fulfilment of the Board of Technical Education's Directives for
Practical Examination held on _____.

Marks Awarded	
Total marks	25

Internal Examiner

External Examiner

CERTIFICATE OF FORMATION

Date:

Confidentiality Operating Agreement

This Company Operating Agreement is entered into and shall become effective as of the Effective Date by and among the Company and the persons executing this Agreement as Members. It is the Members express intention to create a limited liability company in accordance with applicable law, as currently written or subsequently amended or redrafted. The undersigned hereby agree, acknowledge, and certify that the foregoing operating agreement is adopted and approved by each member.

The undersigned reader acknowledges that any information provided by us in this business plan, other than information that is in the public domain, is confidential in nature, and that any disclosure or use of same by the reader may cause serious harm or damage to the company..

Therefore, the undersigned agrees not to disclose it without express written permission.

Signature 1

Signature 2

Signature 3

GURUBARAN.T

UDHAYA PRAKASH.P

VIBHASH KUMAR.S

This is a business plan. It does not imply an offering of securities.

Business Plan

Appcom Technologies



Owners

T.Gurubaran

P.udhaya Prakash

S.Vibhash Kumar

Address

15\124 New bus stand Road Tenkasi,

Pin-627811

Ph:9628525252

E-Mail-mspvl04ce@gmail.com

Name of the firm	Appcom Technologies
Name of the Business	Developing and Project Management
Location	Tenkasi, Pin-627811
Type of Organization	Partnership
Address(With Phone and e-mail)	15\124 New bus stand Road Tenkasi, Pin-627811
Name of the Chief Promoter(s)	T.Gurubaran
Date of Birth	07/04/2004
Names of the partners	S.Vibhash Kumar,P.udhaya Prakash

EDUCATION QUALIFICATION:

T.Gurubaran:

Course (SSLC/Diploma)	School/ Institute	Major Subject	Year of Passing
SSLC	B.M.M.H.S.School		2012
Diploma	M.S.P.V.L Polytechnic College	Computer	2015

S.Vibhash Kumar:

Course (SSLC/Diploma)	School/ Institute	Major Subject	Year of Passing
SSLC	B.M.M.H.S.School		2020
Diploma	M.S.P.V.L Polytechnic College	Computer	2023

P.udhaya Prakash:

Course (SSLC/Diploma)	School/ Institute	Major Subject	Year of Passing
SSLC	H.T.H.S.School		2012
Diploma	M.S.P.V.L Polytechnic College	Computer	2015

SPECIAL TRAINING:

Traning in	Institute	Duration	Remark
Traning and leadership	The School of Leadership	40 days	-
Python programming language	NIIT Institute	90days	-
Visual studio Csharp	Educba institute	70days	-
Database Management	Educba institute	80days	-

About Us:

Established in 2020, AppCom is a developing and IT services company with more than 35 employees. From a capital of 1 million, we have grown to become a 2.5 million company with a market capitalization of approximately US\$ 3 million. In our journey of over 3 years, we have catalyzed some of the major changes that have led to India's emergence as the global destination for software services talent. Complete software solutions for your business. Our Software Company Services for your innovative ideas. we are located in tenkasi. We provide best software services all over India.

SLOGAN OF OUR COMPANY:

Working To Make It Different

Our Goals

Aligning with Business Needs
Keeping up with Safety and Reliability
Maintaining Quality of Software
Promote Higher Use of Reusable Codes
On-Time Delivery
Best value for the cost
Broad product offering
Best service to customer
Increase overall brand awareness

Our Vision:

Our Vision is to be a leading Web Solution company in IT sector and progress in our current position in market. We know that Customer's growth is our growth, so we commit our customers to help in achieving their business goals. We believe in work with the accuracy and best quality. We want to be known as the reliable, innovative and user friendly software service provider in IT industry. As one of the leaders in small business solutions, we have a wide selection of innovative solutions to help grow your business faster and more efficiently.

