

# LSM ASSESSMENT 9

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**Write about the life cycle analysis of your product.**

## **Business Background**

We all have felt the need for more electric vehicles instead of the one that runs on fossil fuels. When we did a market survey we found the lack of charging stations to be a big factor in the lower number of electric vehicles. But even though charging stations are available, EV owners are not properly aware of them and there is always a lingering doubt if the charging station will be free and available when they want.

Hence we came up with this business solution that aims to curb this issue by providing a one stop solution to all bookings related to charging stations for EVs, which ultimately increases a prospective EV owner's confidence.

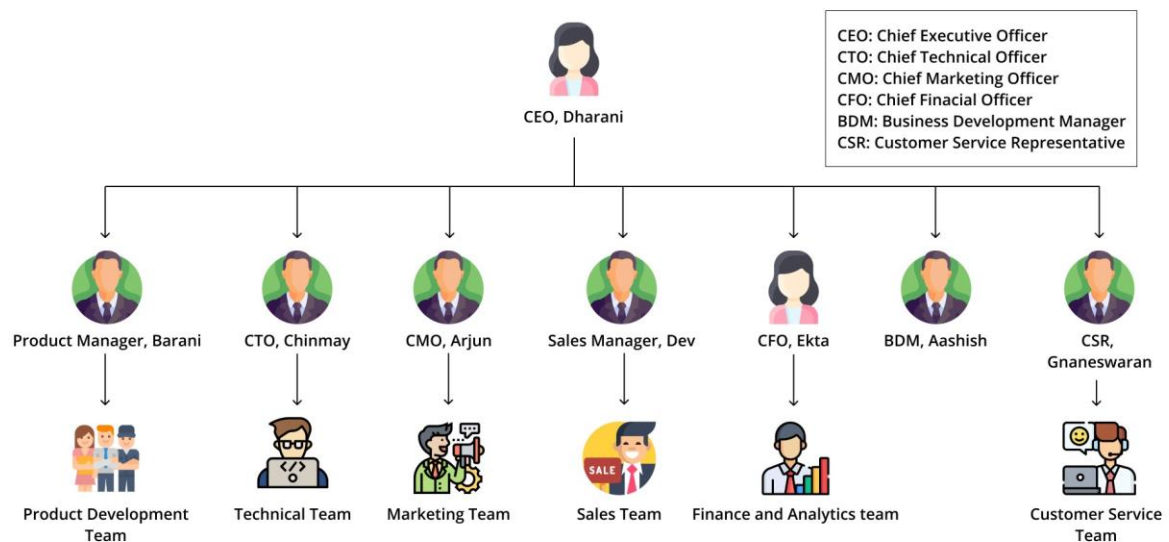
## *Products and services*

In India, there are limited charging stations in which the online slot booking service is provided by very few EV producing companies. Our aim is to connect all the charging stations under one platform "Charge Up". This makes our product unique and successful in the market.

- The user must register on our platform to book their slot. They can search nearby locations of the charging station and book

their slots. The special feature is that our platform connects all charging stations of different EV producing companies under one platform.

### Organisational Chart



### Products/Services

| Product/Service  | Description                                          | Price          |
|------------------|------------------------------------------------------|----------------|
| Level 1 Charging | 120 volt charger. 10 to 15 hours for full charge     | Rs.15 per unit |
| Level 2 Charging | 240 volt charger. 6 hours for full charge            | Rs.40 per unit |
| Level 3 Charging | 480 volt charger. Less than an hour for full charge. | Rs.80 per unit |

