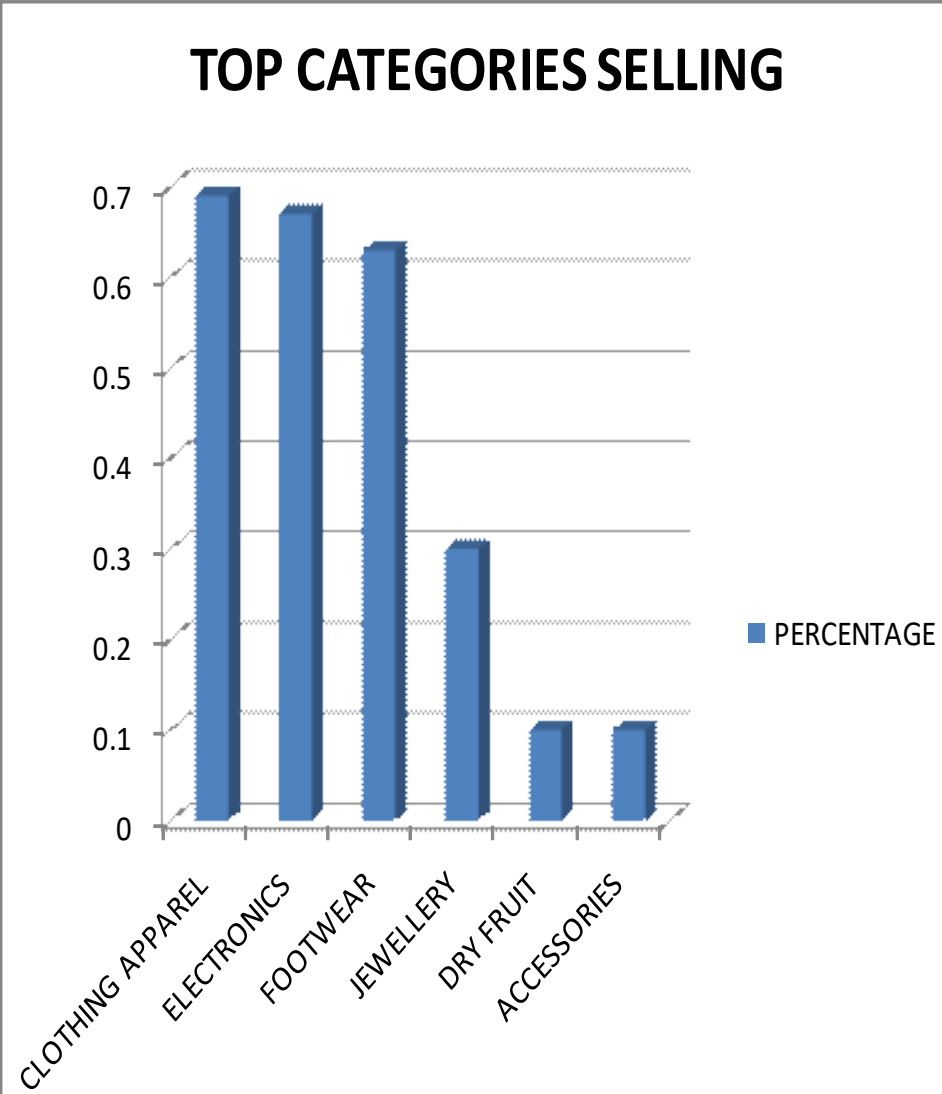


# PROJECT REPORT

## MULTI VENDOR ECOMMERCE WEBSITE

PRODUCTS	PERCENTAGE	QUANTITY		
CLOTHING APPAREL	69%	554		
ELECTRONICS	67%	538		
FOOTWEAR	63%	506		
JEWELLERY	30%	240		
DRY FRUIT	10%	80		
ACCESSORIES	10%	80		



## SALES GROWTH - ACCESSORIES

[illegible]