Our Mission:

Exceed client's expectations by going beyond software to provide best Web solutions that transform data into knowledge, enabling them to solve their problems. Our mission is to enhance business growth of our customers with creative design, development and to deliver market defining high quality solutions that create value and reliable competitive advantage to customers around the globe.

OUR COMPANY VALUES:

Trust

For us, trust is the foundation of a successful relationship. So we do everything it takes to build it. We value honesty and expect the same.

Empathy

We're sensitive to other people's thoughts and feelings: their needs, opinions, inner drivers, challenges, business values, and goals.

Collaboration

We foster team spirit, be it in an internal collaboration or a client project. We define rules and processes together and then respect them.

Commitment

We honor our obligations and keep our word by putting in the talent, skills, energy, and sincere effort

Innovation

We're constant learners—soaking up the latest tech trends.

WE DO MORE:

DIGITAL MARKETING

Our world-class SEO services will optimize your website to climb through the ranks of popular search engines. We help you to get targeted traffic, top ranking, strong branding and more online sales. Any marketing that uses electronic devices and can be used by marketing specialists to convey promotional messaging and measure its impact through your customer journey.

WEB HOSTING

Whether it's a small business website or a mission critical e-business application, TechCmantix eases your hosting burdens with its flexible, secure and cost-effective services that remain online 24-7-365. Hosting (also known as Web site hosting, Web hosting, and Webhosting) is the business of housing, serving, and maintaining files for one or more Web sites.

Best Companies:.

Rank last year	21
Years on list	20
Employees (as of March 2021)	25
Job openings (as of March 2021)	10
Year founded	2020

Change the World

Impact Segment	Environmental Impact
Sector	Technology
Prior Year Rank	-

World's Most Admired Companies:

Sector	Computers and Communication
Industry	Information Technology Services
Current All-Star Rank	41
Previous All-Star Rank	35
Industry Rank	3
Previous Industry Rank	3
Overall Score	6.69
Innovation	3
People Management	4
Use of Corporate Assets	5
Social Responsibility	2
Quality of Management	3
Financial Soundness	4
Long-Term Investment Value	6
Quality of Products/Services	

Perks:

100% health coverage	no
Unlimited sick days	no
Telecommuting	yes
Job sharing	yes
Subsidized childcare	yes
Compressed work weeks	yes
Fully-paid sabbaticals	no
On-site fitness/subsidized gym	no
On-site medical care facility	no
Non-discrimination policy includes sexual orientation	yes
Sick days for part-timers	yes
College tuition reimbursement	yes
Medical facility at all locations	

WORK EXPERIENCE (PAST&PRESENT):

Organization	Position	Nature of work	Duration
ABC Networks	Tech Suport	Development	1 year
Infosys	Developer	Development	3 years

FINANCIAL GOALS:

a)To have a sales revenue amounting to	Rs.1,00,00,000 per annum
b)To obtain a profit margin of	17%
c)To obtain a profit per business partner	4%per partner

DESCRIPTION OF THE PROJECTS OR SERVICE:

Developing and Project Management
--

IDENTIFICATION OF THE CUSTOMERS:

1)Flagship Brand Partnerships. 2)Bloomberg Media. 3)Dow Jones 4) The Economist Group

Needs satisfied by the product or service:

All needs of software related with press working operations can be satisfied.
--

IDENTIFICATION OF THE COMPETITION (Major competitors):

1)buyp technologies 2)Zoho 3)TCS
--

Strengths/ weakness of the competition:

Strength	Weakness
Sufficient finance	Lack of Customer service
Well tranined Employees	Lack of latest technology
Charges is less	Lack of products

Advantages and Disadvantages of the Company:

Price	Competitive when compared to others
Terms of Delivery	On time delivery as per customer need
Payment Methods	Cash/credit
Customer Service	Very User Friendli and kindly
Techology	Latest technology

MESSAGE TO BE COMMUNICATED TO THE CUSTOMERS:

We undertake all Software works related with press tools at cost effective rates.
--

MARKETING AND MEANS OF COMMERCIALIZATION:

Competition	A number of competitors exist.
Target clients	People who are interested in technology and other tech-related information, products, and services.
Marketing strategy (USP-Unique Selling Proposition)	Our Software products meet standards and safety with more cost effective.