# Break Even Analysis:

## Break Even Analysis:

**Units** correspond to No. of slot bookings made through our website

**FC** corresponds to Fixed Cost

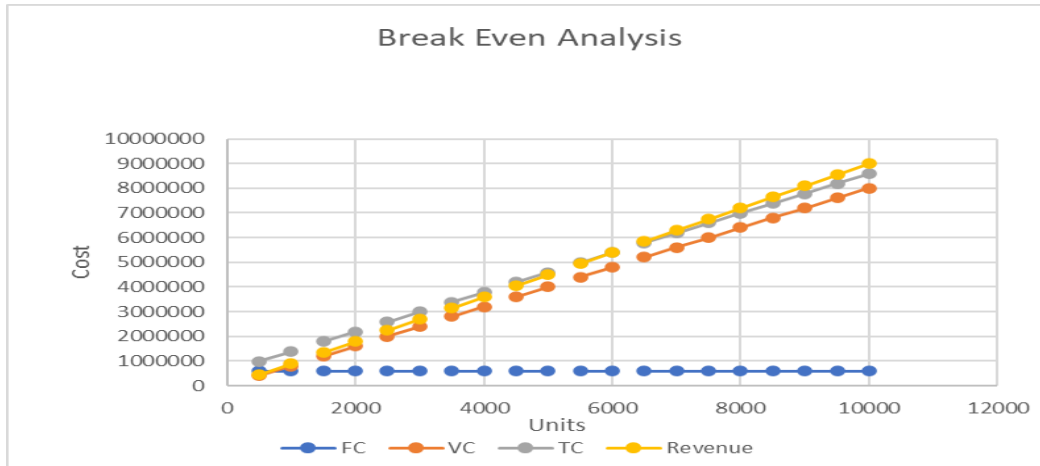
**VC** corresponds to Variable Cost

**TC** corresponds to Total Cost

**BEP** corresponds to Break Even Point

|    | A                   | B      | C        | D        | E        | F | G   | H      |
|----|---------------------|--------|----------|----------|----------|---|-----|--------|
| 1  | Break Even Analysis |        |          |          |          |   | VC  | 800    |
| 2  |                     |        |          |          |          |   | SP  | 900    |
| 3  |                     |        |          |          |          |   | FC  | 587000 |
| 4  | Units               | FC     | VC       | TC       | Revenue  |   |     |        |
| 5  |                     |        |          |          |          |   | BEP | 5870   |
| 6  | 500                 | 587000 | 400000   | 987000   | 450000   |   |     |        |
| 7  | 1000                | 587000 | 800000   | 1387000  | 900000   |   |     |        |
| 8  |                     |        |          |          |          |   |     |        |
| 9  | 1500                | 587000 | 1200000  | 1787000  | 1350000  |   |     |        |
| 10 | 2000                | 587000 | 1600000  | 2187000  | 1800000  |   |     |        |
| 11 |                     |        |          |          |          |   |     |        |
| 12 | 2500                | 587000 | 2000000  | 2587000  | 2250000  |   |     |        |
| 13 | 3000                | 587000 | 2400000  | 2987000  | 2700000  |   |     |        |
| 14 |                     |        |          |          |          |   |     |        |
| 15 | 3500                | 587000 | 2800000  | 3387000  | 3150000  |   |     |        |
| 16 | 4000                | 587000 | 3200000  | 3787000  | 3600000  |   |     |        |
| 17 |                     |        |          |          |          |   |     |        |
| 18 | 4500                | 587000 | 3600000  | 4187000  | 4050000  |   |     |        |
| 19 | 5000                | 587000 | 4000000  | 4587000  | 4500000  |   |     |        |
| 20 |                     |        |          |          |          |   |     |        |
| 21 | 5500                | 587000 | 4400000  | 4987000  | 4950000  |   |     |        |
| 22 | 6000                | 587000 | 4800000  | 5387000  | 5400000  |   |     |        |
| 23 |                     |        |          |          |          |   |     |        |
| 24 | 6500                | 587000 | 5200000  | 5787000  | 5850000  |   |     |        |
| 25 | 7000                | 587000 | 5600000  | 6187000  | 6300000  |   |     |        |
| 26 | 7500                | 587000 | 6000000  | 6587000  | 6750000  |   |     |        |
| 27 | 8000                | 587000 | 6400000  | 6987000  | 7200000  |   |     |        |
| 28 | 8500                | 587000 | 6800000  | 7387000  | 7650000  |   |     |        |
| 29 | 9000                | 587000 | 7200000  | 7787000  | 8100000  |   |     |        |
| 30 | 9500                | 587000 | 7600000  | 8187000  | 8550000  |   |     |        |
| 31 | 10000               | 587000 | 8000000  | 8587000  | 9000000  |   |     |        |
| 32 | 10500               | 587000 | 8400000  | 8987000  | 9450000  |   |     |        |
| 33 | 110000              | 587000 | 88000000 | 88587000 | 99000000 |   |     |        |
| 34 | 11500               | 587000 | 9200000  | 9787000  | 10350000 |   |     |        |
| 35 | 12000               | 587000 | 9600000  | 10187000 | 10800000 |   |     |        |
| 36 | 12500               | 587000 | 10000000 | 10587000 | 11250000 |   |     |        |
| 37 | 13000               | 587000 | 10400000 | 10987000 | 11700000 |   |     |        |
| 38 | 13500               | 587000 | 10800000 | 11387000 | 12150000 |   |     |        |
| 39 | 14000               | 587000 | 11200000 | 11787000 | 12600000 |   |     |        |

|    |       |        |          |          |          |
|----|-------|--------|----------|----------|----------|
| 40 | 14500 | 587000 | 11600000 | 12187000 | 13050000 |
| 41 | 15000 | 587000 | 12000000 | 12587000 | 13500000 |



Break Even point is obtained at 5870 slot bookings which means that after 5870 bookings, the company is able to recover all the invested amount and now begins to earn revenue more than the total cost.