

MAS Digital Pvt. Ltd.

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This analysis is done on a business run by my friend's father, Mr. Harsh V Pandey. He had been running this business since 1999 which was a partnership firm then and in 2004 it turned private. It is a company which provides office automation objects (Printers, Scanner, Photocopiers, Multifunction printer). Average price of printer (most sold object) is 1.5L.

Sales & Services:

- Kyocera- Black and White printers (major)
- Konika Minolta-Colour
- Canon

Revenue Generation:

- Selling Price of machine
- AMC-Annual Maintenance cost(10% of machine price)
- Customer Based- Refill Ink, Ink Tank(Based on how much customer using the equipment)
- Rental

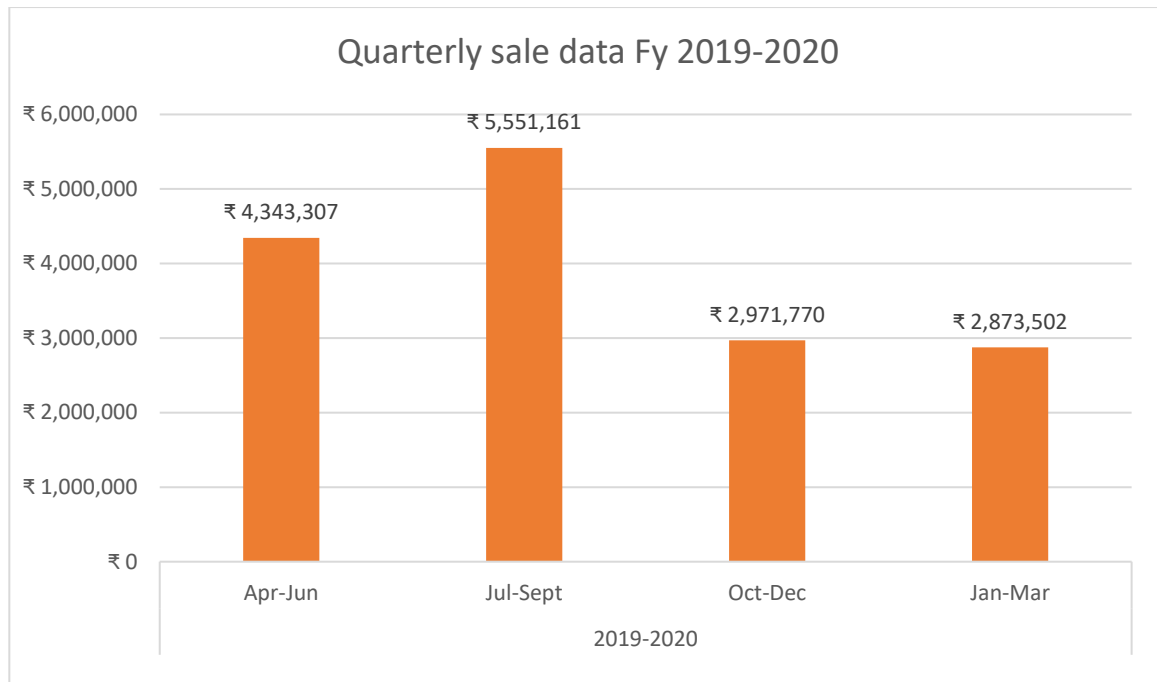
Customer Base:

- Schools
- Universities
- Office-(Main rental revenue generation)
- Jobbers- Internet cafe and other shops having photocopiers and printers(1% of total revenue)

The company is facing a growing challenge in the time of internet as people are doing most of their data on a soft copy. Also the climate awareness leading to as less of paper use as possible has affected the business.

Below is the bar chart which is the revenue generated by the company quarterly in the year 2019-20 and 2020-21 and it gives us a great understanding how covid affected the business.