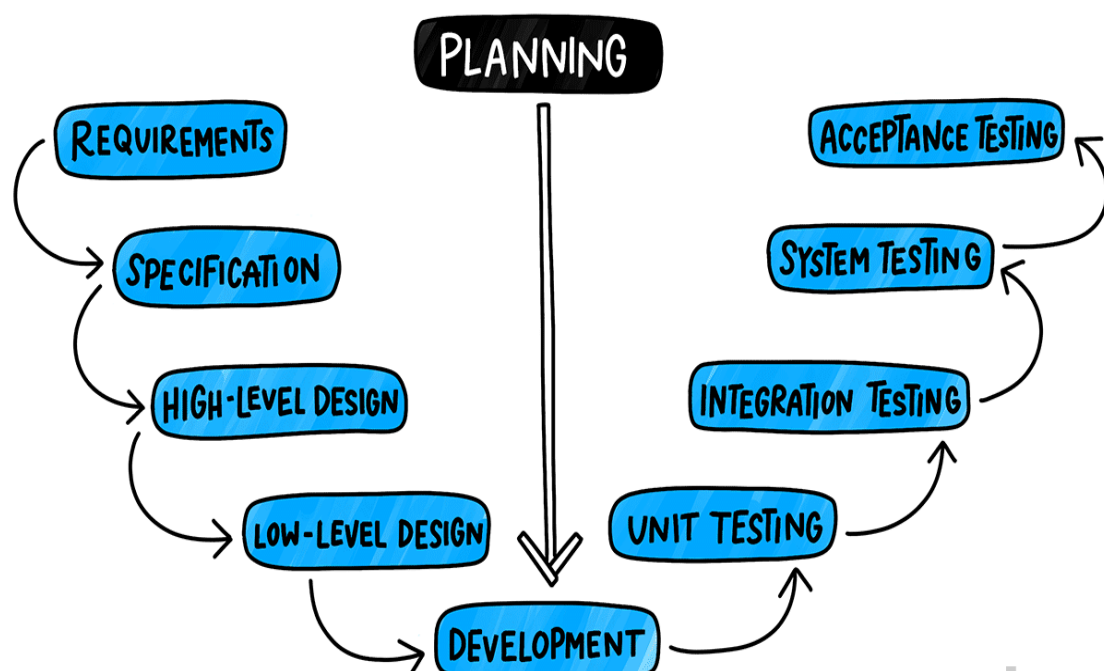
PROCESS / SERVICE METHODS:

Technical Know-how availability	6 Years of experience in the same field.
Step-by-Step description Of the Developing process	Designs and develops custom software applications, Frameworks, And tools that help solve problems or achieve a specific Outcome.

