DESCRIPTION OF CUSTOMERS

TARGET BUYERS

The main customers for us would be electricity board of different places/states ,but initially our target customer is KSEB.

BUYING PREFERENCES

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 has come up with a solution other than us, they would buy it.

POTENTIAL MARKET SIZE

As there are no much competitors and there is a necessity for this product ,this has a good market size

DESCRIPTION OF COMPETITORS

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

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

And we give the same level of importance customers, so their satisfaction is our one of the utmost priority which will we done by using quality parts in product.

PRICING

To maximize our profit we have imported quality parts from shanghai in china. Our total cost for purchasing all these raw materials was near to 41 lakhs,apart from that we had to spent around 55000 for the taking go downs/factories for assembly,another 2 lakhs on customs to import these electrical goods from china, and around 2 lakhs for labour charge and transportation.which takes our total investment to 46 lakhs.

As we are planning to implement this only in around 50000 posts we would arrive at 433/product to manufacture and we plan it to sell at 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 in the heart of kanjikode, which is thriving with industries and easy transportation facilities. we would also educate/teach a particular number of kseb technicians to repair/replace if any error occurs.

DESCRIPTION OF MATRIALS

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

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

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

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

MANUFACTORING AND PRODUCTION

STEPS INVOLVED

LIGHTNING STRUCKS OR POLE BREAKS

CURRENT BETWEEN 2 CONSEQUITIVE MODULE GOES OFF

THE LED DOES NOT GLOW WHICH IS SENSED BY THE LDR

THE INFORMATION IS PASSED TO DATABASE BY SYSTEM OF TRANSMITTERS AND RECEIVERS

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