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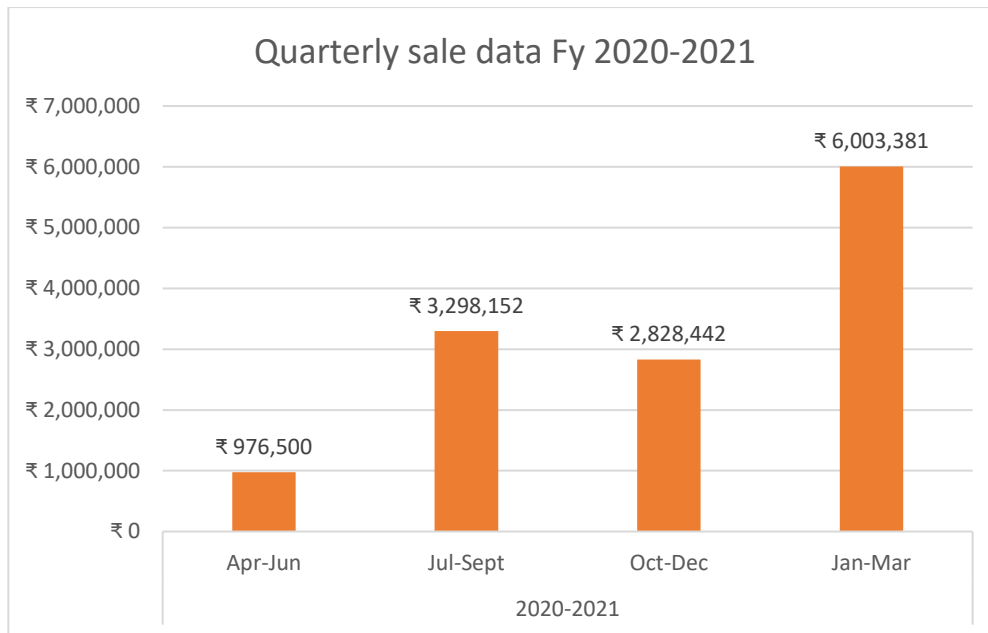
From this chart we can interpret a lot . In the first quarter from Apr-Jun we can see there is a decent amount of sale and the revenue generated is also good. In the second quarter Jul-Sept we can the revenue generated is increases from the previous month and is the most successful quarter in terms of revenue generated, giving us an idea that offices decide on their budget and what kind of automation they will need and accordingly buy the equipment in this quarter resulting to highest revenue generation.

In the third quarter from Oct-Dec we can observe a huge dip giving us an idea that office equipment last for a while and have a longer life and new offices are not mostly set up at these times as the young entrepreneurs tend to start their business as soon as the they graduate and all the new business try to start after the start of a new financial year(1st April) thus the hike in revenue in second quarter and dip in the third.

Similarly for the fourth quarter the revenue remains same as the third quarter given the life of a office automation objects is on average more than few year.

The total revenue generated was summed up to ₹ 1,57,39,740 in the year 2019-2020.

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The revenue data of the year 2020-2021 seems rather interesting and the main factor of it was the pandemic and from this year data and comparing it from the year previous year data we can see how covid affected the business.

From 25th March to 31st May there was country wide lockdown and from the chart we can see how it affected the business this was the lowest dip and revenue generated was least, also giving us a hint that how other business had got affected as none of them were looking out to buy printers also this low a dip suggest us there might be businesses which might have stopped all together.

Then in second quarter from Jul-Sept we noticed that in year 2019 there was a huge hike and that quarter generated the most revenue and for the valid reasons but since the covid affected in year 2020 that does not hold true. We see a clear hike from the first quarter but when compared to year 2019 it is not quite low. The reason being the lockdown was still going on some cities and some states and people were scared to start new businesses at times like this, and even if the new business started most of them didn't have any office space and similarly the old offices didn't require any renewal or new equipment and the consumer based revenue went down to almost 0% thus they might have not allotted a lot of money for office automation in their tat years budget thus it wasn't the most successful quarter in the year 2020.

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Similarly the condition in the condition in the third quarter were quite same actually and there was just a little dip in revenue generated in this quarter and which is quite similar to the third quarter of 2019.

The most surprising was the fourth quarter as generally there is not such hike in revenue in this quarter but from the chart we can see it is this quarter the revenue generated is the most of the two years. This tells us how covid affected the market , as the offices, schools and universities started opening they realised the need of new office equipment and started buying and renewing stuff and the consumer based revenue increased after the long phase of lockdown thus resulting in abrupt hike in the revenue generation.

The total amount summed up in year 2020-2021 was ₹ 1,31,06,475 which is less than in the year 2019-2020. Covid affected the business and we can clearly see how but as compared to other business which got shutdown or suffered major loss, it was got affected moderately and it held up as it has become a necessity in the modern offices to have these gadget.