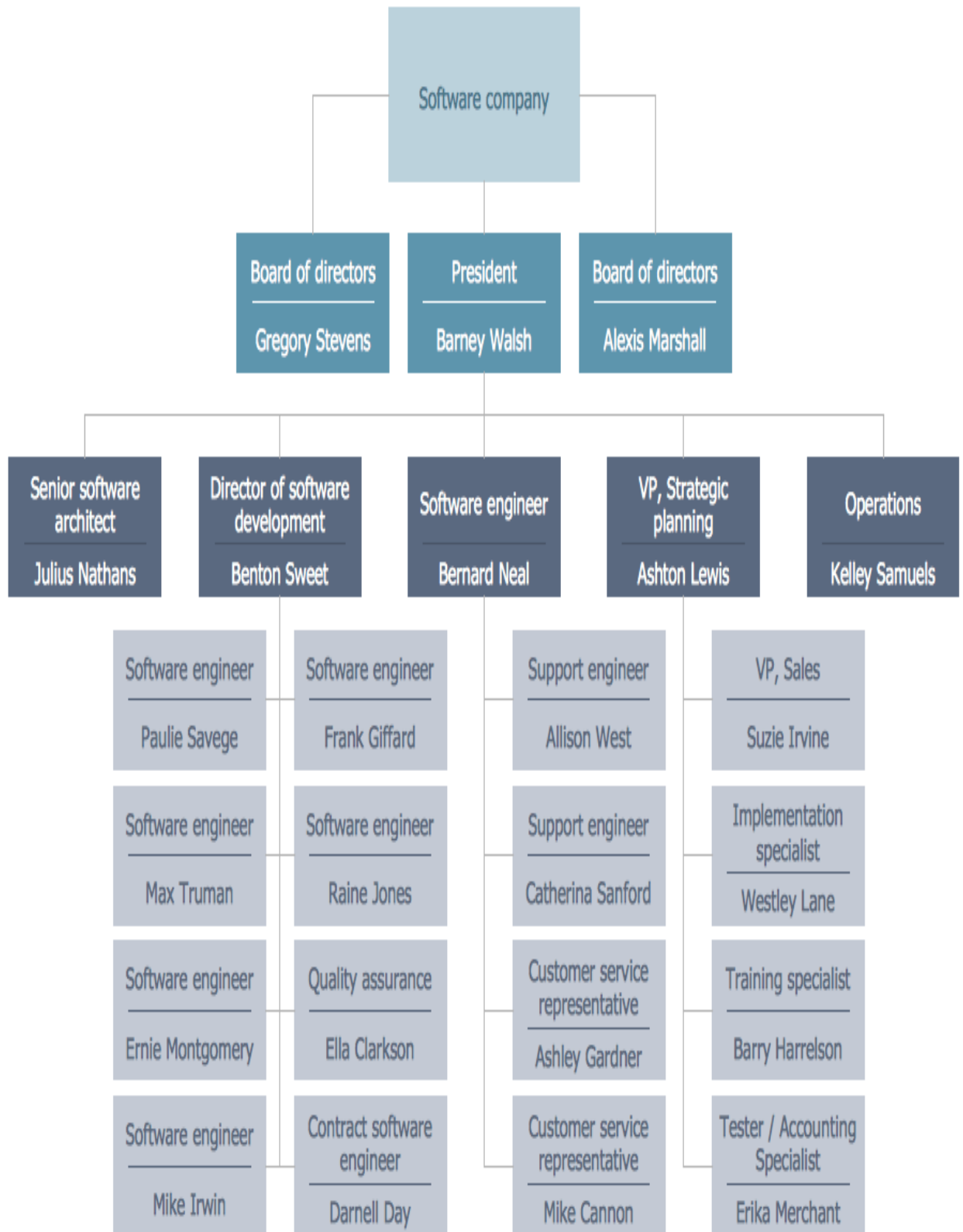
WORKING PROGRAMME:

No.of Working days/annum	: 270 Days
No.of Working shifts(8hrs.)/day	: 2
Installed Capacity(annual)	: 40
Utilised capacity(%)	
Year-I	: 50%
Year-II	: 70%
Year-III	: 100%

