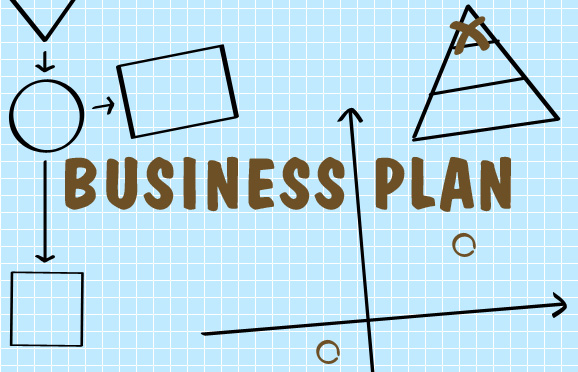
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**SUBMITTED TO SUBMITTED BY**

**Prof. P K Thomas Kunal Banerjee**

**Barsha Konwar**

**Shazmeen**

**Preeti Sharma**

**Certificates and documents required**

In order to start a Partnership Business, Having four partners and should fulfill the following requirements:

**Bank Documents**: for opening a Partnership Firm

* ID Proof of the Applicants
* Address Proof of the Applicants
* Firm Existing Proof (PAN card of the firm)
* Partnership deed
* Initial Funding

**Certificates:**

-Certificates stating Bank account status, name and account number and name of bank.

-Company Logo registration documents (if required)

-Company Certificates and agreements (if required)

**Legal Formalities**

* Company Registration with concerned authorities such as Government Company Registration Act. (only it is a manufacturing business)

*Go Gaming………Go FUZION….!!!*

****

**The Ultimate Gaming Paradise…….!!!!!!**

**“Come to explore the REAL world through VIRTUAL system’s”**

**Shop no. #198 (assumed)**

**3Rd Cross Street**

**Electronic City, Phase -1**

**Bangalore-560 001**

**Karnataka**

****

**BUSINESS PLAN**

**OWNER : Kunal Banerjee, Preeti Sharma, Barsha Konwar,**

**Shazmeen**

**BUSINESS NAME : FUZION**

**(Go Gaming……..Go FUZION….!!!!!)**

**BUSINESS TYPE : Partnership Firm**

**ADDRESS :**

**Shop no. #198 (assumed)**

**3Rd Cross Street**

**Electronic City, Phase -1**

**Bangalore-560 001, Karnataka**

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**-**start-up cost, Break Even Point (BEP) Analysis

**EXECUTIVE SUMMARY**

**FUZION** is a Partnership business owned and managed by KUNAL BANERJEE, BARSHA KONWAR, PREETI SHARMA & SHAZMEEN . Fuzion is gaming centers that cater’s to the needs of gamers, and it is equipped with all the equipments that can attract a gaming enthusiast, and that’s why it speaks……. “*Go Gaming…..go FUZION…..*”

Fuzion is equipped with computers, gaming equipments like Playstation-3,X-BOX,and Laser aided gaming, and also. Also a person can buy gaming software’s and consoles on advance booking basis. Fuzion also wants to make sure that whenever a customer enters inside the boundary of Fuzion, the customer gets thrilled by the set-up of the gaming zone, and after the time period of the gaming end’s, the customer excitedly say’s “I want to come to this world once again…!!!!”

**GENERAL COMPANY DESCRIPTION**

The company’s general description can be listed as follows:

**Mission** : To Provide the best gaming arena and best gaming experience to its customer. FUZION promises that gaming experience will give you real world experience through virtual systems. Fuzion will try its level best to mix virtual world with Real world. It Caters the gaming needs of the GEN-X and Gen-Y gaming enthusiast’s.

**Goals and Objectives** : FUZION’s goal is to reach the pinnacle of gaming service providers through its systems which combines virtual world with real world. A customer can feel the thrill inside FUZION’s gaming arena, whether it is a single play gaming mode, or multi-player gaming mode, or laser Aided gaming module.

**Legal form of ownership** : FUZION is based on PARTNERSHIP business type. It is owned and managed by group people and their name’s is KUNAL BANERJEE, BARSHA KONWAR, PREETI SHARMA & SHAZMEEN. All the pricing and costing of services and products are handled by the partners. Also, the profit is being distributed equally among the business partners according to their share’s.

**Products And services**

**FUZION** is majorly related to service. Providing gaming services to its customers. Fuzion also deals with selling of gaming products such as gaming software’s, gaming consoles (only in advance booking basis). The charges of using the service is given under:

For X box-360 :

Single play (or two players) module : Rs 100/hour

Multiplayer module (more than two): Rs 150/hour

For Playstation 3 :

Single Play (or two players) module : Rs 80/hour

Multiplayer module (more than two) : Rs 120/hour

Fuzion also provides its customers with laser aided gaming also, and the charges are:

Charges for Laser Aided gaming : Rs 200/hour

Fuzion also provides his customer with dose of refreshment also with a reasonable price. The refreshment list consists of chips, pop-corn and, small packed cakes.