## SALES GROWTH - CLOTHING

[illegible]





## SALES GROWTH - FOOTWEAR

[illegible]

## SALES GROWTH - JEWELLERY

[illegible]



INVENTORY STOCK		
CATEGORY	SELLERS	PRODUCTS
CLOTHING	50	10000
ACCESORY	30	1200
JEWELERY	30	5000
DRY FRUIT	15	200
FOOTWEAR	20	15000
ELECTRONICS	20	15000

SELLER ONBOARDING, CUSTOMER ACQUISITION, MARKETING			
	NUMBER	COST RS	TOTAL/YEAR
SELLER	200	750/seller	150000
CUSTOMER BASE	10000	10/customer	100000
MARKETING CHARGES FOR WEB PORTAL,EMAIL,TEXT MESSAGE,WHATSAPP, FACEBOOK,GOOGLE AND AFFILIATES	12 MONTHS	19000/month	228000
PRODUCT MARKETING	10000	50/ PRODUCT	500000
TOTAL			978000

		1ST QUARTER		
	NUMBER	EXPENSES	Salary	total
CUSTOMER SUPPORT	2		20000/MONTH	120000
LISTING SUPPORT	2		18000/MONTH	108000
ACCOUNT MANAGER	2		25000/MONTH	150000
OFFICE BOY	1		12000/MONTH	36000
OFFICE/ WAREHOUSE		20000/MONTH		60000
COMPUTER 4 NOS (DEPRECIATION)		12500		12500
PRINTER 1 NOS (DEPRECIATION)		1250		1250
INTERNET CONNECTION 2 NOS 25MBPS				3000
FURNITURE COST (DEPRECIATION)		1250		1250
GST		1000/MONTH		3000
ELECTRICITY BILL		3000/MONTH		9000
SELLER	50	750/SELLER		37500
CUSTOMER BAKERY	2500	10/CUSTOMER		25000
MARKETING CHARGES FOR WEB PORTAL EMAIL,TEXT MESSAGE,WHATSAPP,FACEBOOK,GOOGLE AND AFFILIATES +	3 MONTHS	19000/MONTH		57000
PRODUCT MARKETING	2500	50/PRODUCT		125000
TOTAL				748500

2ND QUARTER				
	NUMBER	EXPENSES	SALARY	TOTAL
CUSTOMER SUPPORT	2		20000/MONTH	120000
LISTING SUPPORT	2		18000/MONTH	108000
ACCOUNT MANAGER	2		25000/MONTH	150000
OFFICE BOY	1		12000/MONTH	36000
OFFICE WAREHOUSE		20000/MONTH		60000
COMPUTER 4 NOS (DEPRECIATION)		12500		12500
PRINTER 1 NOS (DEPRECIATION)		1250		1250
INTERNET CONNECTION 2 NOS 25MBPS		1000/MONTH		3000
FURNITURE COST ( DEPRECIATION)		1250		1250
GST		1000/MONTH		3000
ELECTRICITY BILL		3000/MONTH		9000
SELLER	50	750/SELLER		37500
CUSTOMER BASE	2500	10/CUSTOMER		25000
MARKETING CHARGES FOR WEB PORTAL EMAIL,TEXT MESSAGE,WHATSAPP, FACEBOOK,GOOGLE AND AFFILIATES +	3 MONTHS	19000/MONTH		57000
PRODUCT MARKETING	2500	50/PRODUCT		125000
TOTAL				748500