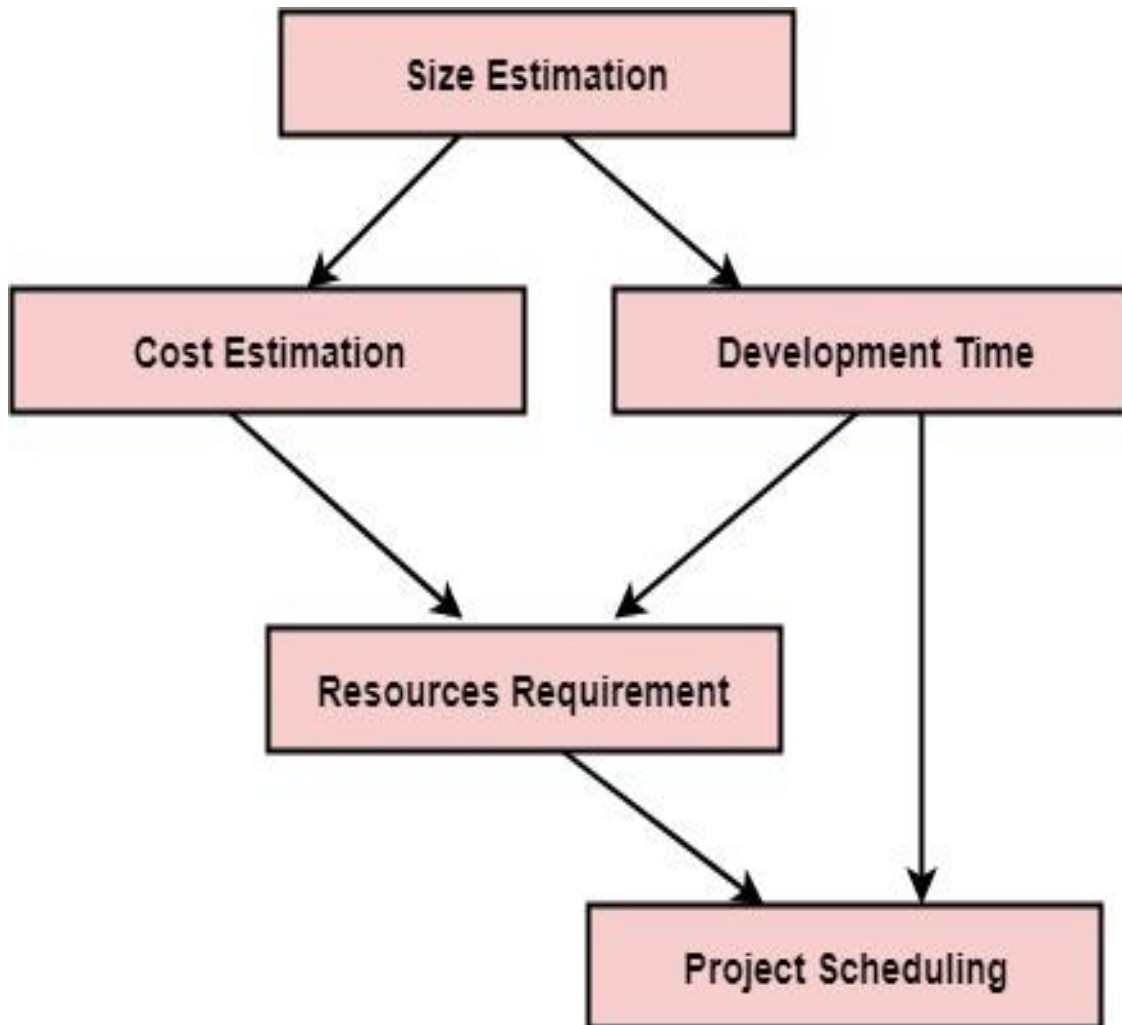
OUR COMPANY PROCESS WORK FLOW:



OUR COMPANY ORGANIZATION CHART:



OUR PROJECT PLAN:



OUR COMPANY LOGO:



OUR COMPANY SLOGAN:

Advanced software, advanced research for advanced people

DETAILS OF THE PROPOSED PROJECT:

S.No	Particular	Area Required	Total Value	Remarks
1.	Land	Rent		Rent
2.	Building	500 Sq.ft.	1,00,000	Advance

MACHINERIES / EQUIPMENT

S.No	Description	Nos.Required	Rate(Rs.)	Total value(Rs.)
1.	Desktop	25	65,500	16,37,500
2.	Laptop	13	61,400	7,98,200
3.	Mac Book System	2	87,990	1,75,980
4.	Printer	1	5,400	5,400
5.	Scanner	1	3,900	3,900
6.	Cloud Servers	1	80,100	80,120
7.	Internet Connection	1	8,400	8,400
8.	Projector	2	35,500	71,000
Total				27,80,500

MISCELENEOUS FIXED ASSETS:

