



.tech

Business Plan

October 28, 2019

I. BUSINESS DESCRIPTION

1. DESCRIPTION OF BUSINESS GOALS

.tech is a company that focuses on the innovations in the electrical field to bring forth a better future.

The specific goal of the company is to bring the best Innovation in the Electrical Industry through our renovation of hardware devices and services within 2030.

2. DESCRIPTION OF BUSINESS

The first product that we are going to introduce is **E.L.B Detector (Electric Line Break detector)**. The company headquarters is situated at Kanjikode, Palakkad, Kerala.

The company is under the ownership of **Mr. Abijith V. S.** It is under the leadership of **Mr. Arun K** (CEO), **Mr. Adithya** (CFO) and **Ms. Mansa** (HR). The company was established on October 15, 2019.

The main motive behind the company **.tech** is to bring forth innovations in the current scenario using modern technologies.

The major problem faced by Electrical boards is the lag in finding breaks in the electric transmission lines. The product **E.L.B Detector** is being put forth to decrease the time lapse due to the repair works that occur by it.

We provide electrically based innovative device which makes the working of State Electricity Board more efficient and quick. We would like to have a joint collaboration with The Kerala State Electricity Board (KSEB) by directly this with them.

3. DESCRIPTION OF KEY PERSONNEL

OWNERS: Mr. Abijith V S & Mr. Geo Emmanuel

CEO: Mr. Arun K

CFO: Mr. Adithya S

HR: Ms. Mansa R

Employees:

1. Sneha
2. Anshida
3. Murtaza
4. Rohit
5. Akshit

One of our Owner Mr. Abijith V S is a well known businessman who has completed his MBA at IIM Kolkata, who is goal oriented, passionate and budget minded. Our second owner Mr. Geo Emmanuel is an Entrepreneur who has graduated in MS from MIT Cambridge, is self reliant, confident and resilient.

Company CEO Mr. Arun K is an MBA graduate from SIBM, Pune, who has a strong communication skill and realistic optimism.

Company CFO Mr. Adithya is also an MBA graduate from IIM, Ahmedabad, who has a good accounting and financial competence along with a good vision and fore sight,

Our HR manager Ms. Mansa R is an M-com Graduate from Christ University, Bangalore, who has quick decision making and good communication skill.

All our Employees are well trained and trustworthy.

4. DESCRIPTION OF PRODUCT AND SERVICES

The product we have developed is called 'ELB Detector' which mainly focused on quick identification of the breaks in the electric line transmission for efficient rectification. The device works associated with the data received from GSM Module. GSM (Global system for mobile communication) is a standard developed by the European telecommunication standards institute (ETSI). A GSM module is a chip or circuit that will be used to establish communication between a mobile device and a GSM or GPRS system. The device works by the identifying the disruptions in the message data transfer between nearby GSM modules within a gap of 5 post distance. The device mainly consist of GSM module, transmitter, receiver, LED light, a 9v battery, LDR, black box (4cm*4cm*2cm) and a custom made waterproof box (). The LDR and LED are encased in the black box for protecting from light interference. The GSM module is programmed in a way that the disruption in the data from LDR due to transmission loss indicated by the LED is transmitted to the data server of the company which is forwarded to KSEB servers.

.Tech is providing technical support for KSEB by training technicians to make them able to rectify the timely defects by their own. We are giving

proper maintenance for the product for a time period of 3 years and upgrading programs to tackle the newly created threats.

The raw materials of ELB detector is purchased after quality checking by the Chief quality examiner from Shanghai, China and imported to Mumbai International Airport, India for further transportation.

The purchased goods are under the regulations by the law to improve the quality of the work.

The product ELBD is a new innovative product in the industrial sector. The major competitions for the products are electrical appliances companies in indirect means. The company can tackle with them by making new innovations.

5. DESCRIPTION OF MANUFACTURING AND PRODUCTION PROCESS

STEPS INVOLVED:

1. LIGHTNING STRUCKS OR POLE BREAKS
2. CURRENT BETWEEN 2 CONSEQUITIVE MODULE GOES OFF
3. THE LED DOES NOT GLOW WHICH IS SENSED BY THE LDR
4. THE INFORMATION IS PASSED TO DATABASE BY SYSTEM OF TRANSMITTERS AND RECEIVERS
5. INFORMATION IS ENCRYPTED TO FIND THE LOCATION OF THE FAILURE

All these steps take place within 2 second and information is collected by data base every second

As we use the best parts in market, it has high durability and best quality

6. DESCRIPTION OF MATERIALS AND SOURCES OF SUPPLY

The main components of our product is LDRs, LEDs, VOLTAGE REGULATORS, CONNECTORS, GSM MODULE,,TRANSMITTERS and RECEIVERS, and a box to safeguard all the parts.

We also we can provide the board a 2 year warranty on our product, and all products shall be serviced in every 2 years.