	3RD QUARTER			
	NUMBER	EXPENSES	SALARY	TOTAL
CUSTOMER SUPPORT	4		20000/MC	240000
LISTING SUPPORT	4		18000/MC	216000
ACCOUNT MANAGER	4		25000/MC	300000
OFFICE BOY	1		12000/MC	36000
OFFICE WAREHOUSE		60000		60000
COMPUTER 4 NOS (DEPRECIATION)		12500		12500
PRINTER 1 NOS (DEPRECIATION)		1250		1250
INTERNET CONNECTION 2 NOS 25MBPS		1000/MONTH		3000
FURNITURE COST ( DEPRECIATION)		1250		1250
GST		1000/MONTH		3000
ELECTRICITY BILL		3000/MONTH		9000
SELLER	50	750/SELLER		37500
CUSTOMER BASE	2500	10/CUSTOMER		25000
MARKETING CHARGES FOR WEB PORTAL EMAIL,TEXT MESSAGE,WHATSAPP, FACEBOOK,GOOGLE AND AFFILIATES +	3 MONTHS	19000/MONTH		57000
PRODUCT MARKETING	2500	50/PRODUCT		125000
TOTAL				1126500

4TH QUARTER				
	NUMBER		SALARY	TOTAL
CUSTOMER SUPPORT	4		20000/MO	240000
LISTING SUPPORT	4		18000/MO	216000
ACCOUNT MANAGER	4		25000/MO	300000
OFFICE BOY	1		12000/MO	36000
OFFICE WAREHOUSE		60000		60000
COMPUTER 4 NOS (DEPRECIATION)		12500		12500
PRINTER 1 NOS (DEPRECIATION)		1250		1250
INTERNET CONNECTION 2 NOS 25MBPS		1000/MONTH		3000
FURNITURE COST ( DEPRECIATION)		1250		1250
GST		1000/MONTH		3000
ELECTRICITY BILL		3000/MONTH		9000
SELLER	50	750/SELLER		37500
CUSTOMER BASE	2500	10/CUSTOMER		25000
MARKETING CHARGES FOR WEB PORTAL EMAIL,TEXT MESSAGE,WHATSAPP, FACEBOOK,GOOGLE AND AFFILIATES +	3 MONTHS	19000/MONTH		57000
PRODUCT MARKETING	2500	50/PRODUCT		125000
TOTAL				1126500

1ST QUARTER	748500
2ND QUARTER	748500
3RD QUARTER	1126500
4TH QUARTER	1126500
TOTAL/YEAR	3750000

SELLER PAYMENT			
CATEGORY	SELLER COST	QUANTITY	TOTAL COST
ACCESSORIES	200 x	1191	238200
CLOTHING	400x	8292	3316800
DRYFRUIT	400x	1191	476400
ELECTRONIC	500x	8046	4023000
FOOTWEAR	200x	7569	1513800
JEWELERY	200x	3591	7188200
TOTAL			10286400



TOTAL SALES		
CATEGORY	ORDER QUANTITY/year	TOTAL SALES
ACCESSORIES	1191	544167.9
CLOTHING	8292	5554810.8
DRY FRUIT	1191	1521350.9
ELECTRONIC	8046	6235650
FOOTWEAR	7569	3314465.1
JEWELRY	3591	1626363.9
	29880	18796808.6

NET PROFIT		
Total Sales/year		18796808
Expenses		-3750000
Seller payment		-10286400
PROFIT		4760408
TAX 30%		1428122.4
NET PROFIT		3332286

	CAPITAL REQUIREMENT				
FIXED ASSET		MARKETING		OVERHEAD 3 MONTHS	
COMPUTER	200000	SELLER ONBOARDING	150000	SALARY	414000
PRINTER	20000	CUSTOMER BASE	100000	OFFICE LEASE	60000
FURNITURE	20000	MARKETING WEB PORTAL (FOR 3 MONTHS)	57000	ELECRICITY BILL	90000
SOFTWARE DEVELOPMENT	350000	PRODUCT MARKETING (FOR 3 MONTH)	125000		
	590000		432000		483000
FIXED ASSET	590000				
MARKETING	432000				
OVERHEAD 3 MONTHS	483000				
CAPITAL REQUIREMENT	1505000				
NOTE :- IF THE COSTING FOR THE SOFTWARE DEVELOPMENT INCREASES THERE WILL ADDITIONAL 12 LAKHS					