S.No	Particulars	Nos.Required	Rate	Total Value(Rs.)
1.	Computer tables	30	22,000	22,000
2.	Chairs	50	10,500	10,500
3.	Office Table	2	3,500	3,500
4.	Sofa	1	15,000	15,000
5.	A/C	2	24,990	49,980
6.	White Board	2	3,500	3,500
7.	False ceiling	1	25,010	25,010
8.	Water purifier	1	13,500	13,500
9.	CCTV Camera	1	76,400	76,400
10.	Generator	1	36,900	36,900
11.	UPS	1	31,500	31,500
12.	Other items	5	30,000	30,000
Total				3,17,790

PRELIMINARY AND PRE-OPERATIVE EXPENSES:

S.No	Particulars	Amount(Rs.)	Remarks
1.	Interest during implementation	3,00,000	-
2.	Establishment Expenses	2,00,000	-
3.	Start-up Expenses	10,00,000	-
4.	Misc.Expenses	5,00,000	-
Total		20,00,000	-

TOTAL COST OF THE PROJECT:

S.No	Particulars	Total Value (Rs.)
1.	Fixed Capital	31,73,300
2.	Preliminary & preoperative Expenses	20,00,000
Total		51,73,300

PROJECTED CASH FLOW STATEMENT:

	JAN	FEB	MAR	APR
Opening Balance	10,000	9,000	11,000	12,000
Cash In				
Sales	15,000	17,000	18,000	11,000
Total	15,000	17,000	18,000	11,000
Cash Out				
Material	3000	2000	2000	3000
Marketing	2000	2000	3000	2000
Wages	3000	3000	3000	4000
Total	8000	7000	8000	9000
Cash Flow	7000	10,000	10,000	2000
Closing Balance	17,000	19,000	21,000	14,000

OUR COMPANY CASH FLOW STATEMENT:

For the year Ending :31/12/2021 Cash at Beginning of year :50,000	
Operations	
Cash receipt from customer	7,73,600
Cash Paid For Inventory purchase	2,10,200
Wage expenses	1,50,700
Interest	50,500
Income taxes	1,25,000
Net Cash Flow from Operations	2,37,200
Investing Activities	
Cash receipt from Sale of property and equipment	30,000
Cash paid for Purchase of property and equipment	75,000
Net Cash Flow from Investing Activities	45,000
Financing Activities	
Cash receipt from Borrowing	20,000
Cash paid for Repayment of loans	30,000
Dividends	50,000
Net Cash Flow from Investing Activities	60,000
Net Increase in cash	1,32,200
Cash at End of year	1,82,200

OUR COMPANY INCOME STATEMENT:

Financial Period		
	2022	2023
Revenue	10,50,200	12,20,300
Cost of Goods Sold (COGS)	4,80,000	4,98,500
Gross Profit	5,70,200	7,21,800
Expenses		
Marketing & Advertising	1,23,700	1,15,500
General & Administrative	1,01,500	99,900
Depreciation	95,500	93,700
Interest	30,000	20,000
Total Expenses	3,50,700	3,29,100
Earning Before Tax	2,19,500	3,92,700
Taxes	52,700	91,900
Net Profit	1,66,800	3,08,800

MEANS OF FINANCE:

S.No	Particulars	Amount	Rrmarks
1.	Own Investment / Equity	2,00,000	-
2.	Term Loan	49,73,300	-
3.	Any Other Source (subsidy etc..)	-	-
Total		51,73,300	-

SOFTWARE LICENSE KEYS PURCHASE:

S.No	License Keys	Quantity	Rate / No.Of	Total Values (RS.)
1.	Software license Keys	20	750	15,000
Total				15,000

UTILITIES:

S.No	Particulars	Annual Expenditure(Rs.)	Remarks
1.	Power / Electricity	51,840	-
2.	Water	4,080	-
3.	Others	20,000	-
Total			75,920

MAN POWER(SALARIES / WAGES):