**Company profile**

Company name : **Fuzion**

Proprietor/Partner’s : Kunal Banerjee,

Barsha Konwar

Preeti Sharma

Shazmeen

Address : **Fuzion**

Shop no. #198 (assumed)

3Rd Cross Street

Electronic City

Phase -1

Bangalore, 560 001

Karnataka

Contact details : +918497810712

Email id : kunalrocks2129@gmail.com

Website : [www.fuziongamezone.com](http://www.saralservices.com/)

**Marketing plan**

The Marketing plan of Fuzion is as follows:

**Marketing Research :** After studying the entire business area i.e., Electronic city (Phase-1),it can be found out that people want some real world experience of gaming through the virtual systems. People want outdoor games and indoor games as well. They are ready to pay ransom amount for systems like laser aided gaming, which is like a real world experience. And even since Electronic city is full of companies, some young employees will also come to the gaming arena to have some refreshment, and an experience of the gaming systems. Like this Fuzion can spread its reach to other localities as well that are closer to Electronic city. Gaming business can flourish quickly, since there is no other gaming zone in entire Electronic city.And also since there are no other gaming zone and hence there is no requirement of competitor analysis. Fuzion enjoy’s the monopoly in entire Electronic city.

Total amount that will be spent for the marketing purpose for Fuzion is given under:

|  |  |
| --- | --- |
| Source of advertisement | Amount to be spent (in Rs) |
| Brochure | 8,000 |
| Pamphlets | 8,000 |
| Ad in newspaper’s | 24,000 |
| Total | 40,000 |

And, hence the total amount required for marketing purpose of Fuzion is Rs. 40,000.

**Target Customers :**  The Target customers for Fuzion will be mainly teenager’s and youngster’s, and also the IT Professional’s who need some good gaming experience after their hectic work hours and also, who die to play or at least will test themselves on the gaming systems. And Fuzion is the perfect landing pad for these targeted customers i.e., the teenager’s and the youngsters. It can also extend to some middle-aged persons who want to have an experience of systems like laser aided gaming. But the middle-aged people are just an exception, as Fuzion is not targeting on customers of middle aged people.

From the pie-chart it can be found out that teenager’s and youngsters are eligible customers for Fuzion. Middle-aged people are just an exception.

**Management**

Since **Fuzion** is a **Partnership** type of business, and hence the complete management will taken care by the owner of the business, and the name of the owner is **KUNAL BANERJEE,** and his partner’s **BARSHA KONWAR, PREETI SHARMA & SHAZMEEN**. Kunal has having a little bit of knowledge and experience of this field, since he was himself a gamer addicted person, and also, he has worked in a gaming zone before also, and so, he knows what kind of customer’s majorly comes to the gaming zones. He also knows what kind of gaming software’s customer likes. So he can manage the gaming zone well, and can run his business smoothly, without any hassle or mismanagement or barrier’s. Later on, when the plan was revealed to his friends, they also showed interest in investing in the business, hence becoming business partner’s of KUNAL in running the business. All the partner’s are having equal share as they all invested the same amount i.e., 1.5 lacs, which is coming around 6 lacs, as total investment for the business from all the four business owner’s/partner’s.

**Financial plan**

Last but not the least is the financial planning of the business. No business can run properly with an inappropriate funding, and hence Fuzion has its properly planned and well managed funding. The following gives all the details regarding to the start-up funding or capital of the business, it is as follows:

|  |  |
| --- | --- |
| Requirements | Amount (in Rs) |
| Laptop | 30,000 |
| Gaming setup (x box, playstation 3,laser aided gaming, software’s , extra gaming consoles, projector) | 4,70,000 |
| Refreshment’s (for the customer’s) | 30,000 |
| Electricity connection and charges | 20,000 |
| Advertisement | 40,000 |
| website | 10,000 |
| Total | 6,00,000 |

It can be depicted in pie-chart as:

**Break Even Point (BEP) Analysis :**

**What is Break Even Point?**

**-**Unique sales level at which a company earns neither profit nor incurs a loss.

PROFIT=0

SALE – TOTAL COST=0

SALES-VARIABLE COST- TOTAL COST = 0

**Break Even Point Analysis**

-Algebraic Method

i) Break Even Point in rupees = FIXED COST / PV ratio

ii) Break Even in units=FIXED COST/Contribution per unit

-Thus the companies BREAK EVEN POINT would occur after the company has recovered the sanctioned spent amount. Till then company has gained 0% profit. Once the company recovers it spent amount any earnings would be registered as profit making towards the company.

**Estimation of Fuzion’s Profit making after certain duration :**

- As stated the company would enter it profit making zone only after it has reached it BREAK EVEN POINT.

- Thus an estimated duration for the company to cover up it spent amount and achieve its BREAK EVEN POINT would be approx 8-10 months.

- Estimated profit of the company after a taken duration of time such as 3 months after the company's BREAK EVEN POINT would be approx Rs. 3-4lacs

- Thus taking into consideration all the aspects of the company such as electricity bill, gaming software charges and repairs of damages of console the company's estimated profit for the proprietor would be approx Rs.2.5-4lacs.

- This profit estimation of the company is at starting point after its set-up and after the company has achieved it BREAK EVEN POINT.

- Through continuous growth and smooth functioning of the company, the estimated profit after 2yrs would state up to 10-12lacs Lakhs for the proprietor.

Fuzion’s projected profit making can be depicted through the table below:

|  |  |
| --- | --- |
| Year | Projected Profit making (in lakhs) |
| Year 1 | 3.2 |
| Year 2 | 4.5 |
| Year 3 | 6.8 |

In this way FUZION is generating its revenue/profit, which is taken and shared by its owner and partners i.e., KUNAL BANERJEE, BARSHA KONWAR, PREETI SHARMA, & SHAZMEEN.