We also need some soldering machines and working stations to complete our project. The main supply is from Shanghai, China where we buy good quality products at half the price in market.

In initial stage we require only 10000 products but 10500 will be manufactured in order to change if any products fails at anytime.

II. MARKET RESEARCH

7. DESCRIPTION OF CUSTOMERS

The main customers for us would be the electricity boards at different places or states, but initially our target customer is KSEB.

As KSEB has an issue of not knowing where the line has broken. And we have a solution for this problem and as of now no one have come up with a solution other than us, so they would surely buy it and hence they are our buying preference.

As there is a necessity for this product, and as there is not much competition, this has a good market size.

8. DESCRIPTION OF COMPETITOR.

The main completion we would have is from other raw materials suppliers to KSEB, but as our product is new in market, the direct competitors are less. The competition we may face in future is if any other company tries to replicate our product in a more innovative and more cost efficient way.

As per our financial calculations our company will earn upto 40% profit within the first initial stage of the work.

And we give equal importance to our customers so that their satisfaction is one of our utmost priority and this will be handled by using quality.

9. DESCRIPTION OF LOCATION

Our main base is situated in Kanjikode, Palakkad. It is an industrial town situated in the Pudussery Panchayath. It is situated 12 kilometers from the town of Palakkad and 33 kilometers from Coimbatore which is located on NH 544.

It is chosen because the Walayar check post is situated nearby. Petrol pumps, automated teller machines, restaurants and rooms are available. National highway connects to Coimbatore and Bangalore. The nearest airport is Coimbatore. The nearest major railway station is Palakkad Junction.

We searched for various other locations – Kannur , Kochi and Trivandrum but they were not economical. So we decided Kanjikode as our base finally.

CONNECTION

Road : NH 544

Rail: Cochin International Airport – 123km

Coimbatore International Airport – 55km

Sea: Kochi Seaport International Container

Transshipment Terminal – 152km

Standard Design Factory : 8000 sq feet.

Raw materials are imported from an electrical company situated in China. These are shipped to Mumbai via air. Then they are transported to Kanjikode by truck. We just need a maximum to 2 trucks for total transportation of raw materials.

Once the entire batches of products are manufactured, they are distributed to respective areas via air, road and sea.

Basic necessity i.e. electricity is available.

10. DESCRIPTION OF MARKETING METHODS

We want to detect the breaking points in line immediately.

Our product Electric Line Break Detector is used to detect the flow of current through transmission lines. We are going to manufacture an average of 10,000 detectors i.e. 1 detector for 5 poles. First we are implementing these in 1000 poles, if they are economical and profitable then we will sell this product to KSEB. Slowly we will implement these in entire South India and finally spread it all over India. In between, if we get projects from other nations we are ready to fulfill their needs and regulations also.

In order to catch the attention of KSEB, we register on the Central Supplier Database. We can also fix a suitable price for our product. Since we are producing an innovative product, they are likely to be selected.

FEATURES:

Our product is efficient, durable, (water proof casing), compact and cheap. It's a very simple technology and is quite unique. It is very reliable because the fault can be detected easily.

We basically focus on implementing this idea in Kerala with 2 years. If they get flourished, we like to expand our production a bit larger i.e. by implementing it in South India within next 2years and finally establishing it at a large scale by executing it in India by a period of 3years.

11. PRICING

To maximize our profit we have imported good quality components for our product from Shanghai, China.

The main components of our product include LDRs, LEDs, VOLTAGE REGULATORS, CONNECTORS, GSM MODULES, TRANSMITTERS, and RECEIVERS, and a box to safeguard all these parts.

Our total cost for purchasing all these raw materials were nearly Rs.41 lakhs. Apart from that we had to spent around Rs.55000 for taking go downs/factories for assembling, anther Rs.2 lakhs on customs to import these electrical goods from China and around Rs.2 lakhs for labor and transportation charge, which takes our total investment to Rs.46 lakhs.

As we are planning to implement this only on to about 50000 posts, we would arrive at 436/product to manufacture and we plan it to sell at a price of 600/product, we would have enough capital to expand our company.

When we look at the location of our company, it is located on the heart of Kanjikode, which is thriving with industries and easy transportation facilities. We would also educate/teach a specified number of KSEB technicians to repair/replace the device if any error occurs.

III. FINANCIAL PLANNING

12. SALES FORECASTING

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After implementing the product in the KSEB; we will move to south Indian Electricity Boards to practice this idea in the scenario. Also, we consider the good market of this product in the third nation countries.

13. OPERATIONAL FORECASTING

The estimated start up cost is almost around 50 lakh rupees. As the founders of the company; Geo and Abijith made a 60-40% investment in the company for its progress.

The total of an individual product is 600rs including the profit and total cost of production. A profit of 37% is get returned to the company. The project is implemented for a period of 6 months in Kerala. Then the region of market is shifted to the south India.

The breaking point of this business is in the 3rd month; when the KSEB accepts the finished product for their progress.