S.No	Particulars	Nos.	Wages / Salary per month(Rs.)	Annual Expenses
1.	Junior Developer	8	10,000	6,40,000
2.	Senior Developer	10	20,000	24,00,000
3.	Web Developer	3	20,000	7,20,000
4.	UI/UX Desiner	5	20,000	12,00,000
5.	Tech Support	4	15,000	7,20,000
6.	Data Analyst	1	22,000	2,64,000
7.	Testing Team	4	13,000	6,24,000
8.	Markating Team	2	14,000	3,36,000
9.	Service Team	3	14,000	5,04,000
10.	Others	4	30,000	14,40,000
Total				82,24,000

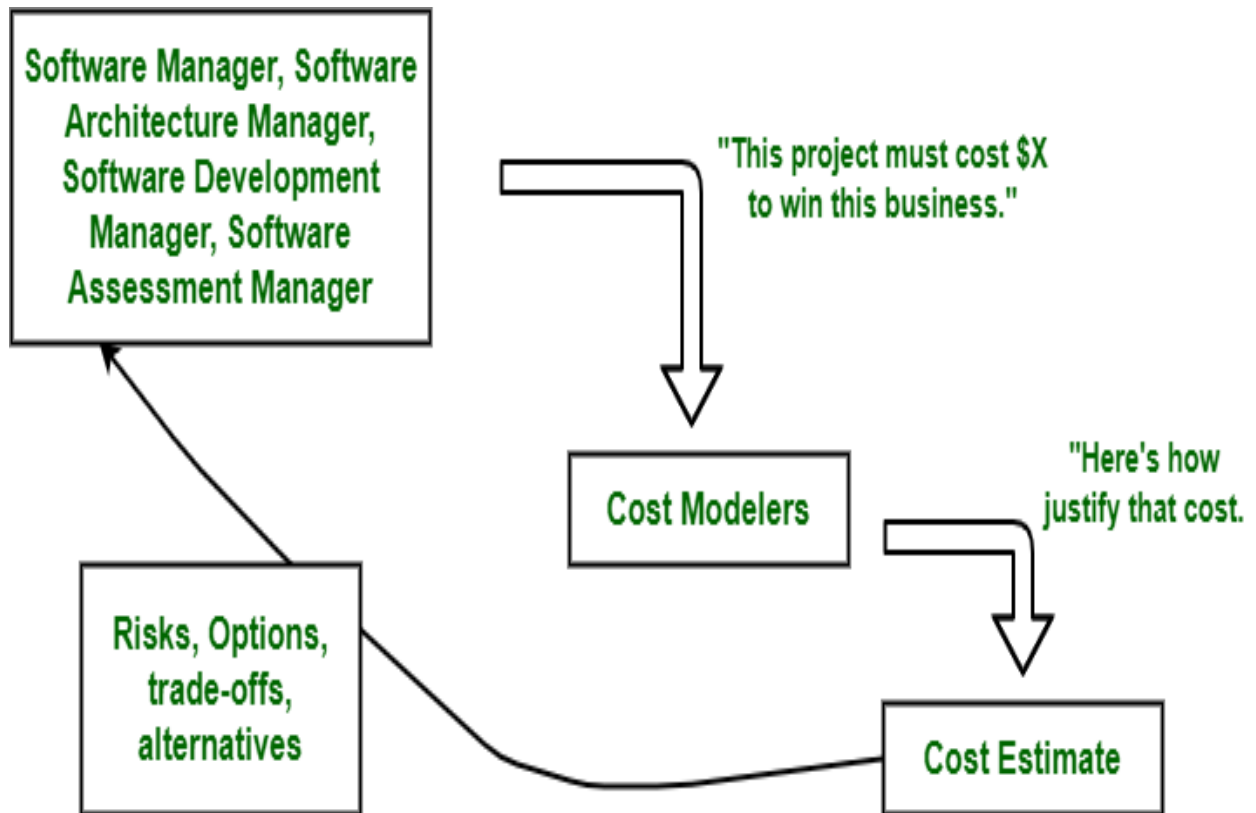
REPAIR AND MAINTENANCE:

S.No	Particulars	Amount(Rs.)
1.	A/C Maintenance (Annual)	10,000
2.	Other Maintenance (Annual)	20,000
Total		30,000

ADMINISTRATIVE EXPENSES:

S.No	Particulars	Amount (Rs.)	Remarks
1.	Entertainment Expenses	30,000	-
2.	Miscellaneous	10,000	-
3.	Courier /telephone	15,000	-
Total			55,000

PRICING:



Cost Drivers	RATINGS					
	Very low	Low	Nominal	High	Very High	Extra High
Product Attributes						
RELY	0.75	0.88	1.00	1.15	1.40	..
DATA	..	0.94	1.00	1.08	1.16	..
CPLX	0.70	0.85	1.00	1.15	1.30	1.65
Computer Attributes						
TIME	1.00	1.11	1.30	1.66
STOR	1.00	1.06	1.21	1.56
VIRT	..	0.87	1.00	1.15	1.30	..
TURN	..	0.87	1.00	1.07	1.15	..

MARKETING:

1. Marketing plan software is an application with functionalities for the marketing teams to handle goal setting, strategy formulation, resource allocation, situation review, etc. Some of the essential components of the marketing plan are market research, target market, competitive analysis, market strategy, budget, etc. The marketing planning process includes the scanning of the marketing environment, internal scanning, setting the marketing objectives, formulation of the marketing strategy, and developing the functional plans. Marketing strategies may vary in format, but they have the same aim of attracting and building relationships with customers.

Product Marketing Responsibilities



OUR FUTURE PLANS:

In five years, I want to complete the internal training program for my position. I've read about it on your website, and I think it's a fabulous program. Not only would I get all the training for my role, but I would be on the fast track to becoming a project manager. That's my top career goal. Plus, my ideal path would include working abroad for a couple of years. I understand that it's of value to you to find people prepared to do so. You want to give the hiring manager the impression that you're content with the position as is. But you should also express enthusiasm about developing in a realistic way. Also, show that your personal career goals align with the company's long-term goals.

FEASIBILITY:

A feasibility study is a comprehensive evaluation of a proposed project that evaluates all factors critical to its success in order to assess its likelihood of success. Business success can be defined primarily in terms of ROI, which is the amount of profits that will be generated by the project. In a feasibility study, a proposed plan or project is evaluated for its practicality. As part of a feasibility study, a project or venture is evaluated for its viability in order to determine whether it will be successful. Organizational viability it is related to how much the solution benefits the organization. It is verified if there will be adherence to the use of the solution by the users due to the organizational culture and the perception of those involved; whether the solution is aligned with the organization's strategic objectives; whether there is understanding and support from the organization's top management in relation to the project, etc. Operational viability.

Performance:

Does the current system or operation offer adequate flow and response time? It also relates to the maximum amount of processing that the system can perform.

Information:

Does the current operation provide stakeholders with correct, useful, and timely information? Is the information organized and easily found?

Efficiency:

analyze activities that waste time, mainly caused by redundancy. How are resources being used

Services:

how accurate is the system Do you offer reliable services

Purpose

Describe clearly and succinctly the objective of the project. Writing characteristic focused on the executive level. Use phrases in the infinitive.

Scope

Describe the scope of the project, highlighting the aspects that will be and will not be covered. Delimit the frontier of action.

Requirements

One of the most important items in the feasibility study document, will be covered in a specific post on Requirements.

Costs

Relate the costs for the implementation of the alternative, with the highest degree of precision possible. Cite the source from which the costs were consulted.

Risks

Identify possible risks associated with the alternative. Also identify prevention and contingency actions. Consider the different types of risks involving: Technology; People; Organization; Tools; and Requirements.

Timeline

Presentation of preliminary activities, with dates and resources involved. Be based on the stages of software development.

Design -> Elaboration -> Construction -> Transition

Example activities: Business Modeling, Requirements, Analysis and Design, Implementation, Testing and Deployment.